



*HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAII*

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Pō'akolu, 29 Kepakemapa 2021, 2:30 p.m.
Wednesday, September 29, 2021 at 2:30 p.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://us06web.zoom.us/webinar/register/WN_gFOeW08vQrKZwpj20HgLSA

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 – Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *Āpono I Ka Mo'ō'ōlelo Hālāwai*
Approval of Minutes of the September 1, 2021 Marketing Standing Committee Meeting
3. *Hō'ike A Hawaii'i Tourism Japan*
Presentation by Hawaii'i Tourism Japan on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board



4. *Hō'ike A Ka Hopena O Nā Hanana PGA 2021*
Presentation on Results of the 2021 PGA Events and Associated Activities.
Recommendation to Approve Final Year Funding for CY2022 Events and Activities to the Full HTA Board

5. *Hō'ike A Nā Hanana o Ko HTA Hoa Kūkākūkā Holoholo Moku pili i ka makahiki 2021*
Presentation on 2021 Activities Related to HTA's Cruise Consultant and
Recommendation to Approve FY22 Funds to Support CY22 Activities to the Full HTA Board

6. *Ho'oku'u*
Adjournment

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. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (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 be submitted prior to the meeting to the HTA by email to carole@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.