



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

**HĀLĀWAI KINO A KIKOHO'E
HYBRID MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

Pō'ahā, 18 Nowemapa 2021, 9:30 a.m.
Thursday, November 18, 2021 at 9:30 a.m.

Kikowaena Hālāwai O Hawaii'
Papahēle 'Ehā | Lumi Nui C
1801 Alaākea Kalākaua
Honolulu, Hawaii' 96815

Hawaii Convention Center
Fourth Floor | Ballroom C
1801 Kalākaua Avenue
Honolulu, Hawaii' 96815

'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E malū ana ke ke'ena i ke kuhikuhina a nā loea no ke kū kōwā, ka uhi maka, me nā koina pili olakino 'ē a'e. Koi 'ia ke komo i ka uhi maka a me ke kū kōwā ma nā ke'ena a ma nā hālāwai.

Koi 'ia ka hō'ōia i kou olakino maika'i ma mua o ke komo i ke Kikowaena Hālāwai O Hawaii' ma ka 'īpuka o waena o ka hale ho'okū ka'a. E pāpā 'ia ke komo 'ana o ke kanaka nona ka piwa ma luna a'e o ka 100.4°F. Inā 'ōma'ima'i 'oe, e 'olu'olu, e 'imi i ke kauka nāna e kōkua iā 'oe.

No nā kānaka a pau e komo ana i kēia hale, koi 'ia ka hō'ike 'ana i ke kāleka lā'au ko'oko'o a i 'ole ka hō'ike COVID-19 'ole i loko o nā lā 'ehiku ma mua pono o ke komo.

The safety of the public is of the utmost importance. Pursuant to expert guidance, HTA will be following strict physical distancing, facial coverings, and other health-related requirements. Face coverings and physical distancing are required in HTA offices and meetings.

Entrance to the Hawaii Convention Center requires a health screening at the center parking garage entrance. Persons with a temperature of over 100.4°F will be denied entry.

Anyone entering this facility are required to provide proof of vaccination or proof of a negative COVID-19 test result within the past 72 hours before entering our facility.

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_8rGKQghTkCehtR-IRvRTw

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 October 28, 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 October 2021
6. *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 October 2021
7. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*
Update on HTA's Implementation of Change Management Plan
8. *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
9. *Hō'ike A Ka Hui Noi'i Loiloi Mo'okālā*
Report of the *Budgetary Review Investigative Committee* of their Meeting held on November 16, 2021
10. *Kūkākūkā A Ho'oholo No Ka Mo'okālā Makahiki 2022 O Ke Ke'ena Kuleana Ho'okipa Hawai'i*
Discussion and Approval of the Fiscal Year 2022 Budget of the Hawai'i Tourism Authority
11. *Hō'ike A Ke Kōmike Ho'okele Kūmau*
Report by the *Administrative Standing Committee* of their Meeting held on November 4, 2021
12. *Kūkākūkā A Ho'oholo No Nā Kulekele O Ke Ke'ena*
Discussion and Action on Proposed Draft Bylaws



13. *Kūkākūkā A Ho'oholo No Ke Kulekele #100-03*
Discussion and Action on Proposed Draft Code of Conduct
14. *Kūkākūkā A Ho'oholo No Nā Lālā O Nā Kōmike Kūmau*
Discussion and Action on Proposed Committee Assignments for Standing Committees
15. *Kūkākūkā A Ho'oholo No Ka Ho'okumu I Hui No Ke Kau 'Aha'ōlelo 2022*
Discussion and Action on the Creation of a Legislative Permitted Interaction Group for the Purpose of Developing Policy Positions and Legislation for the 2022 Legislative Session
16. *Kūkākūkā A Ho'oholo No Ka Ho'onohonoho Hui 'Aha'ōlelo*
Discussion and Action on the Assignment of Board Members to the Legislative Permitted Interaction Group. This Agenda Item is Dependent on the Approval of the Creation of the Legislative Permitted Interaction Group
17. *Hō'ike A Ke Kōmike Hokona Kūmau*
Report by the *Marketing Standing Committee* of their Meeting held on November 15, 2021
18. *Kūkākūkā A Hō'ike No Ke Kuleana Pāhana Hālāwai A Me Ke Kikowaena Hālāwai*
Discussion and Update on Meetings, Conventions, and Incentives (MCI) Business and Convention Center
19. *Panina*
Closing Cultural Protocol
20. *Ho'oku'u*
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 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.



HAWAII TOURISM AUTHORITY

Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

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 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), 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 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) no later than 3 days prior to the meeting so arrangements can be made.