



## **BOARD OF DIRECTORS REGULAR MEETING**

Thursday, February 14, 2019 - 3:30pm Guam Visitors Bureau - Main Conference Room

# **BOARD OF DIRECTORS PRESENT:**

Director Milton Morinaga
Director Shun Matsumoto
Director Brad Kloppenburg
Director Robert Hofmann
Director Satoru Murata

Director Antoinette Sanford Director Theresa Arriola Director JoAnn Camacho Director William Nault Director Samuel Shinohara

Director Eduardo Calvo
A quorum was met

#### BOARD OF DIRECTORS TELEPHONICALLY:

#### BOARD OF DIRECTORS ABSENT:

### **GVB MANAGEMENT & STAFF PRESENT:**

Jon Nathan Denight Rose Q. Cunliffe Mark Manglona Nicole Benavente Joshua Tyquiengco Brian Borja Jamielyn Pinaula Chris Lizama Lisa Linek Maria San Nicolas Antonio Muna Jr. Yolanda Bordallo Nico Fujikawa Dee Hernandez Elaine Pangelinan Doris Ada Colleen Cabedo Nakisha Garrido Gabbie Franquez Kraig Camacho Russell Ocampo Karida Brennan Pilar Laguaña Breeana Garrido AJ Rosario Annabelle Certeza Nadine Leon Guerrero Regina Nedlic

Derrick Camacho

Cil Dydasco

## **GVB MANAGEMENT & STAFF TELEPHONICALLY:**

#### **GUESTS:**

Senator Therese Terlaje, Jocelyn de Guia, Kevin Kerrigan, Nick Delgado, Brett O'Connor, Kaeiki Hoshino, Bobby Alvarez, KUAM News, A.D.K., Brett O'Connor (Office of Senator Biscoe Lee)

#### I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:35pm.

## II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Shinohara made a motion, seconded by Director Hofmann, to approve the minutes of the previous board of directors meeting dated February 14, 2019.

Motion unanimously approved (Subject to minor revisions)

## III. CHAIRMAN'S REPORT

o Chairman Morinaga thanked Senator Therese Terlaje for coming to the meeting. He welcomed the newly elected membership directors Joann Camacho, Satoru Murata, Sam Shinohara, Brad Kloppenberg, and Legislature appointee's directors Toni Sanford, Shun Matsumoto, and Therese Arriola.

# IV. PRESIDENT & CEO'S REPORT





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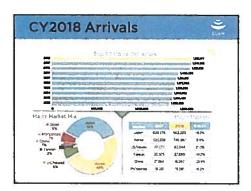
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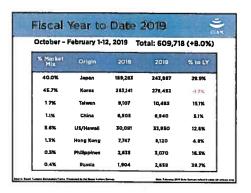








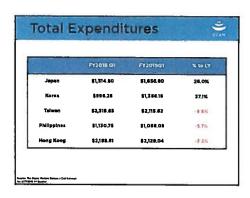


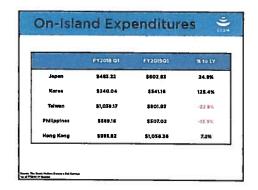


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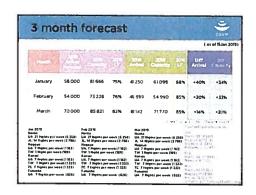


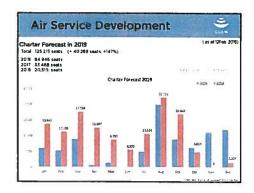










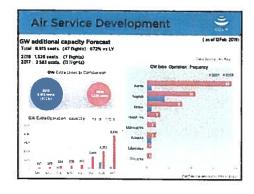


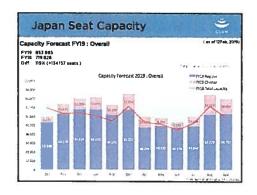


















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## V. TREASURER'S REPORT

Exhibit B

President Denight reported GVB is on track & on schedule with the receivables. The bureau received 25% of its approved budget at \$5.6 million/\$22.3 million. Director Shinohara raised the concern that the bureau seems underspent as invoices in the marketplace are not yet received for processing. Director Shinohara suggests the bureau tighten things up and get invoices to Mrs. Rose Cunliffe in a timelier manner.

## VI. REPORT OF THE BOARD COMMITTEES

## A. EXECUTIVE COMMITTEE

### HIGH ISLAND GEO RUN HONG KONG

Director Kloppenburg made a motion, seconded by Director Shinohara, to ratify travel for the Destination Specialist - Sports & Events to attend the High Island GEO Run in Hong Kong from January 4-8, 2019. Cost is approximately \$3,140.00 to be taken from Sports & Events Account # ESP-001.

