



NEIL ABERCROMBIE
Governor

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REGULAR BOARD MEETING HAWAI'I TOURISM AUTHORITY

July 28, 2011

Hawai'i Convention Center, Executive Board Room A
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

MINUTES OF REGULAR BOARD MEETING

- MEMBERS PRESENT:** Ron Williams (Chair), Douglas Chang, Kelvin Bloom, Vernon Char, Patricia Ewing, Patrick Fitzgerald, Michael Kobayashi, Craig Nakamura, Aaron Salā, Sharon Weiner, Leon Yoshida
- MEMBERS NOT PRESENT:** Cha Thompson
- HTA STAFF PRESENT:** Mike McCartney, Momi Akimseu, Caroline Anderson, Jon Baron, Lynn Bautista, Cy Feng, Jadie Goo, Grace Lee, Daniel Naho'opi'i, Winfred Pong, Roann Rakta, Angela Rodriguez, Marc Togashi, David Uchiyama
- LEGAL COUNSEL:** Deputy Attorney General Gregg Kinkley

1. Call to Order and Pule

Presiding Officer Ron Williams called the meeting to order at 9:30 a.m.

Daniel Naho'opi'i offered a Pule in Hawaiian.

7. Discussion and/or Action to Approve HTA Tourism Special Fund FY 12 Budget Related to Destination Branding and/or Marketing Initiatives (This Agenda item was discussed out of order)

Ms. Weiner made a motion to go into executive session for the purpose of discussing information that is confidential in order to protect Hawai'i's competitive advantage as a visitor destination. Ms. Ewing seconded the motion, which was unanimously approved without objection.

The meeting was recessed to go into executive session at 9:38 a.m.
The meeting was reconvened at 1:50 p.m.

6. Discussion and/or Action to Adopt the HTA Strategic Plan: 2012-2013

(This Agenda item was discussed out of order)

Ms. Akimseu provided a brief overview of the amended draft of the HTA Strategic Plan: 2012-2013 and how it ties in to the FY 12 budget on which staff has been working.

Mr. Fitzgerald suggested taking out the phrase, "during a crisis" at the end of the last bullet point under the "Brand Experience Directives" section and amending it to read, "Cultivate efforts which provide a safe visitor experience, demonstrate Hawai'i's aloha spirit, and enable HTA to lead Hawai'i's visitor industry."

Mr. Char suggested a revision to the fourth item in the "Brand Experience Directives" section under the main bullet point, "Implement the HTA Brand Experience Plan" to read, "Increase efforts in communications, outreach, community, and industry relations." He also suggested a revision to the eighth item to read, "Develop new experiences, including new products, new locations, and new venues."

Mr. Char made a motion to approve the HTA Strategic Plan 2012-2013 as proposed, including the revisions suggested by Mr. Fitzgerald and Mr. Char. Mr. Fitzgerald seconded the motion, which was unanimously approved without objection

8. Adjournment

The meeting was adjourned at 2:02 p.m.

Recorded:



Staff Recorder