



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

HYBRID MEETING

THURSDAY, OCTOBER 30, 2025, AT 9:30 A.M.

Hawaii Convention Center
Third Floor, Room 323AB
1801 Kalakaua Avenue
Honolulu, Hawaii 96815

Meeting will be live-streamed via Zoom

[HTTPS://US06WEB.ZOOM.US/J/82528893882](https://us06web.zoom.us/j/82528893882)

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: 825 2889 3882

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** *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. **Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**
5. **Approval of Minutes of the August 28, 2025, and September 11, 2025 Advisory Board Meetings**
6. **CEO Report**
7. **Action on Requested Changes to Standing Committee Memberships** *9:50 a.m.*
8. **Report of the Branding Standing Committee of their Meeting held on October 8, 2025** *10:00 a.m.*

[YouTube Meeting Recording](#) | [Committee Packet](#)
9. **Report of the Film Production Standing Committee of their Meeting held on October 16, 2025** *10:20 a.m.*
10. **Report of the Administrative Standing Committee of their Meeting held on October 20, 2025** *10:40 a.m.*

[YouTube Meeting Recording](#) | [Committee Packet](#)
11. **Discussion and/or Action on Advisory Board Roles & Responsibilities** *11:00 a.m.*
12. **Adjournment** *11:30 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.