

**BOARD OF DIRECTORS REGULAR MEETING**

Thursday, March 14, 2019 – 3:30 p.m.

Guam Visitors Bureau Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Antoinette Sanford
Director Shun Masumoto	Director Theresa Arriola
Director Brad Kloppenburg	Director Satoru Murata
Director Robert Hofmann	Director William Nault
Director Joann Camacho	Director Eduardo Calvo
Director Bill Nault	Director Samuel Shinohara

*A quorum was met***BOARD OF DIRECTORS TELEPHONICALLY:****BOARD OF DIRECTORS ABSENT:**

Director Eduardo “Champ” Calvo

GVB MANAGEMENT & STAFF PRESENT:

Pilar Laguana	Bobby Alvarez	Yolanda Bordallo
Lisa Linek	Josh Tyquiengco	Doris Ada
June Sugawara	Nakisha Garrido	Rose Cunliffe
Brian Borja	Elaine Pangelinan	Karida Brennan
Kraig Camacho	Pilar Laguana	Nadine Leon Guerrero
Nicole Benavente	Sydney Leon Guerrero	Breeana Garrido
Nico Fujikawa	Regina Nedlic	Colleen Cabedo
Gabbie Franquez	Maria San Nicolas	

GVB MANAGEMENT & STAFF TELEPHONICALLY:**GUESTS:**

Brett O’Connor w/Office of Senator Biscoe Lee, Anumita Kaur w/PDN

AGENDA**I. CALL TO ORDER**

Chairman Morinaga called to order at 3:34pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Shinohara made a motion, seconded by Director Kloppenberg, to approve the minutes of the previous Board of Directors meeting dated February 14, 2019, may be subject to changes.

III. CHAIRMAN’S REPORT

- Bill 46-35: BOD’s support section 1 providing DRT with additional financing (10% of excise taxes) to enforce law; support Section 2 for DRT to monitor, control and regulate the process of investigating and collecting fees; but do not support Section 3 on the whistleblowing of lodging facilities that accommodate transient visitors. A written testimony to be submitted.
- Bill 32-35: GVB cannot have an opinion of the recreational use of marijuana without an impact study which should include all industries in our local market and our Asian source



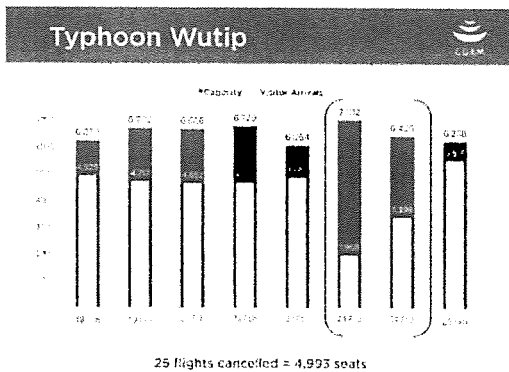
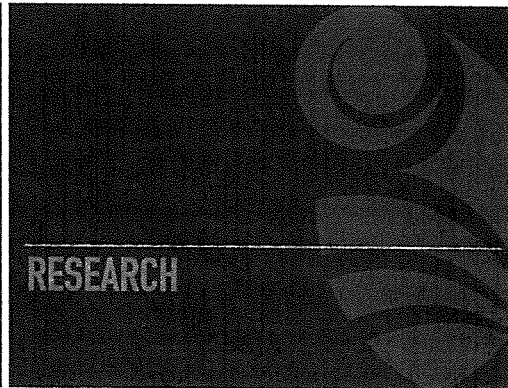
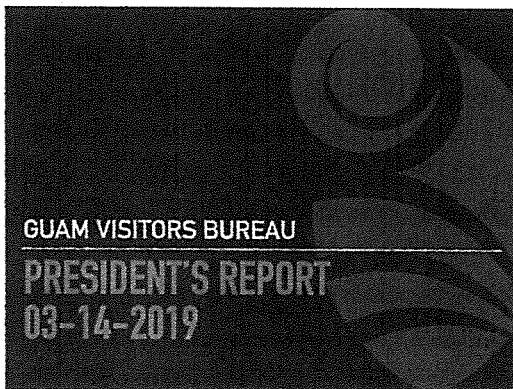
- o Bill 32-35: GVB cannot have an opinion of the recreational use of marijuana without an impact study which should include all industries in our local market and our Asian source markets governments, custom departments, and travel wholesalers. BOD's made a motion to reference to our former testimony, and to support the undertaking of a research proposal for usage of recreational marijuana in the marketplace. A written testimony to be submitted.

