BOARD OF DIRECTORS REGULAR MEETING  
Thursday, June 13, 2019 – 3:30 p.m.  
Guam Visitors Bureau Main Conference Room

BOARD OF DIRECTORS PRESENT:  
Director Shun Matsumoto  
Vice Chair Milton Morinaga  
Director Satoru Murata  
Director Brad Kloppeburg  
Director Therese C. Arriola  
Director Florl-Ann Dela Cruz  
Director Mayor Robert Hoffman  
Director Samuel Shinohara  
Director Joann G. Camacho  
Director Derrick Mufla-Quinata

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:  
Director Paul Shimizu

BOARD OF DIRECTORS ABSENT:  
Chairman P. Sonny Ada(excused)  
Director Stephen R. Gatewood

GVB MANAGEMENT & STAFF PRESENT:  
Pilar Laguña  
Lisa Linek  
Brian Borja  
Karida Brennan  
Breeana Garrido  
Gabble Franquez  
Briar Borja  
Bobby Alvarez  
Nadine Leon Guerrero  
Kraig Camacho  
Nicole Benavente  
Nico Fujikawa  
Marla San Nicolas  
Rose Cunliffe  
Jamielyn Pinaula  
Chris Lizama  
Mal Perez  
Dee Hernandez  
Nakisha Garrido

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:  
Aurella C. David w/ Thai Airways, Kevin Kerrigan w/ The Post, William Brennan, Asher Goldmanberg w/ Guamzilla Inc., Anumita Kaur w/ PDN

AGENDA

I. CALL TO ORDER

Acting Chairman Morinaga called meeting to order at 3:29 pm.

II. MINUTES OF THE PREVIOUS MEETING

Director Shinohara made a motion, seconded by Director Kloppeburg, to approve the minutes of the previous Board of Directors meeting dated May 23, 2019. Motion unanimously approved.
III. CHAIRMAN’S REPORT

- Director Morinaga is Acting Chairman because Chairman Ada is off island.
- Ethics Training is mandated for all appointed and elected directors within 6 months of his or her appointment, and every 4 years. Training is 2 hours and needs to be done by July. To be given by Dan Fitzgerald exclusively for GVB. Director Shinohara asks if the curriculum is the same or different from 2 years ago/2017? If it is different, then he should take it again.

IV. PRESIDENT & CEO’S REPORT

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GUAM VISITORS BUREAU
PRESIDENT’S REPORT
06-13-2019

FINANCE & ADMINISTRATION

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May 2019

<table>
<thead>
<tr>
<th>Kilo Market Mix</th>
<th>Origin</th>
<th>2018</th>
<th>2019</th>
<th>% to LV</th>
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<tbody>
<tr>
<td>35.4%</td>
<td>Japan</td>
<td>38,748</td>
<td>41,890</td>
<td>14.7%</td>
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<tr>
<td>40.0%</td>
<td>Korea</td>
<td>60,925</td>
<td>58,247</td>
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<tr>
<td>2.1%</td>
<td>Taiwan</td>
<td>1,728</td>
<td>3,440</td>
<td>40.9%</td>
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<td>China</td>
<td>1,089</td>
<td>394</td>
<td>-60.6%</td>
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<tr>
<td>3.5%</td>
<td>US/Hawaii</td>
<td>3,547</td>
<td>6,973</td>
<td>98.8%</td>
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<tr>
<td>1.0%</td>
<td>Philippines</td>
<td>1,223</td>
<td>2,228</td>
<td>83.1%</td>
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<td>Hong Kong</td>
<td>498</td>
<td>853</td>
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<td>Russia</td>
<td>234</td>
<td>237</td>
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Total: 117,657 (+4.5%)

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Calendar Year to Date 2019

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<td>11,884</td>
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<td>US/Hawaii</td>
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<td>0.4%</td>
<td>Russia</td>
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Total: 669,744 (+6.3%)

Fiscal Year to Date 2019

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<th>% to LV</th>
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<td>0.8%</td>
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<td>Russia</td>
<td>3,181</td>
<td>4,338</td>
<td>38.4%</td>
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</table>

