



*HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAI'I*

**REGULAR MARKETING STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY**

*Po'akolu, 23 Kepakemapa 2020, 10:30 a.m.*  
**Wednesday, September 23<sup>rd</sup> 2020 at 10:30 a.m.**

*Hālāwai Kikoho'e*  
**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*  
**Teleconferencing will be live streaming via ZOOM.**

**PUBLIC IS INVITED TO REGISTER IN ADVANCE FOR THIS MEETING:**  
<https://zoom.us/meeting/register/tJMtduqorTwtEtx7C2YnDoMb0fZDXoV31--w>

**AFTER REGISTERING, YOU WILL RECEIVE A CONFIRMATION EMAIL  
CONTAINING INFORMATION ABOUT JOINING THE MEETING.**

***Papa Kumumana'o***  
**AGENDA**

1. *Ho'omaka A Pule*  
Call to Order and Pule
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the August 26<sup>th</sup>, 2020 HTA Marketing Standing Committee Meeting
3. *Hō'ike No Ko HVCB Papahana Hokona A Papahana Ho'omōhala Hou*  
Presentation from HVCB Jay Talwar / Sr. VP & CMO on updates to marketing plans for welcoming back visitors
4. *Hō'ike No Ko HTJ Papahana Ho'omōhala Hou*  
Presentation from HTJ by Eric Takahata / Managing Director on overall recovery updates and welcoming back visitors
5. *Hō'ike No Ko Travelzoo Papahana Hokona*  
Presentation from Travelzoo Josh Gershenson / Head of Business Development and Tanya Freund / Senior Sales Manage on how they target high-end travelers



6. *Hō'ike No Ka Papahana 'Aha Kūkā He'enalu A Hoe Wa'a*  
Update from Kalani Ka'anā'anā on Surfing & Canoe Paddling Advisory Group regarding the discussion of adding one board member on the Advisory committee
7. Ho'oku'u  
Adjournment

\*\*\* *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

\*\*\* 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 § 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; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net). Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net)), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net); Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.