BOARD OF DIRECTORS REGULAR MEETING  
Thursday, April 11, 2019 - 3:30 p.m.  
Guam Visitors Bureau Main Conference Room

BOARD OF DIRECTORS PRESENT:  
Director Sonny Ada  
Director Milton Morinaga  
Director Shun Matsumoto  
Director Brad Kloppenburg  
Director Robert Hofmann  
Director Samuel Shinohara  
Director Flori-Anne Dela Cruz  
Director Theresa Arriola  
Director JoAnn Camacho  
Director Satoru Murata  
A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:  
Director Eduardo "Champ" Calvo  
Director Antoinette Sanford

GVB MANAGEMENT & STAFF PRESENT:

Pilar Lagunaña  
Rose Q. Cunliffe  
Elaine Pangelinan  
Colleen Cabe
do  
Joshua Tyquiengco  
Brian Borja  
Jamielyn Pinaula  
Chris Lizama  
Lisa Linek  
Cil Dydasco  
Bobby Alvarez  
Nico Fujikawa  
Doris Ada  
Nakisha Garrido  
Gabbie Franquez  
Russell Ocampo  
Regina Nedlic  
AJ Rosario  
Nadine Leon Guerrero  
Derrick Camacho  
Yolanda Bordallo  
Dee Hernandez  
Sydney Leon Guerrero  
Maria San Nicolas  
Kraig Camacho  
Karida Brenna  
Breeana Garrido  
Annabelle Certeza

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:  
Asher Goldenberg from Guamzilla

AGENDA

I. CALL TO ORDER

Chairman Ada called to order at 3:34pm

II. MINUTES OF THE PREVIOUS MEETING

Director Shinohara made a motion, seconded by Director Kloppenburg to approve the minutes of the previous Board of Directors meeting dated March 28, 2019. (Subject to changes)

III. CHAIRMAN'S REPORT

Chairman Morinaga made a motion for the election of Officers, seconded by Director Shinohara. Director Camacho nominated Sonny Ada as Chairman, Director Morinaga as Vice Chair, Director Shinohara as Treasurer and Director Arriola as Secretary.

Motion unanimously approved.

Chairman Ada thanked Director Morinaga for a great job as previous Chairman of the Board.
Vice Chairman Morinaga made a motion, seconded by Director Shinohara to elect Director Camacho as Executive Director so we have an Executive Committee in order.
Motion unanimously approved.

- Executive Committee: Chairman, Vice Chairman and elected member are voting members, and President, Treasurer and Secretary are nonvoting members.

IV. PRESIDENT & CEO’S REPORT

Calendar Year to Date 2019

<table>
<thead>
<tr>
<th>% Market</th>
<th>Origin</th>
<th>2018</th>
<th>2019</th>
<th>% to LY</th>
</tr>
</thead>
<tbody>
<tr>
<td>44.6%</td>
<td>Japan</td>
<td>188,769</td>
<td>186,069</td>
<td>-1.4%</td>
</tr>
<tr>
<td>22.4%</td>
<td>Korea</td>
<td>183,320</td>
<td>183,011</td>
<td>-0.2%</td>
</tr>
<tr>
<td>1.8%</td>
<td>Taiwan</td>
<td>7,400</td>
<td>6,878</td>
<td>-5.6%</td>
</tr>
<tr>
<td>1.1%</td>
<td>China</td>
<td>6,312</td>
<td>6,667</td>
<td>5.6%</td>
</tr>
<tr>
<td>5.5%</td>
<td>US/Hawaii</td>
<td>23,822</td>
<td>25,246</td>
<td>6.2%</td>
</tr>
<tr>
<td>0.3%</td>
<td>Philippines</td>
<td>3,886</td>
<td>3,913</td>
<td>0.7%</td>
</tr>
<tr>
<td>0.4%</td>
<td>Hong Kong</td>
<td>1,388</td>
<td>1,636</td>
<td>16.4%</td>
</tr>
<tr>
<td>0.4%</td>
<td>Russia</td>
<td>1,460</td>
<td>1,801</td>
<td>23.4%</td>
</tr>
</tbody>
</table>

