



MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, January 29, 2020
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

MINUTES OF MARKETING STANDING COMMITTEE MEETING

COMMITTEE MEMBERS PRESENT:

Kelly Sanders (Chair), Fred Atkins, George Kam, Sherry Menor-McNamara, Kyoko Kimura

HTA BOARD MEMBERS PRESENT:

Richard Fried

HTA STAFF PRESENT:

Chris Tatum, Keith Regan, Pattie Herman, Ronald Rodriguez, Caroline Anderson, Laci Goshi, Jennifer Chun, Isabella Dance, Marisa Yamane, Jadie Goo, Chris Sadayasu, Minami Aoki, Marc Togashi, Kalani Ka'ana'ana, Lawrence Liu, Ariana Masuoka

GUESTS:

John Monahan, Jay Talwar, Eric Takahata, Teri Orton, Tony Vericella, Alex Wong

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

Marketing Committee Chair Kelly Sanders called the meeting to order at 11:40 a.m.

2. Approval of Minutes from the August 21, 2019 HTA Marketing Standing Committee Meeting.

Mr. Sanders requested a motion to approve the meeting minutes from the November 13, 2019 Marketing Standing Committee. George Kam made a motion to approve the minutes, which was seconded by Sherry Menor-McNamara. The motion passed unanimously.

3. Update on the MCI Sales Position

Mr. Sanders recognized John Monahan to introduce the new MCI Sales team led by John Reyes, Senior Vice President, Chief MCI Sales Officer. Mr. Reyes has formerly worked for the Monterey and Jacksonville Convention Centers, and for San Francisco Travel. Mr. Monahan said that he would provide a more in-depth introduction at the full board meeting on

Wednesday, January 30, 2020. He added that the MCI team has spent the last week onboarding and getting up to speed.

4. Presentation on HTJ Hawai'i Expo 2020 – Addition of the Surf Booth

Mr. Sanders introduced Eric Takahata to discuss the HTJ Hawai'i Expo. Mr. Takahata began by providing background information on the inception of the Hawai'i Expo. In 2020, Hawai'i Expo will take place in five cities, with events stretching from March to October. The five cities that will host Hawai'i Expo are Fukuoka, Nagoya, Osaka, Sapporo, and Tokyo, which all have direct flights to Hawaii.

Mr. Takahata explained that Hawai'i is gaining gravity in the market, with a 10% increase in air seats from Japan, and airlines and travel companies intensifying their marketing efforts. He noted that at the recent HIS meeting, HIS announced their goal to reach two million visitors from Japan, this year.

Mr. Takahata said that the goals of this year's Hawai'i Expo is to strengthen regional development, promote awareness for first-time travelers, promote neighbor islands, and call attention to responsible tourism. Hawai'i Expo is held in high-traffic venues, like train stations, to reach maximum exposure. Hawai'i Expo features exhibits from cultural practitioners, crafts, workshops, entertainment, and celebrities like Miss Hawai'i. Mr. Takahata said that media exposure has been successful, and he can provide media statistics upon request.

Mr. Takahata explained that, with the Olympics taking place in Japan this year, it presents an opportunity to emphasize Hawai'i's relationship with surfing. He said that Hawai'i Expo is working with Bishop Museum on a pop-up exhibit on surfing. The exhibit, themed "Mai Kinohi Mai," highlights surfing's link to Hawai'i and its culture.

HTA CEO Chris Tatum asked whether Hawai'i Expo can bring in other Hawai'i -based businesses and whether they are working through DBEDT on that effort. Mr. Takahata responded that Hawai'i -based businesses that want a booth or want to participate are involved. Mr. Takahata added that DBEDT wants to partner, with a focus on retail and food.

Mr. Sanders asked whether there will be booths from all the major wholesale partners. Mr. Takahata confirmed that they participate, including airlines. Mr. Atkins asked about attendance statistics. Mr. Takahata responded that, from 2015 to 2019, attendance has ranged 13,000 to 17,000 for the two- to three-day events. Sherry Menor-McNamara offered to connect Hawai'i Expo with the Chamber of Commerce's Manufacturing in Hawai'i Initiative, which is involved with these types of opportunities.

