



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
Senate Committee on Energy, Economic Development, and Tourism
and
Senate Committee on Government Operations
Wednesday, February 9, 2022, at 3:00 p.m.
By
Debora J. Halbert
Associate Vice President for Academic Programs and Policy
University of Hawai'i System

SB 2077 – RELATING TO THE HAWAII TOURISM AUTHORITY

Chairs Wakai and Moriwaki, Vice Chairs Misalucha and Dela Cruz, and members of the committees:

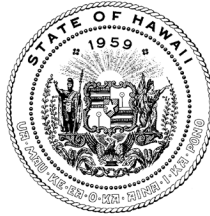
Thank you for the opportunity to testify on SB 2077 relating to the Hawai'i Tourism Authority. This bill proposes modifications to HRS 201B, how the Hawai'i Tourism Authority functions.

The University of Hawai'i (UH) generally supports the intent of SB2077, except for a specific revision proposed to §201B-13: Assistance by state and county agencies that we must respectfully oppose.

The proposed revision to §201B-13 significantly alters how other state agencies, including UH, render services to the Hawai'i Tourism Authority. The proposed new language changes “may” to “shall” and does not provide a framework for understanding when the Tourism Authority can request such services or the scope of compensation for such services. We cannot support mandating the provision of such services without additional context for what types of services or under what conditions.

The UH requests that the original language of “may” render services remain and that there be additional language to more narrowly define the scope of services that “shall” be provided. We welcome the opportunity to support tourism within a clearly understood framework with appropriate resources for doing so.

DAVID Y. IGE
GOVERNOR OF
HAWAII



**STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES**

POST OFFICE BOX 621
HONOLULU, HAWAII 96809

**Testimony of
SUZANNE D. CASE
Chairperson**

**Before the Senate Committees on
ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM
and
GOVERNMENT OPERATIONS**

**Wednesday, February 9, 2022
3:00 PM
State Capitol, Via Videoconference**

**In consideration of
SENATE BILL 2077
RELATING TO THE HAWAII TOURISM AUTHORITY**

Senate Bill 2077 proposes to: 1) Add the Director of Business, Economic Development, and Tourism; Director of Transportation; Chairperson of the Board of Land and Natural Resources; Director of Agriculture; and the Executive Director of the State Foundation on Culture and the Arts as nonvoting ex officio members of the Hawaii Tourism Authority (HTA) Board of Directors; 2) Clarify the authority and responsibility of the HTA Board of Directors. Renames the Tourism Marketing Plan to the Tourism Branding Plan. Requires any state or county agency to render services upon request of the HTA, and 3) Repeal the HTA Advisory Board. **The Department of Land and Natural Resources (Department) offers the following comments.**

In 2019 Hawaii out of state visitors topped ten million. In 2020 the pandemic impacted Hawaii and the tourism industry temporarily ceased – an unprecedented experience for Hawaii residents. This has prompted a re-examination of Hawaii tourism, particularly the role of HTA and the need for marketing. HTA pivoted in its mission to transition towards engaging in visitor management, creating the “destination management action plans” due to the considerable interest among Hawaii’s residents and government to re-evaluate how Hawaii attracts and manages the tourism industry and ancillary impacts.

The Department defers to HTA in the implications of this measure and the intent for enhanced collaboration in managing tourism by having the directors of other state departments be included on the Board of HTA in an ex officio capacity.

SUZANNE D. CASE
CHAIRPERSON
BOARD OF LAND AND NATURAL RESOURCES
COMMISSION ON WATER RESOURCE MANAGEMENT

ROBERT K. MASUDA
FIRST DEPUTY

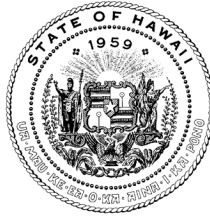
M. KALEO MANUEL
DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES
BOATING AND OCEAN RECREATION
BUREAU OF CONVEYANCES
COMMISSION ON WATER RESOURCE MANAGEMENT
CONSERVATION AND COASTAL LANDS
CONSERVATION AND RESOURCES ENFORCEMENT
ENGINEERING
FORESTRY AND WILDLIFE
HISTORIC PRESERVATION
KAHOOLAWE ISLAND RESERVE COMMISSION
LAND
STATE PARKS

However, the Department is in opposition to the amendment to Section 201B-13, Hawaii Revised Statutes: "§201B-13 Assistance by state and county agencies[; ~~advisory group~~]. ~~(a)~~ Any state or county agency ~~may~~ shall render services upon request of the authority" . This is overly broad and the amendment renders that state and county agencies be obligated in service absent a clear description of what this entails.

Thank you for the opportunity to comment on this measure.

DAVID Y. IGE
GOVERNOR OF
HAWAII



SUZANNE D. CASE
CHAIRPERSON
BOARD OF LAND AND NATURAL RESOURCES
COMMISSION ON WATER RESOURCE MANAGEMENT

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DEPARTMENT OF LAND AND NATURAL RESOURCES**

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However, the Department is in opposition to the amendment to Section 201B-13, Hawaii Revised Statutes: "§201B-13 Assistance by state and county agencies[; ~~advisory group~~]. [(a)] Any state or county agency [~~may~~] shall render services upon request of the authority" . This is overly broad and the amendment renders that state and county agencies be obligated in service absent a clear description of what this entails.

