



ADVISORY BOARD STANDING COMMITTEES

Updated: March 25, 2026

Administrative Standing Committee (Quorum: 3 members)

Adopted: Sept. 11, 2025

This standing committee oversees the contract terms of the President and Chief Executive Officer and is responsible for making recommendations related to their evaluation.

James McCully, Chair	Joel Guy, Vice Chair
Leah Belmonte	Mericia Palma Elmore
VACANT	
HTA Staff: Caroline Anderson and David Uchiyama	

Branding Standing Committee (Quorum: 3 members)

Adopted: Sept. 11, 2025; Updated: Oct. 10, 2025

This standing committee provides strategic review, evaluation, and recommendations on the Authority's branding and marketing initiatives, programs, and/or activities that support the Authority's vision, mission, and strategic objectives, with a particular focus on destination branding, meetings, conventions, and incentive (MCI) business.

Kimberly Agas, Vice Chair	Danny Ojiri, Vice Chair
Troy Lazaro	Terry Fischer
Mericia Palma Elmore (added 10/30/25)	
HTA Staff: Jadie Goo	

Film Tourism Standing Committee (Quorum: 3 members)

Adopted: Sept. 11, 2025; Updated: Oct. 30, 2025; Updated Feb. 26, 2026

This standing committee will guide and support initiatives that promote Hawai'i as a film tourism destination through film, television, and integrated marketing, fostering economic development and ensuring authentic representation of the State.

Mericia Palma Elmore, Chair	Linda Wong, Vice Chair
Danny Ojiri	VACANT
Troy Lazaro (added 10/30/25)	
HTA Staff: Jadie Goo	



Ho'okahua Hawaii Standing Committee (Quorum: 3 members)

Adopted: Sept. 11, 2025

This committee provides strategic guidance on destination stewardship, the perpetuation of Hawaiian culture, the development and enhancement of visitor experiences, workforce development, and the creation and implementation of the HTA Strategic Plan, Destination Management Action Plans (DMAPs), and the state Tourism Functional Plan. The committee will consider community priorities and visitor industry needs and assess the social and economic impacts of tourism.

VACANT	Terry Fischer, Vice Chair
Leah Belmonte	Joel Guy
Troy Lazaro	
HTA Staff: Caroline Anderson	

Sports Tourism Standing Committee (Quorum: 3 members)

Adopted: Sept. 11, 2025

This standing committee will advance Hawai'i's position as a premier destination for sports-related travel and events. The committee provides strategic guidance on initiatives that leverage sports tourism to drive economic impact, enhance the destination's brand, support local, national, and international partnerships, and strengthen community well-being.

Chris West, Chair	Lanai Tabura, Vice Chair
Kimberly Agas	Terry Fischer
Linda Wong	
HTA Staff: Milton Lafitaga	



PERMITTED INTERACTION GROUPS (PIG)

CEO Search Permitted Interaction Group (PIG)

Adopted: Sept. 11, 2025; Updated: Oct. 30, 2025

The purpose of the CEO Search PIG is to recruit, hire, and establish contract terms for the Hawai'i Tourism Authority (HTA) President & CEO.

James McCully, Chair	Joel Guy, Vice Chair
Kimberly Agas (added 10/30/25)	Leah Belmonte
Mericia Palma Elmore	
HTA Staff: Caroline Anderson and David Uchiyama	

Governance Study Permitted Interaction Group (PIG)

Adopted: March 12, 2026; Updated: March 25, 2026

The purpose of the Governance Study PIG is to review and make recommendations to the Advisory Board on the Governance Study Final Recommendations.

Mericia Palma Elmore	Terry Fischer
Joel Guy	Troy Lazaro
Danny Ojiri	Linda Wong
HTA Staff: TBD	

Strategic Plan Permitted Interaction Group (PIG)

Adopted: January 22, 2026

The purpose of the Strategic Plan PIG is to discuss and review proposed strategies and tactics and provide recommendations for the HTA's 2026-2030 Strategic Plan.

Terry Fischer, Chair	Danny Ojiri, Vice Chair
Kimberly Agas	Joel Guy
Mericia Palma Elmore	Linda Wong
HTA Staff: Caroline Anderson and Kendrick Leong	