Total: 1,070,353 (+6.3%)

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GUAM VISITORS BUREAU | SETBISION BISTAN GUAHAN
401 Pale San Vitores Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8861 | www.visitguam.com
Korea Marketing

Completed Projects
- SICOM, INTERNATIONAL TOURISM INDUSTRY FAIR (LSTIF) 2019
  - June 6-9, 2019 @ COEX in Seoul
- Participating with partners: Royal Orchid Guam Hotel
- GVB won the "Best Publisher Performance" Award
- Management visit with MBC: Broadcasting to increase interest in continuing to work together, especially for the annual golf tournament

Completed Projects
- HAKONE INTERNATIONAL TRAVEL SHOW (HITS) 2019
  - June 9, 2019 @ KOTETSU in Seoul
- Eighteen (18) participating golf partners: Two Inland, Club Japan EuroTour, Golfing in Japan, USA, Korea, Malaysia, Singapore, Thailand, Taiwan, China, Hong Kong, Macau, Japan, China, Indonesia, Philippines, Malaysia, Singapore, Thailand, Taiwan.

Upcoming Projects
- PETS FAIR TOUR
  - June 29-30, 2019
- Invited twenty (20) Korean key travel trade partners and professional conference organizers (PCOs) to introduce the Guam product to large conference exhibitions, PCOs, and travel agencies to assist PCOE business to Guam
- SAVE THE DATE: Tweet Meet with Guam partners on Friday, June 28, 2019 from 2pm-6pm @ The Guam Museum
- Will include a Guam Island Loop experience, Guam International Airshow and travel event, followed by networking cocktails and dinner
- Guam partners involved in PCOE market are encouraged to participate

Korea Marketing

Japan Marketing Representative

GUAM VISITORS BUREAU | SETBISON BISTAN GUAMA
401 Pale San Vitores Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8861 | www.visitguam.com
V. TREASURER'S REPORT

- Director Shinohara reports we received our allotment and we are on track and up to date.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS
Director Shinhoara made a motion, seconded by Director Arriola, for the Board to support for Bill 86-35 relative to exterior on-premise signage in H-Resort zones and defining digital signage. Motion unanimously approved.

Background: Currently, the H-Resort zone on Guam does not have its own customized sign code. Instead, signage in the H-resort zone mirrors the Commercial zone signage code. Bill 86-35 addresses permitting of digital video signage in the H-Resort zone. The Destination Management Committee supported the bill at the 5/31/19 meeting.

Issue: Board position required to submit testimony to Senator “Pedo” Terlaje. Deadline is Friday, June 14, 2019.

- Allows digital signage on property with a lot of restrictions like it can stick out only 8 inches from the building and it can only take up only 6% of the building. GVB will be submitting a written testimony.
- A meeting will be taking place this Monday with the Speaker to clarify the intent of the other bills, making sure we are on the same page.

C. RESEARCH/MEMBERSHIP & COMMUNITY OUTREACH

D. DESTINATION MANAGEMENT /VISITOR SAFETY & SATISFACTION

- Director Shinhoara reports VSS has first meeting this Thursday at 11am. Same day and time as the Ribbon ceremony for GPD new headquarter so may not get a very good attendance. Hopefully someone comes in to discuss typhoon preparedness as we are in typhoon season.
- Chairman wants Destination Mgt. and VSS consolidated but challenging as they are dissimilar.
- Talked a lot about signage law and pushing forward with safety projects throughout Tumon and the need for GVB and the government to support initiatives to continue to invest in destination and capital improvement projects that are much needed. Long way to go to get our destination in shape.

Committee Minutes dated May 31, 2019

E. CULTURAL & HERITAGE

Liberation Festivities In Washington, D.C.

