

July 9, 2018

Council Member Elle Cochran, Chair
Infrastructure & Environmental Management Committee
200 S. High Street
Wailuku, HI 96793

Aloha Committee Chair Cochran,

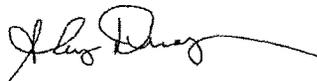
Thank you for the invitation to present at your upcoming July 23rd meeting of the Infrastructure, Environmental Management Committee. Unfortunately, I am unable to attend your meeting. In light of that, I am offering the following comments for clarification to your committee.

The Maui County Tourism Industry Strategic Plan (2017-2026) was updated and released in October 2017. A copy was delivered to all council members prior to our public release.

The final plan was a compilation of months of meetings and interviews held with industry leaders, cultural advisors, business and government organizations and community stakeholders. The plan's focus is divided into four areas: Community, Culture, Environment, and Visitors. The stakeholders designed the architecture of this plan to be a living document which has specific action items assigned to various organizations. These organizations are Maui Nui Marine Resource Council, Maui Economic Development Board, Maui Hotel and Lodging Association, Maui County Planning Department, OED, cultural advisors within Maui Nui, National Oceanic and Atmospheric Administration, Activities & Attractions Assoc. of Hawaii, Hawaii State Dept. Of Health, Maui Chamber Commerce, Native Hawaiian Chamber of Commerce and the Maui Visitor's Bureau. These stakeholders created performance goals to hold each organization accountable to carry out their duties as assigned in the plan. It is MVB's responsibility to submit a report each year to the Mayor's Office of Economic Development as to the progress on implementing the plan. MVB is currently working with each stakeholder organization to make sure they are starting their plan implementation.

The plan is robust in the ways it speaks about all aspects of tourism including the challenges our number one industry brings. The plan addresses the well-being of the industry, community, culture, and the environment; emphasizing balance amongst these sometimes-competing constituencies.

Respectfully,



Sherry Duong
Executive Director

CC: Council Chairman Mike White

RECEIVED AT IEM MEETING ON 10/15/18
From Committee Chair

Council Chair
Mike White

Vice-Chair
Robert Carroll

Presiding Officer Pro Tempore
Stacy Crivello

Councilmembers
Alika Atay
Elle Cochran
Don S. Guzman
Riki Hokama
Kelly T. King
Yuki Lei K. Sugimura



Director of Council Services
Maria E. Zielinski

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793 •
www.MauiCounty.us

July 12, 2018

Council Member Elle Cochran
200 S. High St, Suite 812
Wailuku, Hawaii 96793

Dear Mr. Szigeti:

On July 23, 2018 the Infrastructure and Environmental Management (IEM) Committee of the Maui County Council will be hearing item IEM-38 "Visitor Impacts to County Environmental and Infrastructural Resources." This item was referred to the committee as a result of the \$4,000,000 granted to Maui Visitors Bureau in the Fiscal Year 2018 Maui County budget.

In order to fully understand how Maui taxpayer dollars are expended, and to ensure the efficiency of their uses, please provide responses to the following questions, in writing, so that we may have a more informed discussion at our July 23 IEM Committee meeting.

1. What, if any, is the funding relationship between the Maui Visitors & Convention Bureau, the Hawaii Visitors & Convention Bureau, and the Hawai'i Tourism Authority?
2. Which entity has the authority to decide policy, direction, expenses and strategic planning for marketing and messaging? Specifically, regarding when and how to advocate for more airlift, where to direct increased visitor numbers, and how to manage their impacts?
3. What, specifically, is the Hawai'i Tourism Authority's strategy or plan to address visitor impacts on Maui's infrastructure, environment and housing challenges?
4. What, specifically, are your plans to reach goals outlined in the Hawai'i Tourism Authority Five Year Strategic Plan 2016?

July 12, 2018
Page 2

I would also like to invite you or a representative of the Hawai'i Tourism Authority to attend the July 23rd IEM Committee meeting, so that you can be a partner in our discussion. As a major funder of the Maui Visitors Bureau, I hope that the IEM Committee, and the Maui County Council as a whole, can collaborate on specific plans to ensure that we are marketing and managing our tourist industry in ways that ensure its success, and the long term health of our islands.

My staff have made multiple attempts to reach various individuals in your organization for assistance in gathering information on this matter. If we do not hear back from you in time for our committee meeting, it will be publicly noted. Please don't hesitate to contact Autumn Ness in my office with any questions, or for clarification on this matter. She can be reached at 270-5512 or autumn.ness@mauicounty.us.

Mahalo nui,

ELLE COCHRAN
Councilmember

Council Chair
Mike White

Vice-Chair
Robert Carroll

Presiding Officer Pro Tempore
Stacy Crivello

Councilmembers
Alika Atay
Elle Cochran
Don S. Guzman
Riki Hokama
Kelly T. King
Yuki Lei K. Sugimura



Director of Council Services
Maria E. Zielinski

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

July 12, 2018

Council Member Elle Cochran
200 S. High St, Suite 812
Wailuku, Hawaii 96793

Dear Mr. Monahan:

On July 23, 2018 the Infrastructure and Environmental Management (IEM) Committee of the Maui County Council will be hearing item IEM-38 "Visitor Impacts to County Environmental and Infrastructural Resources." This item was referred to the committee as a result of the \$4,000,000 granted to Maui Visitors Bureau in the Fiscal Year 2018 Maui County budget.

In order to fully understand how Maui taxpayer dollars are expended, and to ensure the efficiency of their uses, please provide responses to the following questions, in writing, so that we may have a more informed discussion at our July 23 IEM Committee meeting.

1. What, if any, is the funding relationship between the Maui Visitors & Convention Bureau, the Hawaii Visitors & Convention Bureau, and the Hawai'i Tourism Authority?
2. Which entity has the authority to decide policy, direction, expenses and strategic planning for marketing and messaging? Specifically, regarding when and how to advocate for more airlift, where to direct increased visitor numbers, and how to manage their impacts?
3. What, specifically, is the Hawai'i Visitors and Convention Bureau strategy or plan to address visitor impacts on Maui's infrastructure, environment and housing challenges?
4. What, specifically, are your plans to reach goals outlined in the Hawai'i Tourism Authority Five Year Strategic Plan 2016?

