



**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, 23 Kēkēmapa 2021, 9:30 a.m.
Thursday, December 23, 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 malii 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'oiā i kou olakino maika'i ma mua o ke komo i ke Kikowaena Hālāwai O Hawaii' ma ka 'ipuka 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_-mqWrI6SQA9d-j9oBQnBw

Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'oiā 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'olelo Hālāwai*
Approval of Minutes of the November 25, 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 A Ka Luna Ho'okele*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Hō'ike No Ka Ho'okō I Nā Pāhana HTA Like'ole*
Relating to **Update on HTA's Programs** During November 2021
 - b. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*
Relating to **Update on HTA's Implementation of Change Management Plan**
6. *Hō'ike No Ke Kōmike Ho'okele A Hō'oiā*
Report by the **Administrative & Audit Standing Committee** of their Meetings held on December 14, 2021 and December 20, 2021
 - a. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Hō'oiā Pilawaiwai a ke Ke'ena Kuleana Ho'okipa Hawai'i*
Presentation, Discussion and Action on the **Hawai'i Tourism Authority's Fiscal Year 2021 Financial Audit**
 - b. *Kūkākūkā A Ho'oholo No Nā Kuleana Kulekele O Ke Kau 'Aha'ōlelo 2022*
Discussion and Action on **Policy Positions for the Legislative Session**
 - c. *Hō'ike, Kūkākūkā A Ho'oholo No Ka 'Ōlelo Ho'oholo 2021-3-1*
Presentation, Discussion and Action on **Resolution 2021-3-1 Authorizing the HTA President & CEO to Present Policy Positions During the Legislative Session**



7. *Hō'ike No Ke Kōmike Alowelo*

Report by the **Branding Standing Committee** of their Meeting held on December 22, 2021

- a. *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**
- b. *Hō'ike, Kūkākūkā a Ho'oholo i Kā Kanaka Kālai Ho'okele Hokona a Alowelo no ka Makahiki 2022 me ka 'Āpono e Ho'oholomua i ka Papa Alaka'i*
Presentation, Discussion and/or Action on the **Hawai'i Tourism Canada 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP
- c. *Hō'ike, Kūkākūkā a Ho'oholo i Kā Kina Kālai Ho'okele Hokona a Alowelo no ka Makahiki 2022 me ka 'Āpono e Ho'oholomua i ka Papa Alaka'i*
Presentation, Discussion and/or Action on the **Hawai'i Tourism China 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP
- d. *Hō'ike, Kūkākūkā a Ho'oholo i Kā Oceania Kālai Ho'okele Hokona a Alowelo no ka Makahiki 2022 me ka 'Āpono e Ho'oholomua i ka Papa Alaka'i*
Presentation, Discussion and/or Action on the **Hawai'i Tourism Oceania 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP
- e. *Hō'ike, Kūkākūkā a Ho'oholo i Kā Kōlea Kālai Ho'okele Hokona a Alowelo no ka Makahiki 2022 me ka 'Āpono e Ho'oholomua i ka Papa Alaka'i*
Presentation, Discussion and/or Action on the **Hawai'i Tourism Korea 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP
- f. *Hō'ike, Kūkākūkā a Ho'oholo i Kā Iāpana Kālai Ho'okele Hokona a Alowelo no ka Makahiki 2022 me ka 'Āpono e Ho'oholomua i ka Papa Alaka'i*
Presentation, Discussion and/or Action on the **Hawai'i Tourism Japan 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP
- g. *Hō'ike, Kūkākūkā a Ho'oholo i Kā 'Amelika Hui Pū 'ia Kālai Ho'okele Hokona a Alowelo no ka Makahiki 2022 me ka 'Āpono e Ho'oholomua i ka Papa Alaka'i*
Presentation, Discussion and/or Action on the **Hawai'i Tourism United States of America 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP



8. *Hō'ike No Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me A Me Ke Kikowaena Hālāwai*
Report by the **Budget, Finance, and Convention Center Standing Committee** of their Meeting held on December 21, 2021
 - a. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on **HTA's Financial Report** for November 2021
 - b. *Kūkākūkā A Ho'oholo No Nā Laina Kiko'i O Ka Mo'ohelu Kālā No Ka Makahiki 'Auhau 2022*
Discussion and action on the Hawai'i Tourism Authority's **Fiscal Year 2021 Budget Line Items Identified by Board Members as Requiring Additional Information Prior to Action** to Approve or Disapprove
9. *Hō'ike No Ke Kōmike Ho'okahua Hawai'i*
Report of the **Ho'okahua Hawai'i Standing Committee** of their Meeting held on December 13, 2021
 - a. *Hō'ike No Ka Ho'okō I Nā Papahana Mālama 'Āina Ho'okipa*
Progress Report of the **Fall Destination Management Action Plans (DMAPs)**
10. *Panina*
Closing Cultural Protocol
11. *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 kīpa 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 Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.



HAWAII TOURISM AUTHORITY

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

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Kono 'ia ka lehulehu e nānā 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 ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to carole@gohta.net or [by postal mail to the Hawai'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](#). Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.