

BOARD OF DIRECTORS REGULAR MEETING Thursday, May 9, 2019 – 3:30 p.m. Guam Visitors Bureau Main Conference Room

BOARD OF DIRECTORS PRESENT:

Chairman Sonny Ada
Vice Chair Milton Morinaga
Director Stephen R. Gatewood
Director Brad Kloppenburg
Director Therese C. Arriola

Director Shun Matsumoto
Director Mayor Robert Hoffman
Director Satoru Murata

Director Joann Camacho Director Kloppenburg

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

Director Paul Shimizu

BOARD OF DIRECTORS ABSENT:

Director Flori-Ann Dela Cruz

GVB MANAGEMENT & STAFF PRESENT:

Pilar Laguaña Lisa Linek Doris Ada Karida Brennan Breeana Garrido

Colleen Cabedo

Nakisha Garrido

Brian Boria

Bobby Alvarez Josh Tyquiengco Brian Borja Nicole Benavente

Nico Fujikawa Gabbie Franquez Dee Hernandez Rose Cunliffe

Nadine Leon Guerrero Elaine Pangelinan Sydney Leon Guerrero

Regina Nedlic Maria San Nicolas Chris Lizama

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

Aurelia C. David w/ Thai Airways

AGENDA

I. CALL TO ORDER

Chairman Ada called to order at 3:29pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Shinohara made a motion, seconded by Director Kloppenburg to approve the minutes of the previous Board of Directors meeting dated April 25, 2019. (Subject to Changes)

Motion unanimously approved.

III. CHAIRMAN'S REPORT



Chairman Ada opened the floor for the nominations for the 12th Director.

Director Hoffman nominated Mr. Derrick Muna-Quinata. Director Kloppenburg nominated Mr. Tae Ho. Mr. Derrick Muna-Quinata spoke about his background and qualifications. Director Kloppenburg gave a brief background of Mr. Tae Ho since he was not present. Chairman Ada closed the floor for the nominations for the 12th Director. The Board placed a verbal vote.

Nomination of Mr. Derrick Muna-Quinata Unanimously Approved. Director Muna-Quinata accepted.

Derrick Muna-Quinata gives thanks for nomination. He is 39 years old and owner of Auto Spot which has been in business for 8 years now. Started in 2010 in a small parking lot, and has grown from 10 sales to 60 million in revenue. It is a rental car business which qualifies for being in the tourist market. He has a vision for what Guam should become. A high-quality product bringing in a higher level of tourists and big spenders. He is still young and can contribute his expertise in digital marketing space to the board. He can use some time and energy to give back. Director Camacho explains he is required by law to attend board meetings on the 2nd and 4th week of the month. Chairman Ada asks if there is any conflict of interest and Mr. Derrick Muna-Quinata answers no.

Director Kloppenburg explains that Mr. Tae Ho has been employed with Sandcastle for 20 years as the Korean Marketing Manager and has been instrumental in helping the Korean Market to where it is today. Director Shinohara explains for membership perspective, should consider such a candidate.

Chairman Ada made a motion, seconded by Director Arriola, to accept the slate of Committee Chairs as listed below.

Motion unanimously approved.

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COMMITTEES	CHAIRPERSON	VICE CHAIR	VICE CHAIR
ADMINSTRATION & GOVERNMENT RELATIONS	Joann Camacho	Therese Arriola	
JAPAN	Sonny Ada	Steve Gatewood	Satoru Murata
KOREA	Brad Kloppenburg	Shun Matsumoto	
GREATER CHINA (HONG KONG, TAIWAN & CHINA) NEW MARKET	Joann Camacho	Milton Morinaga	
DEVELOPMENT- RUSSIA & NEW MARKETS (SOUTH EAST ASIA, INDIA & EUROPE)	Sam Shinohara	Brad Kloppenburg	
NORTH AMERICA & PACIFIC, PHILLIPINES	Mayor Hoffman	Flori-Anne Dela Cruz	
AVIATION INCENTIVES	Milton Morinaga	Paul Shimizu	
CULTURAL & HERITAGE	Therese Arriola	Mayor Hoffman	
SPORTS & EVENTS	Paul Shimizu	Derrick Muna-Quinata	
DESTINATION MANAGEMENT/VISITOR SAFETY & SATISFACTION	Sam Shinohara	Flori-Anne Dela Cruz	
RESEARCH & MEMBERSHIP	Steve Gatewood	Derrick Muna-Quinata	



