Keʻena Kuleana Hoʻokipa O Hawaiʻi
1801 Kalākaua Avenue
Honolulu, HI 96815
kelepona tel (808) 973-2255
kelepaʻi fax (808) 973-2253
hawaiitourismauthority.org

ADVISORY BOARD MEETING
OF THE
HAWAIʻI TOURISM AUTHORITY

VIRTUAL MEETING

THURSDAY, AUGUST 27, 2026, AT 9:30 AM

Meeting will be live-streamed via Zoom

https://us06web.zoom.us/j/89716946377

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: 897 1694 6377

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 Hawaiʻi 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 Identify Anyone Present with a Board Member if the Location is Nonpublic

3. **Opening Protocol**

4. **Approval of the Minutes** from the Advisory Board Meeting on June 25, 2026

5. **Report of Permitted Interactions** at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)

6. **Report of the CEO**

    a. **Update on the HCC Rooftop Construction**

7. **Presentation on the Status of the Hawai‘i Tourism Authority (HTA) and Hawai‘i Convention Center (HCC) Fiscal Year 2026 Budgets**

8. **Report by the Branding Standing Committee** of their Meeting Held on August 12, 2026

9. **Report by the Film Tourism Standing Committee** of their Meeting Held on June 18, 2026

10. **Update on the HTA President & CEO Search**

11. **Creation of a GoHawaii Website Permitted Interaction Group to Guide the Consumer Travel Site Redevelopment**

12. **Discussion and Assignment of Board Members to the GoHawaii Website Permitted Interaction Group**

13. **Final Results Presentation: Maui Emergency Marketing ($6M) and Demand Acceleration Marketing ($2M)**

14. **Presentation and Discussion of Current Market Insights and Conditions**

15. **Adjournment**

* 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 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawai‘i Tourism Authority at the Hawai‘i Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai‘i, 96815.