



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'AHĀ, 27 MALAKI 2025, 9:30 a.m.
THURSDAY, MARCH 27, 2025 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/82630378583>

*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: +1 669 444 9171
Helu Hālāwai / Webinar ID: 826 3037 8583

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. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes of the February 21, 2025, Special Board Meeting and February 27, 2025 Regular Board Meeting
6. *Hō'ike A Ka Luna Ho'okele*
CEO Report
7. *Hō'ike A Ka Luna Ho'omalū*
Board Chair Report
8. *Hō'ike A Ka Hui Kūkā 'Aha'olelo*
Report and/or Action by the LEGISLATIVE PERMITTED INTERACTION GROUP
 - a. *Kūkākūkā a Ho'oholo No Ka Palapala Ho'oholo 2025-01*
Discussion and Action on Board Resolution 2025-01 for the Delegation of Authority to Present Policy Positions
9. *Hō'ike A Ke Kōmike Alowelo*
Report and Update by the BRANDING STANDING COMMITTEE
 - a. *Kūkākūkā A Ho'oholo I Ke Koho 'Ana I Hope Luna Ho'omalū*
Discussion and Action on the Selection of a Vice Chair for the Branding Standing Committee
 - b. *Hō'ike i ka Papahana Hokona Pilikia Kūhewa ****
Update on the Emergency Marketing Campaign ***

10. *Hō'ike'ike A Ka Papahana Mālama 'Āina Ho'okipa*
Presentation on HTA Destination Stewardship Programs
11. *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
12. *Hō'ike A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālawai*
Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE
 - a. *Noi, Hō'ike'ike, Kuka, a Ho'oholo i ka Mo'olelo Kālā no Pepeluali 2025*
Motion, Presentation, Discussion, and Action on the Hawai'i Tourism Authority's (HTA) February 2025 Financial Report; Recommend Approval
 - b. *Noi, Hō'ike'ike, Kūkā, a Ho'oholo i ka Mo'olelo Kālā a me ka Papa Hana Ho'oponopono o ke Kikowaena Hālawai o Hawai'i no Pepeluali 2025*
Motion, Presentation, Discussion, and Action on the Hawai'i Convention Center's (HCC) February 2025 Financial Report and Update on the HCC's 6-Year Repair and Maintenance Plan; Recommend Approval
13. *Hō'ike A Ke Kōmike Ho'okahua Hawai'i*
Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE
 - a. *Kūkā a Ho'oholo I Ka Ho'ākāka 'Ana I Ke Kōmike Ho'okahua Hawai'i*
Discussion and Action to Update the Ho'okahua Hawai'i Standing Committee Description
 - b. *Hō'ike'ike i ka Papahana LA Rams 2025*
Update on the LA Rams 2025 Program
 - c. *Kūkā a Ho'oholo I ke Ka'ina Hāna a Pahu Hopu a Kā HTA Papahana Ho'okele*
Discussion and/or Action on the Timeline and Objectives for the Hawai'i Tourism Authority's Strategic Tourism Plan
 - d. *Kūkā a Ho'oholo I ke Ka'ina Hāna a Pahu Hopu a Kā HTA Papahana Mālama 'Āina Ho'okipa*
Discussion and/or Action on the Timeline and Objectives for the Hawai'i Tourism Authority's Destination Management Action Plans

14. *Ke Kōmike Hoʻokele A Hōʻoia Keʻena*

ADMINISTRATION AND AUDIT STANDING COMMITTEE

- a. *Kūkā a Hoʻoholo I Nā Alakaʻi E Hoʻokuleana ʻIa E Komo I Ka Hui Noiʻi Loiloi Luna Hoʻokele a Koho I Luna Hoʻomalua a Luna Hoʻomalua Hope*
Discussion and Action on the Assignment of Board Members to the CEO Evaluation Permitted Interaction Group and Action to Elect Chair and Vice Chair

- b. *Hōʻike, Kūkā, a Hoʻoholo I Kā HTA Limahana A Me Nā Alakaʻi ****
Presentation, Discussion, and Action on HTA Personnel and Leadership***
 - i. *Hōʻike, Hoʻāna a Hoʻoholo i Alakaʻi Hou ****
Discussion, Evaluation, and Action Relating to the Resignation of Interim President & CEO Daniel Nahoopii and the Proposed Interim President & CEO, Chief Administrative Officer, Caroline Anderson. As a Result, Other Personnel Discussion and Action May be Required, per Bylaws Article VI, Sec 3 and 201B-2, (7)(f)***

 - ii. *Hōʻike, Hoʻāna a Hoʻoholo I Kā HTA Papa Alakaʻi Mau Luna****
Discussion and Action Regarding HTA Board Officers, per Bylaws Article III***

15. *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 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 3 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.