Thank you for the opportunity to comment on this measure.



HAWAII

STATE FOUNDATION on
CULTURE and the ARTS

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Honolulu, HI 96813

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**TESTIMONY OF
THE STATE FOUNDATION ON CULTURE AND THE ARTS
TO THE SENATE COMMITTEES ON ENERGY, ECONOMIC DEVELOPMENT,
AND TOURISM,
GOVERNMENT OPERATIONS**

**February 9, 2022, Conference Room 224 & Videoconference at 3:00PM
S.B. 2077**

RELATING TO THE HAWAII TOURISM AUTHORITY

Chairs Wakai, Moriwaki, and members of the Committees, I am Jonathan Johnson, Executive Director of the State Foundation on Culture and the Arts (SFCA), and we are grateful for the opportunity to testify with COMMENTS on S.B. 2077.

The State Foundation on Culture and the Arts supports its Executive Director participating as a “nonvoting ex-officio member” of the Hawaii Tourism Authority Board of Directors as presented in S.B. 2077.

Incorporating the perspective of the State Arts Agency is an important component to understanding the impact of culture and arts on the State’s economy and the visitor industry.

The State Foundation on Culture and the Arts welcomes the opportunity to lend our expertise to support the visitor industry through the arts, culture, and humanities in Hawai`i. When our visitor industry and cultural arts sectors work together, we invest in Hawaii’s economic stability and vibrant community.

Thank you for the opportunity to submit testimony on this matter.



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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Statement of
JOHN DE FRIES

Hawai'i Tourism Authority
before the
COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

AND

COMMITTEE ON GOVERNMENT OPERATIONS

February 9, 2022
3:00 p.m.
State Capitol
via videoconference

In consideration of
SENATE BILL NO. 2077
RELATING TO THE HAWAII TOURISM AUTHORITY

Aloha Chair Wakai, Vice Chair Misalucha, Chair Moriwaki, Vice Chair Dela Cruz, and members of the Committee on Energy, Economic Development, and Tourism and the Committee on Government Operations.

The Hawai'i Tourism Authority appreciates the opportunity to testify in **support** of SB2077, which adds the Director of Business, Economic Development, and Tourism; Director of Transportation; Chairperson of the Board of Land and Natural Resources; Director of Agriculture; and the Executive Director of the State Foundation on Culture and the Arts as nonvoting ex officio members of the Hawaii Tourism Authority board of directors. The proposed measure also clarifies the authority and responsibility of the Hawaii Tourism Authority Board of Directors, renames the Tourism Marketing Plan to the Tourism Branding Plan, and requires any state or county agency to render services upon request of the Hawaii Tourism Authority. In addition, because the members of the advisory board, found in HRS §201B-13, would now be ex officio non-voting board members, that section of the statute would no longer be required and should be repealed. Further, through the HTA's President and CEO, the proposed measure allows for the appointment of an officer of meetings, conventions and incentives.

February 3, 2021

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We believe that the updating of HRS §201B, as reflected in this proposed measure, better aligns the HTA with our focus on destination management by acknowledging the strategic plan and the destination management action plans as part of the statutory responsibilities of the HTA and enables the HTA to more effectively partner with other state and county agencies to resolve issues and effectuate change.

We also recommend the establishment and appropriation of an additional full-time equivalent position to address the appointment of an officer of meetings, conventions and incentives as specified under this proposed measure.

We appreciate this opportunity to **support** SB2077. Mahalo.



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

CHUNG I. CHANG
DEPUTY DIRECTOR

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LATE

Statement of
MIKE MCCARTNEY
Director

Department of Business, Economic Development, and Tourism
before the

**SENATE COMMITTEES ON COMMITTEE ENERGY, ECONOMIC DEVELOPMENT,
AND TOURISM AND GOVERNMENT OPERATIONS**

Wednesday, February 9, 2022
3:00 PM

State Capitol, Conference Room #224

In consideration of
SB2077
RELATING TO THE HAWAII TOURISM AUTHORITY.

Chairs Wakai and Moriwaki, Vice Chairs Misalucha and Dela Cruz, and members of the Committees. The Department of Business, Economic Development and Tourism (DBEDT) offers comments on SB2077.

DBEDT supports adding the Director of Business, Economic Development, and Tourism to the Hawaii Tourism Authority board of directors as a voting member of the board.

DBEDT defers to the Hawaii Tourism Authority on the other portions of the bill regarding the responsibilities of the board and operational matters that fall into their purview.

Thank you for the opportunity to testify.

SB-2077

Submitted on: 2/6/2022 3:31:12 PM

Testimony for EET on 2/9/2022 3:00:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Gerard Silva	Individual	Oppose	No

Comments:

We do not any more Pay of Play Jobs!!