



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

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

**PŌ'ALUA, 26 NOWEMAPA 2024, 9:30 AM
TUESDAY, NOVEMBER 26, 2024 AT 9:30 AM**

Kikowaena Hālāwai O Hawai'i
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/86823572969>

*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: (669) 444-9171
Helu Hālāwai / Webinar ID: 868 2357 2969**

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 KUMUMANA'O
AGENDA**

1. *Ho'omaka*
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. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)
5. *Ho'onoho I Ka Lālā Hou O Ka Papa Alaka'i*
Welcome New Board Member, Todd Apo, to the HTA Board of Directors
6. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes of the October 3, 2024 Regular Board Meeting
7. *Hō'ike A Ka Luna Ho'okele*
CEO Report
8. *Hō'ike A Ka Luna Ho'omalū*
Board Chair Report
9. *Hō'ike'ike A Ka Papahana Mālama 'Āina Ho'okipa*
Presentation on HTA Destination Stewardship Programs
10. *Hō'ike'ike Noi'i 'Oihana Ho'okipa*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
11. *Hō'ike A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai*
Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE
 - a. *Hō'ike'ike, Noi, Hō'ike'ike, Kūkā, A Ho'oholo No Ka Mo'olelo Kālā*
Presentation, Motion, Discussion, and Action on the HTA's September and October 2024 Financial Report; Recommend Approval
 - b. *Noi, Kūkā A Ho'oholo No Ka Mo'olelo Kālā Kikowaena Hālāwai O Hawai'i*
Motion, Discussion, and Action on the Hawai'i Convention Center's (HCC's) August 2024, September 2024, and October 2024 Financial Reports and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan Recommend Approval

12. *Hō'ike A Ke Kōmike Alowelo*

Report and Update by the BRANDING STANDING COMMITTEE

- a. *Hō'ike'ike A Kūkā No Ka Mākeke 'Amelika*
Presentation and/or Discussion on the Los Angeles Saturation Activation and Other Updates from Hawai'i Tourism United States (HTUSA)
- b. *Hō'ike'ike A Kūkā No Ka Mākeke Iāpana*
Presentation and/or Discussion on the JATA Expo, Japan Mission and Other Updates from Hawai'i Tourism Japan (HTJ)
- c. *Hō'ike No Ka Hana Pūalu Me Brand USA Me Nā Pāhana Hokona Kau'āina*
Update on the Partnership with Brand USA and other International Marketing Activities

13. *Ho'oholo, Kūkā A Hana E Ho'okumu I Hui Noi'i Papahana Hō'ulu'ulu Ho'omalū*
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

14. *Hō'ike'ike, Kūkākūkā A Ho'oholo No Ka Ho'okuleana Waha'ōlelo*
Motion, Discussion and Action to Adopt a Board Resolution for the Delegation of Authority to Present Policy Positions

15. *Kūkākūkā No Ka Ho'okuleana I Nā Kōmike Me Nā Hui Noi'i*
Discussion on the Membership of Standing Committees and Permitted Interaction Groups

16. *Ho'okuleana I Nā Kōmike Me Nā Hui Noi'i*
Action to Elect Board Members to Standing Committees and Permitted Interaction Groups

17. *Hō'ike Holomua A Ka Hui Noi'i 'Imi Luna Ho'okele*
Progress Update from the Permitted Interaction Group to Assist in the Selection Process for the Position of President and CEO of the Hawai'i Tourism Authority

18. *Kūkākūkā A Ho'oholo No Nā Kumuhana Pili Limahana****
Discussion and/or Action on Personnel Issues***

19. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia 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 Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai i ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i 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 Hawai'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawai'i, 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 ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a 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 4 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 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai, no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.

In accordance with HRS section 92-3.7, the Hawai'i 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.