



Resolution

No. 2026-01

DELEGATION OF AUTHORITY TO PRESENT POLICY POSITIONS

WHEREAS, the Powers and Duties of the Hawai'i Tourism Authority (HTA) in HRS §201B-3(a)(6) provide that the authority may, through its president and chief executive officer, represent the authority in communications with the governor and the legislature and,

WHEREAS, legislation may be introduced at the federal, state, and county levels which may impact the strategic mission, statutory purpose, and operations of the Hawai'i Tourism Authority and, as such, HTA may require testimony or other information to present its policy positions of the authority in the appropriate forum; and,

WHEREAS, the Advisory Board of Directors may be asked to address the complex emerging issues of the market, industry, and community, in representing the state's best interest.

NOW, THEREFORE, BE IT RESOLVED, that the Advisory Board of Directors for the HTA, under the guidance of the Director of the Department of Business and Economic Development, authorizes its President and CEO or its designee and the Advisory Board Chair, Vice-Chairs, or its designee to represent HTA in communications with executive and legislative branches of Federal, State, and County government, on behalf of HTA during Calendar Year 2026. This is provided that the positions are aligned and consistent with the official policy positions adopted by the Board, Hawai'i Revised Statutes chapter 201B, the Hawai'i Tourism Authority Strategic Plan, Destination Management Action Plans, and any other policies, plans, or budgets approved by the Director of the Department of Business and Economic Development and the Authority, including the following positions:

- HTA will continue to support Maui's economic recovery to stabilize the domestic market and rebuild international traveler interest.
- HTA will seek increased funding to support the market saturation activations and co-op programs to increase visitor arrivals, increase visitor spending, and ensure that the HTA remains globally competitive.

HTA will review and support legislation and take positions to support an annual deposit of the transient accommodations tax, or other funding, into a special fund administered by HTA as a means to carry out its stated priorities.

- HTA will support legislation and take positions to support increased funding for the Convention Center Enterprise Special Fund.
- HTA will review and comment on all proposed taxes and fees that impact tourism.
- HTA will review and support legislation that creates new tourism products aligned with a regenerative tourism model, including agritourism, edu-tourism, cultural tourism, nature tourism, health and wellness, sports, and voluntourism.
- HTA will review and support legislation that enhances and strengthens the visitor industry workforce. HTA completed a governance study that provided background, guidance, and actionable recommendations in regard to amending HRS §201B to reflect the changes that have occurred in Hawai'i as well as the tourism economy since its adoption. The HTA Board, through its Governance Study Permitted Interaction Group, will address issues outlined in the Governance Study Deliverable Reports and the Final Report Recommendations.
- HTA will prioritize destination stewardship by supporting policies that protect Hawai'i's environment, culture, and community well-being. This includes advocating for responsible resource management, cultural preservation, sustainable tourism development, visitor education, and community benefits. The HTA will actively engage in the legislative process to ensure tourism contributes to a thriving Hawaii for both residents and future generations.

BE IT FURTHER RESOLVED, that any official positions taken by the Advisory Board Chair, Vice-Chairs, and the President and CEO and/or their designee on issues before federal, state and county governments not previously approved by the Director of the Department of Business and Economic Development and HTA's President & CEO shall be communicated to Director of the Department of Business and Economic Development, HTA's President and CEO as well as the Advisory Board Members as soon as practicable, and presented at the next regular HTA Board meeting; and,

BE IT FINALLY RESOLVED, that copies of this resolution be transmitted to the Director of the Department of Business and Economic Development, President & CEO, Advisory Board Chair, Vice-Chairs, Advisory Board Members, and Chief Administrative Officer.

As adopted on this ____ day of January 2026
By the Advisory Board of Directors

James McCully
Advisory Board Vice-Chair

Kimberly Agas
Advisory Board Vice-Chair

Caroline Anderson
Interim President & CEO

John Cole
Deputy Attorney General

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