



STAFF REPORT TO THE BOARD

August 27, 2025

REQUEST: Identification of Standing Committees and Nomination of Committees and Members.

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

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 recruitment, hiring, and 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 establishment of the following advisory board standing committees:

1. Sport Tourism;
2. Film & Marketing;
3. Administrative;
4. Branding; and
5. Ho'okahua Hawai'i.