Director Arriola made a motion, seconded by Director Shinhoara, to approve travel for eight (8) pax (GVB CHC Chairwoman, GVB Cultural Heritage Officer, Miss Guam Liberation Queen 2018, Ruby & Jesse, Master of Chamorro Dance Frank Rabon and two (2) assistants) to participate in the 75th Guam Liberation Festivities and conduct the US-Guam Chamorro Dance Academy in Washington, DC in July 12-18, 2019. (Estimated cost up to $39,649.50 from Account # DM-CPO006). Motion unanimously approved.
<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
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<td>$ 24,000.00</td>
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<td>Per Diem</td>
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<td>$ 7,518.00</td>
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<td>M&amp;IE</td>
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<td>$ 76.00</td>
<td>7</td>
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<tr>
<td>TA M&amp;IE</td>
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<td>$ 95.00</td>
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<td>$ 665.00</td>
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<td>Prof Fee</td>
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<tr>
<td>Acct No. DM-CPO006</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>$ 39,649.50</td>
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</table>

**Background:** This year marks the 75th anniversary of Guam’s Liberation and Congressman Mike San Nicolas will be hosting events in Washington D.C. His office is in charge of the Wreath Laying Ceremony at the Tomb of the Unknown Soldier and has invited Miss Guam and GVB to participate. He will also be hosting the Guam Liberation “Guam Night” Reception. The reception demonstrates Guam as a unique travel destination by providing cultural experiences, including Chamorro food, music, and cultural performances.

The Bureau will also conduct the US-Guam Chamorro Dance Academy workshop. The participants in the workshop will perform during the Guam Night. The Bureau continues to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy, which was launched in 2014.

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

- Director Arriola is withdrawing her participation and having Director Camacho attend in her place. Coordinating entertainment for Congressman Mike San Nicolas and Dance Academy workshop in East Coast so saving money.
- 75th Liberation is Administration’s effort and biggest island fair for Guam. Recognizes event sponsors United, DFS, Auto Spot, PHR and Ambros on behalf of Liberation Planning Committee and entire Cabinet. Schedule of events that came out in newspaper shared with Executive Secretary to forward to board members. A celebration to remember… Carnival for 60 days, so many activities and concerts planned (Pia Mia, For Peace Band, a car show) and fireworks every weekend. Theme is Peace and Friendship, so a time to put all our pettiness aside and make Guam a beautiful place to live.
- Acting Chairman Morinaga thanks Director Arriola for all her hard work.

**F. SPORTS & EVENTS**

- Director Shimizu mentions the first meeting was on June 5, 2019 and 6 nonprofit sports ambassador grants and Electric Island Festival was approved.
- EIF to be held on June 22, 2019.
- Pleasure Island Guam BBQ Block Party is on July 6, 2019 from 5:30 – 10 pm.
- Committee will be meeting first Tuesday of every month.

**G. AVIATION**

- Committee is next Tuesday at 10am. Purpose is to collaborate with Airport to bring in new airlines.
H. KOREA

- SHALL WE GUAM was a partnership with LG+ and Tours Plus to promote Guam as the perfect destination for sports travelers. Twelve 10 minute episodes aired in Korea in July and August.
- GUAM BBQ BLOCK PARTY MEDIA PROJECT was a coop with Olive Magazine, a popular Korean food magazine and LG Electronics, a South Korean electronics company. GVB will host a FAM tour with 8 digital influencers featuring the new smartphone to produce video and photo content of Guam which GVB will have full rights to content. Olive magazine will publish a special article in their August issue.
- SEOUL INTERNATIONAL TOURISM INDUSTRY FAIR AND HANATOUR INTERNATIONAL TOURISM INDUSTRY FAIR were both very successful. Took a lot of coordination of efforts and work and want to thank the GVB team and GVB Korea. We had good participation from membership for the delegation team.

I. JAPAN

Committee minutes dated Tuesday, May 21, 2019

Exhibit C

GVB EXECUTIVE INTRODUCTION TO JAPAN TRAVEL TRADE AND MARKETING REP ORIENTATION

Director Murata made a motion, seconded by Director Shinohara, to approve travel for the delegates below to participate in introductory meetings with Japan government officials, U.S. Embassy Officials, travel trade partners and the Japan Marketing Representative in Tokyo, Japan to take place within the first half of July 2019. Estimated cost is $53,990.55 from account # JA-TTC091. Motion unanimously approved.

