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

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:
Director Eduardo "Champ" Calvo

GVBMANAGEMENT & STAFF PRESENT:
Pilar Laguana
Lisa Linek
June Sugawara
Brian Borja
Kraig Camacho
Nicole Benavente
Nico Fujikawa
Gabbie Franquez
Bobby Alvarez
Josh Tyquingco
Nakisha Garrido
Elaine Pangelinan
Pilar Laguana
Sydney Leon Guerrero
Regina Nedlic
Maria San Nicholas
Yolanda Bordallo
Doris Ada
Rose Cunliffe
Karida Brennan
Nadine Leon Guerrero
Breeana Garrido
Colleen Cabeado

GVBMANAGEMENT & 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

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
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, customs 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)

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

GUAM VISITORS BUREAU
PRESIDENT'S REPORT
03-14-2019

RESEARCH

Typhoon Wutip

February 2019

February 1-28, 2019

Total: 137,244 (+7.9%)

<table>
<thead>
<tr>
<th>% Market</th>
<th>Origins</th>
<th>2018</th>
<th>2019</th>
<th>% to LV</th>
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<tbody>
<tr>
<td>Japan</td>
<td>45.8%</td>
<td>63,917</td>
<td>58,774</td>
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<tr>
<td>Korea</td>
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<td>60,935</td>
<td>56,829</td>
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<td>2,684</td>
<td>2,535</td>
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<tr>
<td>China</td>
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<td>5,444</td>
<td>5,440</td>
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<tr>
<td>US/Hawaii</td>
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<td>5,842</td>
<td>7,568</td>
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<tr>
<td>Hong Kong</td>
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<td>1,381</td>
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<td>281</td>
<td>345</td>
<td>24.4%</td>
</tr>
<tr>
<td>Russia</td>
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<td>116</td>
<td>241</td>
<td>107.5%</td>
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29 flights cancelled = 4,933 seats
Calendar Year to Date 2019

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<th>Origin</th>
<th>2018</th>
<th>2019</th>
<th>% LV</th>
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<tbody>
<tr>
<td>Japan</td>
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<td>116,768</td>
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<tr>
<td>Korea</td>
<td>150,998</td>
<td>118,724</td>
<td>15.1%</td>
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<tr>
<td>Taiwan</td>
<td>4,947</td>
<td>4,806</td>
<td>1.0%</td>
</tr>
<tr>
<td>China</td>
<td>9,295</td>
<td>2,900</td>
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</tr>
<tr>
<td>US/New</td>
<td>9,038</td>
<td>11,794</td>
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<tr>
<td>Hong Kong</td>
<td>1,931</td>
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<td>Philippines</td>
<td>815</td>
<td>1,599</td>
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<tr>
<td>Russia</td>
<td>920</td>
<td>1,117</td>
<td>23.6%</td>
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Total: 284,751 (+8.6%)%

Fiscal Year to Date 2019

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<tbody>
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<td>109,892</td>
<td>227,348</td>
<td>36.0%</td>
</tr>
<tr>
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<td>15,852</td>
<td>11,724</td>
<td>2.2%</td>
</tr>
<tr>
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<td>11,505</td>
<td>12,244</td>
<td>5.6%</td>
</tr>
<tr>
<td>China</td>
<td>6,240</td>
<td>1,382</td>
<td>-21.1%</td>
</tr>
<tr>
<td>US/New</td>
<td>29,955</td>
<td>32,352</td>
<td>12.0%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>2,768</td>
<td>8,941</td>
<td>6.4%</td>
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<tr>
<td>Philippines</td>
<td>3,110</td>
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<tr>
<td>Russia</td>
<td>2,010</td>
<td>2,916</td>
<td>17.9%</td>
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</table>

Total: 685,360 (+7.3%)%

Japan Marketing

JAPAN OFFICE RESTRUCTURING UPDATE
- GVB Board approved GVB's restructure in August 2018. RFP is ongoing.
- Support for GVB Japan operations will be provided by ADK.

| Japan Marketing
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- Support for GVB Japan operations will be provided by ADK.