July 12, 2018
Page 2

I would also like to invite you or a representative of the Hawai'i Visitors and Convention Bureau to attend the July 23rd IEM Committee meeting, so that you can be a partner in our discussion. As a major funder of the Maui Visitors Bureau, I hope that the IEM Committee, and the Maui County Council as a whole, can collaborate on specific plans to ensure that we are marketing and managing our tourist industry in ways that ensure its success, and the long term health of our islands.

My staff have made multiple attempts to reach various individuals in your organization for assistance in gathering information on this matter. If we do not hear back from you in time for our committee meeting, it will be publicly noted. Please don't hesitate to contact Autumn Ness in my office with any questions, or for clarification on this matter. She can be reached at 270-5512 or autumn.ness@mauicounty.us.

Mahalo nui,

ELLE COCHRAN
Councilmember

Council Chair
Mike White

Vice-Chair
Robert Carroll

Presiding Officer Pro Tempore
Stacy Crivello

Councilmembers
Alika Atay
Elle Cochran
Don S. Guzman
Riki Hokama
Kelly T. King
Yuki Lei K. Sugimura



Director of Council Services
Maria E. Zielinski

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

July 12, 2018

Council Member Elle Cochran
200 S. High St, Suite 812
Wailuku, Hawaii 96793

Dear Ms. Duong:

On July 23, 2018 the Infrastructure and Environmental Management (IEM) Committee of the Maui County Council will be hearing item IEM-38 "Visitor Impacts to County Environmental and Infrastructural Resources." This item was referred to the committee as a result of the \$4,000,000 granted to Maui Visitors Bureau in the Fiscal Year 2018 Maui County budget.

In order to fully understand how Maui taxpayer dollars are expended, and to ensure the efficiency of their uses, please provide responses to the following questions, in writing, so that we may have a more informed discussion at our July 23 IEM Committee meeting.

1. What, if any, is the funding relationship between the Maui Visitors & Convention Bureau, the Hawaii Visitors & Convention Bureau, and the Hawai'i Tourism Authority?
2. Which entity has the authority to decide policy, direction, expenses and strategic planning for marketing and messaging? Specifically, regarding when and how to advocate for more airlift, where to direct increased visitor numbers, and how to manage their impacts?
3. What, specifically, is the Maui Visitors Bureau strategy or plan to address visitor impacts on Maui's infrastructure, environment and housing challenges?
4. What, specifically, are your plans to reach goals outlined in the Maui County Tourism Industry Strategic Plan 2017-2026?

July 12, 2018
Page 2

I would also like to invite you or a representative of the Maui Visitors Bureau to attend the July 23rd IEM Committee meeting, so that you can be a partner in our discussion. As a major funder of the Maui Visitors Bureau, I hope that the IEM Committee, and the Maui County Council as a whole, can collaborate on specific plans to ensure that we are marketing and managing our tourist industry in ways that ensure its success, and the long term health of our islands.

My staff have made multiple attempts to reach various individuals in your organization for assistance in gathering information on this matter. If we do not hear back from you in time for our committee meeting, it will be publicly noted. Please don't hesitate to contact Autumn Ness in my office with any questions, or for clarification on this matter. She can be reached at 270-5512 or autumn.ness@mauicounty.us.

Mahalo nui,



ELLE COCHRAN
Councilmember



HAWAII TOURISM

AUTHORITY

Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourismauthority.org

David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

July 18, 2018

The Honorable Elle Cochran
Councilmember, Maui County Council
200 S. High Street, Suite 812
Wailuku, Hawai'i 96793

Dear Council Member Cochran:

Thank you for your letter dated July 12, 2018 inviting us to the Infrastructure and Environmental Management (IEM) Committee of the Maui County Council hearing on IEM-38 "Visitor Impacts to County Environmental and Infrastructural Resources" on July 23, 2018. Unfortunately, we are unable to attend or send a staff member.

Please find below the response to your questions:

- 1. What, if any, is the funding relationship between the Maui Visitors & Convention Bureau, the Hawai'i Visitors & Convention Bureau, and the Hawai'i Tourism Authority?**

The Hawai'i Tourism Authority (HTA) contracts with the Hawai'i Visitors & Convention Bureau (HVCB) to market and promote the State of Hawai'i, including Maui County, to the U.S.A. market. Maui Visitors & Convention Bureau (MVCB) is a subsidiary of HVCB and markets and promotes Maui County domestically and internationally. HVCB and MVCB leverage state and county funds in their marketing and promotional efforts with visitor industry partners to attract visitors to the islands.

Specifically, the \$4 million in Maui County funds is contracted directly between Maui County and MVCB, and is used to support tourism marketing globally (Domestic and International) for Maui Nui. The annual marketing plan, the Tourism Strategic Plan implementation, and general grant goals and objectives are created in collaboration with MVCB Executive staff, MVCB Board of Directors and the Maui County Office of Economic Development.

- 2. Which entity has the authority to decide policy, direction, expenses and strategic planning for marketing and messaging? Specifically, regarding when and how to advocate for more airlift, where to direct increased visitor numbers, and how to manage their impacts?**

The HTA provides the strategic direction and an annual budget amount to HVCB. We target consumers who fit the "avid traveler" profile – the higher spending, engaging traveler. The HVCB develops and creates the marketing and promotional activities, develops messaging and content, and sets their budget. HVCB submits an annual marketing plan including a detailed budget to HTA for review and approval.

Partnerships are crucial for a successful visitor industry. As it relates to airlift, the HTA and HVCB monitors airlift into the islands. The HTA seeks to maintain existing routes, and if an opportunity arises for a new route, HTA will work with the airlines, respective county and state agencies, such as the State Department of Transportation's Airport Division, and other organizations to support the route.

