



**HĀLĀWAI PAPA ALAKA'I KŪIKAWĀ O KE KE'ENA KULEANA HO'OKIPA O HAWAII'
SPECIAL BOARD MEETING OF THE HAWAII TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**PO'ALUA, 'OKAKOPA 15, 2024, 10:00 AM
TUESDAY, OCTOBER 15, 2024 AT 10:00 AM**

<p>Kikowaena Hālāwai O Hawai'i Papahale Ho'okū Ka'a Lumi Nui A 1801 Alaākea Kalākaua Honolulu, Hawai'i 96815</p> <p><i>E ho'olele 'īwā 'ia ka hālāwai ma o ka Zoom.</i></p>	<p>Hawai'i Convention Center Parking Level Executive Boardroom A 1801 Kalākaua Avenue Honolulu, Hawai'i 96815</p> <p>Meeting will be live streaming via Zoom.</p>
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<https://us06web.zoom.us/j/88242036118>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, ****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [**@****mail.com](mailto:****@****mail.com).**

**Kelepona / Call In: 1 346 248 7799
Helu Hālāwai / Webinar ID: 88242036118**

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai ('elua lā ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (two business days prior to the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at Carole@gohta.net or hand-deliver or mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

**PAPA KUMUMANAʻO
AGENDA**

1. *Hoʻomaka*
Call to Order
2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Protocol
4. *Hōʻike O Nā Hālāwai ʻAe ʻIa*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)
5. *Hoʻonoho i ka ʻElele Hou Loa o ka Papa Alakaʻi Hawaiʻi Tourism Authority ʻo Todd Apo*
Welcome New Board Member, Todd Apo, to the Hawaiʻi Tourism Authority Board of Directors
6. *Hoʻoholo, Kūkā a Hana e Hoʻokumu i ka HTA Governance Study Permitted Interaction Group e Hoʻoholomua i ka Hua o ka Papahana Hōʻuluʻulu Hoʻomalu*
Motion, Discussion and Action to Create an HTA Governance Study Permitted Interaction Group for the Purpose of Addressing the Issues Outlined in the Governance Study Deliverable Reports and Final Report Recommendations
7. *Hoʻoholo, Kūkā a Hana e Hoʻokumu i ka Government Affairs Permitted Interaction Group e Hoʻomōhala a Kālai ʻana aku i nā Kānāwai ma ka Pae Pekelala, Mokuʻāina, a Kalana*
Motion, Discussion and Action to Create a Government Affairs Permitted Interaction Group for the Purpose of Developing Policy Positions and Legislation at the Federal, State, and County Level
8. *Hōʻikeʻike, Kūkākūkā a Hoʻoholo no ka Hoʻokuleana Wahaʻōlelo*
Motion, Discussion and Action to Adopt a Board Resolution for the Delegation of Authority to Present Policy Positions
9. *Kūkākūkā no ka Hoʻokuleana i nā Kōmike me nā Hui Noiʻi*
Discussion on the Membership of Standing Committees and Permitted Interaction Groups
10. *Hoʻoholo i ka Hoʻokuleana i nā Kōmike me nā Hui Noiʻi*
Action to Elect Board Members to Standing Committees and Permitted Interaction Groups
11. *Hoʻokuʻu*
Adjournment

*** *ʻAha Hoʻokō: Ua hiki i ka Papa Alakaʻi ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaiʻi Revised Statutes (HRS) § 92-4. E mālama ʻia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alakaʻi kūkā a hoʻoholo ʻana i nā nīnūnē a nīnau i pili i ko ka Papa Alakaʻi kuleana me ko ka Papa Alakaʻi loio. He hālāwai kūhelu kēia i ʻole paulele ʻia ka ʻikepili a i mea hoʻi e mālama kūpono ai i ko Hawaiʻi ʻano, he wahi i kipa mau ʻia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawaiʻi Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawaiʻi's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Mokuʻāina ʻo Hawaiʻi, he māhele ka ʻaina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka ʻai ʻana, ʻaʻole hoʻi ia he wā hoʻomalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaiʻi, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e hoʻokaʻaʻike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, ʻaʻole hoʻi a ma ʻō aku o ka ʻekolu lā ma mua o ka hālāwai. Inā ʻike ʻia he noi i ka lā ma mua o ka hālāwai, e hoʻāʻo mākou e ʻimi i ka lawelawe a mea like paha, ʻaʻole naʻe hoʻi e hiki ke hoʻohiki ʻia ke kō o ua noi lā. Ua noa pū kēia hoʻolaha ma nā kino ʻokoʻa e like me ka mea pono.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 5 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

E like nō me ka ʻōlelo o ke Kānāwai Hawaiʻi i hoʻoholo ʻia māhele 92-32.7, ʻaʻole e mālama ana ke Keʻena Kuleana Hoʻokipa o Hawaiʻi i kekahi wahi kaʻawale no ka lehulehu a lālā papa alakaʻi e nānā a e komo ai i ka hālāwai ma ka hoʻohana i ka ʻenehana komo hālāwai, no ka mea, hiki nō i ka poʻe o ka lehulehu a lālā papa alakaʻi ke nānā a komo pū ma ka hālāwai hōʻea kino.