Courtesy Visit with Nagano University
- January 29-30, 2019
- 40+ students and professors from Nagano University visited Guam as part of a 10-day study program with Pacific University.
- This year marks the 50th anniversary of student exchange programs between the two universities.

GUAM VISITORS BUREAU | SETBISON BISITAN GUANAHAN
401 Palo San Vitores Road I Tumon, Guam 96913 I Ph: (671) 646-5278 I Fax: (671) 646-8811 www.visitguam.com
Japan Marketing

- GVB will enter into a Memorandum of Agreement with JTB Corp., which accounts for approximately 20% of Guam's Japanese visitor arrivals (based on FY18 figures)
- Proposal aims to increase Japanese travelers to Guam, through additional chartered flights and promote Guam through key tour operators
- Key Points: Improve value for Guam brand, improve sales force knowledge, develop new products

Japan Marketing

<table>
<thead>
<tr>
<th>JTB MOA - BY THE NUMBERS</th>
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</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Total Value</td>
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<tr>
<td></td>
</tr>
<tr>
<td>Original Target</td>
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<tr>
<td></td>
</tr>
<tr>
<td>Stretch Target</td>
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<tr>
<td></td>
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<tr>
<td>Complementation</td>
</tr>
</tbody>
</table>

Korea Marketing

U.S. Commercial Service Meeting

- Dates: February 14, 2019 / DVB Korea Office
- Meeting Agenda: Market status, trends
- Attendees:
- Energy, Commercial, Ms. Gregory Hwang
- GVB Korea, Commercial Officer
- Ms. Sun, Senior Commercial Manager

Upcoming Projects

- Asia Pacific MICE Business Festival 2019
- April 4 - 5, 2019
- Event will highlight Guam's attractions and destination features
- GVB is set to participate in MICE events and promote Guam as an ideal MICE destination

Korea Marketing

AIR SEDUL X PHR FAM TOUR

- March 6 - 10, 2019
- 20 group agents, 9 sales reps, 2 PHR agents, 2 Air Seychelles, 2 GVB Korea managers
- GVB hosted a tour for Air Seychelles sales reps to Guam with GVB Korea manager
- GVB hosted a tour for Air Seychelles sales reps to Guam with GVB Korea manager
- GVB hosted a tour for Air Seychelles sales reps to Guam with GVB Korea manager

Taiwan Marketing

Loo Rotary Days Fam, February 25-March 1, 2019

- Rotary District 3604 (2 days)
- Promoted Guam to high-level social club members
- Leveraged Guam's tourism infrastructure and attractions to promote Guam as a future venue for social club events
- rotary activities and events to promote Guam's unique attractions and cultural experiences

China Marketing

Marketing Strategy Meeting - GVB China

- rotary activities and events to promote Guam's unique attractions and cultural experiences
- rotary activities and events to promote Guam's unique attractions and cultural experiences
- rotary activities and events to promote Guam's unique attractions and cultural experiences
Taiwan Marketing

KACHAING ASSOCIATION OF TRAVEL AGENTS FAI (KATA)

KATA GOLF FAI - Group 2 | March 19-23, 2019
- Participants include China, Thailand, and Indonesia
- Focus on promoting tourism and showcasing attractions
- Various events and activities planned

Taiwan Marketing

Hong Kong Marketing

HONG KONG STRAIT & ADMIN MEETING
February 28 - March 1, 2019
- Travel to Hong Kong and visit with United Airlines, Centurion, and other partners
- Discuss business strategies and marketing plans

Philippines Marketing

UNITED GUAM - April 2019 - Guam
- The Guam Visitors Bureau, along with the U.S. Department of Commerce, will host the 1st Annual Guam Tourism Expo, which includes travel agencies and visitors.
- Local and international travelers are expected to attend, with Guam's premier resorts and attractions participating.

Park Restroom Maintenance

GVB INTERIM PLAN OF ACTION
- MIDC for daily maintenance was issued.
- Temporary contract issued to Guam Cleaning Masters.