Fiscal Year to Date 2019

<table>
<thead>
<tr>
<th>% Market</th>
<th>Origin</th>
<th>2018</th>
<th>2019</th>
<th>% to LY</th>
</tr>
</thead>
<tbody>
<tr>
<td>42.1%</td>
<td>Japan</td>
<td>377,605</td>
<td>350,052</td>
<td>-7.3%</td>
</tr>
<tr>
<td>42.3%</td>
<td>Korea</td>
<td>271,315</td>
<td>264,078</td>
<td>-2.6%</td>
</tr>
<tr>
<td>1.6%</td>
<td>Taiwan</td>
<td>13,388</td>
<td>13,246</td>
<td>-0.9%</td>
</tr>
<tr>
<td>1.0%</td>
<td>China</td>
<td>10,414</td>
<td>7,949</td>
<td>-23.7%</td>
</tr>
<tr>
<td>5.9%</td>
<td>US/Hawaii</td>
<td>41,114</td>
<td>42,644</td>
<td>3.7%</td>
</tr>
<tr>
<td>0.4%</td>
<td>Philippines</td>
<td>10,123</td>
<td>10,328</td>
<td>2.0%</td>
</tr>
<tr>
<td>0.4%</td>
<td>Hong Kong</td>
<td>2,482</td>
<td>3,641</td>
<td>4.3%</td>
</tr>
<tr>
<td>0.4%</td>
<td>Russia</td>
<td>2,412</td>
<td>3,502</td>
<td>43.3%</td>
</tr>
</tbody>
</table>
March 2019

March 1-31, 2019

Total: 146,352 (+6.2%)

<table>
<thead>
<tr>
<th>% Market Mix</th>
<th>Origin</th>
<th>2018</th>
<th>2019</th>
<th>% to LY</th>
</tr>
</thead>
<tbody>
<tr>
<td>49.8%</td>
<td>Japan</td>
<td>61,873</td>
<td>72,676</td>
<td>18.4%</td>
</tr>
<tr>
<td>37.0%</td>
<td>Korea</td>
<td>53,512</td>
<td>54,087</td>
<td>1.8%</td>
</tr>
<tr>
<td>1.3%</td>
<td>Taiwan</td>
<td>2,497</td>
<td>1,042</td>
<td>-56.0%</td>
</tr>
<tr>
<td>0.5%</td>
<td>China</td>
<td>1,174</td>
<td>697</td>
<td>-40.6%</td>
</tr>
<tr>
<td>6.5%</td>
<td>US/Hawaii</td>
<td>7,816</td>
<td>9,672</td>
<td>26.0%</td>
</tr>
<tr>
<td>0.9%</td>
<td>Philippines</td>
<td>1,955</td>
<td>1,386</td>
<td>-28.3%</td>
</tr>
<tr>
<td>0.3%</td>
<td>Hong Kong</td>
<td>578</td>
<td>416</td>
<td>-27.4%</td>
</tr>
<tr>
<td>0.4%</td>
<td>Russia</td>
<td>540</td>
<td>844</td>
<td>55.3%</td>
</tr>
</tbody>
</table>

Source: Guam Visitors Bureau

Golden Week Daily Seats

April 24, 2019 - May 5, 2019

68 Total Charter Flights
95% Average Load Factor per Flight

12,467 Total Charter Seats
11,844 Expected Total Visitor Arrivals

MARKETING

DESTINATION

Events

Visitor Safety & Satisfaction

Golden Week (April 24 – May 5)

GUAM Supports:
- Airport
  - Funding for (5) additional Airport Ambassadors from April – June.
  - Enhancing in-the-arrivals lounge and arrival lobby
  - Enhancements in the USFS area
- Public Parks
  - Maintenance of Palanao Palau Fale.
  - Increase in rest rooms.
- Safety
  - Meeting with (1) PPD Safety Officers on 2/14/19 (GRP-GPD-Park Rangers and VP(GP))
  - Planning to expand US crime coverage to Hagatna

GUAM VISITORS BUREAU | SETBISON BISITAN GUAMAN
401 Paseo San Vittore Road | Tumon, Guam 96913 | Ph: (671) 646-5276 | Fax: (671) 646-8861 | www.visitguam.com
Events

Golden Week Joint Press Conference with GIAA
Date: Monday, April 15, 2019
Time: 9 a.m. - 10 a.m.
Venue: A.B. Won Pat International Airport