The Mayor's Office of Economic Development and MVCB spearheaded the creation of the Maui County Tourism Industry Strategic Plan 2017-2026. In this targeted plan, it identifies goals, objectives, success and performance measures, actions, as well as key agencies and organizations to implement the plan. This is a joint public/private *industry* plan, in which various tourism and business entities, as well as public agencies are identified to carry out the plan for a successful visitor industry. MVCB has the responsibility of reporting Plan's progress at the end of the year to the Mayor's Office of Economic Development. Managing tourism is a concerted effort by all.

3. What, specifically, is the Hawai'i Tourism Authority's strategy or plan to address visitor impacts on Maui's infrastructure, environment and housing challenges?

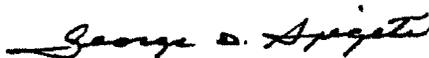
HTA is not a regulatory agency nor does it have the purview to address the issues above. We look to other county agencies (e.g. Planning Department) and state agencies (e.g. Department of Land and Natural Resources) to assist. HTA, however, will work with county and state agencies and other necessary parties to understand the issues and bring it to the forefront in developing policy. The HTA through its Aloha 'Āina program supports projects on Maui which help to preserve and protect the environment. This year we funded eight projects in Maui County – from the Wailua Nui Restoration Project, Ecological Restoration of Waihe'e Coastal Dunes and Wetland Refuge, Kīpahulu Moku Mālama I Ke Kai, and Engaging Volunteers to Reduce Threats to Coral Reefs to name a few.

4. What, specifically, are your plans to reach goals outlined in the Hawai'i Tourism Authority Five Year Strategic Plan 2016?

The HTA's 5-Year Tourism Strategic Plan contains strategic directions to reach its goals, and an annual Brand Management Plan is developed for our programs.

Although we are unable to attend the meeting next week Monday, we welcome the opportunity to meet with all respective parties who are involved in implementing Maui County Tourism Industry Strategic Plan for a fruitful discussion on Maui's visitor industry.

Aloha,



George D. Szigeti
President & CEO
Hawai'i Tourism Authority



John Monahan
President & CEO
Hawai'i Visitors & Convention Bureau

9:18 AM
03/15/18
Accrual Basis

MAUI VISITORS BUREAU
Transaction Detail by Account
July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
551.20 · GOLF HAWAII					
Bill	01/01/2018	13662	Blue Water Rafting	MVB PGA Tour; Video Shoot	2,375.00
Bill	01/01/2018	HVCB...	Leanne Pletcher	MVB PGA Tour; Video Shoot	219.15
Bill	01/01/2018	HVCB...	Leanne Pletcher	MVB PGA Tour; Video Shoot	3,188.27
Bill	01/02/2018	14128	Kapalua Ziplines	MVB PGA Tour; Video Shoot	1,733.20
Bill	02/05/2018	17858	Links Magazine	MVB West Edition; Full page Ad	6,000.00
Deposit	02/07/2018	33371		Maul Golf Coast	(15,000.00)
Deposit	02/07/2018	14544		Maul Golf Coast	(1,875.00)
Deposit	02/07/2018	18531		Maul Golf Coast	(1,875.00)
Deposit	02/07/2018	43813		Maul Golf Coast	(15,000.00)
Bill	02/08/2018	HVCB ..	Leanne Pletcher	MVB PR & Media Expenses; Booth fee, Transportation & ...	1,572.70
Bill	02/08/2018	HVCB...	Leanne Pletcher	MVB Golf Show; Table cover	24.94
Bill	02/21/2018	HVCB ..	Leanne Pletcher	MVB Portland Golf Show, Booth fee & Arrangements	540.42
Bill	02/22/2018	0902	Silversword	MVB Golf Maui; Flyers	218.74
Bill	02/22/2018	82912	Maul Printing Co.	MVB Golf Show; Sign	114.58
Bill	03/01/2018	00013 ..	USA Today Network	MVB Golfweek; Feb 18	4,591.91
Bill	03/04/2018	HVCB...	Leanne Pletcher	MVB Seattle Golf Show; Meals	24.60
Bill	03/04/2018	HVCB...	Leanne Pletcher	MVB Seattle Golf Travel Show, Lodging, Transportation &...	950.27
Bill	03/05/2018	HVCB...	Leanne Pletcher	MVB Romance Press Trip; Airfare	499.98
Bill	03/05/2018	17898	Links Magazine	MVB Digital Ad; Mar 18	3,000.00
Total 551.20 · GOLF HAWAII					(8,698.26)
552.20 · MAUI INVITATIONAL					
Bill	09/14/2017	32750	Maul Invitational T...	MVB Sponsorship Pkg; #1	200,000.00
Bill	11/09/2017	32973	Maul Invitational T...	MVB Sponsorship Pkg. #2	172,000.00
Bill	01/05/2018	33172	Maul Invitational T...	MVB Maui Invitational; Sponsorship #3	28,000.00
Total 552.20 MAUI INVITATIONAL					400,000.00
553.20 · GOLF MKTG. & MEDIA					
Bill	07/07/2017	P026...	USA Today Network	MVB Golf Week; Advertising	10,627.77
Deposit	08/15/2017	17390 ..		MVB USA Today Sports; Credit	(10,627.77)
Bill	09/22/2017	HVCB...	Sherry Duong	MVB Sentry Meeting; Meals	18.61
Bill	12/14/2017	37758	Tournament of Cha...	MVB Sponsorship	100,000.00
Bill	01/02/2018	186178	Alli Greeting Service	MVB Sentry Tournament; Lets	500.00
Bill	02/01/2018	37759	Tournament of Cha...	MVB Sponsorship	25,000.00
Total 553.20 · GOLF MKTG & MEDIA					125,518.61
558.20 · OTHER/NEW OPPORTUNITIES					
Bill	09/01/2017	MVB0...	Trade Wind Events ..	MVB Maui Aloha Classic; Sponsorship #1	35,000.00
Bill	01/16/2018	182	Kapalua Wine & F...	MVB Kapalua Wine & Food Festival; Sponsorship; 1 of 3	0.00
Bill	01/16/2018	182	Kapalua Maui Char...	MVB Kapalua Wine & Food Festival; Sponsorship; 1 of 3	10,000.00
Total 558.20 · OTHER/NEW OPPORTUNITIES					45,000.00
TOTAL					581,822.38

