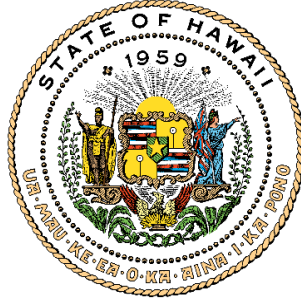




STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

JOSH GREEN, M.D.
GOVERNOR
KE KIA'ĀINA

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI A HO'OMĀKA'IKA'I

JAMES KUNANE TOKIOKA
DIRECTOR
KA LUNA HO'OKELE

HAWAII TOURISM AUTHORITY
KE'ENA KULEANA HO'OKIPA O HAWAII

CAROLINE ANDERSON
INTERIM PRESIDENT AND CEO

**HAWAII TOURISM AUTHORITY ANNOUNCES ADVISORY BOARD
COMMITTEE LEADERSHIP ASSIGNMENTS**
**Hawaii Tourism Authority Announces Advisory Board Committee
Leadership Assignments**

FOR IMMEDIATE RELEASE

Sept. 12, 2025

HONOLULU — The Hawaii Tourism Authority (HTA) today announced the committee leadership assignments for its new advisory board. Each standing committee is tasked with advancing HTA's strategic priorities while ensuring transparency and accountability in managing Hawaii's visitor industry.

"HTA's board committees ensure that we remain focused, accountable and community-driven," said Caroline Anderson, interim president and chief executive officer of HTA. "Their leadership will guide critical areas ranging from branding and destination

stewardship to sports and film tourism, while also supporting the search for HTA's next CEO."

The following committee chair and vice chair assignments were discussed and approved by the advisory board at its meeting yesterday. Committee member assignments will be finalized at the next advisory board meeting.

Administrative Standing Committee

This committee oversees the contract terms of the president and chief executive officer and is responsible for making recommendations related to the CEO's evaluation.

Chair: James McCully

Vice Chair: Joel Guy

Branding Standing Committee

Provides strategic review, evaluation and recommendations on HTA's branding and marketing initiatives, including destination branding and meetings, conventions and incentive (MCI) business.

Chair: Kimberly Agas

Vice Chair: Danny Ojiri

Film Production Tourism Standing Committee

Guides initiatives that promote Hawai'i through film, television and integrated marketing, supporting economic development and authentic representation of the state.

Chair: Mericia Palma Elmore

Vice Chair: Linda Wong

Ho'okahua Hawai'i Standing Committee

Provides strategic guidance on destination stewardship, Hawaiian culture, visitor experiences, workforce development and implementation of HTA's Strategic Plan and Destination Management Action Plans (DMAPs).

Chair: Lisa Paulson

Vice Chair: Terry Fischer

Sports Tourism Standing Committee

Focuses on advancing Hawai'i's position as a premier sports tourism destination, leveraging events to drive economic impact, brand visibility and community benefit.

Chair: Chris West

Vice Chair: Lanai Tabura

CEO Search Permitted Interaction Group (PIG)

This group is composed of the same members as the Administrative Standing Committee and will oversee the recruitment, hiring and contract negotiations for HTA's next president and CEO.

Chair: James McCully

Vice Chair: Joel Guy

#

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing the Hawaiian Islands around the world — and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources and visitor industry needs. HTA works with the community and industry to mālama Hawai'i — care for our beloved home. For more information about HTA, visit hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

Media Contact

Jill Radke
Public Affairs Officer
Hawai'i Tourism Authority
Cell: 808-451-9386
Email: Jill.S.Radke@Hawaii.gov

