



**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, MEI 1, MA KA HOLA 9:30 AM  
THURSDAY, MAY 1, 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/84207656063>

*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](mailto:****@****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: +1 719 359 4580 US  
Helu Hālāwai / Webinar ID: 842 0765 6063**

*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](mailto: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](mailto:Carole@gohta.net) or hand-deliver or mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1<sup>st</sup> Floor, Honolulu, HI 96815.**

**PAPA KUMUMANA'O**  
**AGENDA**

1. *Ho'omaka* 9:30 a.m.  
**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 March 25, 2025, Special Board  
Meeting and March 27, 2025 Regular Board Meeting**
  
6. *Hō'ike A Ka Luna Ho'okele* 9:45 a.m.  
**CEO Report**
  
7. *Hō'ike A Ka Luna Ho'omalū* 10:05 a.m.  
**Board Chair Report**
  
8. *Hō'ike A Ka Hui Kūkā 'Aha'ōlelo* 10:20 a.m.  
*a.m.*  
**Report and/or Action by the LEGISLATIVE PERMITTED  
INTERACTION GROUP**
  
9. *Hō'ike A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā,* 10:35 a.m.  
*A Me Ke Kikowaena Hālāwai*  
**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 and March 2025 Financial Reports;  
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 Hālāwai o Hawai'i no Pepeluali 2025*  
**Motion, Presentation, Discussion, and Action on the Hawai'i Convention Center's (HCC) February 2025 and March 2025 Financial Report and Update on the HCC's 6-Year Repair and Maintenance Plan; Recommend Approval**

10. *Hō'ike A Ke Kōmike Ho'okahua Hawai'i* 10:50 a.m.  
**Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE**

- a. *Hō'ike'ike i ka Papahana LA Rams 2025*  
**Update on the LA Rams 2025 Program**
- b. *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**
- c. *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**

11. *Hō'ike A Ke Kōmike Ho'okele A Hō'ōia Ke'ena* 11:20 a.m.  
**Report and Update by the ADMINISTRATIVE AND AUDIT STANDING COMMITTEE**

- a. *Kūkākūkā e Pili Ana i Nā Nīnau a Ka Papa Alaka'i*  
**Discussion on Questions Submitted by Board Members to the Administrative and Audit Standing Committee**
- b. *Kūkākūkā a/a i 'ole Ho'oholo i Ka Loiloi 'Ana i Nā Manakia Hope*  
**Discussion and/or Action on Scheduling Employee Performance Appraisal (HRD 526A) for All Acting Authority Managers**
- c. *Kūkākūkā e Pili Ana I Nā Wahi Limahana Hakahaka a ka Ho'ololi hou 'ia i Nā Palapala Hō'ike Hana*  
**Discussion on Current Hawai'i Tourism Authority Vacant Positions and Updating Position Descriptions**
- d. *Kūkākūkā a/a i 'ole Ho'oholo I Nā Luna o Ka Papa Alaka'i - 'Atikala III*  
**Discussion and/or Action Regarding HTA Board Officers, per Bylaws Article III**

12. *Kūkākūkā E Pili Ana I Ka Palapala Hō'ōia A HTA* 11:35 a.m.  
**Discussion on the Audit of the Hawai'i Tourism Authority's  
Destination Management Action Plans**
13. *Hō'ike Mo'ohelu Kālā FY2026* 11:50 a.m.  
**Presentation on Proposed FY 2026 Budget\*\*\***
14. *Hō'ike A Ke Kōmike Alowelo* 12:35 p.m.  
**Report and Update by the BRANDING STANDING COMMITTEE**  
a. *Hō'ike, Kūkā, a/a i 'ole Ho'oholo i Kā HTA Kuhikuhi  
Ho'ālowelo 2026\*\*\**  
**Presentation, Discussion, and/or Action on the  
2026 Hawai'i Tourism Brand Marketing Directives\*\*\***  
b. *Hō'ike I Ka Hānana Pili Iā Iāpana*  
**Update on the following projects:**  
i. *Nā Hana Hokona 'Amelika 2025*  
**U.S. Maui Emergency Marketing Campaign\*\*\***  
ii. *Ka Anamana'o Iāpana*  
**Japan Affluent Market Study**  
iii. *Ka 'Oihana Hālāwai a Palapala Holomua*  
**Meetings, Conventions and Incentives Market  
Activity and Pace Report**
15. *Ho'oku'u* 1:30 p.m.  
**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](mailto: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.