Motion unanimously approved

Airfare:		\$1,000.00			
		Lodging	M&IE	Days/Nights	
Per Diem:	Destination Specialist - S&E	\$355.00	\$180.00	4	\$2,140.00
				TOTAL	\$3,140.00

Background: In an effort to further promote sports tourism and the United Airlines Guam Marathon 2019, GVB Hong Kong will sponsor and co-organize the Guam Marathon High Island GEO Run with the Hong Kong Marathon Pro Race Organization. The Guam Marathon will take place inside Hong Kong Geopark on January 6, 2019. As part of China's 183 national geoparks, Hong Kong is able to gain and exchange experience on preservation of valuable geological and topographical resources, promoting public awareness of earth science and foster the development of eco-tourism.

The Guam Marathon High Island GEO Run is expected to have about 1,000 runners. GVB Sports & Events Destination Specialists will use this opportunity to engage with the race organizers, increase Guam's awareness and promote adventure and sports tourism activities on Guam, and further promote the United Airlines Guam Marathon 2019.

Issue: Board approval for travel required.

- **B. ADMINISTRATION & GOVERNMENT**
- C. MARKETING
- D. RUSSIA & NEW MARKETS
- E. KOREA
- F. JAPAN

Committee minutes dated December 11, 2018

Exhibit C





### G. NORTH AMERICA & PACIFIC

## Committee minutes dated November 7, 2018

Exhibit D

## MALAYSIAN ASSOCIATION TRAVEL TRADE AGENTS (MATTA) FAIR 2019

Director Hofmann made a motion, seconded by Director Arriola to approve travel for the North America & Pacific (NAP) Marketing Chairperson or designee, GVB President & CEO or designee, two (2) GVB Staff, Cultural & Heritage Officer, two (2) entertainers and four (4) dancers to attend the Malaysian Association of Tour and Travel Agents (MATTA) Fair 2019 in Kuala Lumpur, Malaysia from March 13-18, 2019. Total cost is \$31,454.00 of which \$11,682.00 will come from PASMD023 and \$19,772.00 to come from CPO007.

Motion unanimously approved

Airfare:	\$1,000.00 x 4 pax		\$4,000.00			
Per Diem:	Kuala Lumpur, Malaysia	Lodging	Nights	M&IE	Days	
	North America & Pacific Chair or designee	\$232.50	6	\$100.00	6	\$1,995.00
	President & CEO or designee	\$232.50	6	\$100.00	6	\$1,995.00
	(2) GVB Staff	\$186.00	6	\$80.00	6	\$3,192.00
Unanticipated Expenses (Communications, excess baggage, meetings, etc.)					ngs, etc.)	500.00
TOTAL					\$11,682.00	

Airfare:	\$1,000.00 x 7 pax					\$7,000.00
	Kuala Lumpur, Malaysia	Lodging	Nights	M&IE	Days	
ł	CHC Officer	\$186.00	6	\$80.00	6	\$1,596.00
Per Diem:	(2) Entertainer	\$186.00	6	\$80.00	6	\$3,192.00
	(4) Dancers	\$186.00	6	\$80.00	6	\$6,384.00
	Professional Fees (\$100 x 4 days x 2 pax) \$800.00					\$800.00
	Professional Fees (\$50 x 4 days x 4 pax) \$800.00					\$800.00
					TOTAL	\$19,772.00

**Background:** MATTA Fair is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities in this exciting era of groundbreaking travel innovations and technological advent.

MATTA fair provides visitors with a host of exciting and value for money travel options and excellent business and travel opportunities. In essence, all the attractions that have made MATTA fair the number one consumer travel fair in Malaysia plus many more exciting items. Over 100,000 or more visitors form Malaysia, ASEAN, and the rest of the world expect to visit the fair.

As Guam seeks new markets, especially in visa-waiver countries and with convenient connectivity via Philippines or other Asian countries, we will continue to grow the Malaysia market.





The Guam Visitors Bureau attended MATTA Fair in September 2018 and established a solid relationship with Apple Vacations. Apple Vacations was established in 1996 and is renowned as one of the largest, most innovative travel and tour wholesalers in Malaysia. Apple Vacations has a strong branding and regional presence in Southeast Asia with branches in Tokyo, Jakarta and Singapore. Apple is constantly developing, adding and promoting new affordable tours and destination packages for the public. GVB in partnership with Apple Vacations and Philippine Airlines (PAL) are continuing to grow interest and sell their existing two (2) travel packages available for the general consumer. To date, GVB has welcomed sixty (60) pax amongst three (3) groups from Apple Vacations, including Apple Vacations CEO and top-level executives.

By attending MATTA Fair in March, GVB will continue to build the needed market foundation and existing relationships with the trade while promoting Guam to the Malay-Chinese and Southeast Asian markets. GVB plans to conduct a Guam Presentation Seminar, hold a Travel Agent Training Workshop, and showcase Guam's culture through song and dance at the booth and main stage.

