

BOARD OF DIRECTORS REGULAR MEETING Thursday, April 25, 2019 - 3:30 p.m. Guam Visitors Bureau Main Conference Room

BOARD OF DIRECTORS PRESENT:

Chairman Sonny Ada

Vice Chair Milton Morinaga

Director Stephen Gatewood Director Brad Kloppenburg

Director Flori-Ann Dela Cruz

A quorum was met

Director Shun Matsumoto

Director Mayor Robert Hoffman

Director Satoru Murata

Director Joann Camacho Director Kloppenburg

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Champ Calvo

Director Antoinette Sanford

Director Therese Arriola (excused)

GVB MANAGEMENT & STAFF PRESENT:

Bobby Alvarez

Lisa Linek

Brian Borja

Nicole Benavente

Nico Fujikawa

Gabbie Franquez

Brian Borja

Nakisha Garrido

Rose Cunliffe

Josh Tyquiengco

Elaine Pangelinan

Sydney Leon Guerrero

Regina Nedlic

Maria San Nicolas

Russell Ocampo

Cil Dydasco

Jamielyn Pinaula

Doris Ada

Karida Brennan

Breeana Garrido

Colleen Cabedo

Nadine Leon Guerrero

Dee Hernandez Derrick Camacho

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

Aurelia C. David w/ Thai Airways, Asher Goldenberg w/ Guamzilla Inc

AGENDA

I. CALL TO ORDER

Chairman Ada called to order at 3:29pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Kloppenburg made a motion, seconded by Director Gatewood to approve the minutes of the previous Board of Directors meeting dated April 11, 2019. (Subject to Changes)

Motion unanimously approved.

III. CHAIRMAN'S REPORT



- Director Toni Sanford submitted her letter of resignation to the Chairman, regrets to see her go but Stephen Gatewood is filling the position. Stephen Gatewood says he is honored and proud to serve with fellow board members and the fine staff at GVB. He has been with Alupang Beach Club for a few years now serving as Sales and Marketing Manager working with Tour Agencies in Korea, China, Philippines and Japan. He has worked on some of the committees and has relationships with some of the GVB staff already. He is from Father Duenas Class of 2009. Thank you all for the warm welcome aboard.
- Still waiting for final confirmation of Paul Shimizu and then we will welcome him aboard.
- Good news, Director Flori-Anne Dela Cruz has been named and accepted as the 2019 PATA Face of the Future. Congratulations. Director Dela Cruz explains it is a reward program to anyone from the age of 18-35. Highest award, prestigious award for young travel professionals. Next month will be attending the PATA Annual Summit with rest of the panel. It has all the benefits under PATA CEO. Human capital development workshops and opportunities. Good recognition for not just herself but all leaders of Guam. A great milestone for all of us here. Overwhelming with all the preparations. This year the summit is in Cebu, Philippines and next year it will be held in UAE.
- Will postpone Committee assignments until we have a full board. Everyone continue to serve as Acting Chair as needed and hopefully by next board meeting we can elect the 12th member and have Committees assigned by then.
- Lastly, write up and photos are due to let members know. So, next board meeting we have a photo shoot. Two photos are needed. Gentlemen bring a coat and tie for formal shot and island shirt for casual photo. Ladies to do the same. Someone will schedule it so it does not cut into the meeting. Write up is not due tomorrow and can be turned in next week. Be brief, just 150 words.
- o Mr. Bobby Alvarez is the Acting President while Ms. Pilar is away on a business trip.

IV. Acting PRESIDENT & CEO'S REPORT







April 2019

CU24/

April 1-17, 2019 Total: 63,077 (-4.4%)

% Market Mix	Origin	2018	2019	% to LY
34.4%	Japan	23,606	21,692	-8.1%
49.8%	Korea	33,050	31,405	-5,0%
2.3%	Talwan	1,439	1,429	-0.7%
0.5%	China	584	331	-43.3%
6.1%	US/Hawali	3,596	3,846	7.0%
2.3%	Philippines	869	1,439	65.6%
0.4%	Hong Kong	422	262	-37.9%
0.3%	Russia	177	192	8.5%

Calendar Year to January - April 1-17, 2019 Total: 494,160 (+6.3%)

% Market Mix	Origin	2018	2019	% to LY
42.8%	Japan	173,591	211,461	21.8%
43.3%	Korea	216,370	214,216	-1.0%
1.7%	Taiwan	8,839	B,387	-5.1%
1.0%	China	6,896	4,938	-28.4%
5.9%	US/Hawaii	26,418	29,112	10.2%
1.1%	Philippines	4,755	S,362	12.8%
0.4%	Hong Kong	1,810	1,877	3.7%
0.4%	Russia	637	1,993	212.9%

Bourns - Boom Customs Doctorston Fame, Processed by the Buest Visitors Surres.