75th Guam Liberation Committee Press Conference (TENT)
Date: Wednesday, April 17, 2019
Time: 10:30 a.m. - 11 a.m.
Venue: Governor's Complex, Adelup

Paul Shimizu Confirmation Hearing & GVB Update
Date: Wednesday, April 17, 2019
Time: 11:30 a.m.
Venue: Guam Congress Building

GVB Quarterly Membership Meeting
Date: Thursday, April 18, 2019
Time: 11:30 a.m. - 1:30 p.m.
Venue: Westin Guam Resort

- Director Shinohara asking about Ypao beach. DPR covers Ypao Beach. PIC working hard to get bathrooms in shape and ready for UGM. GSA has already selected a company and working out final specs. GSA and procurement a lengthy and complex process.
- Director Camacho raised a concern not enough airport ambassadors in customs area and very long lines waiting for luggage and to augment for Golden Week. Vice President Bobby Alvarez mentioned TSA and Customs will be overstaffing. Airport committed to more staff. Entertainment will be provided outside to entertain visitors while waiting in line.
- Director Arriola requesting for list of events to be provided to board.
- Chairman requested Directors to share interest with committees, share with President and will sort through and will have leadership positions filled by next board meeting.

V. TREASURER’S REPORT

- No cash position report available, and on track to receive allotments. No material findings or weaknesses discovered in audit. Audit of books and office in Japan will be reported at a later date.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOVERNMENT

- BUDGET FY2020

Director Shinohara made a motion, seconded by Director Hoffman to approve Budget as presented.
Motion unanimously approved.

- Incentive program to airlines is based on seat supply.
- Director Shinohara suggested a group/committee to oversee the significant pool of resources and serve as an arbitrator of the the $3M funds between markets, if not the executive committee, assuming the legislature approves the budget.
- Total operations increase of 16% which Legislature will see from a dollar perspective of $22M to $28M which is significantly more compared to budget approved last year.

C. RESEARCH
As commissioned by the BOD, GVB research has been working with Anthology in designing an In-Country Market study for the travel trade. The surveys were shared with the BOD for feedback and all feedback received have been incorporated into the final version. Which will now be translated with the assistance of our overseas reps in the marketing department.

GVB named in the law to do an Independent Economic Impact Study which GVB will facilitate and GEDA will take the lead. We have 90 days from when the law passed (April 4, 2019) to submit the RFP to the Legislature.

D. DESTINATION MANAGEMENT

Bus Shelter Maintenance

Director Hoffman made the motion, seconded by Director Shinohara to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into a contract with the most responsive and lowest responsible bidder for GVB IFB 2019-001 BUS SHELTER MAINTENANCE.

Motion unanimously approved.

Background: Consistent upkeep is needed to maintain the hardware quality of twelve (12) bus shelters along San Vitores Road that were completed in 2018. Locations are: GVB, PIC, PIC across, Fountain Plaza, Holiday Resort, Pacific Bay/Churraesco, Kracked Egg, Hyatt across, Sandcastle, Westin, Pacific Place, Lotte Hotel. The existing Outrigger bus shelter only requires a map py/on. Note: An electrical maintenance plan will be issued separately.

Issue: Board approval required.

E. SPORTS & EVENTS

Committee minutes dated April 1, 2018

“Sado Island Toki Marathon Sister City Event” Niigata, Japan

Director Camacho made a motion, seconded by Director Kloppenburg to approve travel for GVB Destination Specialist Sports & Events (1) Miss Guam and (1) Local celebrity runner to travel to Sado Island Niigata, Japan to continue the Friendship Sister Marathon Agreement and activities associated with the Sado-Shima Island Toki Marathon from April 19-22, 2019. Account number ESP001 (Estimated cost of travel: $5,896.00).

