



**HĀLĀWAI PAPA ALAKA'I KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAII**

**HĀLĀWAI KIKOHO'E  
VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

***Pō'akolu, 2 Kepakemapa 2021, 9:30 a.m.***  
**Thursday, September 2, 2021 at 9:30 a.m.**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*  
**Webinar will be live streaming via ZOOM.**

***E kāinoa mua no kēia hālāwai:***  
**Register in advance for this webinar:**

**[https://us06web.zoom.us/webinar/register/WN\\_LQF-MuVaSbi518z\\_AJCrRw](https://us06web.zoom.us/webinar/register/WN_LQF-MuVaSbi518z_AJCrRw)**

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'ōia iā 'oe me ka 'ikepili ho'oku'i hālāwai.*  
After registering, you will receive a confirmation email containing information about joining the webinar.

***Papa Kumumana'o***  
**AGENDA**

1. *Ho'omaka*  
Call to Order
2. *Wehena*  
Opening Cultural Protocol
3. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the July 29, 2021 Board Meeting
4. *Hō'ike Lālā*  
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)



5. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*  
Presentation, Discussion and Action on HTA's Financial Report for July 2021
6. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Mo'okālā Kikowaena Hālāwai O Hawai'i*  
Presentation, Discussion and Action on the Hawai'i Convention Center FY2022 Budget
7. *Hō'ike A Ka Luna Ho'okele*  
Report of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer Relating to Staff's Implementation of HTA's Programs During July 2021
8. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*  
Update on HTA's Implementation of Change Management Plan
9. *Hō'ike A Kūkākūkā No Ka Ho'okō I Nā Papahana Mālama 'Āina Ho'okipa*  
Update and Discussion on the Implementation and Reporting of the Destination Management Action Plans to the Board
10. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*  
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
11. *Hō'ike A Ke Kōmike Hokona Kūmau No Ke Kūkākūkā A Ho'oholo*  
Report of the *Marketing Standing Committee* with the Committee's Recommendations to Approve the Amended Brand Management Plans for Hawai'i Tourism Korea, Hawai'i Tourism Oceania, Hawai'i Tourism Canada, Hawai'i Tourism Japan and Hawai'i Tourism United States
12. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Hale Ho'olimalima Pōkole Ma O'ahu*  
Presentation, Discussion and Action on HTA's Position Relating to the Draft Bill for an Ordinance Relating to Transient Accommodations and Short-Term Rentals on O'ahu.  
Presentation by and Discussion with *Mr. Dean Uchida*, Director of Planning and Permitting for the City & County of Honolulu
13. *Kūkākūkā A Ho'oulu I Nā Ka'akālai Ho'omōhala Hou\*\*\**  
Discuss and Develop Potential Strategies for Tourism Recovery Messaging\*\*\*
14. *Panina*  
Closing Cultural Protocol
15. *Ho'oku'u*  
Adjournment



**\*\*\* 'Aha Ho'okō:** *Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'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 ko Hawaii'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 Hawaii'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 Hawaii'i's competitive advantage as a visitor destination.

*Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina o Hawaii'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 Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

*Kono 'ia ka lehulehu e komo mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (973-2289 a i 'ole [carole@gohta.net](mailto:carole@gohta.net)), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to register to attend the public meeting and provide written testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting by email to [carole@gohta.net](mailto:carole@gohta.net) or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2289 or [carole@gohta.net](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.