Director Shinohara made a motion, seconded by Director Nault, to approve the undertaking of a research proposal for usage of recreational marijuana in the marketplace, and to reference to our former testimony.

Motion unanimously approved (Subject to minor revisions)

- o GHRA: It is not an issue of government and legislation, it is an issue of membership. Concern was raised that no one should have a specific spot on the board. A bill was introduced that discussed how member corporations buy memberships and sign a proxy. An impact study for membership and proxy is recommended. Letter to be drafted and submitted to the BOD's.

IV. PRESIDENT & CEO'S REPORT



February 2019

February 1-28, 2019 Total: 137,244 (+7.9%)

% Market Mix	Origin	2018	2019	% to LY
42.8%	Japan	46,937	58,774	25.1%
43.3%	Korea	60,939	59,429	-2.5%
1.8%	Taiwan	2,884	2,535	-5.6%
1.9%	China	3,944	2,649	-32.8%
5.3%	US/Hawaii	5,942	7,258	22.1%
0.9%	Hong Kong	972	1,281	31.8%
0.5%	Philippines	381	745	90.5%
0.2%	Russia	250	341	36.4%

Source: Guam Visitors Bureau Data. Provided by Air Route Planning Bureau.

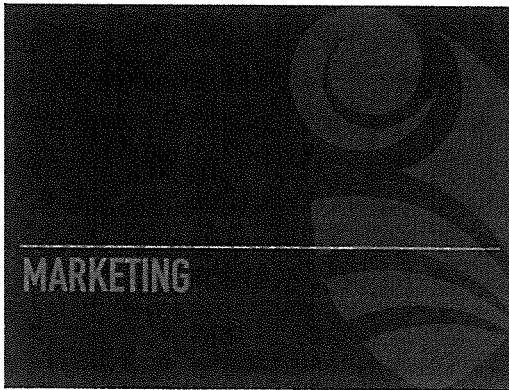


% Market Mix	Origin	2018	2019	% to LY
41.0%	Japan	88,372	116,789	32.2%
45.2%	Korea	130,188	128,724	-1.1%
1.8%	Taiwan	4,947	4,998	1.0%
1.4%	China	5,138	3,810	-23.9%
3.5%	US/Hawaii	15,308	19,794	3.2%
0.9%	Hong Kong	1,931	2,858	32.5%
0.4%	Philippines	815	1,189	47.1%
0.4%	Russia	920	1,157	25.8%

% Market Mix	Origin	2018	2019	% to LY
40.8%	Japan	218,992	277,578	28.2%
45.3%	Korea	317,984	310,791	-2.3%
1.8%	Taiwan	10,803	11,264	3.5%
1.1%	China	8,240	7,252	-21.5%
3.8%	US/Hawaii	33,895	38,392	12.9%
1.3%	Hong Kong	8,268	8,961	8.4%
0.5%	Philippines	2,819	3,227	10.8%
0.4%	Russia	2,072	2,858	37.8%

Source: Guam Customs Department. Prepared by the Guam Visitors Bureau.

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Japan Marketing

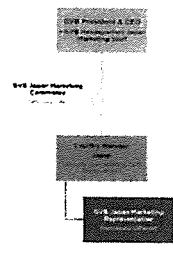
JAPAN OFFICE RESTRUCTURING UPDATE

- GVB Board approved GVB Japan restructure in August 2018. RFP is ongoing.
- Support for GVB Japan operations will be provided by ADK.

PR / Web / SNS Work
 Ms. Shino Sakagami





Shino Sakagami will be assigned from Full House (a PR agency) via ADK to this role. She has worked for Mandarin Hotels in Canada as well in Japan for a total of six years. Later at Full House, she has been in charge of PR activities for a globally active company - Yamaha Motors - as well as for Dubai Tourism office.