Chairman Ada provided a Committee breakdown and tried his best to accommodate everyone's interests but also slotted in where he saw talent can be used effectively. Gave much consideration on chair assignments. He mentioned this will take effect for 1 year and can swap out after. Director Shinohara inquired if by-laws allow for board to create committees, it was clarified that it is permissible. Chairman Ada consolidated committees that don't need a lot of time or don't meet up as often.

Chairman Ada made a motion, seconded by Director Shinohara, to establish a Policy that Committees can have up to 11 voting members, with a required 6 to meet quorum. Open to adjustment.

Motion unanimously approved.

Chairman Ada inquired if there was anything to limit the number of members. He was going to leave Committee membership to the discretion of the Committee Chair. He prefers to establish a policy which limits the number for committee members, but not to limit the number of members to participate... if an issue can revisit at a later time. He expressed the need to identify that committees cannot have 2 or more members from the same company, and clarified should have each company to have 1 vote in order to prevent stacking. As a policy, should limit number and it should be an odd number, and 1 representative for each company. Chairman Ada stresses to have this settled today and not delayed. Doesn't want to invite members without having a policy first.

Important points brought up in discussion: It is a good idea to have a manageable number as too many committee members get locked and prevent discussing more important things like overall strategy. Too much talking about things that should be staff and management responsibilities. Not too small, so between 7-13, and an odd number. But can be challenging for smaller committees. Important to have chosen members who are going to be productive. Should have a specific definition of 1 representative for one company. Make sure have someone represent each market in each industry to ensure they have a voice. In the past, Directors can go to any meetings for any committees and give their input. The importance of focusing on committees is questioned considering and committees can't move forward without the board agreeing. It is important to assure that things are discussed and agreed to at the committee level. The nature of the committees is to get stakeholders input, and for the Bureau to get expertise from the marketplace. It is a good opportunity to reach out to the members and encourage greater participation. Too many voting members can be problematic. Director Shinohara makes an official committee recommendation of 11 voting members and 6 for quorum/votes to pass something. Establishing quorum is essential as this guarantees input which is whole purpose of having committees. If don't have quorum, can't have a meeting. A suggestion is made to do it by budget; smaller budgets have smaller committees. This will push Committee Chairs to try hard and reach out to members. If only after they've tried really hard, a committee cannot find 11, then bring it to the board to adjust number.

Director Kloppenburg asks for committees to make available dates and times so Directors can sit in on meetings.

IV. PRESIDENT & CEO'S REPORT







Administration



OPA Procurement Cases

In the Appeal of TLK Marketing, Co., Ltd.
 (Ref: Tourism Destination Marketing Representation Services in Korea)
 Status: On April 30, 2019, TLK Marketing withdrew their appeal with OPA. No further action required.

 In the Appeal of JJ Global (Ref: Tumon Landscape Haintenence)

Status: On May 8, 2019, OPA Decision Issued: GVB shall either ratify and affirm contract with LMS Guam or terminate it.

April 2019

April 1-30, 2019

Total: 120,779 (+2.6%)

Mix	Crigin	2018	2019	% to LY
19.5%	Japan	39,934	47,725	19.8%
44.8%	Korea	60,265	\$4,161	-10.7%
LON	Talletas	2,341	2,275	LEX
0.6%	China	1,046	738	-29,4%
6.4%	US/Hawell	6,929	7,716	11.4%
2.0%	Philippines	1,842	2,433	32.1%
0.5%	Hone Kons	693	585	0.01
0.3%	Russia	315	337	7.0%

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January - April 1-30, 2019



April 24- May 6, 2019

Total: 59,971 (+18.1%)

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Calendar Year to Date 2019



Total: 551,862 (+6.6%)

