



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

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

Po'ahā, 25 Malaki 2021, 9:30 a.m.

Thursday, March 25, 2021 at 9:30 a.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:

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_SR9yYoLWSOyzcokTVXDSSA

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

Papa Kumumana'o

AGENDA

1. **Ho'omaka A Pule**
Call to Order and Pule
2. **'Āpono I Ka Mo'o'ōlelo Hālāwai**
Approval of Minutes of the February 25, 2021 Board Meeting
3. **Hō'ike Lālā**
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
4. **Hō'ike A Ka Luna Ho'okele**
Report of the CEO Relating to Staff's Implementation of HTA's Programs During February 2021:
 - Major Market Management including Destination Marketing Management Services, Global Meetings, Conventions and Incentives (MCI) Program Management Services, Responsible Tourism, Support of State COVID-19 Mitigation Efforts



5. *Hō'ike No Nā Papahana Pili I Ka Ma'i Ahulau*
Update from Major General Kenneth Hara, Adjutant General for the State of Hawaii on the COVID-19 Testing, Vaccination and Safe Travels Program
6. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, Including the United States, Japan, Canada, Oceania and Cruise
7. *Kūkākūkā No Ke Anamana'o Kama'āina*
Discussion on the Resident Sentiment Survey
8. *Hō'ike Anamana'o Kūikawā No Ka Ma'i Ahulau*
Presentation of the Hawai'i Tourism Authority's Visitor Satisfaction & Activity Report (VSAT) Special COVID Survey
9. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Reports for February 2021
10. *Hō'ike A Ka Hui Noi'i Loiloi Mo'okālā*
Report of the *Budgetary Review Investigative Committee* of their meeting held on March 16, 2021
11. *Hō'ike A Ka Hui Noi'i Launa Aupuni A 'Aha'ōlelo*
Report of the *Legislative and Governmental Affairs Investigative Committee* of their meetings held on March 3, 2021 and March 11, 2021
12. *Hō'ike No Ke Kau 'Aha'ōlelo 2021 Me Nā Pila Pili I Ke Ke'ena*
Update Relating to the 2021 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority
13. *Hō'ike A Ke Kōmike Hokona Kūmau No Ke Kūkākūkā A Ho'oholo*
Report of the *Marketing Standing Committee* with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board
14. *Ho'oku'u*
Adjournment



HAWAII TOURISM AUTHORITY

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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

*HiWA*** '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.

Kono 'ia ka lehulehu e komo 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 ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (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 testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting by email to carole@gohta.net or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2289 a i 'ole carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.