Japan Marketing

2018-19 RID2750 District Conference


- Polary International District 2750 held their District Conference in Guam on February 23, 2019.
- Over 1200 participants in this annual event from Japan, Taiwan, South Korea, Guam, Saipan, Palau, Pohnpei and Chuuk.
- GVB supported this event with an info booth, greeting services, a welcome banner and Guam gift items.

Japan Marketing

Courtesy Visit with Nagano University

- February 26-27 2019
- AHES hosted 30 university students and professors from Japan as part of a friendship program with Minamika University.
- This year marks the 15th year Minamika University has visited Guam.
- In turn, AHES two students are invited to Okayama for an all-expense paid trip.



Japan Marketing

Courtesy Visit to Ryugasaki Mayor and Jonouchi Junior High School

- March 1, 2019
- Ryugasaki City has been selected as the host town for the Guam Judo team for the 2020 Tokyo Olympics and government officials have been eager to meet with GVB.
- While in Ryugasaki, the Country Manager - Japan also made a courtesy visit to Jonouchi Junior High School and conducted a Guam presentation for nearly 200 students.



Japan Marketing

Courtesy Visit with Nagano University

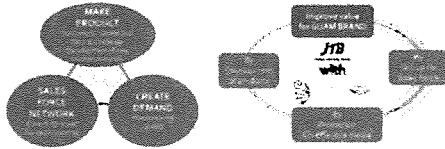
- March 5, 2019
- Two students made a courtesy visit to GVB as part of their exchange program with the English Club of Guam.
- Topics: Environmental Tourism, Tourism Works





Japan Marketing

- GVB will enter into a Memorandum of Agreement with JTB Corp., which accounts for approximately 28% of Guam's Japan visitor arrivals (based on FY18 figures)
- Proposal aims to increase Japanese travelers to Guam, additional charter flights and promote Guam through key JTB network channels
- Key Points: Improve value for Guam brand, improve sales force knowledge, develop new products



Japan Marketing

Cooperative Promotional Program

CONTENTS	Program Name	JTB Contribution % of total	GVB Target % of total
PRODUCT	Event on GUAM in Japan	75.00%	25.00%
	Development of Product		
	Content Materials		
SALES	STUDY FARM	75.00%	25.00%
	Special Bus Summer Campaign		
	EVENT in JAPAN		
PROMOTION	INTERNET AD	50.00%	50.00%
	SPECIAL WEB SITE		
	SOCIAL TV/CM		
	WELCH		
	WEB TV Program		
	TRAFFIC AD		
	MAILS & PHONE AD		
LISTING AD			
<small>Amicus AD for Visa site LINE, Facebook, Instagram</small>			

Subject to change based on market conditions and availability of funds.

Japan Marketing

JTB MOA - BY THE NUMBERS

Denominator	USD	FY 2019
JTB Contribution	\$2,513,147	
GVB Contribution	\$1,363,636	Standard support
	\$454,545	Additional incentive
Total Value	\$4,331,328	

Target (Goal Pax) Breakdown			
Description	Package	Group	Pax Count
Original Target	133,220	17,500	150,720
Stretch Target	6,000	0	6,000
Original + Stretch Target	139,220	17,500	156,720

Comparison		
Goal Pax	Budget	Cost per Pax
600,000	\$8M	\$13.33
156,720	\$1.8M	\$11.60

Korea Marketing

U.S. Commercial Service Meeting

- Date / Venue:** February 14, 2019 / GVB Korea Office
- Meeting Agenda**
- Market status and trend
 - Market segment
 - GVB campaign
 - GVB Korea Marketing plan for FY2019
- Attendees**
- Minister Counselor, Mr. Gregory Briscoe
 - Daniel Lew, Commercial Officer
 - Jessica Son, Senior Commercial Specialist



Korea Marketing

AIR SEOUL X PHR FAM TOUR

- March 6 - 10, 2019
- 32 pax (17 travel agents, 9 land operators, 2 PHR Korea, 2 Air Seoul, 2 GVB Korea staff)
- GVB Korea Mr. Jay Park, GVB Korea Accounts Director & Ms. Jessica Kim - GVB Korea Sales Manager
- GVB Korea participated in Air Seoul x PHR's FAM Tour to promote Guam and participate in tour inspections