Market Mix	Origin	2018	2019	% to LY
43.0%	Japan	189,919	237,494	25.1%
42.9%	Korea	243,548	236,972	-2.7%
LFK	Tahean	9,841	9,233	-4.2%
1.0%	China	7,350	5,345	-27,4%
6.0%	UE/Hawaii	29,751	12,901	10.9%
1.2%	Philippines	5,728	6,336	11.0%
0.4%	Hong Kong	1,981	2,208	11.5%
0.4%	Russia	1,775	2,138	20.5%

Fiscal Year to Date 2019



October - April 1-30, 2019

Total: 952,471 (+6.5%)

N Market Mix	Origin	2018	2019	% to LY
41.8%	Japan	317,539	390,277	25.4%
44.0%	Korea	431,381	419,039	-2.9%
Lass	Taiwen	15,590	19,521	-0.5%
0.5%	China	11,460	8,487	-24.2%
5.0%	US/Hawali	48,443	\$5,580	14.7%
1.3%	Philippines	12,065	12,759	5.8%
0.4%	Hong Kong	4,085	4,236	3.7%
0.4%	Russia	2,927	3,439	31.2%

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Japan Marketing

















North America Marketing









North America Marketing













Catherine Bungabong from Talent Basket, attended the Scuba Snow 2019 in Long Beach, CA from May 4-5, 2019.

Guam Micronesia Island Fair







Tourism Month Proclamation Signing















Chairman Ada asks if we have economic impact information for Golden Week.

Chairman Ada asks if seeing tourists attending and President replies yes.

Director Shinohara asks about VSO and President replies VSO's are in the area and very helpful, polite and gracious. They politely ask homeless to leave. No crime reported. No fits. More people are enjoying Hagatna as our capital. VSO's just recently helped a boater in distress. They have been helpful since day one.

V. TREASURER'S REPORT

Director Shinohara explains will have a report on back end of the month. He mentions we need to do continued work on the budget. He knows Ms. Laguaña and Mr. Alvarez had a meeting at the legislature. He wants to make sure we are ready for our Budget presentation. Director Shinohara says we do not have a schedule yet. Director Shinohara says it generally and historically is in July. Ms. Laguaña would like to have meeting next week as a preliminary to talk about a strategy, and she will contact Chairman Ada's office.

VI. REPORT OF THE BOARD COMMMITTEES

- A. EXECUTIVE COMMITTEE
- **B. ADMINISTRATION & GOV'T RELATIONS**
- C. RESEARCH
- D. VISITOR SAFETY & SATISFACTION



Director Camacho explains the Japan Counsel, Micronesia assistance and Japan Travel Association in spite of increased visitors reported, no crimes reported at Golden Week. Due to enhanced security awareness and participation of GVB and the increased presence of GPD and VSO's.

This morning, a VSO in Hagatna reported a mother went missing in Hagatna at 10:45am. The VSO patrolled the entire downtown with GVB tour guide inspector and found mother in Tumon next to the DFS Galleria. Japan Counsel representative expressed thanks to GVB for their efforts.

Chairman Ada inquired how long we have the VSO's for and Ms. Laguaña answered to the end of the fiscal year. And once we get our new budget, she would like to have it continue.

E. CULTURAL & HERITAGE

CHINA SALES MISSION - GUANGZHOU

Director Arriola made a motion, seconded by Director Shinohara, to approve travel for the Cultural Heritage Officer, Miss Guam, (2) Musicians, and (4) Dancers to attend the China Sales Mission in Guangzhou, China from June 16-19, 2019. Cost is approximately \$14,280.00 to be taken from Cultural Heritage Account No. DM-CPO007.

Motion unanimously approved.

	Guangzhou	Lodging	Nights	M&IE	Days	
Per Diem	(1) CHO (1) Miss Guam (2) Musicians (4) Dancers	\$246.00	4	\$169.00	4	\$13,280.00
Musicians Professional Fee (\$100 x 2 days x 2 pax)						\$400.00
Dancers Professional Fee (\$50 x 2 days x 4 pax)						\$400.00
Miss Guam Professional Fee (\$100 x 2 days)						\$200.00
TOTAL COST					\$14,280.00	

Background: The China Sales Mission Motion was approved by the board on November 8, 2018. The Board approved travel for the President & CEO and Director of Global Marketing or their designees and (1) Marketing Staff. Due to the overseas offices' recommendation, it is requested to also have cultural performers and a Miss Guam participate during the China Sales Mission to perform and interact at the media and trade events to enhance our promotional efforts.

