

STAND. COM. REP. NO. 1390-22

Honolulu, Hawaii

MAR 24 , 2022

RE: S.B. No. 2077.
S.D. 2
H.D. 1

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-First State Legislature
Regular Session of 2022
State of Hawaii

Sir:

Your Committee on Labor & Tourism, to which was referred S.B. No. 2077, S.D. 2, entitled:

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

begs leave to report as follows:

The purpose of this measure is to:

- (1) Add the Director of Business, Economic Development, and Tourism as an ex officio voting member of the Hawaii Tourism Authority Board of Directors;
- (2) Add the Director of Transportation, Chairperson of the Board of Land and Natural Resources, Chairperson of the Board of Agriculture, and Executive Director of the State Foundation on Culture and the Arts as ex officio nonvoting members of the Hawaii Tourism Authority Board of Directors;
- (3) Clarify the authority and responsibility of the Hawaii Tourism Authority Board of Directors;
- (4) Rename the tourism marketing plan to the tourism branding plan; and



- (5) Repeal the Hawaii Tourism Authority Advisory Group.

Your Committee received testimony in support of this measure from the Department of Business, Economic Development, and Tourism; Department of Transportation; Hawaii Tourism Authority; and Maui Chamber of Commerce. Your Committee received comments on this measure from the Department of Land and Natural Resources and Hawaii State Foundation on Culture and the Arts.

Your Committee finds that designating the identified state representatives as ex officio members of the Hawaii Tourism Authority Board of Directors will assist the Authority in more fully integrating their areas of expertise into the Authority's policies. Your Committee further finds that this measure will better align the Hawaii Tourism Authority with a focus on destination management by acknowledging as part of the Authority's statutory responsibilities its role in facilitating the community-based destination management action plans.

Your Committee has amended this measure by:

- (1) Retaining existing references in the measure to "marketing" and deleting new references to "branding" or "brand";
- (2) Deleting the long-range strategic plan and island destination management action plans from the areas upon which the Hawaii Tourism Authority, through its President and Chief Executive Officer, is authorized to engage the services of qualified persons for implementation;
- (3) Deleting the provision authorizing the Hawaii Tourism Authority to develop programs to perpetuate the cultures of Hawaii and engage local communities to sustain and preserve the Native Hawaiian culture because the provision is redundant of existing statutory authority;
- (4) Clarifying the Hawaii Tourism Authority's role in facilitating the community-based destination management action plans developed in partnership with the counties; and



- (5) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Labor & Tourism that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2077, S.D. 2, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 2077, S.D. 2, H.D. 1, and be referred to your Committee on Finance.

Respectfully submitted on
behalf of the members of the
Committee on Labor & Tourism,


RICHARD H.K. ONISHI, Chair



