



Hawaii Convention Center  
1801 Kalākāua Avenue, Honolulu, Hawaii 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

**HĀLĀWAI KŪMAU O KE KŌMIKE ALOWELO  
KE'ENA KULEANA HO'OKIPA O HAWAI'I**

**BRANDING STANDING COMMITTEE  
HAWAI'I TOURISM AUTHORITY**

*Pō'akolu, 25 Mei, 2022, 2:30 'au.*  
**Wednesday, May 25, 2022 at 2:30 p.m.**

*Hālāwai Kikoho'e*  
**VIRTUAL MEETING**

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

*E kāinoa mua no kēia hālāwai:*  
[https://us06web.zoom.us/webinar/register/WN\\_8NcZsbC-Qc-9\\_QfrxHeJcA](https://us06web.zoom.us/webinar/register/WN_8NcZsbC-Qc-9_QfrxHeJcA)

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila  
hō'ouia 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 A Pule*  
Call to Order and Pule
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai No Ka Hālāwai Kōmike Alowelo Kūmau O 'Apelila 27, 2022*  
Approval of Minutes of the April 27, 2022 Branding Standing Committee Meeting



3. *Ka Hō'ike'ike, Ke Kūkākūkā A Me Ka Hana Pili I Ka Papahana Pono Travel Education 2022 – 2023 (Hawai'i Airport Advertising A Me Clear Channel Airports) Me Ka Mana'o E Hāpai I Ka Papa Alaka'i*  
Presentation, Discussion and/or Action on the 2022-2023 Pono Travel Education Program (Hawai'i Airport Advertising and Clear Channel Airports) with a Recommendation to Approve to the Full Board
4. *Ka Nūhou RFP No Nā Hana Alowelo A Hokona Hā'uki Na Ka Manakia Alowelo 'O Ross Willkom*  
Sports Brand Marketing & Management Update by Brand Manager Ross Willkom for RFP
5. *Ka Hō'ike'ike A Me Ke Kūkākūkā Alaka'i 'Ia E Ka Hope Pelekikena Ki'eki'e O HVCB, Luna Ho'okō Kū'ai MCI John Reyes A Me Ka Manakia Nui O Ke Kikowaena Hālāwai O Hawai'i 'O Teri Orton No Nā Hana Global MCI*  
Presentation and Discussion by HVCB Senior Vice President, Chief MCI Sales Officer John Reyes and Hawai'i Convention Center General Manager Teri Orton on Global MCI Initiatives
6. *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.



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*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](mailto: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](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 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 Hawaii 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 papahale 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 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.