To save on airfare, we plan to send the same cultural delegation and Miss Guam who will be participating at the Hong Kong ITE & MICE Show from June 12-16, 2019 to travel to Guangzhou, via train to also participate in the China Sales Mission from June 16-19, 2019. Travel related cost requested is to cover daily per diem, lodging

and professional fees.

Issue: Board approval needed for all travel.

F. DESTINATION MANAGEMENT

Director Hoffman made a motion, seconded by Director Shinohara, to support funds from the Qualifying Certificate program administered by the Guam Economic Development Authority to be used for Facilities Improvements on San Vitores and Westin Hill median landscaping, as well as Anti-Graffiti Project in Tumon/Tamuning/Rte. 16 to Harmon Loop/Agana major landmark areas. Total combined cost is \$100,528.

Motion unanimously approved.

MEDIAN IMPROVEMENT BACKGROUND:

- Ixora shrubs planted in San Vitores and Westin Hill medians have not survived well over time due to the highly acidic, low pH soils. Tumon soils are high in pH causing iron deficiency expressed by the yellowing of leaves. Supplemental and expensive specialized fertilizer is needed to correct this nutrient deficiency.
- Currently, the Tumon Landscape Maintenance fertilizing budget requires 4x/year applications and would need to be increased to 6x/year to maintain good health. The labor and costs associated with Ixora maintenance would be better used for other more sustainable landscape items.
- Fertilizing in Tumon should be limited as it has an adverse effect on the environment and the Tumon marine life. Excess fertilizer can result in unusually high accumulation of salts in the soils and run-off that can enter our waterways and our ocean.
- Replacement of ixora shrubs will be limited to grass mounds due to the absence of irrigation infrastructure.
- Current GVB Tumon Landscaping Maintenance contractor will execute median improvement tasks to include some irrigation repairs.

ANTI-GRAFFITI BACKGROUND:

- GVB has actively been involved in Anti-Graffiti campaign by immediate responding to tagging of public infrastructure. There has been a substantial reduction in graffiti, however, continuation of the program is necessary to keep the activity at bay.
- A Request for Quotation will be issued for this project.

Issue: GVB Board support is required as part of GEDA's conditions for issuing grant money.

Chairman Ada questions how is it that we have experts plant the wrong plants? Ms. Ada explains plants were planted 20+ years ago. Department of Agriculture says the Agoras are not doing well. Bougainvillea's planted on sides had to be removed because of the thorns. The Nanasu had to be removed because fungus infestation. Director Arriola asking to have hardy Bougainvillea's planted in the middle where people are not supposed to be walking through and this will be a good deterrent. Ms. Ada mentions we have a capital improvement plan to revive the landscaping. As Vice Chairman Morinaga has said there is no color. Right now, we just have these small white flowers.

G. SPORTS & EVENTS



Director Camacho explains the Sister Race Agreement structure went well with Nigata and Sapporo. We did not have the Koko Race. We are transferring all agreements with Koko race to UGM and will have a full report at the next board meeting late this month.

Next committee meeting is June 4, 2019 at 2pm

H. RUSSIA & NEW MARKETS

I. KOREA

Director Kloppenburg mentions Asiana Airlines is deceasing. They are having financial difficulties and their Chairman resigned. They were given a \$1.4 billion bailout package. The controlling company wants to off-load their interests in the airline. Some big names are taking a look, Jeju Air is one of them. Meantime, the airline is looking to cut out routes that are not profitable, seeking voluntary retirement, unpaid leaves and those sorts of things. Asiana Airlines owns 44% of Air Busan and 100% of Air Seoul. Question is how will this affect us. People he's talking to are saying in the near future this will not affect us. Air Seoul provides 5,850 seats per month, Air Busan between 3,340 and 5,850 seats. They are season operations. They fly 4 times weekly or daily. We just need to keep an eye out on developments and hopefully no impact to carrier service on Guam.