9:13 AM
03/15/18
Accrual Basis

MAUI VISITORS BUREAU
Transaction Detail by Account
July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
880.20 · LANAI-MKTG.					
770.45 · DL PR ongoing media support					
Bill	07/01/2017	573	Social Flutterby	LVB Social Media Consulting; July 17	2,083.32
Bill	07/01/2017	577	Social Flutterby	LVB Social Media Consulting; July-Sept 17	3,124.98
Total 770.45 · DL PR ongoing media support					5,208.30
Total 880.20 · LANAI-MKTG					5,208.30
TOTAL					5,208.30

9:14 AM
 03/15/18
 Accrual Basis

MAUI VISITORS BUREAU
 Transaction Detail by Account
 July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
870.20 · MOLOKAI-MKTG.					
610.44 · MVA PR Ongoing media support					
B#	09/01/2017	243090	Halawa Valley Fall...	DMVB Maui Nui Press Trip; Activities	157.07
B#	09/10/2017	74857...	Alamo Rent A Car	DMVB Maui Nui Press Trip; Rental Car-Pletcher	272.54
B#	09/10/2017	9/10/17	Dunbar Beachfront...	DMVB Press Trip; Lodging-Miner	435.67
B#	09/11/2017	243093	Halawa Valley Fall...	DMVB Maui Nui Press Trip; Activities	52.36
B#	09/12/2017	880628	Hotel Molokai	DMVB Maui Nui Press Trip; Lodging-Lapan	350.26
B#	09/12/2017	880628	Hotel Molokai	DMVB Maui Nui Press Trip; Lodging-Mang	350.26
B#	09/12/2017	KRA-...	Kalaupapa Rare A...	DMVB Maui Nui Press Trip; Activities	445.83
B#	10/01/2017	HVCB...	Julie Bicoy	DMVB Media Support; Airfare	128.99
B#	10/17/2017	HVCB...	Julie Bicoy	DMVB Media Support; Meals	22.88
B#	10/17/2017	HVCB..	Julie Bicoy	DMVB Media Support; Meals	64.63
B#	10/21/2017	881104	Hotel Molokai	DMVB Media Support; Lodging-Miner	350.28
B#	11/01/2017	74921...	Alamo Rent A Car	DMVB Media Support; Rental car-Weis	274.29
B#	01/19/2018	HVCB...	Julie Bicoy	DMVB Media Support; Airfare	100.00
B#	02/01/2018	101.2 ..	Dunbar Beachfront...	DMVB Media Support; Lodging-Elison	749.45
B#	02/13/2018	HVCB...	Julie Bicoy	DMVB Media Support; Meals	15.10
B#	02/22/2018	1505	Paddlers Restaura...	DMVB Media Support; Meals	58.33
B#	03/01/2018	75117...	Alamo Rent A Car	DMVB Media Support; Rental Car-Elison	299.97
Total 610.44 · MVA PR Ongoing media support					4,128.79
620.44 · MVA PR media blitzes					
621.44 · MVA PR Media Blitzes - Airfare					
Deposit	11/06/2017	2085		DMVB Media Support, Airfare Reimb-Miner	(330.99)
Total 621.44 · MVA PR Media Blitzes - Airfare					(330.99)
Total 620.44 · MVA PR media blitzes					(330.99)
Total 870.20 · MOLOKAI-MKTG.					3,797.80
TOTAL					3,797.80