Note April 2018 Staty America collect Earlies Air arrivals sarry

Fiscal Year to Date 2019



October - April 1-17, 2019

Total: 894,769 (+6.2%)

% Market Mix	Orlgin	2018	2019	% to LY
41.6%	Japan	301,211	372,244	23,6%
44.3%	Korea	404,166	396,283	-2.0%
1.6%	Talwan	14,797	14,675	-0.8%
0.9%	China	10,998	8,280	-24.7%
5.8%	US/Hawali	45,110	\$1,710	14.6%
1.3%	Philippines	11,092	11,765	6.1%
0.4%	Hong Kong	3,914	3,905	-0.2%
0.4%	Russia	2,789	3,694	32.4%

Bourts. Guart Cortains Buckerbler Ferms. Processed by the Guart Visitors Buring

Nate: April 2010 Staty Armedo robert Capitan Air generals are



RUSSIA MARKET



Guam Product Event "Travel to Guam with KE"

Held in Vladivostok - March 30th







PHILIPPINES MARKET



- 10 Runners have joined last February 16, 2019 for the dinner hosted by GVB and UA Team for the UGM compaign
- GVB and LiA Team presented them on what to expect abortive Marathee and what to do in Guarn







PHILIPPINES MARKET



- · PH Celebrity runner Rovilson Fernandez enjoyed the Chamorro food, ate and dine at some signature restaurants, amazed with the cultural show.
- He visited famous landmarks like the Port Soledad, Two Lover's Point, Valley of the Latte, experienced flying an airplane and engaged with the Chamorro people on the southern side of the island.



PHILIPPINES MARKET









- Attended the Hafa Adal Expo and Media Briefing Event
- Rovilson took the half marathon (21K)
- Finished the race at 1:58:29 83rd Male and 105th overall

Korea Marketing



Upcoming Projects

- GUAM CULTURE WAVE
- April 30 (TUE) ~ May 03 (FRI), 2019 (inspection) May 22 (WED) ~ May 26 (SUN), 2019 (actual project)
- A collaborative project between Korean artists and local artists to produce a series of "instappois"/ murals ideally localed in the south of Guarn.
 A learn of 7pax will be on island from April 30 May 3 for an inspection four and will return from May 23-26 for collaborative painting project.
- In September, the critworks of the Korean artists and local artists will be exhibited in the Lotte Gallery in Seoul and later in the Guam Museum.







80 fet \$40 tos 80 5289 Table

Korea Marketing



For Substitution

Upcoming Projects

GUAM CULTURE WAVE



- 2018 ROMANCE PART II iš Lotte Gaflety 2017 IJ 72-22017 iš ROČKET, Omotesando 2016 iš gri iš D PROJECT SPACE. Gusedimoa 2015 BRACET, BLANKET, iš Chicat' 2014 "Some of these days you'll miss me honey.
- COLLABORATION
- CULLADORATION
 2018 Hospparden Rosse Valentins Limited Edition
 2017 DORE DORE trainbow day
 2017, 2018 PUAN Collaboration project
 2017 suren 11-11 en music video artwork
 2018 And raint corlaboration, establion
 2015, 2016 Adeir mar





Korea Marketing



Upcoming Projects

GUAM CULTURE WAVE



EPRESION
2017 Common Ground 2nd anniversary Live panilin
2017 Toy Republic LEVEL UP shinkburg
2017 Toy Republic LEVEL UP shinkburg
2017 Test Core Corema Perfect Meeting skihuban
2017 Toy Toy Toy Toy Toy Toy Toy Toy Toy
2017 Toy Toy Toy Toy Toy Toy Toy Toy
2017 Lottle Collety Your SOLD FACTORY: 9 thinkburg
2017 Lottle Collety Your SOLD FACTORY: 9 thinkburg
2017 Avenual Ashed 100 ARISMS 100 ARISMS

garnarion 2017 Latte Gallery Cheonghyringni BOLD FACIORY exhibition 2017 LA Convention Center LA ART SHOW exhibition

