



**REGULAR BOARD MEETING**  
**HAWAII TOURISM AUTHORITY**  
**Tuesday, August 25, 2015**  
**Hawai'i Convention Center**  
**1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

**MINUTES OF REGULAR BOARD MEETING**

- MEMBERS PRESENT:** Rick Fried (Chair), Fred Atkins, Sean R. Dee, Gerald DeMello, Donna Domingo, George Kam, Craig Nakamura, Lorrie Stone, Denise Hayashi Yamaguchi
- MEMBERS NOT PRESENT:** Jack Corteway, David Rae
- HTA STAFF PRESENT:** George Szigeti, Caroline Anderson, Randy Baldemor, Lacieanne Goshi, Jadie Goo, Daniel Nahoopii, Angela Rodriques, Ronald Rodriquez, Mike Story, Marc Togashi, Miki Wakai, Kelii Wilson
- LEGAL COUNSEL:** Gregg Kinkley
- GUESTS:** Rebecca Chun, Ashlee Galea, Brenda He, Emily Kim, Andrew Koh, Andi Giogetti, Karen Hughes, Martin Lee, Leo Melro, John Monahan, Barbara Okamoto, Vickie Omura, Teri Orton, Leno Rattazzi, Darragh Walshe, Olusola Thomson, Kerstin Wierzeyko, Eric Takahata, Jay Talwar, Ryuta Luke Teramoto, Mitsue Varley

**1. Call to Order**

Presiding Officer Rick Fried called the meeting to order at 11:05 a.m.

**2. Pule**

Ms. Wilson offered a plume recognizing the marketing team from each major market area (MMA) and for a successful Tourism Conference.

### **3. Approval of Minutes of Prior Board Meetings**

Ms. Domingo moved to approve the minutes of a meeting held on July 30, 2015. Mr. Atkins seconded the motion, which was unanimously approved without any amendment or reservation by any of the Board members present.

### **4. Review of Recent and Upcoming Permitted Interactions**

No Board member reported any permitted interaction.

### **5. Report of the CEO Relating to the HTA's Programs**

Mr. Szigeti acknowledged the presence of the marketing contractors from each MMA. He referred to the Report of the CEO dated August 25, 2015 that was and previously distributed to the Board for consideration and discussion. In addition to the Report, he offered the following "talking points" for the Board's consideration: the HTA's Tourism Conference anticipates the presence of 1,100 attendees this year as compared to 800 last year; the "waste water" spill at Waikiki resulted in 19 areas being tested and the tourism industry is in "damage control" and monitoring the situation; and, that Bishop & Company has received 111 applicants for the VP of Marketing position and anticipates conducting interviews in September for a selection to be made in October.

### **6. Presentation, Discussion and Approval of HTA's Financial Reports**

Mr. Togashi referred to the financial reports for the Tourism Special Fund and the Convention Center Enterprise Special Fund as of April 1 to June 30, 2015. He stated there were "no anomalies" to report. He noted the \$15.6 million in FY 2015 encumbrances includes a \$1 million "over-encumbrance" to be corrected in FY 2016 as "excess reserves."

Mr. Fried moved to approve the financial reports for the Tourism Special Fund and the Convention Center Enterprise Special Fund as of April 1 to June 30, 2015. The motion was seconded by Mr. Nakamura and unanimously approved by all the Board members present without any objection or reservation.

- 7. Presentation and Discussion of Marketing Updates by HTA's Major Market Area Contractors and Meet Hawai'i**
- 8. Presentation, Discussion and Approval of Convention Center Enterprise Special Fund Budget for FY 2016**
- 9. Presentation and Discussion of Air Access Development by Ailevon Pacific Aviation Consulting**

Mr. Fried expressed a desire to discuss agenda items 7, 8 and 9 in executive session because of a need to receive confidential competitive information, which if it were disclosed would adversely impact Hawai'i's competitive advantage as a visitor destination. Mr. Nakamura made a motion to conduct an executive session pursuant to HRS section 201B-4(a)(2) to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination. Ms. Domingo seconded the motion, which was unanimously approved by all the Board members present and without any objection or reservation.

The meeting was recessed for an executive session at 11:16 a.m.

The meeting was reconvened at 4:10 p.m.

(Mr. Atkins was not present.)

The Board met in executive session and considered confidential competitive information provided by the various marketing contractors in each MMA.

**8. Presentation, Discussion and Approval of Convention Center Enterprise Special Fund Budget for FY 2016 (continuation)**

Mr. Togashi recommended an interim funding for 30 days to expend funds from the FY 2016 Convention Center Enterprise Special Fund budget in an amount of \$1 million for Sales & Marketing and \$1 million for convention center operations, and to defer the approval of the final budget. Mr. Fried made a motion to adopt the recommendation made by Mr. Togashi. Mr. Nakamura seconded the motion, which was unanimously approved by the Board members present without any objection or reservation.

**9. Adjournment**

The meeting was canceled for lack of quorum at 4:15 p.m.

(Upon discussion with Deputy Attorney General Kinkley, the Board continued to receive oral testimony and a presentation from Brad Difiore, Ailevon Pacific, pursuant to section 92-2.5(d), Hawai'i Revised Statutes.)

Recorded:

A handwritten signature in black ink, appearing to read 'W. Pong', written in a cursive style.

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Winfred Pong

Recorder