

Honolulu, Hawaii

March 12, 2010

RE: S.B. No. 2187
S.D. 1
H.D. 1

Honorable Calvin K.Y. Say
Speaker, House of Representatives
Twenty-Fifth State Legislature
Regular Session of 2010
State of Hawaii

Sir:

Your Committee on Tourism, Culture, & International Affairs,
to which was referred S.B. No. 2187, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO THE HAWAII TOURISM AUTHORITY,"

begs leave to report as follows:

The purpose of this bill is to improve Hawaii's tourism
industry and the administration of the Hawaii Tourism Authority
(HTA) by:

- (1) Authorizing HTA to maintain confidentiality of certain sensitive information;
- (2) Directing HTA to develop program performance goals and targets that can be monitored as market gauges and used as attributes to evaluate their promotions;
- (3) Conforming reporting requirements for contracts or agreements entered into by HTA to current practices; and
- (4) Making permanent statutory provisions that exempted HTA accounts from the supervision of the Comptroller and authorized the use of up to five percent of moneys in the Tourism Special Fund (TSF) for administrative expenses.



HTA and Hawaii Hotel and Lodging Association supported this bill. The Tourism Liaison and Office of Information practices provided comments.

Your Committee has amended this bill by:

- (1) Adding provisions that allow marketing information to be disclosed after the marketing plans and strategies are executed;
- (2) Specifying that HTA executive meetings must adhere to the Sunshine Law under Chapter 92, Hawaii Revised Statutes;
- (3) Extending, instead of making permanent, statutory provisions that exempted HTA accounts from the supervision of the Comptroller and authorized the use of up to five percent of moneys in the TSF for administrative expenses; and
- (4) Making technical, nonsubstantive amendments for clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Tourism, Culture, & International Affairs that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2187, S.D. 1, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 2187, S.D. 1, H.D. 1, and be referred to the Committee on Finance.

Respectfully submitted on
behalf of the members of the
Committee on Tourism, Culture,
& International Affairs,


JOEY MANAHAN, Chair



State of Hawaii
House of Representatives
The Twenty-fifth Legislature

HSCR 703-10

Record of Votes of the Committee on Tourism, Culture, & International Affairs

Bill/Resolution No.: SB 2187, SD1	Committee Referral: TCI	Date: MAR. 8, 2010		
<input type="checkbox"/> The committee is reconsidering its previous decision on the measure.				
The recommendation is to: <input type="checkbox"/> Pass, unamended (as is) <input checked="" type="checkbox"/> Pass, with amendments (HD) <input type="checkbox"/> Hold <input type="checkbox"/> Pass short form bill with HD to recommit for future public hearing (recommit)				
TCI Members	Ayes	Ayes (WR)	Nays	Excused
1. MANAHAN, Joey (C)	✓			
2. TOKIOKA, James Kunane (VC)	✓			
3. BERG, Lyla B.				✓
4. CHOY, Isaac W.	✓			
5. EVANS, Cindy	✓			
6. McKELVEY, Angus L.K.	✓			
7. TAKAI, K. Mark				✓
8. TSUJI, Clift	✓			
9. WAKAI, Glenn				✓
10. WOOLEY, Jessica	✓			
11. MARUMOTO, Barbara C.	✓			
TOTAL (11)	8			3
The recommendation is: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted If joint referral, _____ did not support recommendation. committee acronym(s)				
Vice Chair's or designee's signature: _____				
Distribution: Original (White) – Committee Duplicate (Yellow) – Chief Clerk's Office Duplicate (Pink) – HMSO				