In accordance with HRS section 92-3.7, the Hawaiʻi Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

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**Motion, Discussion, and Action to
Create an HTA Governance Study Permitted
Interaction Group for the Purpose of Addressing
the Issues Outlined in the Governance Study
Deliverable Reports and Final Report
Recommendations**



STAFF REPORT TO THE BOARD

October 15, 2024

AGENDA NO. 6

Motion, Discussion, and Action to Create an HTA Governance Study Permitted Action Group for the Purpose of Addressing the Issues Outlined in the Governance Study Deliverable Reports and Final Report Recommendations

REPORT:

The Governance Study PIG Reported at the October 3, 2024, Regular Board Meeting their recommendations including:

- Create a new Governance Study PIG.
- The purpose of the PIG will be to:
 - Address the issues
 - Address the final report recommendations
- This new PIG is to report to the Board prior to the 2025 Legislative session.

RECOMMENDATION:

A Motion to Approve the Creation of an HTA Governance Study Permitted Interaction Group (PIG).

October 11, 2024

Final Recommendation Report of the Governance Study PIG

Aloha Board Members:

The PIG convened a meeting virtually on July 15, 2024, to discuss the next steps regarding the Governance Study Report.

Your Governance Study PIG is pleased to report to the Board the following recommendations:

- Create a new Governance PIG
- The current four board members remain on the new PIG and additional board members may be added
- The purpose of the PIG will be to:
 - Address the issues outlined in the deliverable reports
 - Address the final report recommendations
- Work in collaboration with Daniel Nahoopii in his capacity as interim President and CEO to lay out a plan to include a timeline and milestones to address these issues and report to the PIG or committee
- This new PIG to report to the Board prior to the 2025 Legislative session
- The committee recommends the full board through its Chair to initiate a press release to identify our path forward on the Governance Study.

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**Motion, Discussion, and Action to
Create a Government Affairs Permitted Interaction
Group for the Purpose of Developing Policy
Positions and Legislation at the Federal, State,
and County Level**



STAFF REPORT TO THE BOARD

October 15, 2024

AGENDA NO. 7

Motion, Discussion, and Action to Create a Government Affairs Permitted Action Group for the Purpose of Developing Policy Positions and Legislation at the Federal, State, and County Level

REPORT:

The Governmental Affairs PIG would be responsible for developing policy positions and legislation at the Federal, State, and County Level. This scope is broader than the previous Legislative PIG.

RECOMMENDATION:

A Motion to Approve the Creation of a Government Affairs Permitted Interaction Group (PIG).

October 11, 2024

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Motion, Discussion, and Action to Adopt a Board Resolution for the Delegation of Authority to Present Policy Positions



STAFF REPORT TO THE BOARD

October 15, 2024

AGENDA NO. 8

*Motion, Discussion, and Action to Adopt a Board Resolution for the
Delegation of Authority to Present Policy Positions*

REPORT:

The Board approved and adopted Resolution No. 2023-3 at its October 26, 2023, Regular Board Meeting. This resolution is valid through the calendar year 2024.

This resolution authorizes its President and CEO or its designee, and/or its Board Chair or its designee to represent the authority in communications with the Governor and the Legislature, including but not limited to the positions noted below, on behalf of the Authority during Calendar Year 2024 before all branches of the federal, state, and county governments.

RECOMMENDATION:

The staff recommends retaining the language of this resolution with modifications for the time period and deletion of bullet point 3, which is no longer applicable.

A Motion to Adopt Board Resolution Delegation of Authority to Present Policy Positions.

October 11, 2024



Resolution

No. 2023-3

DELEGATION OF AUTHORITY TO PRESENT POLICY POSITIONS

WHEREAS, the Powers and Duties of the Hawai'i Tourism Authority in HRS §201B-3(a)(6) provide that the authority may, "Through its president and chief executive officer, represent the authority in communications with the governor and the legislature"; and,

WHEREAS, legislation may be introduced at the federal, state, and county level which may impact the strategic mission and statutory purpose of the Hawai'i Tourism Authority and, as such, HTA may require testimony or other information to present its policy positions of the authority in the appropriate forum; and,

WHEREAS, the Board of Directors seeks greater flexibility and autonomy in order to address the complex emerging issues of the market, industry and community, in return for pledging greater accountability.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors hereby authorizes its President and CEO or its designee, and/or its Board Chair or its designee to represent the authority in communications with the governor and the legislature including but not limited to the positions noted below, on behalf of the Authority during Calendar Year 2024 before all branches of the federal, state and county governments. This is provided that the positions are aligned and consistent with Hawai'i Revised Statutes chapter 201B, the Hawai'i Tourism Authority Strategic Plan 2020-2025, Destination Management Action Plans, and any other policies, plans or budgets approved by the Authority and this Resolution:

- HTA actively supports West Maui's economic recovery following the devastating August 2023 wildfires. The Authority's responsibility in promoting and maintaining Hawai'i's brand is best effectuated through supporting and amplifying the Governor's policies and directions with an emphasis on messaging to travelers considering Maui as a destination to be mindful and supportive of the process underway as the community heals and manages their recovery.
- HTA will support legislation and take positions to support an annual deposit of the transient accommodations tax, or other funding, into a special fund administered by HTA as a means to carry out its stated priorities.

