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# HOUSE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO FOCUS PART OF ITS  
TIME AND RESOURCES TO CERTAIN NON-MARKETING TASKS AND  
REQUESTING THE GOVERNOR TO FILL THE LAST VACANT POSITION ON  
THE BOARD OF DIRECTORS.

1           WHEREAS, in 1997, the Hawaii Economic Revitalization Task  
2 Force (Task Force) was formed to determine actions to kick-start  
3 the state's weakened economy; and  
4

5           WHEREAS, Hawaii's visitor arrivals declined greatly in the  
6 1990s and, as a result, the Task Force recommended that the  
7 Hawaii Tourism Authority (HTA) be created; and  
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9           WHEREAS, in 1998, the Legislature adopted the  
10 recommendation of the Task Force and established the HTA, which  
11 was to be responsible for tourism policy development, marketing,  
12 market development, product development, and impact monitoring;  
13 and  
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15           WHEREAS, HTA is also responsible for creating a vision and  
16 developing a long-range, strategic plan for tourism; and  
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18           WHEREAS, in the January 2009 "Auditor's Report No. 09-02"  
19 (Report), one of the findings was, "The HTA's short-range  
20 approach to tourism policy hinders its ability to strategically  
21 manage the long-term growth of Hawaii's visitor industry"; and  
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23           WHEREAS, one of the recommendations in the Report is that  
24 HTA's Board of Directors "exercise the leadership necessary for  
25 the development of an action plan that gives a clear picture of  
26 the authority's long-term direction and expected outcomes from  
27 its activities in terms that can be objectively measured"; and  
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29           WHEREAS, additionally, there are other issues that HTA  
30 should focus on including workforce development and retention,



1 product development, reviewing policies, and communicating with  
2 the Legislature; now, therefore,

3  
4 BE IT RESOLVED by the House of Representatives of the  
5 Twenty-fifth Legislature of the State of Hawaii, Regular Session  
6 of 2009, the Senate concurring, that HTA is requested to focus  
7 part of its time and resources to the following non-marketing  
8 tasks:

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- 10 (1) Dedicating more time and resources, as well as a
- 11 portion of its budget, to:
- 12
- 13 (A) Long-term strategic planning; and
- 14
- 15 (B) Workforce development and retention;
- 16
- 17 (2) Further enhancing product development; and
- 18
- 19 (3) Reviewing its policies and making recommendations to
- 20 the Legislature;

21  
22 and

23  
24 BE IT FURTHER RESOLVED that the Governor is requested to  
25 fill the vacant position on the HTA Board of Directors as soon  
26 as possible; and

27  
28 BE IT FURTHER RESOLVED that certified copies of this  
29 Concurrent Resolution be transmitted to the Governor, President  
30 and Chief Executive Officer of HTA, and Chair of the HTA Board  
31 of Directors.  
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33  
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OFFERED BY:

*Blair* *John H. W. [unclear]* *[Signature]*  
*Memorandum* *Tom Bona* *[Signature]*  
*[Signature]* *[Signature]* *[Signature]*  
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HCR HMS 2009-2879



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