COLLAGORATION

2017 HEAPS & GRAFFLE X SKATEBOARD collaboration
2017 DURAN BOALD STATE AND ARCHITECTURE OF THE ARCHITECTURE OF



Korea Marketing

Upcoming Projects GUAM CULTURE WAVE

3.Lee fae Soo (Sculpture)



SOLO EXHB.(ION)
20 | 8 PP In vilation & Gallery PP, Secul
20 | 8 netrological Sculpture Festival & Hangaram Art
Museum, Secul
2017 Space Sun Featured Arthit & Space Sun, Secul

GROUP EXHIBITION
2018 Urren Art Fox & 5 Factory, Secul
2018 International Sculpture Symposium Specia GROUP EXPESSION
2018 Unen Affeat # 5 Factory Sect
2018 Unen Affeat # 5 Factory Sect
2018 International Eculphus Sympos
Exhabition
2018 十全十書 # Hangshow, China
2008 Space Explores Beging, China



Parpet Section



Korea Marketing



Burger \$47070

Upcoming Projects

- GUAM CULTURE WAVE







Japan Marketing



Japan Airlines Capacity Increase

- · Narita-Guam route
- Operation period: August 1, 2019 March 28, 2020

- Ticket sales began on April 15, 2019 113 additional seats per flight 75,192 additional seats for eight-month period



Japanese Reality Show Filming on Guam

- A widely acclaimed Japanese reality television show filmed three episodes for its next season on Guam From mild-March to mild-April, approximately 100 cast and crew members visited Guam to film at various locations around the island
- Viewership: Approximately 400,000 Expected ad value \$1,580,194

Pacific Marketing



Meeting with Philippine Airlines - Singapore, April 10, 2019



- PAL form Tour largeted for July 2019
 Thode and media (appriss. 10 pau)
 Agent hom Singapore, Malaytic and indonesia
 PAL to apparent Acedia From Tour tentiol voly scheduled for May 2019
 TALS List in the datasets in day. The appropriate in the fact in the fat

Pacific Marketing



Asia Dive Expo 2019 - Singapore, April 12-15, 2019







- 2. Growing interest for travel to Guarn and Micro
- 3 Lats of apportunities for Guam as the gateway to

Pacific Marketing



Asia Dive Expo 2019 - Social Media Campaign Giveaway



This allowed GVB to reach further beyond the visitors to ADEX to promote Guam's alling With the ED back Over away. GVB generated a var 500 lives and start serial territal

Pacific Marketing



Asia Dive Expo 2019 - Social Media Campaign Giveaway







Sado Island Toki Marathon Sister-race event



United Airlines Guam Marathon





- Destination Guam was promoted to more than 3,000 Japanese runners during the Sado Island Toki Marathon event held on April 21, 2019.
- Established in 2013, the Sister-race agreement will now be restructured to allow for better mutual benefit through Sports Tourism and/or Cultural exchange opportunities.
- The restructuring will now allow GVB to attract more visitors from Sado Island by offering a variety of activities and events held on Guam such as Cycling, Running and swimming, etc.





- Final count recorded: 4018 runners
- Overall marathon winner: Yoshiki Nakamura (Japan) 2hrs:32mins:31secs
- Over 2,000+ overseas runners from 16 countries represented.
- Economic impact report to be provided next Board of Directors meeting.



Island Maintenance









First Impressions



Visitor Safety & Satisfaction









Visitor Safety Officers Expanded coverage to Hågatña

Force Support (2) VSOs on shift between 8AM - 12AM 12 mebile patrol checks daily

Areas of Coverage

- Fort Apugan Angel Santos Memorial Park Plaza de España Paseo Skinners Plaza

- Cost Breekdown

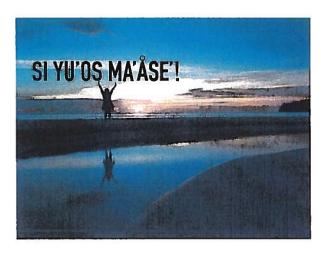
 \$144,500.00

 \$125,000.00 Manpower costs

 \$19,500.00 Vehicle, (2) bicycles, person protection devices, and communication devices







