



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

**HĀLĀWAI HŌ'EA KINO & MA KA PŪNAEWELE
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Po'ahā, Ka Lā 26 O Mei, 2022, Ma Ka Holo 9:30 kak.
Thursday, May 26, 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://bit.ly/HTAMayBoardMeeting>

**Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ana 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.**

**Hiki ka po'e e komo ana ma nā hālāwai ma o Zoom ke hō'ike mai i nā 'ōlelo hō'ike ma o ka mahele 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'ō
AGENDA**

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



2. *E Mālama 'Ia Ana Ka Hea Inoa E Ho'olaha I Nā Lālā Papa Luna Ho'okele A E Hō'ōia I Nā Kānaka 'Ē A'e E Komo Pū Ana Me Ka Lālā Papa Luna Ho'okele Inā 'A'ole Ākea Kahi*
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'ō'ōlelo Hālāwai O Ka Hālāwai PapaLuna Ho'okele I Mālama 'Ia Ma Ka Lā 28 O 'Apelila, 2022*
Approval of Minutes of the April 28, 2022 Board Meeting
5. *Hō'ike O Nā Alu Like 'Ae 'Ia Ma Ka Hālāwai 'Ikepili A I 'Ole He Hō'ike I Ho'onohonoho 'Ole 'Ia E Ka Papa Luna Ho'okele Ma Lalo O HRS Mahele 92-2.5(c)*
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/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Pili I Ka 'Ikepili Hou O Nā Pāhana A HTA Ma 'Apelila 2022*
Relating to Update on HTA's Programs During April 2022
 - b. *Pili I Ka 'Ikepili Hou O Kā HTA Ho'oholo 'Ana I Ka Papahana Ho'okele Loli*
Relating to Update on HTA's Implementation of Change Management Plan
 - c. *Ka 'Ikepili Hou E Ka 'Elele 'O Onishi, Ka Luna Ho'omalū O Ke Komike Hale No Ka Limahana Me Ka Ho'okipa*
Update by Representative Onishi, Chair of the House Committee on Labor and Tourism
 - d. *Ka 'Ikeppili Hou E Ke Kenekoa 'O Wakai, Ka Luna Ho'omalū O Ke Komike Kenekoa No Ka 'Ikehu, Ka Ho'omōhala Waiwai, A Me Ka Ho'okipa*
Update by Senator Wakai, Chair of the Senate Committee on Energy, Economic Development, and Tourism
 - e. *Ka 'Ikepili Hou E Nā Hui 'Oihana Ho'okipa*
Update by Visitor Industry Organizations
7. *Ka Hō'ike Me Kūkā Kama'ilio Ma Ke Kia'āina 'O Ige A Kā HTA Kipa Kūhelu I Iāpana*
Presentation and Discussion on Governor Ige and HTA's Official Visit to Japan
8. *Ka Hō'ike A 'Ikepili Hou Mai Ke Komike Kūmau 'O Ho'okahua Hawaii'i*
Ho'okahua Hawaii'i Standing Committee Report and Update



9. *Ka Hō'ike A 'Ikepili Hou E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai*

Report and Update by the **Budget, Finance, and Convention Center Standing Committee**

