

STAND. COM. REP. NO.

417

Honolulu, Hawaii

FEB 18 2011

RE: S.B. No. 116
S.D. 1

Honorable Shan S. Tsutsui
President of the Senate
Twenty-Sixth State Legislature
Regular Session of 2011
State of Hawaii

Sir:

Your Committees on Tourism and Economic Development and Technology and Hawaiian Affairs, to which was referred S.B. No. 116 entitled:

"A BILL FOR AN ACT RELATING TO CULTURE AND THE ARTS,"

beg leave to report as follows:

The purpose of this measure is to require the Hawai'i Tourism Authority to support traditional Hawaiian arts and cultural activities and to require a portion of Tourism Special Fund monies to be used for this purpose. The intent of this measure is to ensure that the promotion of traditional Hawaiian pre-contact cultural activities, including traditional Hawaiian music, dance, and arts and crafts, remains a priority of the Hawai'i Tourism Authority.

Your Committees received comments on this measure from the Hawai'i Tourism Authority.

Your Committees find that this is a critical measure because it impacts the image of Hawaii and how Hawaii is marketed to and perceived by the rest of the world. Your Committees acknowledge that the Hawai'i Tourism Authority has a strong obligation to ensure that traditional Hawaiian culture, which is the foundation of the State, remains at the forefront of the Hawai'i Tourism Authority's marketing plan. Your Committees further find that, because many tourists choose to visit Hawaii for its unique cultural perspective, the Hawai'i Tourism Authority should convey a



clear understanding and image of Hawaiian culture through its promotional and marketing strategies.

Your Committees heard testimony that expressed concerns regarding the measure's requirement that the Hawai'i Tourism Authority designate a fixed amount of money each year to the promotion of Hawaiian pre-contact arts and cultural activities. The testimony suggested that this requirement would restrict the Hawai'i Tourism Authority's policymaking authority at times when funds are limited. Testimony suggested that the Hawai'i Tourism Authority should instead be given the discretion to determine the way it allocates resources based on the availability of funding. Your Committees understand these concerns but remain in strong agreement that the Hawai'i Tourism Authority must take a proactive approach at setting the values, goals, and direction needed to promote Hawaiian culture.

Accordingly, your Committees have amended this measure by:

- (1) Requiring the Hawai'i Tourism Authority to balance its marketing and promotional activities with the need for the promotion and integration of native Hawaiian cultural initiatives;
- (2) Adding language clarifying that the promotion of cultural activities refers to native Hawaiian culture; and
- (3) Eliminating the requirement that a portion of Tourism Special Fund monies be used by the Hawai'i Tourism Authority for the promotion of traditional Hawaiian pre-contact arts and cultural activities.

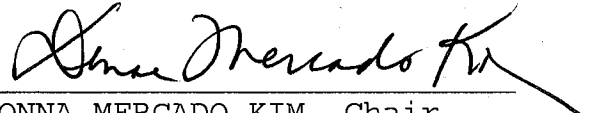
As affirmed by the records of votes of the members of your Committees on Tourism and Economic Development and Technology and Hawaiian Affairs that are attached to this report, your Committees are in accord with the intent and purpose of S.B. No. 116, as amended herein, and recommend that it pass Second Reading in the form attached hereto as S.B. No. 116, S.D. 1, and be referred to the Committee on Ways and Means.



417

Respectfully submitted on
behalf of the members of the
Committees on Tourism and
Economic Development and
Technology and Hawaiian
Affairs,


CAROL FUKUNAGA, Chair

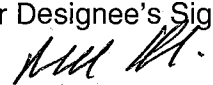

DONNA MERCADO KIM, Chair


BRICKWOOD GALUTERIA, Chair



The Senate
 Twenty-Sixth Legislature
 State of Hawai'i

Record of Votes
Committee on Tourism
TSM

Bill / Resolution No.:* SB 116	Committee Referral: TSM/EDT/HWN, WAM	Date: 2/14/11		
<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
KIM, Donna Mercado (C)	✓			
KOUCHI, Ronald D. (VC)	✓			
GALUTERIA, Brickwood	✓			
KAHELE, Gilbert	✓			
SLOM, Sam				✓
TOTAL	4			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

The Senate
 Twenty-Sixth Legislature
 State of Hawai'i

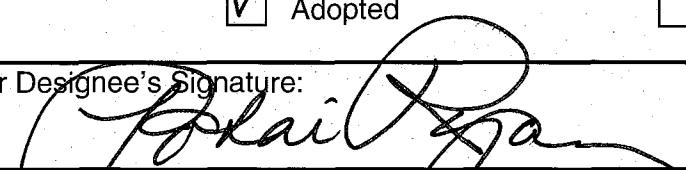
Record of Votes
Committee on Economic Development and Technology
EDT

Bill / Resolution No.:* SB1116	Committee Referral: TSM/EDT/HWN, WAM	Date: 2/14/11		
<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
FUKUNAGA, Carol (C)	✓			
WAKAI, Glenn (VC)	✓			
BAKER, Rosalyn H.	✓			
SOLOMON, Malama	✓			
SLOM, Sam				✓
TOTAL	4	0	0	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				

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The Senate
 Twenty-Sixth Legislature
 State of Hawai'i

Record of Votes
Committee on Hawaiian Affairs
HWN

Bill / Resolution No.:* <i>SB 116</i>	Committee Referral: <i>TSM/WT/HWN, WAM</i>	Date: <i>2/16/11</i>		
<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
GALUTERIA, Brickwood (C)	✓			
RYAN, Pohai (VC)	✓			
ENGLISH, J. Kalani	✓			
HEE, Clayton	✓			
KAHELE, Gilbert	✓			
KIDANI, Michelle N.	✓			
SOLOMON, Malama	✓			
SLOM, Sam	✓			
TOTAL	8			
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: 				
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