9:10 AM
03/15/18
Accrual Basis

MAUI VISITORS BUREAU
Transaction Detail by Account
July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
592.20 - PR-ONGOING ACT.					
592.25 - PR ONGOING ACT - Meals					
B#	07/28/2017	HVCB...	Leanne Pletcher	MVB HI Food & Wine Festival; Meals & Transportation	42.71
B#	09/08/2017	HVCB...	Bridgett Parker	MVB Traveling Moms Workshop; Meals & Lodging	53.80
B#	10/01/2017	HVCB...	Bridgett Parker	MVB LVB Photos; Meals	14.06
B#	10/23/2017	HVCB...	Leanne Pletcher	MVB Media PR; Meals, Tips & Mileage	10.14
B#	11/01/2017	HVCB...	Leanne Pletcher	MVB Media Support; Mileage, Meals & Tips	11.08
B#	11/01/2017	HVCB...	Leanne Pletcher	MVB XTerra; Meals	25.55
B#	11/01/2017	HVCB...	Bridgett Parker	MVB XTerra; Lodging & Meals	15.27
B#	01/29/2018	HVCB...	Bridgett Parker	MVB PGA Golf & Meeting; Transportation & Meal	19.67
Total 592.25 - PR ONGOING ACT - Meals					192.38
592.24 - PR ONGOING ACT - Lodging					
B#	09/08/2017	HVCB...	Bridgett Parker	MVB Traveling Moms Workshop; Meals & Lodging	225.70
B#	09/08/2017	HVCB...	Bridgett Parker	MVB Traveling Moms Workshop; Meals & Lodging	4.00
B#	09/12/2017	HVCB...	Leanne Pletcher	MVB Maui Nui Press trip; Airfare, Meals & Transportation	708.02
B#	11/01/2017	HVCB...	Leanne Pletcher	MVB Media Support; Mileage, Meals & Tips	4.00
B#	11/01/2017	HVCB...	Bridgett Parker	MVB XTerra; Lodging & Meals	141.77
B#	11/22/2017	HVCB...	Leanne Pletcher	MVB HI Life Fund & Photo Shoot; Lodging & Meals	153.11
Total 592.24 - PR ONGOING ACT - Lodging					1,236.60
592.23 - PR ONGOING ACT - Transportation					
B#	07/08/2017	HVCB...	Leanne Pletcher	MVB Media Support; Transportation & Meals	10.00
B#	07/13/2017	HVCB...	Leanne Pletcher	MVB Site Inspection; Transportation	60.00
B#	07/13/2017	HVCB...	Leanne Pletcher	MVB HI Food & Wine Festival PR Mtg, Airfare	136.39
B#	07/20/2017	HVCB...	Leanne Pletcher	MVB Media Support; Mileage	44.08
B#	07/28/2017	HVCB...	Leanne Pletcher	MVB HI Food & Wine Festival; Mileage	5.46
B#	07/28/2017	HVCB...	Leanne Pletcher	MVB HI Food & Wine Festival; Meals & Transportation	35.00
B#	08/13/2017	HVCB...	Leanne Pletcher	MVB Mileage, Aug 17	43.55
B#	09/05/2017	HVCB...	Leanne Pletcher	MVB Maui Nui Press Trip; Airfare	50.00
B#	09/08/2017	HVCB...	Bridgett Parker	MVB Traveling Moms Workshop; Meals & Lodging	40.29
B#	10/01/2017	HVCB...	Bridgett Parker	MVB Mileage; Oct 17	23.43
B#	10/01/2017	HVCB...	Bridgett Parker	MVB LVB Photos; Transportation	238.56
B#	10/23/2017	HVCB...	Leanne Pletcher	MVB HI Food & Wine Festival; Meals & Parking	30.00
B#	10/23/2017	HVCB...	Leanne Pletcher	MVB Media PR; Meals, Tips & Mileage	72.01
B#	11/01/2017	HVCB...	Leanne Pletcher	MVB Media Support; Mileage, Meals & Tips	58.57
B#	11/03/2017	HVCB...	Bridgett Parker	MVB Mileage & Entry fee; Nov 17	80.56
B#	11/30/2017	HVCB...	Leanne Pletcher	MVB Mileage; Nov 17	78.61
B#	12/12/2017	HVCB...	Bridgett Parker	MVB Photo Shoot; Transportation & Tip	28.43
B#	12/12/2017	HVCB...	Bridgett Parker	MVB Photo shoot; Transportation	10.00
B#	01/29/2018	HVCB...	Bridgett Parker	MVB Mileage; Jan 18	58.51
B#	01/29/2018	HVCB...	Bridgett Parker	MVB PGA Golf & Meeting; Transportation & Meal	56.00
B#	02/06/2018	HVCB...	Leanne Pletcher	MVB Mileage & Tips; Feb 18	56.24
B#	02/06/2018	HVCB...	Leanne Pletcher	MVB Mileage & Tips; Feb 18	2.00
B#	02/08/2018	HVCB...	Leanne Pletcher	MVB PR & Media Expenses; Booth fee, Transportation & ...	7.00
Total 592.23 - PR ONGOING ACT - Transportation					1,202.79
592.22 - PR ONGOING ACT - Airfare					
B#	09/05/2017	HVCB...	Leanne Pletcher	MVB Maui Nui Press Trip; Airfare	234.40
B#	09/12/2017	HVCB...	Leanne Pletcher	MVB Maui Nui Press trip; Airfare, Meals & Transportation	126.20
Total 592.22 - PR ONGOING ACT - Airfare					360.60
592.21 - Contract Svcs - PR Ongoing Act.					
B#	08/01/2017	01339...	Anthology Marketin...	MVB Retainer fee; Aug 17	12,565.44
B#	08/01/2017	01304...	Anthology Marketin...	MVB Retainer Fee; July 17	12,565.44
B#	09/01/2017	01377...	Anthology Marketin...	MVB Retainer fee; Sept 17	12,565.44
B#	10/01/2017	014105	Anthology Marketin...	MVB Retainer fee	3,141.38
B#	10/01/2017	01405...	Anthology Marketin...	MVB Retainer; Oct 17	12,565.44
B#	11/01/2017	01449...	Anthology Marketin...	MVB Retainer; Nov 17	12,565.44
Deposit	11/06/2017	12154		MVB Anthology bill paid in State	(3,141.36)
B#	11/30/2017	01474...	Anthology Marketin...	MVB Media Kit	5,497.38
B#	12/01/2017	01479...	Anthology Marketin...	MVB Retainer fee; Dec 17	12,565.44
B#	01/01/2018	015185	Anthology Marketin...	MVB Retainer fee; Jan 18	12,565.00
B#	02/01/2018	01542...	Anthology Marketin...	MVB Retainer; Feb 18	12,565.00
B#	03/01/2018	015679	Anthology Marketin...	MVB Retainer fee; Mar 18	12,565.00