- Taiwan- planes are averaging 70% full capacity.
- Korea- Korean artists are being brought to Guam on May 22, 2019. Chairman Ada inquired budget which is \$40,500. Cruz family is interested to have their Mobile Gas Station as site for sculpture and painting. You have Cocos Island right behind as backdrop. Art piece to be approved first by GVB. Korea Team will work with Merizo Mayor to assist with clean-up of site. Vice Chair Morinaga raised concern for painting to start peeling and becomes an eyesore. He noticed the mural painting next to Rexall Drugstore is starting to peel. Piece at the loop is lasting because it has a lacquer finish. Korea market manager will look into this. They will take a tour and work closely with branding team. Just one site per year to create an InstaSpot and this year we are looking at Merizo. For the sculpture, the theme is ecofriendly and we are looking for a sponsor to donate recyclable materials. Probably metals since the artist is an expert with metals.
- Destination Management- Landscaping on Medians- Director Camacho pointed out that GVB has done this for the last 34 years. Year after year, consultant after consultant, we keep doing this and is very expensive. Need to do something different and better. VP Mr. Alvarez cited the Rotunda at San Vittore's with yellow flowers is thriving and perhaps we can stick with that. Consulting with Horticulturist.
- o Golden Week- Director Camacho asked if coordinated efforts with INS and Customs. VP Bobby Albarez responded that he attended a meeting at the airport which Chairman Ada and Vice Chairman Morinaga joined, and met with all the key players... TSA, Customs, Immigration and Airport police. They identified key times to increase manpower both incoming and outgoing. Also, have made solid plans to deal with construction. Mr. Abraham has been promoted and is the new director, Police Chief.
- VSS- G4S has been contracted for increased VSO's. Director Camacho mentioned for May 1-September and also questioned the ownership of vehicle and bicycles. Mr. Bobby Alvarez said GVB will own the vehicle so in the event we change contract companies, we can pass on the vehicle to the next company for use.
- Director Gatewood asked about JAL flight and increase of seats. Vice Chairman Morinaga replied will have Triple 7 plane flying with more business class seats available which is equivalent to 2 flights... with board approval.



- VI. REPORT OF THE BOARD COMMMITTEES
 - A. EXECUTIVE COMMITTEE
 - **B. ADMINISTRATION & GOV'T RELATIONS**
 - C. RESEARCH
 - D. CULTURAL & HERITAGE
 - E. DESTINATION MANAGEMENT
 - F. SPORTS & EVENTS
 - **G. RUSSIA & NEW MARKETS**
 - Russia & New Markets- Chairman Ada attended the Museum event for the Russia Travel Group and chatted with them and heard how much they love Guam. He saw firsthand how much they appreciate Guam and want to share about Guam. He was very impressed with the Guam Museum and encouraged everyone to visit and see both floors.

H. KOREA

Korea- Director Kloppenburg mentions Guam Cultural Wave site inspection is April 29-may3, actual painting is on May 22 - 26, 2019. Two events in June-Annual KOFA on June 6-9 and Hana Tour Travel Show on June 7-9, 2019, happening simultaneously. Invitation sent to committee members to be a delegate or a co-exhibitor.

I. JAPAN

Committee minutes dated Tuesday, April 16, 2019

Exhibit C

- Japan gearing up for sales campaign discounted prices or rebates. Guam Job campaign is giving price of 51,000 yen and HIS Guam campaign is offering a rebate of 5,000 yen for travel in anticipation of sales tax going up to 10%. Japan travelers are buying now because things are going to go up in price. Labor market is down because of automation and hours are being cut or closing early. No more 24 hours.
- o Today's new, JTB will start charging customer for using tour bus. Domestic consulting will charge \$20 for 30 minutes International consulting will charge \$30 -\$35. Law in Japan can charge. In past, they didn't charge because didn't want to offend or lose business with tourists. But tourists are smart, they talk to consultants then go on the internet and buy tickets. If JTB starts then HIS and Jalpak and everyone else will follow. With JTB, only certain tour agencies are charging and not island wide yet.
- o Chairman Ada asked if Japan outbound travel. Vice Chairman Morinaga reported travel outbound is up and record breaking. 24 million outbound.



- First time having 10 days off and don't know what the impact on the economy will be like... don't know how to stock in supermarkets, doctor offices hours, etc. People are cashing out at atm machines. People traveling domestically because airlines have increased their prices.
- o May 1, 2019 is first day of Reiwa Era which is a very significant day. Emperoro does not want to waste money and so domestic prefecture government are busy and have people working. Best time to have a child, get married, and take first step. First time in history to have a living emperor step down, concede power to a son.