DPR FY2019 PLAN OF ACTION
- March 1, 2019: Sethop operations for maintenance of the following 15 parks and 2 swimming pools:
  - Tumon Bay: Tumon Bay Park, Agana Heights Beach, Tumon Bay Park, South Beach, Tumon Bay Park, North Beach, Tumon Bay Park, South Beach
  - Tumon: Agana Heights Beach, Tumon Bay Park, Tumon Bay Park, Tumon Bay Park, Tumon Bay Park, Tumon Bay Park

GUAM VISITORS BUREAU | SETBISON BISTAN GUANAHAN
401 Paseo San Vittore Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8861 | www.visitguam.com
Currently Reads:

- Travel to promote tourism on Guam is prohibited, 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."

Key Points:
- High-level delegation necessary to create opportunities
- Restrictions apply for Guam representatives participating in GVB promotions
- Request Board support to amend legislation

Suggested Amendments:
- 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.

V. TREASURER’S REPORT

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 Laguana- $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 Laguana, 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
Committee minutes dated March 12, 2019

- 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

- Implementing SMART goals in FY2020 Budget.

F. JAPAN

Committee minutes dated March 8, 2019

- GVBJ restructure approved & RFP in ongoing.
- Support for GVB Japan operations provided by ADK.
- RID2750 District Conference held in Guam a success with GVB support.
- 16th year Mimasaka University visited Guam (30 students & professors hosted)
- Ryugasaki selected as host-town for Guam Judo team for 2020 Tokyo Olympics.
- 2 students from Nagano University discuss Tourism Works & Environmental Tourism with GVB.
- 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.
- Product 25% GVB & 75% JTB; Sales 25% GVB & 75% JTB; Promotion 50% GVB & 50% JTB.
- JTB MOA has additional incentives and cost saving per pax.
- President met with legal counsel as required for amounts over $500,000.

GVB JAPAN FINANCE AND ADMINISTRATIVE MEETINGS

Director Kloppenberg 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

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<th>Airfare:</th>
<th>$1,000 x 2 pax</th>
<th>$2,000.00</th>
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<tbody>
<tr>
<td>Tokyo</td>
<td></td>
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</tr>
<tr>
<td>Lodging</td>
<td>Nights</td>
<td>M&amp;E</td>
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<td>$278.00</td>
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<td>$229.00</td>
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<tr>
<td>Marketing Manager - Japan</td>
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<tr>
<td>$278.00</td>
<td>3</td>
<td>$229.00</td>
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<tr>
<td>Accounting Manager</td>
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<td>$278.00</td>
<td>3</td>
<td>$229.00</td>
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<tr>
<td>Miscellaneous (Business communications, excess baggage, etc.):</td>
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<tr>
<td>$500.00</td>
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<tr>
<td>$5,542.00</td>
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</table>

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

**H. GREATER CHINA**

Committee minutes dated March 7, 2019

**I. MEMBERSHIP & COMMUNITY OUTREACH**

- We will have a membership drive in April.

**J. VISITOR SAFETY & SATISFACTION**

- 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**

- 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**

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

GVBMANAGEMENT & 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

GVBMANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Hoshino with ADK                               Sonny Ada                               Flori-Ann Dela Cruz

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

GUAM VISITORS BUREAU | SETBISON BISITAN GUAHAN
401 Pala San Vitoras Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8861 | www.visitguam.com
• 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.

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G. **NORTH AMERICA & PACIFIC MARKETS**

Committee minutes dated March 6, 2019

H. **GREATER CHINA**

Committee minutes dated March 7, 2019

I. **MEMBERSHIP & COMMUNITY OUTREACH**

- We will have a quarterly membership meeting in April.

J. **VISITOR SAFETY & SATISFACTION**

- 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**

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L. **DESTINATION MANAGEMENT**

M. **SPORTS & EVENTS**

VII. **EXECUTIVE SESSION**

VIII. **OLD BUSINESS**

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

Board Minutes respectively submitted by Yolanda Bordallo, Executive Secretary