9:10 AM
03/15/18
Accrual Basis

MAUI VISITORS BUREAU
Transaction Detail by Account
July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
Total 592.21 - Contract Svcs - PR Ongoing Act.					118,585.02
592.20 - PR-ONGOING ACT. - Other					
B#	07/08/2017	7/8/17	Jennifer Murphy	MVB Conde Nast Traveler; Airfare	911.59
B#	07/08/2017	HVCB...	Leanne Pletcher	MVB Media Support; Transportation & Meals	402.98
B#	07/18/2017	PIER...	Robert Pierce	MVB Meals; Per diem	330.00
B#	07/18/2017	BRO...	Neal Broverman	MVB Romance Ma Press Trip; Per diem & Rental car	580.00
B#	07/27/2017	HVCB...	Leanne Pletcher	MVB Triathlete Magazine; Article	6.99
B#	08/01/2017	57665...	Jennifer Murphy	MVB Media Support; Rental car	160.00
B#	08/13/2017	HVCB...	Leanne Pletcher	MVB Media Support; Meals	58.95
B#	08/14/2017	SCLA...	Sharon Ulberg	MVB Media Support; Rental Car	240.00
B#	08/28/2017	HVCB...	Leanne Pletcher	MVB HI Magazine; Meals	48.74
B#	08/29/2017	HVCB...	Leanne Pletcher	MVB Haiku Production Mtg; Meal	8.35
B#	09/05/2017	HVCB...	Leanne Pletcher	MVB Maui Nui Press Trip; Airfare	2,382.71
B#	09/07/2017	HVCB...	Leanne Pletcher	MVB Maui Nui Press Trip; Meals, Amenities & Mileage	434.45
B#	09/12/2017	HVCB...	Leanne Pletcher	MVB Maui Nui Press trip; Airfare, Meals & Transportation	752.71
B#	09/12/2017	KRA-...	Kalaupapa Rare A...	MVB Media Support; Activities	445.83
B#	10/01/2017	1107	Hiro's Ohana Grill, ...	MVB Maui Nui Press Trip; Meals	259.51
B#	10/01/2017	01433...	Anthology Marketin ..	MVB Press Trip; Airfare, Supplies & Transportation	968.61
B#	10/05/2017	2017-...	Lori A. May	MVB Media Support; Rental Car reimbursement	170.21
B#	10/23/2017	HVCB...	Leanne Pletcher	MVB HI Food & Wine Festival; Meals & Parking	27.33
B#	10/23/2017	HVCB...	Leanne Pletcher	MVB Media PR; Meals, Tips & Mileage	18.00
B#	10/26/2017	10261...	Sascha Zuger	MVB Media Support; Airfare & Transportation	769.60
B#	11/03/2017	HVCB...	Bridgett Parker	MVB Mileage & Entry fee; Nov 17	5.00
B#	11/22/2017	HVCB...	Leanne Pletcher	MVB HI Life Fund & Photo Shoot; Lodging & Meals	8.98
B#	12/12/2017	HVCB ..	Bridgett Parker	MVB Photo Shoot; Transportation & Tip	20.00
B#	12/20/2017	01506 ..	Anthology Marketin...	MVB Media Kit	0.00
B#	12/20/2017	01506...	Anthology Marketin...	MVB Media Kit	5,497.38
B#	02/01/2018	015549	Anthology Marketin...	MVB Shipping; Ad	18.90
B#	02/08/2018	HVCB...	Leanne Pletcher	MVB Mileage & Tips; Feb 18	64.00
B#	02/08/2018	HVCB...	Leanne Pletcher	MVB PR & Media Expenses; Booth fee, Transportation & ...	714.22
B#	02/13/2018	HVCB...	Leanne Pletcher	MVB Media Visit; Airfare	558.99
B#	02/16/2018	Thom...	John Thomason	MVB Media Visit; Rental Car	200.00
B#	03/01/2018	KLUR...	Melissa Kurman	MVB Romance Press Trip; Airfare	2,542.70
B#	03/05/2018	HVCB...	Leanne Pletcher	MVB Media Visit; Airfare & Transportation	1,378.46
B#	03/08/2018	HVCB...	Leanne Pletcher	MVB Romance Press Trip; Airfare	2,911.18
Total 592.20 - PR-ONGOING ACT. - Other					22,886.37
Total 592.20 - PR-ONGOING ACT.					144,463.76
TOTAL					144,463.76

9:05 AM
 03/16/18
 Accrual Basis

MAUI VISITORS BUREAU
 Transaction Detail by Account
 July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
880.20 - LANAI-MKTG.					
510.45 - DL Domestic Advertising					
Bill	07/31/2017	2002	Maui Visitors Bureau	MVB Digital Media Plan; July 17	4,407.17
Bill	08/01/2017	587	Social Flutterby	LVB Social Media Consulting; Aug 17	2,083.32
Deposit	08/15/2017	12010		LVB Firm Wide Media Plan, Credit Feb 17	(1,990.00)
Bill	09/15/2017	2025	Maui Visitors Bureau	MVB Firmwide Media Plan; Sept 17	21,462.00
Bill	10/01/2017	2023	Maui Visitors Bureau	LVB Digital Media Plan; Aug 17	7,978.60
Bill	10/01/2017	2030	Maui Visitors Bureau	LVB Digital Media Plan; Sept 17	7,978.60
Bill	10/25/2017	2037	Maui Visitors Bureau	LVB Digital Media Plan; Oct 17	7,978.60
Bill	11/14/2017	2043	Maui Visitors Bureau	LVB Digital Media Plan; Nov 17	4,407.17
Bill	12/28/2017	2055	Maui Visitors Bureau	LVB Digital Media Plan; Dec 17	4,407.17
Bill	01/31/2018	2065	Maui Visitors Bureau	LVB Digital Media Plan, Jan 18	6,288.75
Bill	02/28/2018	2071	Maui Visitors Bureau	LVB Digital Media Plan; Feb 18	6,288.75
Total 510.45 - DL Domestic Advertising					71,290.13
Total 880.20 - LANAI-MKTG.					71,290.13
TOTAL					71,290.13

9:08 AM
03/15/18
Accrual Basis

MAUI VISITORS BUREAU
Transaction Detail by Account
July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
870.20 · MOLOKAI-MKTG.					
550.44 · MVA Print Advertising					
Bill	08/01/2017	1998	Maui Visitors Bureau	MVB Firmwide Media Plan; July 17	18,354.00
Bill	10/01/2017	2024	Maui Visitors Bureau	DMVB Digital Media Plan; Aug 17	10,000.00
Bill	10/01/2017	2028	Maui Visitors Bureau	DMVB Digital Media Plan; Sept 17	10,000.00
Bill	10/25/2017	2038	Maui Visitors Bureau	DMVB Digital Media Plan; Oct 17	3,571.43
Bill	12/28/2017	2056	Maui Visitors Bureau	DMVB Digital Media Plan; Dec 17	1,666.67
Bill	01/31/2018	2064	Maui Visitors Bureau	DMVB Digital Media Plan; Jan 18	3,234.22
Bill	02/28/2018	2072	Maui Visitors Bureau	DMVB Digital Media Plan; Feb 18	3,234.22
Total 550.44 · MVA Print Advertising					50,060.54
Total 870.20 · MOLOKAI-MKTG.					50,060.54
TOTAL					50,060.54