Korea Marketing

Upcoming Projects

- ASIA PACIFIC MICE BUSINESS FESTIVAL 2019
- April 4 - 5, 2019
- Suwon Convention Center, Seoul, Korea
- Organized by The Korea MICE Association
- Around 1500 MICE professionals
- GVB Korea to distribute MICE Collaterals and conduct 1-to-1 meetings



China Marketing

Marketing Strategy Meeting - GVB China

GVB HQ Delegation: Nadine Leon Guerrero & Elaine Pangestran
GVB China Delegation: Sunny Choi, Janet Huang, Iris Wu

Dates: February 27-28, 2019

United Airlines Guangzhou Office
Local Key Agents (GZ, HK, CTB, Century, Jetair)

Meeting Agenda

- FY18 marketing strategy review, targeted profiles
- Market updates and activity roll up
- GVB introduced the marketing campaign for our 30th anniversary celebration
- Shared Guam Festival - year-round promotion & SF app
- United Guam Marketing - complimentary 20 miles United air
- Guam Holidays and Fair
- Discussed with TOs about planning to attract overseas travel agents and challenges

Ideas from TOs for discussion

- Suggested to make Guam (pass) available for sightseeing and culture taking
- Increase group booking in advance, which only fee 150 USD per pax for at least 8 pax
- China ready program to attract more TAs



Taiwan Marketing

Lion & Rotary Clubs Fam: February 25-March 1, 2019

Taiwan District 300A1 (4 pax)
Rotary District (2 pax)

Promoted Guam to high-yield social club members

- Leveraged club members including their business affiliation and contacts to select Guam for future overseas incentive travel
- Fam did a quick survey of Guam's facilities and activities to plan for their next annual trip
- District 300A1 Lions Outgoing Presidents (60-80 pax)
- Rotary Club
 - Annually travel on a pleasure trip to celebrate their term as president
 - Considering Guam as their next destination sometime between July and September



Taiwan Marketing



KAOSHUNG ASSOCIATION OF TRAVEL AGENTS FAM (KATA)

- March 8-13, 2019 | 16 Agents + 2 KATA Staff
- Welcome Event held March 8 @ The Guam Museum
 - Official Welcoming by GVB Chairman and Acting President & CEO
 - Guam Product Presentation made
 - Tour of the Permanent Exhibit
 - Mini Trade Show - 22 industry members participated
 - Dinner Reception



Mini Trade Show
22 participants



BUNN Dinner Reception



KATA Group Photo - Hapson



KATA Group Photo - Hapson
Group photo taken by Elizabeth Hapson

Taiwan Marketing



KATA GOLF FAM - Group 2 | March 19-23, 2019

- Participants include China Airlines Route Director of Kaohsiung, Cola Tour, EZTOGO Holiday Tour and Golf Team Executive Secretary/Director for National Sun Yat-sen University/Sinhuwan Hotel

MICE & Adventure Sports Groups

Company	Date	No. User of Product
Go!Digest Golf Tour (A)	Mar 19-23	94
Golden Insurance Brokers Ltd.	Apr 9-17	388
Go!Digest Golf Tour (B)	Apr 23-27	60
(TBC) PLI Taiwan	May 14-18	50
Total PAX		592

Hong Kong Marketing



HONG KONG STRAT & ADMIN MEETING

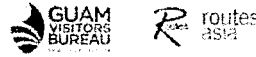
February 25-28, 2019 | Attended by Elaine Pangelinan and Nadine Leon Guerrero

- Trade visit to Hong Kong and had meetings with United Airlines, Century Tours and Guam Holiday
- United Airlines: Discussed FY2019 marketing focus, upcoming marketing initiatives, Guam's MICE development and opportunities and met with the entire sales and marketing team
- Century Tours: A China-based travel agency with their HK office setup in 2018. We went over their development plan in Hong Kong
- Guam Holiday: One of the major travel agents for Guam in Hong Kong. We reviewed their marketing efforts in FY2018 and explored the areas of cooperation for FY2019 such as wedding, new FIT products, etc.



