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## HOUSE 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  
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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,  
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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, that HTA is requested to focus part of its time and  
7 resources to the following non-marketing tasks:  
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9 (1) Dedicating more time and resources, as well as a  
10 portion of its budget, to:

11 (A) Long-term strategic planning; and

12 (B) Workforce development and retention;

13 (2) Further enhancing product development; and

14 (3) Reviewing its policies and making recommendations to  
15 the Legislature;  
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20 and  
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23 BE IT FURTHER RESOLVED that the Governor is requested to  
24 fill the vacant position on the HTA Board of Directors as soon  
25 as possible; and  
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27 BE IT FURTHER RESOLVED that certified copies of this  
28 Resolution be transmitted to the Governor, President and Chief  
29 Executive Officer of HTA, and Chair of the HTA Board of  
30 Directors.  
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OFFERED BY:

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