



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

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE  
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, 27 'Okakopa, 2022, 9:30 kak.**  
**Thursday, October 27, 2022, at 9:30 a.m.**

**Kikowaena Hālāwai O Hawaii'**  
Papahale Ho'okū Ka'a | Lumi Nui A  
1801 Alaākea Kalākaua  
Honolulu, Hawaii'ī 96815

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

**E ho'olele ʻiwa ʻia ka hālāwai 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\\_xbfyu2WXS-i7OSZKXloarg](https://us06web.zoom.us/webinar/register/WN_xbfyu2WXS-i7OSZKXloarg)

**Ma hope o ke kāinoa ʻana, e ho'ouna ʻia ana ka leka uila hō'oiā iā ʻoe nona ka ʻikepili komo hālāwai.**  
After registering, you will receive a confirmation email containing information about joining the webinar.

**Hiki i ka lehulehu e komo ana ma ka hālāwai ma o ka Zoom ke hō'ike mai i nā ʻōlelo hō'ike ma o ka māhele nīnau a pane o ka 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 ʻia Ana Ke Kikolā E Kāhea Ai I Nā Lālā Papa Alaka'ī Komo A E Hō'oiā Ai I Nā Kānaka ʻĒ A'e E Komo Pū Ana Me Ka Lālā Papa Alaka'ī Inā Aia Ma Kahi Ka'awale**  
**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’olelo Hālāwai o ka Hālāwai Papa Alaka’i o ka 29 Kepakemapa 2022*  
**Approval of Minutes of the September 29, 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 Alaka’i Ma Lalo O Ka HRS Māhele 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 Ho’okō/Ka Luna Kāko’o Ke’ena/Ka Luna Alowelo*  
**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**
  - a. *No Ka ‘Ikepili Hou O Ko HTA Mau Papa Hana Ma Kepakemapa 2022*  
Relating to **Update on HTA’s Programs During September 2022**
  - b. *No Ka ‘Ikepili Hou O Kā HTA Ho’oholomua ‘Ana I Ka Papa Hana Ho’okele Loli*  
Relating to **Update on HTA’s Implementation of Change Management Plan**
7. *Hō’ike’ike A Kūkā No Ka Holomua O Ko Ke Ke’ena Kuleana Ho’okipa O Hawai’i Mau Papa Hana Ho’okele Wahi Huaka’i No Kaua’i, Maui Nui, O’ahu, A Me Hawai’i*  
Presentation and Discussion on the Progress of the **HTA’s Destination Management Action Plans for Kaua’i, Maui Nui, O’ahu and Hawai’i Island**
8. *Hō’ike’ike A Kūkā No Nā ‘Ike A Kūlana Mākeke O Kēia Wā I Hawai’i A Me Nā Mākeke Ho’okipa Nui I Hawai’i*  
Presentation and Discussion of **Current Market Insights and Conditions in Hawai’i and Key Major Hawai’i Tourism Markets**
9. *Hō’ike Me Nā Nū Hou Na Ke Kōmike Kūmau Mo’ohelu Kālā, ‘Oihana Kālā, A Me Ke Kikowaena Hālāwai*  
Report and Update by the **Budget, Finance, and Convention Center Standing Committee**
  - a. *Kūkākūkā A Kí’ina Hana Ma Ke A’oa’o E Ke Kōmike Kūmau Mo’ohelu Kālā, ‘Oihana Kālā, A Me Ke Kikowaena Hālāwai Ma Ka Mo’olelo Kālā Kepakemapa O Ke Ke’ena Kuleana Ho’okipa O Hawai’i I Hō’ike’ike ‘Ia Ma Ka Hālāwai O Ka Lā 26 O ‘Okakopa, 2022.*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **HTA’s Financial Report for September 2022** as Presented at the October 26, 2022 Meeting



- b. ***Kūkākūkā A Ki'ina Hana Ma Ke A'oa'o E Ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai No Kā Ke Kikowaena Hālāwai O Hawai'i Palapala Hō'ike Kālā No Kepakemapa 2022 A Me Ka 'ikepili Hou Ma Ko Ke Kikowaena Hālāwai O Hawai'i Papa Hana CIP 6 Makahiki I Hō'ike'ike 'Ia Ma Ka Hālāwai O Ka Lā 26 O 'Okakopa, 2022***

Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **Hawai'i Convention Center's September 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan** as Presented at the October 26, 2022 Meeting

10. ***Kūkā Me Ko Ke Ke'ena Kuleana Ho'okipa O Hawai'i Mau Loio No Nā Nīnau A Nīnūnē No Ko Ka Papa Alaka'i Mana, Kuleana, Kuleana Ho'opi'i, A Kuleana Ho'opi'i 'Ole 'Ia Ma Ka Pili I Ko Ke Ke'ena Kuleana Ho'okipa O Hawai'i Ho'okūkū Noi Kālā Helu 22-01-HTA No Ka Lawelawe Ho'okele A Hokona Iā Hawai'i He Wahi Huaka'i No Ka Mākeke Nui 'Amelika Hui Pū 'Ia.\*\*\****  
Discussion with HTA's Legal Counsel on Questions and Issues Pertaining to the Board's Powers, Duties, Privileges, Immunities and Liabilities with Regard to Hawai'i Tourism Authority RFP No. 22-01-HTA for Hawaii Destination Brand Marketing and Management Services for the United States Major Market Area \*\*\*

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 i 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.



*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 Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila: [carole@gohta.net](mailto:carole@gohta.net) e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā.*

*Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.*

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.** If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808)973-2289 or by email: [carole@gohta.net](mailto:carole@gohta.net) as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled.

*Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.*

*E like nō me ka 'ōlelo o ke Kānāwai 220, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai (ICT), no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.*

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.