Upcoming project approved. A niche market, the leisure and sport market, in collaboration with LGU+, out of Korea and a subsidiary of LG Corporation, mobile network carrier and internet t.v. provider. Several video shoots on Guam for such activities as skydiving, scuba diving, and golfing, and will make available to travel wholesalers and travel companies in Korea to promote Guam. Shoot on this is from May 20-26, 2019. Total of 12 episodes, 10 minutes each episode. 18 pax of participating production crew, models and GVB staff. Have a budget of \$43,720 already and is a market diversification project.

Last week, we had a Guam Cultural Wave inspection. Talked about this at the last board meeting which was taking place in Merizo. Now the project shifted to Paseo fishing platform. They are coming back May 21-26, 2019 to do the painting. Micronesia Island Fair coming up. Korean Market will be having a Fam Tour and hosting 4 media journalists from Busan, Daegu, Gwangju and Cheongju to promote Guam to its 2nd tier cities. KOTFA is coming up June 6-9, 2019. Unfortunately, no coexhibitors for that but Hana Tour International Travel Fair will have 3 exhibitors with Sentry Hospitality, Nissan Rent A Car and Skydive Guam.

J. JAPAN

Director Murata mentions first GVB Japan Fam Tour is May 26-29, 2019.

K. NORTH AMERICA & PACIFIC

Committee minutes dated Wednesday, May 1, 2019

Exhibit B

WORLD PRIDE NYC: STONEWALL

Director Hoffman made a motion, seconded by Director Arriola to approve travel for the Lieutenant Governor of Guam and one Marketing Staff to attend the World Pride | Stonewall 50 event in New York City, New York from June 24-30, 2019. Estimated total cost is \$14,000.00; Account # US-SMD023

Motion unanimously approved.

Airfare: Business Class	\$5,000.00	\$5,000.00				
Airfare: Economy	\$2,000.00	\$2,000.00 x 1 pax				
	New York City	Lodging	Nights	M&IE	Days	
Per Diem:	Lt. Governor	\$328.90	9	\$98.80	9	\$3,849.30
	Marketing Staff	\$253.00	9	\$76.00	9	\$2,961.00
Miscellaneous: Excess baggage, meetings, transportation and communication expenses and other unanticipated qualified expenses.						\$189.70
	\$14,000.00					

Background: Following the Guam Visitors Bureau's recent participation at the International Gay & Lesbian Travel Association (IGLTA), the Lt. Governor of Guam was invited back to New York to participate and serve an important role at the World Pride NYC Stonewall Uprising event from June 24-30, 2019.

The Lt. Governor has been invited to be a key speaker at the World Pride Conference, a special guest at a few receptions and to participate in the annual parade. The Lt. Governor will speak on the topic of human rights and equality and highlight Guam's forward thinking and acceptance of all visitors.

More than 3 million people, both New Yorkers, from around the US and from all over the world are expected to participate in the World Pride NYC. This is the premier Pride event that takes place and brings together global travelers to celebrate equality. This is a tremendous opportunity to introduce Guam and share with the world how open and accepting Guam is, despite its geographic proximity to Asia.

Planning is underway to meet with the PATA New York Chapter, the Chamorro community in the area and various media, to share information about the 75th Guam Liberation event and festivities. It is important to share what Guam is doing and invite them to visit Guam.

Issue: Board approval required for travel.

Ms. Pilar explained this particular event is an enormous opportunity. International travelers go to this global, World Pride event and the Lt. Governor was invited to speak again. At this talk, GVB will provide again the information we provided to him at the IGLTA convention to help promote Guam and use this platform to raise awareness of Guam. People are very curious about Guam and he is the celebrity that can deliver our message. As the first openly gay Lt. Governor of the country, he has a greater voice than any of the GVB staff has, and he will be speaking on human rights. Guam is being looked at as a very inclusive and very progressive destination. This is a part of the marketing strategy for NAP. The collateral materials are the world class journalists that will be covering the event. Ms. Laguaña explained that this

opportunity came about because we are members of the IGLTA. We found out about this at the tail end of the IGLTA convention. It is a global platform and we can take advantage of it creating our Guam brand. The Lt. Governor will be speaking at other events and participating in the parade with other officials. Puerto Rico as another territory will participate and asked if we could join in the cost for the float. We are not prepared financially to do a float. A few concerns were raised with funding travel that does not directly attach to GVB, however it was emphasized that it was necessary given GVB was the impetus for this.