9:05 AM
03/15/18
Accrual Basis

MAUI VISITORS BUREAU
Transaction Detail by Account
July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
510.20 - DOMESTIC MKT/ADV					
510.22 - Domestic Mkt/Adv - Online					
B/M	07/01/2017	0859	Silversword	MVB Blogging; July 17	4,755.17
B/M	07/01/2017	575	Social Flutterby	MVB VisitMauiBlog; Website maintenance	3,124.98
B/M	07/01/2017	576	Social Flutterby	DMVB Social Media Consulting; July-Sept 17	3,124.98
B/M	07/31/2017	4287	Travel Guides Free	MVB Advertising; July 17	600.00
B/M	07/31/2017	1974	Onebird LLC	MVB Advertising; July 17	285.95
B/M	08/01/2017	0863	Silversword	MVB Blogging; Aug 17	4,755.17
B/M	08/31/2017	2023	Onebird LLC	MVB Advertising; Aug 17	325.85
B/M	08/31/2017	4382	Travel Guides Free	MVB Advertising; Aug 17	600.00
B/M	09/30/2017	4477	The Travel Guide ...	MVB Advertising; Sept 17	600.00
B/M	09/30/2017	2071	The Travel Guide ...	MVB Advertising; Sept 17	238.45
B/M	10/01/2017	2022	Maui Visitors Bureau	MVB Digital Media Plan; Aug 17	24,382.13
B/M	10/01/2017	2029	Maui Visitors Bureau	MVB Digital Media Plan; Sept 17	35,096.42
B/M	10/13/2017	HVCB...	Janet Kuwahara, O...	MVB Domain Registration	64.95
B/M	10/25/2017	2036	Maui Visitors Bureau	MVB Digital Media Plan; Oct 17	35,096.42
B/M	10/31/2017	3018	The Travel Guide ...	MVB TravelInformation.com Advertising; Oct 17	203.30
B/M	10/31/2017	4553	The Travel Guide ...	MVB Travelguidesfree.com Advertising; Oct 17	600.00
B/M	11/14/2017	2042	Maui Visitors Bureau	MVB Digital Media Plan; Nov 17	35,000.00
B/M	11/30/2017	4822	The Travel Guide ...	MVB Advertising; Nov 17	600.00
B/M	11/30/2017	3067	The Travel Guide ...	MVB Advertising; Nov 17	198.55
B/M	12/22/2017	HVCB...	Janet Kuwahara, O...	MVB Renewal of Domain	194.95
B/M	12/28/2017	2054	Maui Visitors Bureau	MVB Digital Media Plan; Dec 17	22,375.00
B/M	12/31/2017	4721	The Travel Guide ...	MVB Advertising; Dec 17	969.00
B/M	12/31/2017	3117	The Travel Guide ...	MVB Advertising; Dec 17	170.00
B/M	01/31/2018	2083	Maui Visitors Bureau	MVB Digital Media Plan; Jan 18	24,975.20
B/M	01/31/2018	3214	The Travel Guide ...	MVB Advertising; Jan 18	169.40
B/M	01/31/2018	4832	The Travel Guide ...	MVB Advertising; Jan 18	163.90
B/M	02/28/2018	2073	Maui Visitors Bureau	MVB Digital Media Plan; Feb 18	24,975.20
Total 510 22 - Domestic Mkt/Adv - Online					223,644.97
510.21 - Domestic Mkt/Adv - Print					
B/M	08/01/2017	1996	Maui Visitors Bureau	MVB Firmwide Media Plan; July 17	23,248.00
B/M	08/14/2017	2009	Maui Visitors Bureau	MVB Firmwide Media Plan; Aug 17	92,340.00
B/M	09/15/2017	2025	Maui Visitors Bureau	MVB Firmwide Media Plan; Sept 17	53,655.00
B/M	10/18/2017	2033	Maui Visitors Bureau	MVB Firmwide Media Plan; Oct 17	53,655.00
B/M	11/01/2017	18-M...	Varsity Communic...	MVB Marketing Plan; 2018 #1	2,000.00
B/M	12/11/2017	18-M...	Varsity Communic...	MVB Marketing Plan; Instalment #2	2,000.00
B/M	01/23/2018	2060	Maui Visitors Bureau	MVB Firmwide Media Plan; Jan 18	37,500.00
B/M	02/28/2018	2070	Maui Visitors Bureau	MVB Firmwide Media Plan; Jan-Feb 18	77,493.00
B/M	02/28/2018	2069	Maui Visitors Bureau	MVB Firmwide Media Plan; Feb 18	37,500.00
Total 510 21 - Domestic Mkt/Adv - Print					379,391.00
Total 510.20 - DOMESTIC MKT/ADV					603,035.97
TOTAL					603,035.97

