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**ADVISORY BOARD MEETING
OF THE
HAWAII TOURISM AUTHORITY**

VIRTUAL MEETING

THURSDAY, SEPTEMBER 11, 2025 AT 10:30 AM

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/86832859685>

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., *****@***mail.com.

**Call In: +1 719 359 4580 US
Webinar ID: 868 3285 9685**

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (three full business days prior to the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at Carole.M.Hagihara@hawaii.gov or hand-deliver or mail to the Hawaii Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole.m.hagihara@hawaii.gov as soon as possible, preferably no later than 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area of the Hawai'i Tourism Authority at the Hawai'i Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815.

AGENDA

1. **Call to Order** *10:30 a.m.*
2. **Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic**
3. **Opening Protocol**
4. **Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**
5. **Discussion, Selection and Appointments of Board Members to Standing Committees** *10:40 a.m.*
 - a. **Sports Tourism**
 - b. **Film Production Tourism**
 - c. **Administrative**
 - d. **Branding**
 - e. **Ho'okahua Hawai'i**
6. **Creation of a CEO Search Permitted Interactive Group (PIG)** *11:15 a.m.*
7. **Discussion and Assignment of Board Members to the CEO Search Permitted Interaction Group (PIG)**
8. **Adjournment** *11:30 a.m.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'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 Hawai'i's competitive advantage as a visitor destination.



STAFF REPORT TO THE BOARD

Agenda Item 5

September 8, 2025

REQUEST: To Select and Appoint the Board Members to Standing Committees

FACTS:

1. Establishing Board committees will help the Board operate more efficiently and effectively and provide guidance to the relevant subject matter.
2. Governor Josh Green and DBEDT Director James Tokioka recommend two new Advisory Board standing committees be established:
 - Sports Tourism
 - Film Production Tourism
3. Additionally, three existing standing committees should continue:
 - Administrative
 - Branding
 - Ho‘okahua Hawai‘i
4. On August 29, 2025 a poll was sent to Board members to prioritize the committees of their choice.

DISCUSSION:

Five advisory board standing committees will assist staff in executing projects and programs.

1. **Sports Tourism.** 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.

2. **Film Production Tourism.** This standing committee will guide initiatives that promote Hawai‘i through film and television and integrated marketing, to drive economic development and foster a positive, authentic representation of the state.
3. **Administrative.** This standing committee oversees the contract terms of the President & Chief Executive Officer and is also responsible for making recommendations related to the evaluation of the President & Chief Executive Officer.
4. **Branding Standing Committee.** 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.
5. **Ho‘okahua Hawai‘i.** 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.

RECOMMENDATION: Recommend the Board approve the selection and appointment of members to the following advisory board standing committees:

1. Sport Tourism;
2. Film Production Tourism;
3. Administrative;
4. Branding; and
5. Ho‘okahua Hawai‘i.



STAFF REPORT TO THE BOARD
Agenda Item 7

September 8, 2025

REQUEST: To Assign Board Members to the CEO Search Permitted Interaction Group (PIG)

FACTS:

1. Establishing a CEO Search PIG is essential for the Board to continue the search and hiring of the Hawai'i Tourism Authority (HTA) President & CEO.
2. The purpose of the CEO Search PIG is to recruit, hire, and establish contract terms for HTA's President & CEO.

RECOMMENDATION: Approve the assignment of Board members to the CEO Search PIG.