Motion unanimously approved.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airfare</td>
<td>Round-trip Airfare: $1000 x 3 pax</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Per Diem</td>
<td>Tokyo Lodging: $82 x 4 nights x 3 pax</td>
<td>$984.00</td>
</tr>
<tr>
<td></td>
<td>Tokyo M&amp;E: $101 x 4 days x 3 pax</td>
<td>$1,212.00</td>
</tr>
<tr>
<td>Miss Guam Honorarium</td>
<td>$100 x 2 day</td>
<td>$200.00</td>
</tr>
<tr>
<td>Misc. Expenses</td>
<td>Excess baggage fees, Rental car and fuel charges</td>
<td>$500.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$5,896.00</td>
</tr>
</tbody>
</table>
Background: The Guam Visitors Bureau Sister-Race Agreement between Sado-Shima Island Marathon (Toki Bird) and the Guam Ko’ko’ Road Race (Ko’ko’ Bird) was initiated on April 7, 2013. The Guam Ko’ko’ Road Race and Sado Shima Toki Marathon agreement is now on its 6th year and the Bureau would like to continue to restructure the agreement now that the Bureau has made changes to the Guam Ko’ko’ event. It has been agreed that GVB will continue to honor this agreement to encourage better relations; enhance stronger sports tourism through the mutual promotion of both races. Please note that each year a 5-7 person delegation from Sado-Shima Island has been attending the Ko’ko’ Road Race as part of the agreement.

Issue: Board approval required for all travel.

“Toyohiragawa Marathon Sister City Event” Sapporo, Japan

Director Camacho made a motion, seconded by Director Shinohara to approve travel for GVB Destination Specialist Sports & Events, (1) GVB DM staff or designee, (1) Miss Guam and (1) Local Celebrity Runner to travel to Sapporo, Japan to participate in the activities associated with the Toyohiragawa Marathon from May 3-6, 2019. Account number ESP001 (Estimated cost of travel: $12,316.00).

Motion unanimously approved.

- Director Shinohara asked if a significant return on this investment which President responded yes. We have a reciprocal relationship and this market is very helpful.
- Koko Road Race is now Koko Kids and was very successful, and will tie this in with next year’s UGM.

<table>
<thead>
<tr>
<th>Costs</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airfare</td>
<td>Round-trip Airfare: $1200 x 4 pax</td>
<td>$4,800.00</td>
</tr>
<tr>
<td></td>
<td>Per Diem: Tokyo Lodging: $283 x 4 nights x 4 pax</td>
<td>$4,528.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tokyo M&amp;IE: $143 x 4 days x 4 pax</td>
<td>$2,288.00</td>
</tr>
<tr>
<td>Miss Guam Honorarium</td>
<td>$100 x 2 day</td>
<td>$200.00</td>
</tr>
<tr>
<td>Misc. Expenses</td>
<td>Excess baggage fees, Rental car and fuel charges</td>
<td>$500.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$12,316.00</td>
</tr>
</tbody>
</table>

Background: The Toyohiragawa/Guam Ko’ko’ Road Race Sister Race Agreement was signed May 3, 2011 with the Guam Visitors Bureau and the Hokkaido Track and Field Association to encourage better relations, stronger sports tourism through the Toyohiragawa River Marathon and the Guam Koko Road Race. The sisterhood race agreement summarized the arrangements necessary for both race events', which includes commitment to attend the Toyohiragawa River Marathon and Guam Koko Road Race for both parties. The Bureau now must restructure the agreement to encourage better relations; enhance stronger sports tourism through the mutual promotion of both races. Please note that each year a 6-7 person delegation from Sapporo has been attending the Ko’ko’ Road Race events as part of the agreement.

Issue: Board approval required for all travel.

F. RUSSIA & NEW MARKETS

G. KOREA

-
o 4 VIP's from Beoyong city we have an MOU with participating in 5K event and do promotion for Mud Festival.

o Next Tuesday will have Korea Market Committee meeting.

H. JAPAN

o Committee meeting next week Tuesday. Meeting was postponed to 16th so does not conflict with board meeting preparations. Director Shinohara request to have a conversation on how to streamline amount of work to prepare Board Packet.

I. NORTH AMERICA & PACIFIC MARKETS

IGLTA 2019

Director Hoffman made a motion, seconded by Director Arriola to approve travel for the Lieutenant Governor of Guam's staff to attend the IGLTA Annual Global Convention in New York City, New York from April 21-28, 2019. Estimated total cost is $5,103.00; Account # US-SMD023. Motion unanimously approved.