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<table>
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<th>Nights</th>
<th>M&amp;IE</th>
<th>Days</th>
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<td>2</td>
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<td>2</td>
<td>$229.00</td>
<td>3</td>
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<td>3</td>
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<td>$229.00</td>
<td>3</td>
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<tr>
<td>4</td>
<td>35th Guam Legislature Senator</td>
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<td>$286.25</td>
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**Note:** The duration of travel varies based on the role of the delegate.

**Background:** This overseas mission to Tokyo will be the first official introduction of Guam's new leadership to Japan's key travel trade and government partners. Leadership will present and meet with GVB's new Japan marketing representative as a result of the office's restructure. A formal reception will be planned with industry partners such as the U.S. Ambassador to Japan, airlines, travel agents, sister and friendship cities (Tsushima, Kashiba, Toi Town, Kashiwa, Yokosuka, Sapporo Tourist Association, Kashiwazaki, Okayama, Karatsu etc), Japan Association of Travel Agents (JATA), U.S. Commercial Services in Tokyo, and other partners.

During this transitory period, it is critical for decision makers for Guam’s tourism industry to establish rapport with the overseas travel trade community as soon as possible to instill confidence that the work will continue and trust that their partnership is valued.

A list of partner meetings is shown below, which will be confirmed based on their availability:
- U.S. Ambassador to Japan William F. "Bill" Hagerty IV
- U.S. Commercial Services Tokyo
- U.S. Customs & Border Protection
- Ministry of Land, Infrastructure, Transport and Tourism
- Japan Civil Aviation Bureau
- JATA
- Japan Guam Tourism Council
- JTB
- H.I.S.
- United Airlines
- Japan Airlines
- Rakuten
- Expedia

Each travel delegate’s participation serves an important role to the overall mission of reaffirming Guam’s presence in the market and strengthening the value of our relationship with Japan. Island leaders will discuss current market conditions in the Asia Pacific tourism environment. Respective GVB Board Directors and Committee Chairs will participate in meetings related to Japan sales & marketing as well as aviation incentives.

Furthermore, GVB headquarters staff will remain in Tokyo after the formal introductions to hold administrative meetings with the Country Manager - Japan and the new GVB Japan marketing representative. The GVB team will provide training to the new Japan team and discuss ongoing and upcoming marketing initiatives and campaigns. Timely communication of financial, administrative, procurement, and marketing processes is essential to the success of work done in
this market. Key GVB management and staff will participate in respective meetings as required for introductions and the orientation of the Japan marketing representative.

Note: Travel dates are subject to change based on the availability of Guam's leaders, GVB's Board of Directors, U.S. Embassy Officials and travel trade partners. Also, airfare during this travel period is high due the summer season, which is the reason for the estimated cost in the expense breakdown. Request for in-kind support by Guam's airline partners will be initiated to minimize the overall cost of this mission.

Issue: Board approval required for travel.

- Director Shinohara comments a lot of people and ask Management to review.
- Director Arriola inquires timing of event so that participants can be back home to attend the 75th Guam Liberation. Director Kloppenberg mentions July 16 and Ms. Pilar Lagaña notes its subject for confirmation as certain key people need to attend.
- Director Murata mentions the Treasure Hunt Campaign will be hold from July 1- September 30, 2019 to target the summer vacation family market. Similar to last year, Japanese tourists are handed a treasure map with keywords installed in 15 Insta Points. Depending on the number of keywords, gold coins and luxury prizes are won. The Grand Prize are 15 travel tickets of 100,000 yen that can be used for another Guam trip donated by T. Galleria.
- GVB Fam tours have been implemented for JGTC travel agency since last month taking from the Hafa Adai Study Tours style and curtailing the needs of the participants. GVB hosting a luncheon tomorrow for the Tobu Top Tours FAM Tour and 10 participants at the Dusit Thani Hotel.
- KNT FAM tour will be June 21 – 24, 2019. JALPAK FAM Tour from June 26 – 29, 2019. HIS and NTA will be in September.