Mr. Sanders asked whether Hawai'i Expo 2020 dates have been set. Mr. Takahata said that Hawai'i Expo will be held in various cities through October. Mr. Tatum asked whether information about Hawai'i Expo has already been provided to HTA's partners and Mr. Takahata responded in the affirmative.

5. Update on New Action of our Industry Partner Meeting

Mr. Sanders introduced Pattie Herman to provide an update on HTA's Industry Partner Meeting. Ms. Herman explained that she joined HTA approximately two months ago and has been getting feedback from the market managers and industry partners. She said that HTA will be hosting an industry partner meeting on February 11-12, 2020. The meeting will provide information about the market managers' organizational structure, HTA's mission, the four pillars, and resources available to industry partners. Ms. Herman said that they may have these meetings twice-yearly, depending on how well-attended the event is. So far, 200 industry partners have been invited and HTA has received 110 RSVPs. Ms. Herman added that she will provide an update after the meeting.

Chair Sanders noted that at the last meeting the Committee did not approve the meeting minutes for the August 21, 2019 Marketing Committee Meeting. Mr. Kam made a motion to approve those meeting minutes, which was seconded by Mr. Atkins. The minutes from the August 21, 2019 meeting were unanimously approved.

6. Presentation on the China Summit March 5, 2020

Mr. Sanders said that the Committee had planned on having a presentation on China but that due to recent events, that presentation is postponed. Mr. Tatum added that the China contractor is focusing on communicating with China visitors and those with future reservations to ensure that there is still aloha spirit for these visitors.

7. Update on the 13th Festival of Pacific Arts & Culture

Chair Sanders introduced Kalani Ka'ana'ana to discuss the 13th Festival of Pacific Arts & Culture (FestPAC). Mr. Ka'ana'ana explained that the driving essence of FestPAC is that the Pacific Ocean comprises the largest continent on Earth and from across the Pacific, the island communities are one. FestPAC is ten days of live performances and demonstrations. He also explained that Vicky Holt Takamine has been acting as Festival Director but moving forward she will serve in an advisory capacity.

The festival theme will be "E Kū i Ka Hoe Uli," which means take hold of the steering paddle. The main festival venue is Hawai'i Convention Center, but events will take place across O'ahu including Kapiolani Park, Iolani Palace, Bishop Museum, and Royal Hawaiian Center. FESTPAC is requesting \$500,000 in financial support for the festival. Mr. Ka'ana'ana went on to explain how FESTPAC aligns with all four of HTA's pillars.

Mr. Ka'ana'ana noted that FestPAC positions Hawai'i as a festival and event destination. There are at least six other group business events that are meeting in Hawai'i because they are already gathering here for FestPAC. HTA is focusing its support on a few key events including the opening and closing ceremonies.

Mr. Atkins asked what the total fundraising goal is. Mr. Ka'ana'ana responded that \$ 2.27 million has already been raised. The host country is responsible for food and lodging for festival participants, so a large amount of the money has been allotted towards that purpose.

Mr. Atkins also asked whether information about FestPAC was being distributed to the major markets areas. Mr. Ka'ana'ana said that the event was announced at the Fall Tourism Update, and information will continue to be distributed. Mr. Ka'ana'ana went on to discuss some of the other funding sources for the event.

Mr. Tatum requested that the Committee recommend funds be moved from sports to culture to go towards HTA's contribution to FestPAC. Mr. Kam made a motion, which was seconded by Mr. Atkins. The motion was unanimously approved.

8. Update on the 75th End of WWII Commemoration

Mr. Sanders introduced Tony Vericella, Executive Director of the 75th World War II Commemoration (the Commemoration) Committee, to discuss events planned for the 75th World War II Commemoration. The theme is "A Coast to Coast Experience," and will be a national commemoration, enacted by an act of Congress. It will begin in May, celebrating the victory in Europe and conclude in September. The focus of the Commemoration is on perpetuating the legacy of the greatest generation. He noted that this is the last significant commemoration that will include living survivors of World War II, both military and civilian.