9:36 AM
03/15/18
Accrual Basis

MAUI VISITORS BUREAU
Transaction Detail by Account
July 2017 through June 2018

Type	Date	Num	Name	Memo	Amount
715.20 - ACCOUNTING/ADMINISTRATIVE SVCS.					
715.21 - Admin - Professional Services					
BNI	07/01/2017	00011...	Costco Membership	MVB Membership; Sept 17	125.00
BNI	07/21/2017	FB07...	Maul Arts & Cultural Center	MVB Maul County Tourism Plan Mt ...	188.08
BNI	08/01/2017	HVCB...	Sherry Duong	MVB Meeting; Meals	40.95
BNI	08/15/2017	1278	Grant Writing & Consulting	MVB Final Report; FY17	3,481.67
BNI	09/01/2017	082017	Teryl Venci	MVB Tourism Strategic Plan; Consu...	2,450.00
BNI	10/01/2017	81059	Maul Printing Co.	MVB Booklets; Graphic set up & Pri ...	1,510.41
BNI	10/01/2017	114690	Wright & Kirschbraun	MVB Legal Fees; Sept 17	358.25
BNI	10/09/2017	VISA...	Chl Cards	MVB CPEP Meeting; Refreshments	16.61
BNI	10/26/2017	81448	Maul Printing Co.	MVB Booklets; Graphic, Printing & ...	1,635.41
BNI	10/26/2017	HVCB...	Sherry Duong	MVB Meetings; Meals & Transporta...	77.15
BNI	11/01/2017	VISA...	Chl Cards	MVB Annual Meeting; Lais	200.00
BNI	11/08/2017	VISA...	Chl Cards	MVB Exec Meeting; Refreshments	16.61
BNI	11/16/2017	1296	Grant Writing & Consulting	MVB MOED Qtrly Reports	2,984.29
BNI	01/18/2018	HVCB...	Sherry Duong	MVB Legislative Opening; Meals & ...	26.47
BNI	01/25/2018	HVCB...	Sherry Duong	MVB Meeting; Meals	43.50
BNI	01/31/2018	115183	Wright & Kirschbraun	MVB Legal services; Jan 18	31.25
BNI	02/08/2018	1309	Grant Writing & Consulting	MVB MOED Qtrly Reports; Q2 & Q3	1,989.53
BNI	02/15/2018	HVCB...	Sherry Duong	MVB Meetings; Transportation & M...	246.22
BNI	02/22/2018	HVCB...	Sherry Duong	MVB Meeting; Meals	111.74
Total 715.21 - Admin - Professional Services					15,533.12
715.20 - ACCOUNTING/ADMINISTRATIVE SVCS. - Other					
BNI	07/01/2017	W170...	Maul Visitors Bureau	MVB Admin Fee; July 17	33,333.33
BNI	07/06/2017	22914...	Employers Options	MVB Clerical Staff; 07/02	448.43
BNI	07/13/2017	22941...	Employers Options	MVB Clerical Staff; 07/09	358.75
BNI	07/20/2017	22993...	Employers Options	MVB Clerical Staff; 07/16	448.43
BNI	07/25/2017	VISA...	Chl Cards	MVB Board Mtg; Meals	83.89
BNI	07/25/2017	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Mileage; July 17	6.42
BNI	07/27/2017	23048...	Employers Options	MVB Clerical Staff; 07/23	448.43
BNI	08/01/2017	W170...	Maul Visitors Bureau	MVB Admin Fee; Aug 17	33,333.33
BNI	08/03/2017	23103...	Employers Options	MVB Clerical Staff; 07/30	448.43
BNI	08/17/2017	23214...	Employers Options	MVB Clerical Staff; 08/05	436.48
BNI	08/31/2017	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Mileage; Aug 17	22.10
General Journal	08/31/2017	W117...		Reclass August 17 Prepaids	540.00
BNI	08/31/2017	23325...	Employers Options	MVB Clerical Staff; 08/20	89.69
BNI	08/31/2017	23325...	Employers Options	MVB Clerical Staff; 08/13	448.43
BNI	08/01/2017	W170...	Maul Visitors Bureau	MVB Admin Fee; Sept 17	33,333.33
BNI	09/11/2017	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Mileage; Sept 17	31.40
BNI	09/30/2017	6755	Rachelle M. Duarte	MVB Reimb Petty Cash; Exec Meet...	22.86
BNI	10/01/2017	W171...	Maul Visitors Bureau	MVB Admin Fee; Oct 17	33,333.33
BNI	10/31/2017	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Mileage; Oct 17	48.74
BNI	11/01/2017	W171...	Maul Visitors Bureau	MVB Admin Fee; Nov 17	33,333.33
BNI	11/10/2017	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Mileage; Nov 17	66.34
BNI	12/01/2017	W171...	Maul Visitors Bureau	MVB Admin Fee; Dec 17	33,333.33
BNI	12/21/2017	FY2017	Michael Bates, CPA	MVB Tax Services; FY2017 Annual ...	2,912.00
BNI	12/22/2017	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Mileage; Dec 17	10.91
BNI	01/01/2018	W180...	Maul Visitors Bureau	MVB Admin Fee; Jan 18	33,333.33
BNI	01/10/2018	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Exec Mtg; Refreshments	16.61
BNI	01/19/2018	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Mileage; Jan 18	13.73
BNI	02/01/2018	W180...	Maul Visitors Bureau	MVB Admin Fee; Feb 18	33,333.33
BNI	02/01/2018	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Poster; Frame	68.92
BNI	02/27/2018	HVCB...	Janet Kuwahara, Ofc. Mgr.	MVB Mileage; Feb 18	29.92
Total 715.20 - ACCOUNTING/ADMINISTRATIVE SVCS. - Other					273,665.35
Total 715.20 - ACCOUNTING/ADMINISTRATIVE SVCS.					289,198.47
TOTAL					289,198.47

MARKETING

COUNTY
2017-2018

Advertising

Print	\$	350,000.00
Online-Emarketing	\$	400,000.00
MCI Advertising (Meetings, Corporate & Incentive)	\$	100,000.00
Maui Nui Video	\$	162,000.00
Advertising Materials & Amenities	\$	40,500.00
Production & Distribution of Collateral	\$	290,000.00

Public Relations

PR Agency Fee	\$	151,000.00
---------------	----	------------

Sales Marketing

MCI Sales (Meetings, Corporate, Incentive)	\$	165,000.00
International Developing Markets	\$	150,000.00

Marketing Development

Marketing Research	\$	80,000.00
--------------------	----	-----------

OPERATIONS

OED-PR Film	\$	32,500.00
Activity Owners Association	\$	35,000.00
PR Media & Press Trips	\$	164,500.00
Travel Trade FAM, ISP	\$	145,000.00

SPONSORSHIPS

Signature Events & Sponsorships	\$	914,500.00
---------------------------------	----	------------

ADMINISTRATIVE

Administration/Accounting Fees	\$	400,000.00
Professional Fee/ Audit/ Grant writers	\$	20,000.00

Lana'i	\$	200,000.00
Molokai	\$	200,000.00

Total		\$4,000,000.00