

STAND. COM. REP. NO. 2010

Honolulu, Hawaii

APR 30 2025

RE: GOV. MSG. NOS. 510,  
602

Honorable Ronald D. Kouchi  
President of the Senate  
Thirty-Third State Legislature  
Regular Session of 2025  
State of Hawaii

Sir:

Your Committee on Economic Development and Tourism, to which was referred Governor's Message Nos. 510 and 602, submitting for study and consideration the nominations of:

BOARD OF DIRECTORS OF THE HAWAI'I TOURISM AUTHORITY

G.M. No. 510      TODD APO,  
for a term to expire 06-30-2028; and

G.M. No. 602      ROY PFUND,  
for a term to expire 06-30-2028,

begs leave to report as follows:

Your Committee reviewed the personal histories, resumes, and statements submitted by Todd Apo and Roy Pfund for service on the Board of Directors of the Hawai'i Tourism Authority.

TODD APO

Your Committee received testimony in support of the nomination for the appointment of Todd Apo from the Hawai'i Tourism Authority; Department of Business, Economic Development, and Tourism; Ko Olina Community Association, Inc.; Ko Olina Resort Operators Association, Inc.; NAIOP Hawaii Chapter; American Hotel & Lodging Association; Alaska Airlines; Hawaiian Airlines; Hawai'i Community Foundation; Kohala Coast Resort Association; Outrigger Hospitality Group; James Campbell Company; Hawai'i Lodging & Tourism Association; and fifteen individuals.



Upon review of the testimony, your Committee finds that Mr. Apo's experience, background, and dedication to public service qualify him for appointment to the Board of Directors of the Hawaii Tourism Authority. Your Committee notes that Mr. Apo is currently the Chief Executive Officer for 'Iole, a nonprofit organization overseeing 2,400 acres of land in North Kohala to establish a global resilience hub with initial focus on food security, energy security, and education, to create solution models for climate impact, sustainability, and resilience. Mr. Apo has extensive experience in establishing community, business, and governmental relations and integrating cultural values with corporate goals, gained through his previous roles as the Vice President of Community Partnerships and Public Affairs at the Hawaii Community Foundation, Senior Vice President for Community Development at The Howard Hughes Corporation, Director of Public Affairs at The Walt Disney Company, and Vice President for Corporate Operations at Ko Olina Resort - The Resort Group. Your Committee also notes Mr. Apo's commitment to public service, evidenced by his service as the Chairman of the Honolulu City Council from 2005 through 2010 and his current membership on various boards of directors, including Bishop Museum, Hawaii Special Olympics, Friends of Hawaii Charities, NAIOP Hawaii, and Land Use Research Foundation. Your Committee further notes that Mr. Apo has been serving on the Board of Directors of the Hawaii Tourism Authority as an interim member, and therefore has a thorough understanding of the role and responsibilities of its members. Your Committee additionally finds that Mr. Apo has recently been elected as Chairman of the Board by its members. Your Committee believes that Mr. Apo will bring a wealth of knowledge and new perspective to address the challenges of the tourism industry across the State and his leadership experience and dedication to local communities will allow him to guide the Hawaii Tourism Authority in a new direction that prioritizes the health and well-being of the State and its residents and visitors alike. Your Committee therefore recommends that Todd Apo be appointed to the Board of Directors of the Hawaii Tourism Authority based on his experience, knowledge, and commitment to public service.

ROY PFUND

Your Committee received testimony in support of the nomination for the appointment of Roy Pfund from the Hawai'i Tourism Authority; Department of Business, Economic Development,



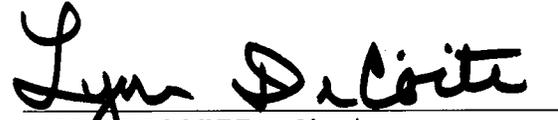
and Tourism; Council for Native Hawaiian Advancement; Activities and Attractions Association of Hawaii; Atlantis Adventures; Waiea, LLC; Kekaha Agriculture Association; Hawai'i Lodging & Tourism Association; Polynesian Cultural Center; HawkTree International, Inc.; CHART Rehabilitation of Hawaii, Inc.; and six individuals.

Upon review of the testimony, your Committee finds that Mr. Pfund's experience, background, and dedication to public service qualify him for appointment to the Board of Directors of the Hawaii Tourism Authority as a member submitted for appointment by the President of the Senate. Your Committee notes that Mr. Pfund currently serves as President and Chief Executive Officer of Roberts Hawai'i, Inc., the largest and most diversified tour and transportation company in the State. Mr. Pfund, has over forty years of experience in the tourism and transportation industry, and his deep institutional knowledge of the State's economy, coupled with his extensive experience in finance has allowed him to successfully generate company revenue growth throughout his career. Your Committee finds that Mr. Pfund is active in his community, serving as a board member of the Hawaii Lodging & Tourism Association, George Ariyoshi Foundation, and Robert's Hawaii Foundation, and as a member of the Hawaii Business Roundtable and Shidler College Travel Management Advisory Board. Mr. Pfund has also been a partner in many community efforts, including leading discussions regarding how to strengthen and improve synergies between the visitor industry and agriculture through his work with the nonprofit Kekaha Agriculture Association. Your Committee further finds that Mr. Pfund has been serving on the Board as an interim member, and therefore has a thorough understanding of the role and responsibilities of its members. Your Committee believes that Mr. Pfund's extensive experience in and dedication to sustainable tourism, focus on clean energy, and investments in extensive workforce development programs will continue to enhance the effectiveness of the Board. Your Committee therefore recommends that Roy Pfund be appointed to the Board of Directors of the Hawai'i Tourism Authority based on his experience, knowledge, and commitment to public service.

As affirmed by the records of votes of the members of your Committee on Economic Development and Tourism that are attached to this report, your Committee, after full consideration of the background, experience, and qualifications of the nominees, has found the nominees to be qualified for the positions to which nominated and recommends that the Senate advise and consent to the nominations.



Respectfully submitted on  
behalf of the members of the  
Committee on Economic  
Development and Tourism,

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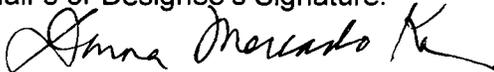
LYNN DECOITE, Chair





The Senate  
Thirty-Third Legislature  
State of Hawai'i

**Record of Votes**  
**Committee on Economic Development and Tourism**  
**EDT**  
**Advise and Consent**

Governor's Message No.:* <b>GM 602</b>	Committee Referral: <b>EDT</b>	Date: <b>04/01/2025</b>		
<input type="checkbox"/> The Committee is reconsidering its decision				
The Recommendation is:				
<input checked="" type="checkbox"/> Advise and Consent 2340		<input type="checkbox"/> Not Advise and Consent 2345		
Members	Aye	Aye (WR)	Nay	Excused
DECOITE, Lynn (C)				/
WAKAI, Glenn (VC)	/			
FUKUNAGA, Carol	/			
KIM, Donna Mercado	/			
AWA, Brenton	/			
<b>TOTAL</b>	<b>4</b>			<b>1</b>
Recommendation:				
<input checked="" type="checkbox"/> Adopted		<input type="checkbox"/> Not Adopted		
Chair's or Designee's Signature:				
				
Distribution:				
Original File with Committee Report	Yellow Clerk's Office	Pink Drafting Agency	Goldenrod Committee File Copy	

**\*Only one Governor's Message per Record of Votes**