The August/September event in Hawai'i will include aerial events with actual World War II aircraft which will come from the mainland. Events will involve all the bases involved in the attack on Pearl Harbor. A gala will be held on September 1, 2020, next to the Battleship Missouri Memorial, and a Commemoration Ceremony will take place on September 2, 2020. Marketing for the Commemoration will feature PSAs, a small advertising budget, and creating content that can be shared through social media, digital marketing, and public relations.

The committee's goal is to raise \$2.4 million for events to be held in Hawai'i. Mr. Vericella emphasized that the event impacts most of HTA's pillars. The committee is requesting \$500,000 from HTA. Mr. Regan said that there will be a request to reallocate funding from sports to support this event. Mr. Kam asked Ms. Herman how the Marketing Department feels about this event. Ms. Herman and Caroline Anderson responded that the Marketing Department supports this event. There will be a parade in Waikiki in September will occur on the evening of September 2, 2020. Mr. Kam asked whether any other state agencies are contributing. Mr. Vericella said that Representative Onishi will seek \$250,000 in funding during the legislative session. Mr. Sanders noted that he attended the commemoration event in 2016 and that it was extremely moving.

Mr. Atkins asked what budget these funds would come from. Mr. Regan confirmed that it would be coming out of the current-year sports budget. Mr. Kam asked how much would be left in the sports budget after this allocation. Marc Togashi responded that there is currently

\$4.1 million in unallocated funds in the sports budget, and if funds are allocated to FestPAC and the Commemoration, there will be \$3.1 million left.

Mr. Sanders requested a motion to recommend HTA support the Commemoration. Mr. Kam made a motion and Ms. Menor-McNamara seconded the motion. The motion was unanimously approved.

9. Update on the Davis Cup

Chair Sanders recognized John Monahan to provide an update on the Davis Cup. Mr. Monahan stated that on January 14, 2020, Hawai'i was announced as the host of a Davis Cup qualifier to be held on March 6-8, 2020. The Letter of Intent and USTA's application estimates that the marketing value of this event is \$400,000. The engagement also includes a community involvement component and complimentary tickets for youth programs. Chris Sadayasu is working with representatives from USTA to finalize the Letter of Intent and an agreement on deliverables. HVCB and HLTA will work with Mr. Sadayasu to ensure the full value of the event.

Mr. Monahan noted that HTA's agreement with USTA is a three-year contract and asked Rick Fried to clarify the probability of Hawai'i hosting the Davis Cup again during the contract period. Mr. Fried explained that there is a lower chance based on a number of factors. He further noted that ticket sales are low so far, potentially due to the fallout from the Hawai'i Tennis Open in which several major players withdrew at the last minute. Mr. Fried said that he would recommend that they move away from the Hawai'i Tennis Open and focus on the Davis Cup and the Fed Cup.

Mr. Atkins asked for Mr. Monahan to elaborate on the community events and whether there would be events at schools. Mr. Monahan said that that is what is planned, but there are not specific details available yet. Mr. Regan noted that although this is a multi-year contract, it is dependent on the Board's approval for funding.

10. Update on the Hula Bowl

Mr. Monahan went on to provide an update on the Hula Bowl. The last time the Hula Bowl was held was in 2008. He explained that HTA allocated \$25,000 to assist with the 2020 Hula Bowl, which was held on January 26, 2020. It is a college all-star football game designed to highlight mid-tier players trying to get drafted. This year, the University of Hawai'i had an opportunity to have six players on the team, and the game also included players from Japan, Australia, and Polynesia. The game was featured on CBS Sports Network. Six free sports clinics were held, including one in Hilo. Mr. Monahan said that, considering the size of HTA's investment, it was a worthwhile event and the organizers will provide HTA with a final report.

Mr. Kam asked what attendance was for the game. Mr. Monahan responded that there were 5,500 attendees.

11. Adjournment

Chair Sanders asked for a motion to adjourn. The Motion was made by Mr. Kam, seconded by Mr. Atkins, and unanimously approved. The meeting was adjourned at 12:52 p.m.

Respectfully submitted:

Janjeera Hail

Janjeera S. Hail

Recorder