



MARKETING STANDING COMMITTEE MEETING

HAWAII TOURISM AUTHORITY

Wednesday, May 24, 2017

Hawai'i Convention Center

1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

MINUTES OF MARKETING STANDING COMMITTEE MEETING

- COMMITTEE MEMBERS PRESENT:** Sean P. Dee (Chair), Fred Atkins, Craig Nakamura, Denise Yamaguchi
- COMMITTEE MEMBERS NOT PRESENT:** George Kam
- BOARD MEMBER PRESENT:** Rick Fried
- HTA STAFF PRESENT:** Randy Baldemor, Marc Togashi, Leslie Dance, Kalani Kaanaana, Charlene Chan, Caroline Anderson, Jennifer Chun, Minh Chau-Chun, Chris Sadayasu, Laci Goshi, Blakeney Wisner, Chika Miyauchi, Carole Hagihara, Lauren Fetherston
- GUESTS:** Mary Neister, Peter Honig, John Monahan, Teri Orton, Renee and Tiffany of Paragon Events (via telephone)
- LEGAL COUNSEL:** Gregg Kinkley

1. Call to Order

Presiding Officer Sean Dee called the meeting to order at 1:35 p.m. Mr. Dee noted that 4 members were present, constituting a quorum, and thanked those in attendance, acknowledging that Paragon Consulting had joined by phone to provide an update to the Global Tourism Summit Plan.

2. Approval of Minutes of the March 13, 2017 Marketing Committee Meeting

Mr. Atkins made a motion to approve the minutes of the Marketing Committee meeting held on March 13, 2017. Ms. Yamaguchi seconded the motion, which was unanimously approved by all the Board members present.

3. Global Tourism Summit Plan

Mr. Dee acknowledged Ms. Dance, who introduced Paragon Events as contractor for this year's summit. Paragon Events presented a slideshow regarding the status and features of the Global Tourism Summit website. The "go live" date for the website has been set for June 1 and online registration is ready for implementation with some minor edits outstanding. Paragon Events introduced some of the concepts behind the new website's design, which was planned to expand the global attendance reach, while maintaining HTA's culture. The website team is still building spaces for island-specific destination information so that viewers will be able to click through the website to learn more about each island as a destination and the associated branding. The website also includes information regarding the various partners for the Summit, including the air and hotel partners. The registration section of the website will be capable of accepting name and email registration, which will be useful when paired with analytics from website visits to target marketing.

Mr. Atkins asked whether HTA retained a database from last year's registration that the marketing team can use to push a save-the-date reminder to last year's attendees. Paragon Events responded that it had retained that information, and a save-the-date reminder is an item on the timeline running up to the Summit.

Paragon Events returned to the website demonstration to highlight the social media advertisements created for the Summit, which are designed to fit the dimensions of popular social media platforms, provide the dates and registration information, and can be shared on social media to reach a broader audience. Paragon then turned to the sponsorship packages. At this point, the Summit has \$25,000 in confirmed cash sponsorship, one Premier Airlines confirmed in-kind sponsorship, and one Island Sponsor confirmed in-kind sponsorship. Mr. Dee noted that the \$400,000 sponsorship goal is an aggressive target, but commended Paragon's planning.

Mr. Dee then asked Ms. Yamaguchi how much revenue HTA should aim for from paid guests versus through sponsorships. Ms. Yamaguchi responded that, over time, funds collected from sponsorships should exceed revenues collected from individual guest registration. Mr. Dee asked whether, at year two of the conference, HTA could be targeting a fifty-fifty balance of sponsorship-to-registration dollar contribution. Ms. Yamaguchi responded that it takes three to five years in order to become confident that a festival has longevity and momentum; in the first two years, the festival's planners are still figuring the details out. Mr. Dee noted that the eventual goal for the Summit was to be revenue-neutral for the State. Paragon added that, for future planning, momentum for festivals such as the Summit comes with securing sponsors that

approach the coordinators without being invited. Ms. Dance noted that was the case this year. Mr. Dee then invited Paragon to attend the next Marketing Committee meeting.

Ms. Anderson then walked the Committee through the agenda for the Summit. Mr. Szigeti described the Aloha Reception as a “Hawai’i culinary experience” to exhibit statewide approaches to the food and drink industry. Mr. Atkins suggested tying in Hawai’i’s local beer, wine, and spirit industries, to which Mr. Szigeti responded positively. Ms. Yamaguchi asked how the staff would choose which hotels to represent at the Aloha Reception, noting her concern with ensuring they are fairly represented. Ms. Dance suggested changing the representation from hotels to neighborhoods. Mr. Szigeti noted that there will be approximately twenty vendors at the Aloha Reception who will be selected according to a published process. Mr. Dee applauded the suggestion to use a process that is public and suggested highlighting such process publically. Mr. Atkins suggested that those vendors that are not selected this year get first pick next year.

Mr. Szigeti then turned to the speakers, noting that Nainoa Thompson should be a speaker, given the sustainability and voyaging canoe themes for this year’s Summit. Mr. Dee suggested condensing the events from the current 2.5 day schedule to a 2-day schedule, based on feedback from last year. Ms. Yamaguchi suggested that a theme for the food would be another angle to tie in the culture themes for the Summit. Ms. Dance noted that one of the global tourism trends is culinary travel and the group in attendance concurred that highlighting a food-culture theme would be a good idea.

