



## ADVISORY BOARD STANDING COMMITTEES

Updated: September 11, 2025

### **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.*

|                                                        |                              |
|--------------------------------------------------------|------------------------------|
| <b>James McCully, Chair</b>                            | <b>Joel Guy (Vice Chair)</b> |
| Leah Belmonte                                          | Mericia Palma Elmore         |
| Lisa Paulson                                           |                              |
| <b>HTA Staff:</b> Caroline Anderson and David Uchiyama |                              |

### **Branding Standing Committee** (Quorum: 3 members)

*Adopted: Sept. 11, 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.*

|                              |                                 |
|------------------------------|---------------------------------|
| <b>Kimberly Agas (Chair)</b> | <b>Danny Ojiri (Vice Chair)</b> |
| Troy Lazaro                  | Terry Fischer                   |
| <b>HTA Staff:</b> Jadie Goo  |                                 |

### **Film Production Tourism Standing Committee** (Quorum: 3 members)

*Adopted: Sept. 11, 2025*

*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.*

|                                     |                                |
|-------------------------------------|--------------------------------|
| <b>Mericia Palma Elmore (Chair)</b> | <b>Linda Wong (Vice Chair)</b> |
| Danny Ojiri                         | Lisa Paulson                   |
| <b>HTA Staff:</b> 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.*

|                                     |                                   |
|-------------------------------------|-----------------------------------|
| <b>Lisa Paulson, Chair</b>          | <b>Terry Fischer (Vice Chair)</b> |
| Leah Belmonte                       | Joel Guy                          |
| Troy Lazaro                         |                                   |
| <b>HTA Staff:</b> 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.*

|                                   |                                  |
|-----------------------------------|----------------------------------|
| <b>Chris West, Chair</b>          | <b>Lanai Tabura (Vice Chair)</b> |
| Kimberly Agas                     | Terry Fischer                    |
| Linda Wong                        |                                  |
| <b>HTA Staff:</b> Milton Lafitaga |                                  |



## PERMITTED INTERACTION GROUPS (PIG)

### **CEO Search Permitted Interaction Group (PIG)**

*Adopted: Sept. 11, 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.*

|                                                        |                              |
|--------------------------------------------------------|------------------------------|
| <b>James McCully, Chair</b>                            | <b>Joel Guy (Vice Chair)</b> |
| Leah Belmonte                                          | Mericia Palma Elmore         |
| Lisa Paulson                                           |                              |
| <b>HTA Staff:</b> Caroline Anderson and David Uchiyama |                              |