Meeting with United Airlines
Elaine Pangelinan, Nadine Leon Guerrero, and United Airlines representatives

Philippines Marketing



- The Guam Visitors Bureau (GVB) and the A.B. Won Pat International Airport Authority participated in Routes Asia Conference on March 13-12, 2019 in Cebu, Philippines.
- Routes Asia presents the opportunity for airline route development professionals to discuss, develop, and plan network strategy of the only route development forum dedicated to the Asia Pacific region. It is anticipated that over 800 of service development professionals representing over 100 airlines and 200 airports will be in attendance.
- GVB in collaboration with Vacation Guam USA to meet with travel agents and media partners on March 1, 2019, while in Cebu to continue the promotion of Guam as the closest U.S. destination, affordable tourism, and shopping haven for the Philippines market.
- GVB HQ Delegation: Ms. Pilar Laguarda, Ms. Nadine Leon Guerrero, and Ms. Gabele Francoeur

Philippines Marketing



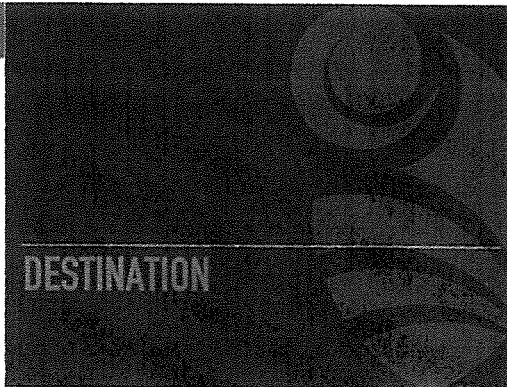
United Guam Marathon | April 2019 - PH Market

- The Guam Visitors Bureau, together with the Pacific Islands Club and United Airlines, will host the 7th Annual United Guam Marathon (to include a half marathon, 10K, and 5K) this coming April 14, 2019.
- Social media promotions have already been released, with additional materials to be released in the coming weeks leading up to the event day.



In addition, Guam Visitors Bureau, with Kaya Kila Allezia and her production team, is teaming up with United Airlines to produce TV-ready content for the Malapang television program.

Kaya Kila will host the show and handle all TV plugs while promoting the event and Guam's tourism in no air or media outlets. The team will cover various aspects of the event's tourism, such as travel options, ticket prices, and more. Kaya Kila will also participate in the show in a promotional capacity.



Park Restroom Maintenance

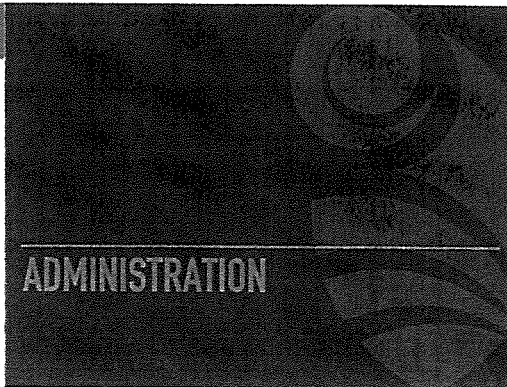


GVB INTERIM PLAN OF ACTION

- RFO for daily maintenance was issued
- Temporary contract issued to Guam Cleaning Masters
- Locations: Ft. Apugan, Inarajan Pool, Matapang, Paseo (Statue of Liberty)
- Time: 9:00 A.M. - 5:00 P.M.
- Duration: Tuesday, February 26th - Tuesday March 12th
- TOTAL COST: \$6,400.00

DPR FY2019 PLAN OF ACTION

- March 1, 2019: Bid opening for maintenance of the following 13 parks and 2 swimming pools
- Locations: Matapang Years, Paseo, Latta Stone Park, Ft. Apugan, Fish Eye, Nimtz Beach, Ft. Soledad, Inarajan Pool, Talofalo Beach, Ipan Beach, Chinese Park Upper Tumon, Swimming Boats - Agaña Pool & Deddo, Deddo Central Skate Park



P.L. 34-116 Chapter XIII, Administrative Provision, Part 1, Section 2 (c)