USS Ronald Raegan is arriving at the end of the month, along with its tenders, destroyers and support ships. They will be docking for 3 days. Just on a carrier alone brings 5000. Japan defense corps ships coming also. They will be spending on the island and stocking up on supplies. Director Camacho comments that we can do a better job at coordinating actives to give them a greater experience. Food trucks etc. The Port normally takes the lead, but we should figure out how to better coordinate, and give them a great experience so they want to come back or just that they have a great feeling about where "America's day begins" ... which has been a challenge.

Director Arriola mentions we need to get the Micronesian Cruise Association back on track. GVB does make provisions to have them greeted and get the word out to vendors that there is going to be a visit by a cruise ship. We often find out very last minute and makes it difficult to coordinate. Director Camacho points out to get the ground handlers more involved. Director Arriola asks to better coordinate with the Port. Ms. Laguaña says we continue to work on this. We do not know of the arrivals unless they tell us since there is no tracking mechanism in place. Director Arriola points out that we should have Port people involved in the VSS committee since they are so instrumental. They need to be aware of the needs that we know of if we are to develop the Port Authority and the port. Director Rory Respicio is talking about developing the dock. Ms. Laguaña understands the Governor plans to sign an executive order for GEDA, the Port Authority, GVB and others to get together and facilitate discussions that some of our board members are aware of, and will be solidified shortly. Director Arriola stresses the involvement of the Port Authority. Director Camacho explains we need our partners in government agencies to be committed to the work that we do. Director Arriola comments that in the last term, we didn't have very good working relationships and to focus on improving these crucial relationships. Chairman Ada and this board will assist with this. Chairman Ada questions if the executives of the Port, the Airport, President of GVB and GHRA meet quarterly, which they do not. This would be helpful, everyone can give their input and get direction. Make a plan and then can follow through to their departments. Chairman Ada decides GVB will host the first meeting of the directors of all relevant agencies. The intent is to improve the information exchange.

L. GREATER CHINA

Next committee meeting is tomorrow at 11am.

M. MEMBERSHIP & COMMUNITY OUTREACH

- VII. EXECUTIVE SESSION
- VIII. OLD BUSINESS
- IX. NEW BUSINESS



X. ANNOUNCEMENTS

Korean Committee meeting is next week, May 14, 2019 at 2pm.

Discussion on changing the board meeting time to possible morning. 10am-12pm is thrown out. Someone mentioned it and so it's being entertained. Director Shinohara points out that it has to work for the President and staff. Chairman Ada says possibly change to 3pm for consideration of staff and what they need to do to prepare for board meetings.

Director Shinohara raises concern of necessity for staff to kill themselves to have a committee report available after 5 days. Acknowledges it's important to have a deadline but 5 days seems to put an unnecessary burden of the staff. Director Arriola explains it is for the people that are not sitting in on the committees and can reference to the details of the motions that come out of these committee meetings. If the Committee Chairs are going to provide a comprehensive report, she agrees too. Committee meetings are now only allowed to meet on weeks we do not have board meetings, so only on the first and third week of the month moving forward, as it used to be.

Director Camacho asks for updated Travel Motions to be provided. With new committees, it needs to be discussed at the committee level and adopted to the end of the fiscal year.

Chairman Ada explains Tourism 2020 is being updated and tasked to Mark Baldyga to work with some of the folks at GVB. He challenges the different marketing committees to have bigger budgets so we can have growth. We want to diversify, so don't be shy, ask for it but have to justify it. Stop waddling about because if that's how it's going to be then why bother with these smaller markets and just have 2 major markets. So, ask for more and justify it. We need to diversify and grow. The 2025 will be very specific and touch on this but want to put in the minds of the Chairs of these secondary, developing markets.

- Thursday, May 23, 2019 at 3:30pm, GVB Regular BOD Board Meeting @ Main Conference Room
- Thursday, June 13, 2019 at 3:30pm, GVB Regular BOD Board Meeting @ Main Conference Room

XI. ADJOURNMENT

Meeting adjourned at 4:58pm

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

Board Minutes respectively submitted by Yolanda Bordallo, Executive Secretary