

STAND. COM. REP. NO. 3259

Honolulu, Hawaii  
MAR 31 2008

RE: GOV. MSG. NO. 484

Honorable Colleen Hanabusa  
President of the Senate  
Twenty-Fourth State Legislature  
Regular Session of 2008  
State of Hawaii

Madam:

Your Committee on Tourism and Government Operations, to which was referred Governor's Message No. 484, submitting for study and consideration the nomination of:

BOARD OF DIRECTORS OF THE HAWAI'I TOURISM AUTHORITY

G.M. No. 484      KYOKO Y. KIMURA,  
for a term to expire 6-30-2012,

begs leave to report as follows:

Your Committee received testimony in support of Kyoko Y. Kimura from the Hawai'i Tourism Authority, Tourism Liaison, Maui Visitors Bureau, Pacific Cancer Foundation, Hawaii Employers Council, Maui Economic Development Board, Inc., Hawai'i Hotel & Lodging Association, Japanese Cultural Society of Maui, Maui Hotel & Lodging Association, and two individuals.

The nominee received a B.A. degree from Kobe Jogakuin University, Master in Translation from the Babel Institute of Communication, Certified Hotel Administrator from the American Hotel and Lodging Association, and GMP from Cornell University School of Hotel Administration. She is currently the President and General Manager of Diamond Hotel Resort & Spa. Ms. Kimura is presently a board member of the Hawaii Hotel Association and was formerly the Board Chairperson of the Maui Hotel Association. In addition, she belongs to numerous community and cultural associations.

Ms. Kimura was initially appointed to the Board of Directors of the Hawai'i Tourism Authority in 2003. She notes that her

2008-2169 GM SSCR SMA.doc



outstanding accomplishment has been to serve on the Marketing Committee as a member and Chair. During this time, the Marketing Committee made great strides in marketing by selecting four international major marketing contractors during a very difficult period following 9/11.

Your Committee notes Ms. Kimura's written statement that she sees the role of the Board as aiding in the development of a vision and strategy for the State's tourism. The Hawaii Tourism Authority needs to give "visionary directions" to staff members and marketing contractors and monitor that execution of programs to be consistent with the strategic plan.

Your Committee is pleased with Ms. Kimura's emphasis on effective, accountable marketing strategies. Your Committee believes that Ms. Kimura's past service on the Board of Directors of the Hawai'i Tourism Authority has been excellent.

As affirmed by the record of votes of the members of your Committee on Tourism and Government Operations that is attached to this report, your Committee, after full consideration of the background, experience, and qualifications of the nominee, has found the nominee to be qualified for the position to which nominated and recommends that the Senate advise and consent to the nomination.

Respectfully submitted on  
behalf of the members of the  
Committee on Tourism and  
Government Operations,

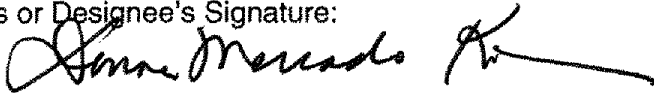


CLARENCE K. NISHIHARA, Chair



The Senate  
 Twenty-Fourth Legislature  
 State of Hawaii

**Record of Votes**  
**Committee on Tourism and Government Operations**  
**TSG**  
**Advise and Consent**

Governor's Message No.:* GM484	Committee Referral: TSG	Date: 3-25-08		
<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
NISHIHARA, Clarence K. (C)	/			
KIM, Donna Mercado (VC)	/			
TSUTSUI, Shan S.	/			
TRIMBLE, Gordon	/			
<b>TOTAL</b>	4			
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: 				
<b>Distribution:</b> Original      Yellow      Pink      Goldenrod File with Committee Report      Clerk's Office      Drafting Agency      Committee File Copy				

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