Currently Reads:

(c) travel to promote tourism on Guam; provided, that such travel is paid for by the Tourist Attraction Fund and is restricted to the GVB General Manager or his designee, and appropriate GVB staff and cultural performers as are identified by the Board of Directors as necessary to accomplish the goal of the travel;

Note: Government-funded Travel Prohibited

- Limits travel from the TAF to "General Manager or designee, GVB staff and cultural performers"

P.L. 34-116 Chapter XIII, Administrative Provision, Part 1, Section 2 (c)

Key Points

- High level delegation necessary to create opportunities
- Restricts athletes and other Guam representatives from participating in GVB promotions
- Request Board support to amend legislation

Suggested Amendment:

(c) travel to promote tourism on Guam; paid for by the Tourist Attraction Fund as are identified by the Board of Directors as necessary to accomplish the goal of the travel;

P.L. 34-116 Chapter XIII, Administrative Provision, Part 1, Section 5 (a)

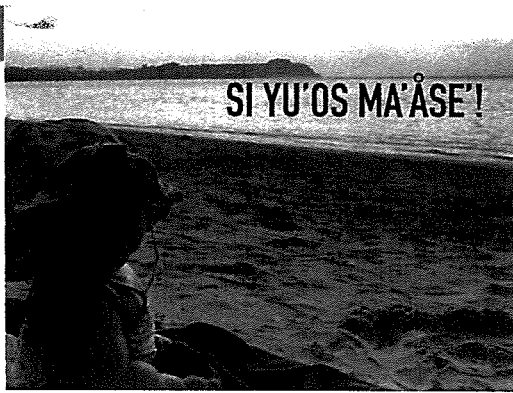
Wireless Communication Restriction

- Allows for cellular communication for agencies such as the Guam Behavioral Health and Wellness Center, law enforcement officials, the office of the Attorney General, Office of the Public Defender Service Corporation, GMH, PHSS, but does not include GVB.

Key Points

- Tourism is a 24/7 business
- Crisis Management
 - Natural
 - Man-Made
- International Communication

Suggested Amendment: Include GVB in the list



- Budget 2020: Extended from March 28, 2019 to April 11, 2019. Concerns over the construction of the budget as expenditures are significantly low, and everyone will look to our tourist fund for money.

V. TREASURER'S REPORT

Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Director Kloppenberg made a motion, seconded by Director Shinohara to ratify approval of compensation for the following:

1. President & CEO Pilar Laguaña- \$125,000.00
2. Vice President Bobby Alvarez- \$94, 857.00
3. Executive Secretary Yolanda Bordallo- \$40,000.00

Motion unanimously approved

Background: During the GVB Board of Directors meeting on February 14, 2019, President & CEO Pilar Laguaña, Vice President Bobby Alvarez and Board Secretary Yolanda Bordallo were confirmed by the board. Their employment and salaries were discussed and confirmed but the board forgot to put in form of motion.

B. ADMINISTRATION & GOV'T RELATIONS

C. RESEARCH

D. RUSSIA & NEW MARKETS

- o Apple Tours brought 3 groups to Guam, and more will be coming from Malaysia. We need a sounder plan for FY2020. Chairman Morinaga concerned we need to accommodate Halal cuisine and upload Halal restaurants to GVB website.

E. KOREA

Committee Minutes dated March 7, 2019

Exhibit D

- o Implementing SMART goals in FY2020 Budget.

F. JAPAN

Committee minutes dated March 8, 2019

Exhibit E

- o GVBJ restructure approved & RFP in ongoing.
- o Support for GVB Japan operations provided by ADK.
- o RID2750 District Conference held in Guam a success with GVB support.
- o 16th year Mimasaka University visited Guam (30 students & professors hosted)
- o Ryugasaki selected as host-town for Guam Judo team for 2020 Tokyo Olympics.
- o 2 students from Nagano University discuss Tourism Works & Environmental Tourism with GVB.
- o GVB enters MOA with JTB to increase Japanese travelers to Guam via additional charter flights & JTB network channels. Key points to improve value for Guam, develop new products & improve sales force knowledge.
- o Product 25% GVB & 75% JTB; Sales 25% GVB & 75% JTB; Promotion 50% GVB & 50% JTB.
- o JTB MOA has additional incentives and cost saving per pax.
- o President met with legal counsel as required for amounts over \$500,000.

