



Resolution

No. 2025-01

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 levels which may impact the strategic mission, statutory purpose, and operations 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, its Board Chair or its designee, and/or the Chair of the Legislative PIG to represent HTA in communications with executive and legislative branches of Federal, State, and County government, on behalf of HTA during Calendar Year 2025. This is provided that the positions are aligned and consistent with the official policy positions adopted by the board, 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, including the following positions:

- HTA will continue to support Maui's economic recovery to stabilize the domestic market and rebuild international traveler interest.
- HTA will seek increased funding to support the market saturation activations and co-op programs to increase visitor arrivals and increase visitor spending and ensure that the HTA remains globally competitive.
- HTA will review and 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 will support legislation and take positions to support increased funding for the Convention Center Enterprise Special Fund.

- HTA will review and comment on all proposed taxes and fees which impact tourism.
- HTA will review and support legislation that creates new tourism products aligned with a regenerative tourism model, including agritourism, edu-tourism, cultural tourism, nature tourism, health and wellness, sports, and voluntourism.
- HTA will review and support legislation that enhances and strengthens the visitor industry workforce.
- HTA completed a governance study that provided background, guidance, and actionable recommendations in regard to amending HRS §201B to reflect the changes that have occurred in Hawai'i as well as the tourism economy since its adoption. The HTA Board, through its Governance Study Permitted Interaction Group will address issues outlined in the Governance Study Deliverable Reports and the Final Report Recommendations.
- HTA will prioritize destination stewardship by supporting policies that protect Hawai'i's environment, culture, and community well-being. This includes advocating for responsible resource management, cultural preservation, sustainable tourism development, visitor education, and community benefits. The HTA will actively engage in the legislative process to ensure tourism contributes to a thriving Hawaii for both residents and future generations.

BE IT FURTHER RESOLVED, 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 HTA board meeting; 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 ___ day of January 2025
By the Board of Directors



Mufi Hannemann
Board Chairperson



Daniel Nahoopii
Interim President & CEO



John Cole
Deputy Attorney General