



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

HYBRID MEETING

THURSDAY, JANUARY 29, 2026, AT 9:30 A.M.

Hawaii Convention Center
Parking Level | Executive Boardroom A
1801 Kalakaua Avenue
Honolulu, Hawaii 96815

Parking: Due to ongoing construction at the Hawaii Convention Center, public parking will not be available on-site. However, parking is available at the Ala Moana Shopping Center. We apologize for the inconvenience.

Meeting will be live-streamed via Zoom

<https://us06web.zoom.us/j/84643503491>

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: +1 669 444 9171 US
Webinar ID: 846 4350 3491

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 before 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'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

AGENDA

1. **Call to Order** *9:30 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. **Approval of Minutes of the December 18, 2025, Advisory Board Meeting**
5. **Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**
6. **CEO Report** *9:45 a.m.*
7. **Presentation on the Status of the Hawai'i Tourism Authority (HTA) and Hawai'i Convention Center Fiscal Year 2026 Budgets** *10:10 a.m.*
8. **Presentation and Discussion of Current Market Insights, Conditions, and Strategic Brand Marketing Initiatives to Address Evolving Market Dynamics in Hawai'i and Key Major Hawai'i Tourism Markets** *10:20 a.m.*
9. **Reports from the Standing Committees** *10:40 a.m.*
 - a. **Administrative**
 - i. **Discussion and/or Action to Approve Policy #100-03 Code of Conduct Policy**
 - ii. **Discussion and/or Action to Adopt Board Resolution 2026-01 for the Delegation of Authority to Present Policy Positions**
 - iii. **Discussion and/or Action Regarding the Advisory Board's Roles and Responsibilities**
 - iv. **Status on the HTA President and CEO Search**

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| 10. Discussion and/or Action on Revisions to the Standing Committee Charters | 11:05 a.m. |
| 11. Review and Discussion on Current Legislative Bills | 11:15 a.m. |
| 12. Adjournment | 11:40 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.

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 require an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo at (808) 973-2289 or carole.m.hagihara@hawaii.gov as soon as possible, preferably at least 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 not 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) because there will be an in-person option for members of the public and board member to view and participate in the meeting.