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

HYBRID MEETING

WEDNESDAY, MARCH 25, AT 9:30 A.M.

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

Meeting will be live-streamed via Zoom

<https://us06web.zoom.us/j/84227774301>

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: 842 2777 4301

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

AGENDA

1. **Call to Order**
2. **Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if the Location is Nonpublic**
3. **Approval of Minutes of the February 26, 2026, Advisory Board Meeting**
4. **Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**
5. **CEO Report** *9:45 a.m.*
6. **Review and Discussion on Current Legislative Bills** *10:05 a.m.*

<u>HB 1590 HD3</u>	Relating to Vacation Rentals
<u>HB 1950 HD1</u>	Relating to the Transient Accommodations Tax
<u>HB 1800 HD1</u>	Relating to the State Budget
<u>HB 2195 HD1</u>	Relating to Transportation
<u>HB 2268 HD1</u>	Relating to Film Production
<u>HB 2585 HD3</u>	Relating to Agricultural Tourism
<u>SB 2577 SD2</u>	Relating to Sports Tourism
<u>SB 2698 SD2 HD1</u>	Relating to Transportation
<u>SB 2921 SD1</u>	Relating to State Fund
7. **Discussion and Assignment of Board Members to the Governance Study Permitted Interaction Group (PIG)** *10:20 a.m.*
8. **Update on the CEO Search** *10:30 a.m.*
9. **Presentation and Discussion of Current Market Insights and Conditions** *10:40 a.m.*
10. **Presentation and/or Discussion of Japan Affluent Market Research Findings** *10:50 a.m.*
11. **Presentation and/or Discussion of U.S. Maui Emergency Marketing Campaign Final Results** *11:10 a.m.*
12. **Presentation and/or Discussion Examining Global MCI (Meetings, Conventions, Incentives) Market Conditions and Identifying Opportunities for Hawai'i** *11:25 a.m.*

13. Adjournment

12:00 p.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.