GVB JAPAN FINANCE AND ADMINISTRATIVE MEETINGS

Director Kloppenber made a motion, seconded by Director Sinohara to approve travel for one Marketing Manager - Japan and one Accounting Manager to travel to Tokyo, Japan in March 2019 to conduct finance and administrative meetings with the Country Manager - Japan and Public Relations team. Estimated total cost is \$5,542.00; Account # JA-SMD008. Motion unanimously approved

Airfare:	\$1,000 x 2 pax					\$2,000.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Marketing Manager - Japan	\$278.00	3	\$229.00	3	\$1,521.00
	Accounting Manager	\$278.00	3	\$229.00	3	\$1,521.00
Miscellaneous (Business communications, excess baggage, etc.):						\$500.00
Total:						\$5,542.00

Background: GVB is still in the process of restructuring the Japan office operations. In the interim, while GVB operates without full-time staff to support the Country Manager - Japan,

one Marketing Manager and one Accounting Manager will need to travel to Tokyo to hold administrative meetings with the Country Manager, PR team, and temporary support staff to ensure operations continue without issue. In addition, finance meetings are scheduled to verify proper procurement is still being followed, accounting procedures remain in place, and bills are being paid in a timely and efficient manner. The Japan team will also prepare promotional material and GVB assets to be sent to headquarters to be archived/for future use.

Issue: Board approval required for travel.

G. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated March 6, 2019

Exhibit F

H. GREATER CHINA

Committee minutes dated March 7, 2019

Exhibit G

I. MEMBERSHIP & COMMUNITY OUTREACH

- o We will have a membership drive in April.

J. VISITOR SAFETY & SATISFACTION

- o Much concern over safety in Tumon, need to approach Senators to come up with better resolutions for pan handling law & massage parlors passing out brochures.

K. CULTURAL & HERITAGE

- o 75th Liberation Planning, GVB very involved: local & international marketing, firework sponsorship of \$50,000

L. DESTINATION MANAGEMENT

M. SPORTS & EVENTS

VII. EXECUTIVE SESSION

VIII. OLD BUSINESS

IX. NEW BUSINESS

X. ANNOUNCEMENTS

- o Thursday, March 28, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room
- o Thursday, April 11, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room

XI. ADJOURNMENT

Director Kloppenberg made a motion, seconded by Director Shinohara, to recess the meeting to be continued on Tuesday, March 26, 2019 at 10am in the main conference room to further discuss in more detail the FY2020 Budget. Meeting recessed at 5:27pm

CONTINUATION OF
BOARD OF DIRECTORS REGULAR MEETING
Thursday, March 14, 2019 - 3:30 pm on
Tuesday, March 26, 2019 - 10 am.
Guam Visitors Bureau Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Samuel Shinohara
Director Shun Masumoto	Director Theresa Arriola
Director Brad Kloppenburg	Director Satoru Murata
Director Robert Hofmann	
Director Joann Camacho	

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo Director Antoinette Sanford

GVB MANAGEMENT & STAFF PRESENT:

Pilar Laguana	Bobby Alvarez	Yolanda Bordallo
Lisa Linek	Doris Ada	Karida Brennan
Breeana Garrido	Karida Brennan	Maria San Nicolas
Nakisha Garrido	Rose Cunliffe	Gabbie Franquez
Brian Borja	Elaine Pangelinan	Regina Nedlic
Pilar Laguana	Colleen Cabedo	Nico Fujikawa
Nicole Benavente	Sydney Leon Guerrero	

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

Hoshino with ADK	Sonny Ada	Flori-Ann Dela Cruz
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AGENDA

XII. CALL TO ORDER

Chairman Morinaga called the continuation of the recessed board meeting of March 14, 2019 to order at 10:10am.