**Issue**: Board approval required for all travel.

#### H. GREATER CHINA

#### **Routes Asia**

Director Camacho made a motion, seconded by Director Kloppenberg, to approve travel for the President or designee, and two (2) marketing staff to attend Routes Asia in Cebu, Philippines, from March 8 – 12, 2019. (Estimated Cost: \$12,511.50; account # CI-SMD023). Motion unanimously approved

Airfare:		\$3,000.00			
	*.	Lodging	M&IE	Days/Nights	
	Cebu				
	President or Designee	\$131.25	\$90.00	6	\$1,327.50
Per Diem:	Marketing Staff	\$105.00	\$72.00	6	\$1,062.00
	Marketing Staff	\$105.00	\$72.00	6	\$1,062.00
Misc. Expenses:	Registration Fee £1,932 x 2				\$5,060.00
	Excess baggag	\$1,000.00			
				TOTAL	\$12,511.50

Routes Asia presents opportunity for route development professionals to discuss, develop, and plan network strategy at the only route development forum dedicated to the Asia Pacific region. Providing unique cost and time-saving benefits, Routes Asia arranges prescheduled meetings with key targets, provides insights from senior leaders into major issues currently affecting the aviation industry.

It is anticipated that over 800 air service development professionals representing over 100 airlines and 200 airports will be attending this event.





GVB will be attending with the A.B. Won Pat International Airport Authority Guam. Together, during this mission, Guam will address the air seat capacity issues for Japan and the developing markets to include China and Taiwan.

In addition to Routes Asia, travel trade events will be planned in Cebu to 1) Strengthen Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; 2) Offer valuable face time for businesses with key decision makers from the travel trade in the Cebu region; 3.) Educate travel trade frontline staff on Guam products.

Issue: Board approval needed for all travel.

- I. RESEARCH
- J. MEMBERSHIP & COMMUNITY OUTREACH
- K. VISITOR SAFETY & SATISFACTION
- L. CULTURAL & HERITAGE

## **AMENDED PTAA TRAVEL TOUR EXPO 2019**

Director Arriola made a motion, seconded by Director Kloppenberg, to ratify the President & CEO's action of amending a previously approved motion for the PTAA Travel Tour Expo 2019 as follows: for the GVB President & CEO and GVB Director of Global Marketing or their designee's, (1) Marketing Staff, (1) Cultural Heritage Officer or designee, Miss Guam, two (2) musicians and four (4) entertainers to attend the 2019 Philippines Travel Agents Association Travel Tour Expo in Manila, Philippines from February 8-10, 2019. Estimated Total cost is approximately \$31,655.00; (\$22,528.00 from the Cultural Heritage Acct. No. DM-CPO005 and \$9,127.00 from the Philippines Acct. No. PI-TTC067).

Motion unanimously approved

**Background:** The change to the traveler is to include a designee for the Cultural Heritage Officer. There was no change to the total cost of the original approved travel motion on November 8, 2018.

- M. DESTINATION MANAGEMENT
- N. SPORTS & EVENTS

## VII. EXECUTIVE SESSION

Whereupon at or about 4:16pm and upon recommendation of counsel and upon motion, the Board of Directors went into Executive Session. On or about 5:35pm, the Board of Directors came out of Executive Session and continued with a regular meeting of the Board of Director.

## VIII. NEW BUSINESS

Director Shinohara made a motion, seconded by Director Kloppenberg, to appoint Pilar Laguana as the new President & CEO of the Guam Visitors Bureau effective February 18, 2019.

Motion unanimously approved

Director Shinohara made a motion, seconded by Director Camacho to accept President & CEO Pilar Laguana's recommendation of Mr. Bobby Alvarez as Vice President and Yolanda Bordallo as Board/Executive Secretary of the Guam Visitors Bureau.

Motion unanimously approved





Director Shinohara made a motion, seconded by Director Kloppenberg, to approve the three (3) months' severance package plus cost of Cobra for Nathan Denight, after review and approval by legal counsel, the bureaus treasurer and accountant.

Motion unanimously approved

## IX. OLD BUSINESS

### X. ANNOUNCEMENTS

Newly elected President, Ms. Pilar Laguana is deeply honored by the appointment, and will bridge our local community's closer together to benefit the people of Guam and our visitor economy. She recognized the professional staff of GVB and is looking forward to working with the board members and the community at large.

Newly elected Vice President, Bobby Alvarez is excited to work closely with Pilar and the GVB staff, and will do what is in the best interest of the bureau.

## XI. UPCOMING BOARD MEETINGS:

- o Thursday, February 28, 2019 at 3:30pm, GVB Main Conference Room
- o Thursday, March 14, 2019 at 3:30pm, GVB Main Conference Room

### XII. ADJOURNMENT

Director Shinohara made the motion, seconded by Director Camacho to adjourn.

Mrs. Theresa C. Arfiola, Secretary of the Board of Directors

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Board Minutes respectively submitted by Yolanda Bordallo, Executive Secretary