Ms. Anderson explained that the deadline to finalize the agenda is June 1, when registration opens. Mr. Atkins suggested that the Committee decide whether it will condense the Summit into two days. Ms. Dance explained that the Mele lunch on Day 3 can be combined with the “Remembering our Roots” lunch on Day 2, leaving only the airline update from Day 3 to be accommodated. Ms. Yamaguchi asked whether the goal was to attract local or global attendees. Mr. Szigeti responded that the goal was to attract global tourism attendees, to which Ms. Yamaguchi responded that the heads of global airlines and hotels should be invited. Mr. Szigeti responded that HTA staff is working to secure international brand names for the keynote. Mr. Dee also noted that the regional market speakers have broader range this year to discuss overall market trends, rather than just market trends as they relate to HTA. Mr. Ka’ana’ana noted that this approach is being utilized for the cultural speakers as well, highlighting indigenous tourism.

Ms. Yamaguchi asked how HTA is marketing, to which Ms. Chan responded that HTA is conducting targeted marketing along with cheaper traditional broad marketing. Ms. Yamaguchi suggested asking sponsors to market for the Summit as well, to which Ms. Chan explained that HTA is doing so with sponsors as well as speakers, thanking Ms. Yamaguchi for highlighting that approach. Ms. Yamaguchi further suggested adding a marketing requirement to the sponsorship agreement. Ms. Chan concurred.

Mr. Szigeti concluded the discussion regarding the agenda by asking the Committee for a few days to assess the feasibility of condensing the Summit to two days.

4. Stakeholder Interactions - What HTA Currently Does and Recommendations for the Future

Mr. Dee opened discussion regarding stakeholder interactions by noting that, in addition to committees for each major marketing area, the new 2017 Steering Committee was formed to direct and coordinate stakeholder interactions for the Summit. Mr. Dee asked the attendees for suggestions as to how HTA can communicate to the Legislature that stakeholder interactions are constant and ongoing. Mr. Szigeti noted that HTA currently engages in mandatory quarterly meetings with stakeholders regarding deliverables, but acknowledged that HTA can and will look to see what else it can do to communicate with the Legislature. Mr. Dee added that this process seems robust and should be highlighted at the Board meeting and in communications with legislators.

Mr. Atkins asked whether HTA staff was present in these quarterly stakeholder meetings. Ms. Dance replied that a brand manager is present at each meeting and added that HTA staff can start presenting the plans formed as a result of the meetings to the Board. Mr. Atkins suggested a summary for the Board to read prior to budget meetings. Ms. Dance concurred.

Mr. Dee concluded this discussion by noting that HTA has a good, extensive list of stakeholders that give input on marketing and other plans and that information should be share with legislators when the topic is raised. Mr. Szigeti concurred.

5. 2016-2017 Budget Review Format

Mr. Dee acknowledged Mr. Togashi, who initiated a discussion on the new Budget Review Format that will be presented to the Board. Mr. Togashi explained that the new budget format will allow HTA to be as comprehensive as possible for budget review, while maintaining efficiency. Mr. Togashi further explained that, for future budget reviews, HTA will provide a full budget with confidential information redacted on public dissemination and program-by-program breakdowns of budget items, including the budgeted amount, year-to-date actual amount paid on contracts, year-to-date encumbrances remaining on contracts, year-to-date combined actual and encumbrances, and remaining budget amounts.

Mr. Baldemor recommended that this budget review format be retained given its similarities to the internal budget format HTA utilizes. Mr. Dee noted that the proposed budget review format is acceptable, highlighting its clarification of committed funds versus budgeted funds. Mr. Dee noted that, at some point, HTA will need to track where the budget has been revised during the year and suggested an annual executive summary for this purpose. Mr. Togashi explained that HTA has posted budget reallocations for FY2017 and that the majority of reallocations were Board-approved or made by Board action.

6. HVCB Reinvestment Recommendation Based on Unspent Funds from Last Year's Budget

Mr. Dee acknowledged Ms. Dance, who opened discussion on HVCB's recommendation for reinvestment of unspent funds from last year's budget and invited Mr. Monahan from HVCB to explain. Mr. Monahan explained that the funds in question were unspent MCI funds, which HVCB wants to spend on marketing. Mr. Baldemor noted that the Committee did not need to take any action on this item, as the HTA staff has already approved the adjustments.

The meeting was recessed at 3:05 pm for a break.

The meeting was reconvened at 3:13 pm.

7. Sports Tourism Strategy Review

Mr. Dee introduced Mr. Honig from Ascendant Sports Group to discuss the Sports Tourism Strategy.

Mr. Dee stated that the bulk of the meeting had been held in public under sunshine law and the remainder of the meeting had been requested to be conducted in executive session pursuant to Hawaii Revised Statutes, HRS §92-4 for the purpose of consulting with the Board's attorney on questions and issues pertaining to the Board's powers, duties, privileges, communities and liabilities and mainly to discuss information that must be kept confidential to protect Hawaii's competitive advantage as a visitor designation. Mr. Dee added that quite a bit of discussion had been made at the last marketing committee meeting about sports and the sports strategy and a group of people had been re-invited to attend so that there could be one session. Mr. Dee reminded everyone that the Executive Session was for the limited purpose of a sports plan.

Mr. Nakamura made a motion to enter into Executive Session. Mr. Atkins seconded the motion, which was unanimously approved by all the Committee members present.

The meeting was recessed for an executive session at 3:14 pm.

The executive session ended at 4:07 pm.

8. Major Market Area Discussion


Mr. Dee indicated that this item could be tabled because it could be discussed over the course of the next month or so.

9. Adjournment

Ms. Yamaguchi made a motion to adjourn the meeting. Mr. Atkins seconded the motion, which was unanimously approved by all the Committee members present.

The meeting was adjourned at 4:07 p.m.

Respectfully submitted:



Jacob L. Garner
Recorder