GUAM VISITORS BUREAU JAPAN OFFICE OPERATIONS: TEMPORARY SUPPORT STAFF IN JAPAN

Director Milton made the motion, seconded by Director Hoffman to approve travel for one GVB Marketing Manager – Japan to travel to Tokyo, Japan from May 8-15, 2019 to provide in-market support to the GVB Japan operations. Estimated total cost is \$4,254.00; Account # JA-SMD008.

Motion unanimously approved.

Transportation:	Airfare: \$1,00	\$1,000.00				
	Dullet Tusins	Roundtrip Tok	\$500.00			
	Bullet Train:	Roundtrip Tokyo-Osaka-Tokyo: \$270.00				
Per Diem:		Lodging	Nights	M&IE	Days	-
	Nagoya	\$311.00	1	\$127.00	1	\$438.00
	Osaka	\$288.00	1	\$154.00	1	\$442.00
	Tokyo	\$278.00	0	\$229.00	6	\$1,374.00
	Miscellaneous	(Business Comm	unication /	Excess Bag	gage):	\$500.00
		·			Total:	\$4,254.00

Background: Provide key support to GVB Japan operations by assigning GVB Marketing Manager – Japan, Russell Ocampo, more time in-market to work directly to GVB's Country Manager – Japan.

Location
GVB JAPAN
TOKYO OFFICE
Kokusai Buliding, 2F
3-1-1 Marunouchi
Chiyoda-ku, Tokyo
Japan 100-0005

Description of Tasks

- Serves as staff to oversee an assigned tourism source market.
- Maintains effective internal communications to ensure that all relevant partners are kept informed of marketing objectives.

- Works with marketing team to develop and prepare the Bureau's overseas programs and promotional activities.
- Supervises the implementation of fiscal year marketing plans and budget with designated overseas marketing representative.
- Review with the team on correspondence, proposals and other materials related to their designated market areas and submits recommendations to the President & CEO on proposed course of action.
- Coordination of international projects and promotions.
- Coordinate travel arrangements and local logistics for all visiting international media, travel agents, and other industry partners.
- Reviews correspondences for projects, marketing committee meeting minutes, project proposals and budgets, and other reports; recommends approval to President & CEO
- Check on monthly inventory levels and production needs for promotional materials.

Background: GVB is still in the process of restructuring the Japan office operations. In the interim, while GVB operates without full-time staff and to support the Country Manager – Japan, one Marketing Manager will be assigned to the Tokyo office to assist with day-to-day operations and participate in the quarterly JGTC meetings for Kanto, Chubu and Kansai. GVB is the Secretary for JGTC and administers its quarterly meetings with its members. Furthermore, by having one full-time employee physically present in the Tokyo office will provide financial checks and balances for monthly payment of GVB Japan's bills. Extended travel for this period is required to ensure continued smooth and timely operations of GVB Japan.

Per diem allowances for meals and incidentals as well as airfare is kindly requested for inclusion to the cost of this travel. Tokyo accommodations will be secured as agreed upon by the traveler and M&IE allowances are requested only for the working days. Travel calendar is depicted below.



MAY 2019

SUNDAY	YADROM	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		30	RSO GUAM	RSO GUAM	RSO GUAM	4
		Go	lden Week (April 29 - May 6,	2019)		
	6	7		9	10	11
THE PERSON NAMED IN	RSO GUAM	RSO GUAM	RUSSELL III JAPAN	RUSSELL IN JAPAN	RUSSELL IN JAPAN	RUSSELL IN JAPAN
Golden Week (Ap	ril 29 - May 6, 2019)		idea y	BOD MEETING (Brian will attend) JGTC Kanto Tokyo, Japan	JGTC Chubu Nagoya, Japan	
	19	14	15	16	17	18
RUSSELL IN JAPAN	RUSSELL IN JAPAN	RUSSELL IN JAPAN	RUSSELL IN JAPAN	RUSSELL IN JAPAN	EDSSELL IN JAPAN	RUSSELL IN JAPAN
	JGTC Kansai Osaka, Japan			KIX TRAVEL FAIR	KIX TRAVEL FAIR	KIX TRAVEL FAIR
A COMPANY NO.	20	2)	22	23	24	25
HUSSELL IN JAPAN	RSO GUAM	RSO GUAM	RSO GUAM	RSO GUAM	RSO GUAM	
KIX TRAVEL FAIR		JMC Meeting	rus demo dalmo para un mano	BOD MEETING		
COSTA CONTRACTOR	27	28	29	30	31	STATE STATES
		RSO GUAM	RSO GUAM	RSO GUAM	RSO GUAM	
	Memorial Day Holiday					

Issue: Board approval required for travel.