<table>
<thead>
<tr>
<th>Airfare:</th>
<th>$2,800 x 1 pax</th>
<th>$2,800.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Diem:</td>
<td>New York City</td>
<td>Lodging</td>
</tr>
<tr>
<td></td>
<td>$253.00</td>
<td>7</td>
</tr>
<tr>
<td>Lt. Governor Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Background: The BOD previously approved on March 28, 2019 travel for GVB and the Lt. Governor of Guam to attend the IGLTA Annual Global Convention from April 21-28, 2019. As lead delegate and representative for Guam at this convention, the caliber of this official role and the long travel distance necessitates a staff assistant from this office to accompany the Lt. Governor during this important mission. The Lt. Governor would continue his official duties while addressing the IGLTA with the support of the staff assistant.

Issue: Board approval required for travel.

MVA-GVB JOINT BOARD MEETING

Director Hoffman made a motion, seconded by Director Camacho to approve travel for GVB President & CEO or designee, GVB Chairman and 3 GVB Board of Directors to attend the Marianas Visitors Authority (MVA) and Guam Visitors Bureau (GVB) Joint Board Meeting in Saipan, CNMI. Projected travel dates: May 9-11, 2019 or May 23-25, 2019. Estimated total cost for is $6,406.25; Account #PA-SMD023. Motion unanimously approved.

o Director Camacho pointing out travel will be May 10-12, 2019 because we have board meeting that week. President received a letter asking to have a MVA/GVB joint meeting to discuss One Marianas initiatives. Last year the meeting took place on Guam, and this year they are asking to have meeting in Saipan. Will do a poll to see who is interested to be a part of the delegation.
Background: The GVB President & CEO was requested to attend the MVA-GVB joint board meeting in Saipan, CNMI as Guam’s Tourism Representative on May 10th or 24th, 2019. The joint board meeting, which was held on Guam in February 2018, provides both tourism boards the opportunity to share ideas and engage in dialogue over common opportunities and challenges present in both island communities. Collectively both tourism boards will discuss topics such as free trade, food security, health, tourism, homeland security, labor, etc.

Issue: Board approval required for travel

J. GREATER CHINA
   o Committee meeting tomorrow.

K. MEMBERSHIP & COMMUNITY OUTREACH
   o Quarterly membership meeting on the 18th, and have a flyer which explains who the guest speaker is and takes place at Westin Resort.

L. VISITOR SAFETY & SATISFACTION
   o VSO service to cover Tumon up through Hagatna May through September, over Liberation week, will cost $144,000 for personnel, equipment and devices, unless someone interested in donating. This was not included in budget.
   o On Golden Week, we have cruise ships arriving. Silver Explorer on April 29 with 150 pax and Asuta Tu on May 1 & 2 with 900 pax. Canopies should be provided by Port Authority. Certainly, make them feel welcome.

26TH INTERNATIONAL TOURISM SECURITY CONFERENCE

Director Camacho made a motion, seconded by Director Arriola to approve travel to Las Vegas, Nevada for the delegate below to participate in the 26th International Tourism Security Conference from April 29 – May 2, 2019. Estimated cost is $2,946.00; from account # VS-VSS001. Motion unanimously approved.

Airfare: $2,000.00
Conference Registration: $150.00 x 1 pax $150.00
Per Diem:
<table>
<thead>
<tr>
<th>Location</th>
<th>Lodging</th>
<th>Nights</th>
<th>M&amp;IE</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>$102.00</td>
<td>3</td>
<td>$60</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Airfare: $500 x 5 pax</th>
<th>$2,500.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Diem:</td>
<td></td>
</tr>
<tr>
<td><strong>Saipan</strong></td>
<td></td>
</tr>
<tr>
<td><strong>GVB President &amp; CEO or Designee</strong></td>
<td>$201.25</td>
</tr>
<tr>
<td><strong>GVB Chairman, Board of Directors (BOD)</strong></td>
<td>$201.25</td>
</tr>
<tr>
<td><strong>GVB Board of Directors (BOD) x 3 pax</strong></td>
<td>$201.25</td>
</tr>
</tbody>
</table>

*Additional 25% added for GVB President & CEO and GVB BOD Chairman, BOD

Grand Total: $6,406.25
<table>
<thead>
<tr>
<th>Specialist: Visitor Safety &amp; Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miscellaneous (Business communications, excess baggage, etc.): $250.00</td>
</tr>
<tr>
<td>Total: $2,946.00</td>
</tr>
</tbody>
</table>

**Background:** GVB has a vested interest in protecting and ensuring the safety & security of all visitors.

The International Tourism Security Conference gathers safety and security officials in the travel and tourism industry and focuses on providing delegates with new information, trends, equipment, strategies and best practices in keeping visitors safe.