- a. *Ke Kūkā Kama'ilio A Hana Ma Ke Kāko'o E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai Ma Ka Hō'ike Hope A HTA No 'Apelila 2022 I Hō'ike 'Ia Ma Ka Hālāwai O Ka Lā 24 O Mei*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for April 2022 as Presented at the May 24, 2022 Meeting
- b. *Ke Kūkā Kama'ilio A Hana Ma Ke Kāko'o E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai Ma Ka Hō'ike Hope A Ke Kikowaena Hālāwai O Hawai'i No 'Apelila 2022 A Me Ka 'Ikepili Hou Ma Ka Papahana CIP A Ke Kikowaena Hālāwai O Hawai'i No 'Eono Mau Makahiki I Hō'ike 'Ia Ma Ka Hālāwai O Ka Lā 24 O Mei, 2022.*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's April 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the May 24, 2022 Meeting
- c. *Ke Kūkā Kama'ilio A Hana Ma Ke Kāko'o E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai E Ho'okele Hou I \$225,000 Mai BLI 702 (Nā Hālāwai Ho'ona'auao Kaiāulu) I BLI 014 (Nā 'Ōlelo A'o Huaka'i Pono)*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate \$225,000 from BLI 702 (Community Training Workshops) to BLI 014 (Pono Travel Tips)
- d. *Ke Kūkā Kama'ilio A Hana Ma Ke Kāko'o E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai E Ho'okele Hou I \$106,000 Mai BLI 702 (Nā Hālāwai Ho'ona'auao Kaiāulu) I BLI 102 (Ka 'Aha Kūkā 'Oihana Ho'okipa O Hawai'i)*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate \$106,000 from BLI 702 (Community Training Workshops) to BLI 102 (Hawai'i Tourism Summit)
- e. *Ke Kūkā Kama'ilio A Hana Ma Ke Ki'ina Hana Mo'ohelu Kālā Makahiki I Ho'ololi Hou 'Ia*
Discussion and Action on the Revised Fiscal Year Budget Process
- f. *Ka Ho'olauna I Kā HTA Kāmua Mo'ohelu Kālā FY 2023*
Introduction of HTA's FY 2023 Draft Budget



- g. Ke Kūkā Kama'ilio A Hana Ma Ka Papahana Ho'opalekana 'Amelika Papa Ho'okele Ho'omōhala Waiwai FY 2021, Ka 'Oihana Ho'okipa, Me Ke Kālā Hana Ho'onanea Kaupukulani I Ho'okuleana 'Ia I Ke Ke'ena Kuleana Ho'okipa O Hawaii' E Ke Kia'āina 'O Ige*
Discussion, and Action on the Economic Development Administration FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawaii' Tourism Authority by Governor Ige
10. *Ka Hō'ike A Kūkā Kama'ilio No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawaii' A Me Nā Mākeke Ho'okipa Nui I Hawaii'*
Presentation and Discussion of **Current Market Insights and Conditions in Hawaii' and Key Major Hawaii' Tourism Markets**
11. *Ka Hō'ike A 'Ikepili Hou E Ke Komike Kūmau Alowelo O Ka Lākou Hālāwai I Mālama 'Ia Ma Kā Lā 25 O Mei, 2022*
Report and Update by the **Branding Standing Committee** of their Meeting held on May 25, 2022

 - a. Ke Kūkā Kama'ilio A Hana Ma Ka Papahana Ho'onā'auao Huaka'i Pono No Nā Makahiki 2022-2023 (Ho'olaha Ma Nā Kahua Mokulele O Hawaii' Me Nā Kahua Mokulele Kōwā Le'a) Me Ka Noi E 'Āpono E Like Me Ke Kūkā 'Ia E Ke Komike Kūmau Alowelo Ma Ka Hālāwai O Ka Lā 25 O Mei, 2022.*
Discussion and Action on the 2022-2023 Pono Travel Education Program (Hawaii' Airport Advertising and Clear Channel Airports) with a Recommendation to Approve as Discussed by the Branding Standing Committee at the May 25, 2022.
12. *Ka Nū Hou 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 Hawaii'*
Legislative Update on the 2022 Legislative Session and Related Bills Relevant to the Hawaii' Tourism Authority

 - a. Ka Hō'ulu'ulu A 'Ikepili Hou O Ka Wā Ho'ohana Mokuna I Ka Makahiki 2022*
Overview and Update on 2022 Legislative Session
13. *Panina*
Closing Cultural Protocol
14. *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 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 Hawaii'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 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 or [by postal mail to the Hawaii'i Tourism Authority, 1801 Kalakaua 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.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawaii'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 Hawaii'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.