

STAND. COM. REP. NO. 2770

Honolulu, Hawaii

MAR - 3 2022

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

Honorable Ronald D. Kouchi
President of the Senate
Thirty-First State Legislature
Regular Session of 2022
State of Hawaii

Sir:

Your Committee on Ways and Means, to which was referred S.B. No. 2077, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO THE HAWAII TOURISM AUTHORITY,"
begs leave to report as follows:

The purpose and intent of this measure is to update chapter 201B, Hawaii Revised Statutes, to reflect the Hawaii Tourism Authority's updated mission to focus on visitor and destination management.

Specifically, this measure:

- (1) Adds the heads of the Department of Business, Economic Development, and Tourism; Department of Transportation; Department of Land and Natural Resources; Department of Agriculture; and State Foundation on Culture and the Arts as ex officio, nonvoting members of the Hawaii Tourism Authority board of directors;
- (2) Amends the powers and responsibilities of the Hawaii Tourism Authority;
- (3) Renames the Hawaii Tourism Authority's tourism marketing plan as the tourism branding plan; and
- (4) Repeals the Hawaii Tourism Authority advisory group.



Your Committee received written comments in support of this measure from the Hawaii Tourism Authority, Department of Transportation, and Maui Chamber of Commerce.

Your Committee received written comments on this measure from the Department of Business, Economic Development, and Tourism; State Foundation on Culture and the Arts; and Department of Land and Natural Resources.

Your Committee finds that the amendments in this measure will better align the Hawaii Tourism Authority with its focus on destination management, by acknowledging its statutory responsibilities with respect to the State's long-range strategic plan and island destination management actions plans. Your Committee further finds that this measure will facilitate the Hawaii Tourism Authority's ability to partner with other state and county agencies to resolve issues and effectuate change.

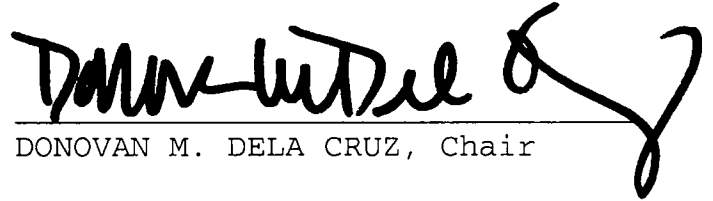
Your Committee has amended this measure by:

- (1) Providing that the Director of Business, Economic Development, and Tourism shall serve as an ex officio, voting member of the Hawaii Tourism Authority board of directors, rather than a nonvoting member;
- (2) Changing the effective date to July 1, 2050, to facilitate further discussion on the measure; and
- (3) Making technical nonsubstantive amendments for purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Ways and Means that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2077, S.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 2077, S.D. 2.



Respectfully submitted on
behalf of the members of the
Committee on Ways and Means,




DONOVAN M. DELA CRUZ, Chair



The Senate
Thirty-First Legislature
State of Hawai'i

Record of Votes
Committee on Ways and Means
WAM

Bill / Resolution No.:* SB 2077, SD1	Committee Referral: EET/GNO, WAM	Date: 2/22/22		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <input type="checkbox"/> Pass, unamended 2312 <input checked="" type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
DELA CRUZ, Donovan M. (C)	X			
KEITH-AGARAN, Gilbert S.C. (VC)	X			
INOUYE, Lorraine R.	X			
KANUHA, Dru Mamo	X			
KIDANI, Michelle N.	X			
MISALUCHA, Bennette E.	X			
MORIWAKI, Sharon Y.	X			
SHIMABUKURO, Maile S.L.	X			
TANIGUCHI, Brian T.	X			
WAKAI, Glenn				X
FEVELLA, Kurt		X		
TOTAL	9	1		1
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: 				
Distribution: Original Yellow Pink Goldenrod File with Committee Report Clerk's Office Drafting Agency Committee File Copy				

*Only one measure per Record of Votes