



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

**HĀLĀWAI KIKOHO'E**  
**HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, 'Apelila 28, 2022, ma ka 9:30 kak.**  
**Thursday, April 28, 2022, at 9:30 a.m.**

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

**Hawaii Convention Center**  
Parking Level | Executive Boardroom A  
1801 Kalākaua Avenue  
Honolulu, Hawaii' 96815

**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\\_MnD51ALJRPK465i8FWY03w](https://us06web.zoom.us/webinar/register/WN_MnD51ALJRPK465i8FWY03w)

*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.**

*'O ka po'e e komo ana ma nā hālāwai kikoho'e, ua hiki iā lākou ke hō'ike mai i ko lākou mau 'ōlelo hō'ike ma o ka māhele nīnau a hā'ina o Zoom.*

**Members of the public attending via Zoom may provide testimony through the questions and answer feature of the Zoom platform.**

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

1. *Ho'omaka*  
**Call to Order**



2. *E Mālama 'Ia Ana Ke Kikolā I Hiki Ke Ho'olauna 'Ia Nā Lālā Papa Luna Ho'okele A Me Nā Kānaka 'Ē A'e E Komo Pū Ana Ma Ka Hālāwai*  
**Roll Call** to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*  
**Opening Cultural Protocol**
4. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
**Approval of Minutes** of the March 31, 2022 Board Meeting
5. *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)
6. *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 March 2022
  - 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
  - c. *Ka Nūhou Maiā Lunamaka'āinana Onishi, 'Elele o Ke Kōmike Hale E Pili Pū Ana I Ka Hana A Me Ka 'Oihana Ho'okipa*  
Update by Representative Onishi, Chair of the House Committee on Labor and Tourism
  - d. *Ka Nūhou Maiā Kenekoa Wakai, 'Elele o Ke Kōmike Kenekoa E Pili Pū Ana I Ka Ikehū, Ka Ho'oulu Waiwai, A Me Ka 'Oihana Ho'okipa*  
Update by Senator Wakai, Chair of the Senate Committee on Energy, Economic Development, and Tourism
  - e. *Ka Nūhou Mai Nā 'Oihana Ho'okipa*  
Update by Visitor Industry Organizations
  - f. *Ka Hō'ike'ike 'Ana No Ka Pae 1 O Nā Palapala No Nā Papahana Mālama 'Āina Ho'okipa o Kaua'i, Maui Nui, a Me Hawai'i Mokupuni a Me Ka Palapala Holomua Ho'oilo No Ka Papahana Mālama 'Āina Ho'okipa o O'ahu*  
Presentation of the Phase 1 Reports for the Kaua'i, Maui Nui and Hawai'i Island Destination Management Action Plans and the Winter Progress Report for O'ahu Destination Management Action Plan



7. *Ka Nūhou Mai Ka Hālāwai Kūmau 'o Ho'okahua*  
**Ho'okahua Hawai'i Standing Committee** Report and Update
8. *Ka Nūhou Mai Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai*  
Report and Update by the **Budget, Finance, and Convention Center Standing Committee**
  - a. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for March 2022 as Presented at the April 26, 2022 Meeting
  - b. *Ke Kūkākūkā, A Me Ka Hana E Pili Pū Ana I Ka Mana'o I Hāpai 'Ia No Ka Palapala Hō'ike Waiwai A Ka Hale 'Aha o Hawai'i No Pepeluali, Me Ka Nūhou a Ka Hale 'Aha No Ko Lākou Papa Hana CIP He 6 Makahiki Ka Lō'ihī, E Like Me Ka Mea I Wala'au 'Ia Ma Ka Hālāwai o 'Apelila, 26, 2022*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's March 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the April 26, 2022 Meeting
  - c. *Ke Kūkākūkā A Me Ka Hana E Pili Ana I Ka Mana'o I Hāpai 'Ia No Ke Noi E Ho'ohana I Ke Kālā No Ka Hale 'Aha Mai Ka Makahiki 'Auhau 2022 American Rescue Plan Act Funds Mai Ka 'Inikua Kāpili Nui A Ho'okele Pono, He Noi O Ka \$419,345 Ka Nui, E Kāko'o I Ka Lawa Pono 'O Ka 'Inikua Waiwai No Ka Hale 'Aha*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate FY22 Convention Center American Rescue Plan Act Funds from Major Repair and Maintenance to Insurance in the Amount of \$419,345 to Support Convention Center Insurance for Property Coverage of the Convention Center
9. *Hō'ike A Kūkākūkā No Ka '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**
10. *Hō'ike No Ke Kōmike Alowelo*  
Report and Update by the **Branding Standing Committee** of their Meeting held on April 27 , 2022
  - a. *Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ka 'Āpono 'Ana I Nā Lula Alowelo A Hokona No Ke Ke'ena Kuleana Ho'okipa O Iapana E Ho'omaka Ma Mei 1, 2022*  
Discussion and Action on Recommendation by the Branding Standing Committee on Approving Hawai'i Tourism Japan to Fully Implement its 2022 Brand Marketing & Management Plan Effective May 1, 2022



- b. ~~*Ka Nūhou no ka RFP 22-01 no ka Mākeke USA Kūkākūkā, a me Ka Hana E Pili Pū ana i Ka Āpono 'Ana i Nā Lula Alowelo a Hokona No Ke Ke'ena Kuleana Ho'okipa o Iapana E Ho'omaka Ma Mei 1, 2022.*~~

Update on RFP 22-01 HTA Hawaii Destination Brand Marketing & Management Services for the United State Major Market Area as Discussed in the April 27, 2022, Branding Standing Committee

11. *Ka Nūhou No Ka 'Aha'ōlelo E Pili Pū Ana I Ke Kau 'Aha'ōlelo 2022 A Me Nā Pila E Pili Pū Ana I Ke Ke'ena Kuleana Ho'okipa o Hawai'i*

**Legislative Update** on the 2022 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority

- a. *Ka Nūhou No HB1600*  
Overview and Update on HB1600
- b. *Ka Nūhou No HB1785*  
Overview and Update on HB1785
- c. *Ka Nūhou No SB775*  
Overview and Update on SB775

12. *Panina*

Closing Cultural Protocol

13. *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.*

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.



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 hawaiiTourismAuthority.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'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ho'ouana 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](mailto: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 and oral testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [carole@gohta.net](mailto: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](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.

*E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahelu mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.*

In accordance with Act 220, the Hawaii Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting. As a reminder, the in-person option will be available on the 4th Floor in Ballroom C at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.