KANKU TABIHAKU (KIX TRAVEL FAIR)

Director Milton made the motion, seconded by Director Hoffman to approve travel for the GVB Chairman of the Board/designee and the GVB Director of Tourism Research/designee to participate in the KIX Travel Fair in Osaka, Japan from May 17-20, 2019. Estimated total cost is \$5,978.00; \$3,210.00 from account # JA-SMD008 and \$2,768.00 from account # RE-RES104.

Motion unanimously approved.

Airfare :	\$1,000 x 2 pax					\$2,000.00
	Osaka	Lodging	Nights	M&IE	Days	
Per Diem:	GVB Chairman of the Board/Designee	\$360.00	4	\$192.50	4	\$2,210.00
	GVB Director of Tourism Research/Designee	\$288.00	4	\$154.00	4	\$1,768.00
Marketing Total:						\$3,210.00
				Research	Total:	\$2,768.00



Grand: Total:

\$5.978.00

Background: Organized by Kansai Airports, Kanku Tabihaku is a travel fair focusing on outbound travel from the Kansai area. The travel fair consists of consumer participation with booth exhibits and dedicated travel seminars for destinations or other travel-related businesses. GVB annually participates with the Japan team, Miss Guam, and in-country Chamorro Gumas who represent Chamorro culture through performances at the main stage.

Kansai remains an important source region for Japan market with majority of school and group travel originating from Osaka. As such, GVB will organize cohesive participation in this annual event by arranging business meetings with airlines and group travel agents. The Chairman of the Board, President & CEO, Director of Tourism Research, and marketing team will participate in meetings with high-level executives from JTB, HIS, and T'way Air.

Tourism Research, another vital component of travel in the Japan market, becomes increasingly important with the current challenges Guam is facing. In addition to attending the aforementioned strategic meetings, GVB's Research team will conduct consumer surveys at the Guam booth throughout the two-day event. Data from these questionnaires aids the Bureau in developing the most effective marketing strategies for the Japan market and provides insight into the current trends of travelers originating from the Kansai region.

Travel for the GVB President & CEO, two marketing staff, one culture staff, one Miss Guam, and two entertainers to participate in this overseas mission was previously approved by the Board of Directors on November 8, 2018. In light of the recent appointment of new Board members and senior management, it is critical for the bureau's leadership to establish rapport with the overseas travel trade community. This initial introduction will instill confidence that GVB's work will continue and trust that Guam values their partnership.

Issue: Board approval required for travel.

GVB RFP 2019-001 TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN JAPAN

Director Hoffman made a motion, seconded by Director Camacho to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2019-001 Tourism Destination Marketing Representation Services in Japan, and if successful, to enter into a contract.

Motion unanimously approved.

Background: This is a re-solicitation for this service, which was first issued on was October 8 through November 19, 2018. On January 28, 2019, pursuant to 2 GAR Div. 4 \$3115(d)(2)(A)(ii)(iii), the President and CEO rejected all proposals and cancelled this solicitation in the best interest of the territory of Guam and GVB for the following reasons:

- 1. Ambiguous or otherwise inadequate specifications were part of the solicitation.
- 2. The solicitation did not provide for consideration of all factors or significance to GVB in seeking the services requested by the RFP.

As such, the scope of work was revised to better reflect the intent and purpose of this solicitation, which was re-issued on February 22 - April 5, 2019. The projected contract date is from June 1, 2019 through September 30, 2019 for FY2019, along with three one-



year options to renew; and is subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

J. NORTH AMERICA & PACIFIC MARKETS

- Director Hoffman announces that President and Lt. Governor are at IGTLA to show Guam hospitality and Guam's openness to support the LGBTA. Vice Chairman Ada stressed to have travel motions cleared and SOP should be followed. If we do not have SOP, then we need to adopt for travel motions.
- Upcoming: Scuba Show at Long Beach, CA and IPW at Anaheim, CA.
- Director Flori-Anne Dela Cruz named PATA Face of the Future.