IV. PRESIDENT & CEO'S REPORT

President and CEO presented to the board the FY2020 Budget. (Please see attachment)

- Director Shinohara raised concern of significant budget increase of 30%.
- Director Arriola stressed that every market and every department must have convincing and tight justification for budget requests.
- Need to go through budget and be sure it is necessary and justified, because if we have additional funds, we can clean up and beautify Tumon or fund other local projects or other markets.
- Necessary to spend 50% of our funds by now, so by end of the fiscal year we spend our full budget. If we have excess funds, we will lose our budget approval from legislation for the next fiscal year.
- Ms. Lisa Linek will include a column for how much is already spent, legislative approved amount and carryover for each department.

ADMINISTRATION

- Budget includes all staff salary. No increase because no increase in increments. Regular trainings are necessary and procurement training only for those that need it. Ms. Lisa Linek will further breakdown training costs.

MARKETING

- Caution given to be sure incentives bring additional travelers.
- Emphasis to develop new products to give travelers a reason to come and stay longer.
- Will look at specific markets with significant increases in budget request.

Japan

- All incentives are necessary due to competition from other markets, especially with Japan supporting travel to Hawaii and at the mercy of air carriers.
- Promote Japan Olympics on Guam.
- Focus on stopover to Guam on way to other destinations.
- Legislative approved amount plus carryover.

Pacific & New Market

- Need a lot of money to open Malaysia.

BRANDING

- Too much emphasis on local culture, need to be more broad and inclusive.

RESEARCH

- Increase for a new software program for more detailed and thorough statistics.

SPORTS & EVENTS

- \$250,000 for 2 events.
- Everything Guam festival needs to go under 'Cultural & Heritage' budget.
- Need more time for planning and coordinating so can market to tourism industry which is our main goal. Very important to keep same date every year. Need to do better job of this.
- Funds need to be geared primarily to attract tourism. Local attraction is secondary.
- Offset costs with proceeds.

VISITOR SAFETY AND SATISFACTION

- Increase of VSO due to scope of area expanding. Look into the fact that police force is increasing, so perhaps this can offset how much we need to spend on this.

DESTINATION MAINTENANCE

- Tumon development is fine but more money should be spent on giving Tumon a facelift, and quickly.

Director Shinohara made a motion, seconded by Director Arriola for Directors to take budget materials home to review and will continue discussion at next board meeting(s) before the board will approve the budget and take to legislature for approval.

Motion unanimously approved

Director Shinohara, seconded by Director Kloppenberg, to adjourn the meeting. Meeting adjourned at 12:45pm.

Motion unanimously approved

one Marketing Manager and one Accounting Manager will need to travel to Tokyo to hold administrative meetings with the Country Manager, PR team, and temporary support staff to ensure operations continue without issue. In addition, finance meetings are scheduled to verify proper procurement is still being followed, accounting procedures remain in place, and bills are being paid in a timely and efficient manner. The Japan team will also prepare promotional material and GVB assets to be sent to headquarters to be archived/for future use.

Issue: Board approval required for travel.

G. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated March 6, 2019

Exhibit F

H. GREATER CHINA

Committee minutes dated March 7, 2019

Exhibit G

I. MEMBERSHIP & COMMUNITY OUTREACH

- o We will have a quarterly membership meeting in April.

J. VISITOR SAFETY & SATISFACTION

- o Much concern over safety in Tumon, need to approach Senators to come up with better resolutions for pan handling law & massage parlors passing out brochures.

K. CULTURAL & HERITAGE

- o 75th Liberation Planning, GVB very involved: local & international marketing, firework sponsorship of \$50,000

L. DESTINATION MANAGEMENT

M. SPORTS & EVENTS

VII. EXECUTIVE SESSION

VIII. OLD BUSINESS

IX. NEW BUSINESS

X. ANNOUNCEMENTS

- o Thursday, March 28, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room
- o Thursday, April 11, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room

XI. ADJOURNMENT

Director Kloppenberg made a motion, seconded by Director Shinohara, to recess the meeting to be continued on Tuesday, March 26, 2019 at 10am in the main conference room to further discuss in more detail the FY2020 Budget. Meeting recessed at 5:27pm

Maunil

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

Y. Bordallo

Board Minutes respectively submitted by Yolanda Bordallo, Executive Secretary