J. NORTH AMERICA & PACIFIC MARKET

- Cebu Pacific Production FAM tour early June announced the Digital Global Summit with Social Media expert Laureen Uy on August 8 - 15, 2019.
- Upcoming PATA Travel Mart at Kazakhstan on September 18 - 20, 2019 is Asia Pacific's international travel trade exhibition brings more awareness and travel to Guam and the Pacific region.
- Met Peter Greenberg who does CBS, PBS and Newsweek. He is very interested to do some stuff for Guam. Doing a new series ‘Missing State of USA’ and will highlight Guam.
- Also met some folks who do Podcasts on territories and very impressed with Guam.
- North Korea has given people the interest to find out who we are and some will be passing through as early as next week. Some are vacationing here then on their way to Bali or Japan, but making it a point to stop by because they are curious about Guam.
- We are assisting Netflix for usage of several properties to feature a “Xmas Drop” film.

K. GREATER CHINA MARKET
For Hong Kong, Guam delegation scheduled to attend the HK International Travel Expo was cancelled due to Hong Kong protests over China extradition bill. The Hong Kong government office is just 6 minutes away from the convention site. The ITE fair will remain open despite the situation and the GVB HK staff will handle the show and trade event.

For China, Guam delegation scheduled to attend the China Sales Mission in Guangzhou is also cancelled. GVB staff and cultural performers would have been the same delegation for the HK ITE. GVB China team will proceed with a half day sales mission: Launch of the Guam Specialist Online Training Program, Guam Product Presentation update, Airline presentations by Korean Airlines and Philippine Airlines and Hotel presentation by Dusit Thani Guangzhou.

The total financial impact for the Hong Kong and China trips: Airline tickets already purchased cost $7,414.24, Hotel booking cancellation fee total of $2,422, for a grand total of $9,836.24. Issued tickets can be reissued within 1 year.

For Taiwan, China Airlines officially announced they will cancel the Guam flight service to only 4x a week starting October 2019. This translates to 21 flights loss for the 5-month period. Planning is under way to minimize impact on the remaining 4x weekly flight schedule.

L. NEW MARKETS DEVELOPMENT

Committee minutes dated Tuesday, June 4, 2019

Exhibit D

For Russia:
  o Irkutsk Business Workshop on June 19, 2019 is a coop with Korean Airlines to promote Guam in the Siberia area of Russia share information on upcoming Guam events and marketing campaigns with leading TA’s and strengthen relations. Will have 35 travel agencies reps, buyers and frequent travelers.
  o Social Media influencer, Maria Sayamova’s, content is focused on travel and she gives out travel tips and background stories to her followers. She will be on Guam to experience and provide Guam BBQ BLOCK PARTY coverage and build buzz to pre-promote Liberation festivities.
  o Social Media influencer Zoe Paradigma will participate in the #InstaGuam Travel Talks Digital Global Summit on August 8-15, 2019.

Malaysia Association of Travel Trade Agents(MATTA) Fair at Kuala Lumpur on September 6-8, 2019. Malaysia’s largest travel consumer show with over 100,0000 visitors. Two top wholesale travel agencies, Apple Vacations and Golden Tourworld Travel have already had multiple familiarization tours to Guam. Both sell affordable all-inclusive travel packages to Guam. Promotion this year will focus on educating consumers about Guam and promote that it is a US and visa-free destination.

VII. EXECUTIVE SESSION

Director Shinohara made a motion, seconded by Director Morinaga, to move to Executive Session @ 4:20pm.
Motion unanimously approved.
VIII. OLD BUSINESS

IX. NEW BUSINESS

• Happy Father's Day!

X. ANNOUNCEMENTS

• Thursday, June 27, 2019 at 3:30pm, GVB Regular BOD Board Meeting @ Main Conference Room
• Thursday, July 11, 2019 at 3:30pm, GVB Regular BOD Board Meeting @ Main Conference Room

XI. ADJOURNMENT

Meeting adjourned at 4:54pm.

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

Board Minutes respectively submitted by Yolanda Bordallo, Executive Secretary