K. GREATER CHINA

Committee minutes dated Friday, April 12, 2019

- Taiwan- Director Camacho explains at UGM 55 runners participated with a promotional impact of 1 million dollars in media exposure. MICE adventure sport group continues to grow. Golden Insurance came on April 9 17 for 388 pax. Golf Digest here in March and again April 23-27, 2019 with 48 golfers.
- Hong Kong UGM had 96 runners with investment of \$34,000. Travel Expo in Hong Kong on June 13-16, 2019 and sent an invitation to membership.
- China PRC had 21 runners, 20 pax were cancelled due to visa issues. TikTok content project with a return on investment of 2 million.
- o Vice Chairman Morinaga explains this year is very politically sensitive as running Foscom owner is pro-China and Tsai is anti-China. People in Taiwan are fighting and may affect tourism on Guam. Election is next year. So, we need to keep our antennae up and talk to Taiwan contacts to keep us posted. Going to be very interesting to see what happens.

L. MEMBERSHIP & COMMUNITY OUTREACH

Director Kloppenburg: Had the Quarterly Membership Meeting last week, April 18, 2019 with guest speaker Mallory Morgan with the Bureau of Statistics and Planning as part of Coral Reef Management program. She gave a presentation on the current state of our coral reef which is deteriorating in an alarming rate and gave insightful suggestions on what we can do to help reduce the effect of what's happening. Josh sent out a PowerPoint on it for those that couldn't make it. Chairman Ada suggests during Golden Week we get the airport to have the video put on the monitors at the baggage claim area. Have Vice President look into this. Vice Chairman Morinaga suggests to bring it up to Japan JGTC, to the students of tomorrow. This is good to have them study and learn in Guam. Teach the younger generation to keep our island clean and coral safe. Contact UOG's Marine Lab to give a short lecture. Also, take the kids to the Legislature and have the Senators give a speech. Have them take pictures with them. Maybe even take pictures with



Governor and Lt. Governor. Something they can bring home. He spoke to Vice President about incorporating this into tourism, having them learn more than just Guam culture, but what Guam is about. Make this part of our tourism. Director Dela Cruz mentions to coordinate with airlines and have the video played before they land. Director Camacho asked about hotels and Vice Chairman Morinaga mentioned Nikko and Hyatt are already having employees trained about coral protection. We will be like Hawaii and not have chemical sunscreens allowed. The more we get this out the better. We must be proactive rather than reactive. Do all these things as part of our tourism.

- May 17, "Stakeholders Forum" for Tourism for Tazi at Guam Museum 9-11am.
- Map of murals will be helpful and good marketing tool for hotels, rent a car companies and tour agencies. Ms. Dee Hernandez will make available when it is done.

M. VISITOR SAFETY & SATISFACTION

 Senator Jim Moylan introduced Bill 98-35 that finds that tourism is a major economic engine of our islands economy and aby crime committed against our tourists is more than a crime against an innocent victim, but also a crime against our community. We will be informed when the public hearing comes up.

VII. EXECUTIVE SESSION

VIII. OLD BUSINESS

IX. NEW BUSINESS

- Acting President Alvarez says Speaker Tina Muna Barnes will be introducing 7 new legislations that will affect the TAF for Operations for 1. Tourism Education Council \$50,000 2. Micronesia Cruise Association \$40,000 3. Guam Unique Merchandise \$25,000 4. International Film Festival \$40,000 5. Duk Duk Goose Inc \$50,000 6. Chief Hurao School \$150,000 7. Humatak Foundation \$40,000. Total of \$375,000. These were projects that didn't get funded last year and so coming again this year.
- Chairman Ada attended the Bank of Guam Forum with GVB Director of Research and they discussed sustainability. Mr. Chairman encourages GVB to adopt a green policy. So, shouldn't have plastics and Styrofoam, use scrap paper and other simple things. If we want to win the PATA Sustainability Award we need to practice what we are preaching right here in the office.

X. ANNOUNCEMENTS

- Thursday, May 9, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room
- Thursday, May 23, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room



XI. ADJOURNMENT

Director Camacho made a motion, seconded by Director Milton to adjourn the meeting. Meeting adjourned at 4:30pm.

Motion unanimously approved.

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

Board Minutes respectively submitted by Yolanda Bordallo, Executive Secretary



•		
		V _{CC}