Conference presentations will provide an overview of the state of tourism in the world, address tourism related comparative risk assessment in dealing with crime, terrorism, natural or manmade disasters, Consular safety and security messaging, integrating intelligence functions into travel risk plans, emergency management preparedness, water security and the social media era in traditional tourism security.

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

**M. CULTURAL & HERITAGE**

**KOTFA 2019**

Director Arriola made a motion, seconded by Director Kloppenburg to approve travel for (2) Musicians and (4) Dancers to attend the 2019 KOTFA Show from June 6-9, 2019 in Seoul, Korea. Cost is approximately $20,992.00 from Acct# DM-CPO002.

Motion unanimously approved.

<table>
<thead>
<tr>
<th>Airfare: $1,000 x 6 pax</th>
<th>$6,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Diem:</td>
<td></td>
</tr>
<tr>
<td>Seoul</td>
<td>Lodging</td>
</tr>
<tr>
<td>(2) Musicians</td>
<td>$230.00</td>
</tr>
<tr>
<td>(4) Dancers</td>
<td>$230.00</td>
</tr>
<tr>
<td>Misc.</td>
<td></td>
</tr>
<tr>
<td>Professional Fee: Musicians $100 x 2 pax x 4 days</td>
<td>$800.00</td>
</tr>
<tr>
<td>Professional Fee: Dancers $50 x 4 pax x 4 days</td>
<td>$800.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>

**Background:** The KOTFA motion was approved by the Board at the beginning of the fiscal year. The Board approved the travel for (1) GVB Board Member, GVB President & CEO, GVB Director of Global Marketing or their designee, (1) Marketing Staff, GVB Culture & Heritage Officer or designee, and (1) Miss Guam. Due to the overseas office’s recommendation, they request to also have cultural performers participate at the KOTFA Show to perform at the Guam booth and main stage. Thus, we are seeking approval to include our cultural entertainment team to assist in our efforts to promote the Chamorro culture and dance.

The Korea World Travel Fair (KOTFA) is, with its 33 years history, the largest international travel fair in Korea where 60 countries participate to promote their tourism resources and cultures. The KOTFA is the only international travel fair in Korea where the official tourism organizations domestic and abroad participate and sponsor. The KOTFA supports strengthening the competitiveness of the tourism industry in Korea by combining inbound, outbound and inbound tourism together and providing a market place for mutual relationship among tourism businesses in Korea and abroad.
The KOTFA is constantly pursuing the public concerns by providing various benefits to enable the developing countries to participate in the Fair, and enlarging the international relationship. The KOTFA dedicates to encourage the sound tourism of Korean travelers by offering various information of domestic and foreign tourism attractions.

The KOTFA is Korea's longest running general consumer travel event with more than 120,000 visitors over the four-day event. KOTFA is a very important component to GVB's overall Korea marketing and PR strategy with key GVB and Guam representatives coming to express face-time appreciation to the Korean travel trade and consumers for continued Guam support. GVB's presence will also convey support to its members who will be attending.

GVB's participation is in-line with our FY2019 smart goal to conduct consumer promotions up to four-times a year.

Issue: Board approval for travel required.