- HTA is engaged in a governance study that will provide background, guidance, and actionable recommendations in regards to amending HRS §201B to reflect the changes that have occurred in Hawai'i as well as the tourism economy since its adoption. Delivery of the study is scheduled for June 2024 providing sufficient time to develop legislation for the 2025/26 biennium. HTA supports all input and perspectives and will be engaged with the Legislature as this study develops through the upcoming Legislative session. In the interim HTA will support legislation that further defines or establishes its responsibility for destination management and stewardship (see HRS201B-7(b)) or that would enhance it's effectiveness in implementing HRS201B.
- HTA will support legislation and take positions to support the reestablishment of an appropriation ceiling and increased funding for the Convention Center Enterprise Special Fund to enable the expenditure of funds for the operations and repair and maintenance of the Hawai'i Convention Center.
- HTA will review and comment on all proposed taxes and fees which impact tourism, and will study the potential effects of increased taxes and fees on visitor demand and tourism management efforts.
- HTA is guided by and will support its Strategic Plan 2020-2025 and the principles and values represented under the concept of Mālama Hawai'i.

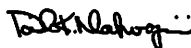
BE IT FURTHER RESOLVED, that the Board of Directors elects that any official positions taken by the Chair, the President and CEO and/or their designee on issues before federal, state and county governments not previously approved by the board shall be communicated to board members as soon as practicable, and presented at the next regular board meeting of the Authority; and,

BE IT FINALLY RESOLVED, that copies of this resolution be transmitted to the President & CEO, Board Chair, Board Members and Chief Administrative Officer.

As adopted on this 26 day of October 2023
By the Board of Directors



Blaine Miyasato
Board Chairperson



Daniel Nahoopii
Interim President & CEO



John Cole
Deputy Attorney General

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Discussion on the Membership of Standing Committees and Permitted Interaction Groups



STANDING COMMITTEES | PERMITTED INTERACTION GROUPS (PIG) DESCRIPTIONS

BRANDING STANDING COMMITTEE

Revised: 2/29/24

There is established a *Branding Standing Committee* that shall be responsible for the review, evaluation, and recommendation of the Authority's branding, marketing, and messaging initiatives, programs, and/or activities which support the Authority's vision, mission, goals and objectives including meetings, conventions, and incentive business.

ADMINISTRATIVE & AUDIT STANDING COMMITTEE (Proposed)

There is established an *Administrative & Audit Standing Committee* for the purpose of reviewing existing HTA operating policies, make findings and recommendations to modify, create, amend and/or replace existing policies relating to the administration of the Authority; and establishing criteria and making recommendations related to the evaluation of the President & Chief Executive Officer. The committee shall also be responsible for the establishment and the proper execution of internal audit controls by (i) consulting with the Authority's external auditors to determine whether the internal controls have been properly executed; (ii) ensuring that financial statements are timely prepared and accurate, and that the statements will properly report financial information necessary for the fiscal operation of the Authority; and, (iii) establish and enforce a code of conduct to ensure the financial integrity of the Authority's management of public funds. ~~The committee shall also be responsible for matters relating to legislative and governmental affairs.~~

BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE

There is established a *Budget, Finance, and Convention Center Standing Committee* for the purpose of reviewing the Authority's financial reports, investments, annual budget, and other budget and finance related matters, including the Convention Center. The committee shall, in conjunction with the Authority's staff, be responsible for the development and monitoring of the Authority's annual budget. The committee shall review the Authority's financial reports, inclusive of the Convention Center, and other budget and finance-related matters, and make recommendations to the Board. The committee shall also be responsible for the long-term strategic planning for the Hawaii Convention Center, including capital improvement plans, facility modernization efforts, and facility management.

HO'OKAHUA HAWAII STANDING COMMITTEE

There is established a *Ho'okahua Hawai'i Standing Committee* for the purpose of developing, reviewing, evaluating, monitoring, reporting, and providing recommendations on issues relating to natural resources, Hawaiian culture, and community.

CEO SEARCH PERMITTED INTERACTION GROUP (PIG)

The purpose of this *CEO Search Permitted Interaction Group (PIG)* is to assist in the selection process for the position of President and CEO of the Hawai'i Tourism Authority.

HTA GOVERNANCE STUDY PERMITTED INTERACTION GROUP (PIG) (Proposed)

This investigative committee's purpose is to address the issues outlined in the Governance Study deliverable reports and final report recommendations.

GOVERNMENT AFFAIRS PERMITTED INTERACTION GROUP (PIG) (Proposed)

This investigation committee's purpose is to develop policy positions and legislation at the Federal, State, and County Level.