VII. EXECUTIVE SESSION

VIII. OLD BUSINESS

- FY2019 Travel Motions. President would like to submit electronically. Adjust for the remainder of the fiscal year.
- Director Shinohara requesting the board to adopt a travel plan for the fiscal year so board meetings are not tied up with discussing travel plans/motions and can have time to discuss other important matters.
- Asher Goldenberg from Guamzilla Inc with the Gumamon character. He received a letter from the President to stand by which was a surprise. Heard on last board meeting minutes the intent to terminate. Mr. Asher stressed that GVB has absolute and total control of how to use the character. According to contract, can only be a mascot of Guam if GVB so allows. Mr. Asher reads the letter he received from Ms. Pilar Laguana. Mr. Asher reads his response letter. Previously worked with Nathan Denight and other board members prior to that. Would like to give background to be helpful to resolve this. 2016 he approached GVB. With Nathan, he sketched a paper his concept of Guamzilla and Nathan asked him to develop his idea and come back. He went to Morinaga for advice, showed him a small statue of the character and explained his concept. He was invited to the next board meeting and gave a PowerPoint presentation and was told GVB could use his character. Community outreach includes 2 curriculums for Montessori School to teach about Guam culture and language. Over 4 years had many meetings with Nathan on how to improve character and how Gumamon can promote GVB, and how can work together. He brought Gumamon to many public places and was always a pleasure to see how it was well received. Made a presentation and proposal to Japan market committee, over many months 2 concerns were addressed and satisfied and voted to approve a formal agreement and formalized on December 13, 2018. Extensive discussions took place and all board members were given the opportunity to give their input, board members were in full support and entered a motion unanimously to enter into agreement. In the last board meeting it was distorted what the agreement is. What the contract is that we are formally tied together and GVB can use it however it please and he gets say that Gumamon is an official mascot. And GVB can have other mascots. GVB is in total control. Key points of the agreement are: free licensing to GVB and its members. Free merchandise and giveaways will be provided for giveaways and incentives. He opens up the productions and sales of his branded product to anyone on Guam. They just go to him for an agreement that is profitable for both of them. Opens up brand to everyone on Guam. This is a very favorable agreement. Free appearances at GVB events like Hafa Adai Pledge and community giveaways according to standard policy. Agreement is very favorable to GVB... free use of Guamzilla (intellectual) property and promotion, provide free merchandise and use in tourist promotion and appear for free at GVB events. In exchange, Gumamon an official mascot in a nonexclusive basis. He has spent much time and effort and money to move forward and very surprised and disappointed and
sad when he received the letter. As a result of the hold, they have missed several events and appearances to their detriment. In the last board meeting, there was concern on the look of the character like a lizard. They modeled the character after what the Japanese market gravitates towards and based on data they gathered from social media and sales. Gumamon represents Guam. The body is the jungle, they belly is full of sand and has ocean rays on its back. It represents the physical island. They specifically stayed away from representing the Chamorro culture in order to avoid insulting the culture. They researched their mascot, they paid professional people, and the only purpose is to bring people to Guam. Lastly, in the JATA event, Gumamon was the only mascot. Hawaii had a huge budget and a roller coaster with mist but don’t need a budget like that. With Gumamon it costs nothing. Zero costs to GVB, in fact they say GVB. Everyone looks at this bright green thing that is playful and prankful and they ask where is that from and they say it represents the beach and fun and go over to the GVB booth. That's how you beat a roller coaster. He implores the board to reconsider its efforts to end the contract and invites a borage of questions. Embrace this, it's a legally binding agreement and use it, it's a powerful tool. Take advantage of it and thank you for listening. Director Camacho asks if it's a problem with the koko bird. Asher says not at all and in fact, Gumamon will engage with the koko bird and it will bring attention. Director Shinohara mentioned the board did not look through the contract. He agreed that what Asher described and characterized today was in alignment with that he remembered and thought the motion for the agreement was, which is very different from what legal counsel opinion was. Concern was that Gumamon is 'the' official mascot for Guam and no choice but to use only his character. Director Shinohara asked what is GVB obligated. Gumamon is an official mascot but on a norexclusive basis. And GVB can have other official mascots. GVB to include Gumamon in marketing to Japan and other markets. Pillar mentioned with legal counsel. Chairman Ada mentioned to include in the next board meetings Agenda. Mr. Asher firmly stressed this is a legally binding contract but that GVB has total control. Will put on Agenda for next board meeting.

IX. NEW BUSINESS

- Director Shinohara requesting to reconsider a more appropriate time to meet for board meetings so not rushed and stressed out. Chairman Ada will discuss with Ms. Pilar Lagaña and come up with some option times.

X. ANNOUNCEMENTS

- Thursday, April 25, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room
- Thursday, May 9, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room

XI. ADJOURNMENT

Meeting adjourned at 4:47pm

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

Board Minutes respectively submitted by Yolanda Bordallo, Executive Secretary