


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




May 2019 

May 1-31, 2019 Total: 117,657 (+4.5%)

% Market Mix	Origin	2018	2019	% to LY
35.4%	Japan	36,269	41,898	14.7%
49.5%	Korea	60,515	58,247	-3.7%
2.1%	Taiwan	1,736	2,448	41.0%
0.5%	China	1,098	584	-46.8%
5.9%	US/Hawaii	6,347	6,973	9.9%
1.9%	Philippines	1,723	2,228	29.3%
0.5%	Hong Kong	458	535	21.2%
0.3%	Russia	234	297	26.9%


Source: Guam Customs Distribution Form, Provided by the Guam Visitors Bureau. Note: May 2019 Daily Arrivals reflect Oahu Air arrivals only.

Calendar Year to Date 2019 

January - May 1-31, 2019 Total: 669,744 (+6.3%)

% Market Mix	Origin	2018	2019	% to LY
41.7%	Japan	226,188	279,092	23.4%
44.1%	Korea	304,100	295,219	-2.9%
1.7%	Taiwan	11,377	11,681	2.7%
0.9%	China	8,456	5,929	-29.9%
6.0%	US/Hawaii	36,098	39,955	10.7%
1.3%	Philippines	7,451	9,584	15.2%
0.4%	Hong Kong	2,439	2,763	13.3%
0.4%	Russia	2,009	2,435	21.2%

Source: Guam Customs Distribution Form, Provided by the Guam Visitors Bureau. Note: May 2019 Daily Arrivals reflect Oahu Air arrivals only.

Fiscal Year to Date 2019 

October - May 1-31, 2019 Total: 1,070,353 (+6.3%)

% Market Mix	Origin	2018	2019	% to LY
41.7%	Japan	533,608	439,875	24.3%
44.6%	Korea	491,896	477,286	-3.0%
1.7%	Taiwan	17,335	17,968	3.7%
0.9%	China	12,558	9,271	-26.2%
5.8%	US/Hawaii	54,780	62,553	14.2%
1.4%	Philippines	13,788	14,987	8.7%
0.4%	Hong Kong	4,543	4,791	5.5%
0.4%	Russia	3,161	4,136	30.8%

Source: Guam Customs Distribution Form, Provided by the Guam Visitors Bureau. Note: May 2019 Daily Arrivals reflect Oahu Air arrivals only.





Korea Marketing

Completed Projects

- GUAM MICRONESIA ISLAND FAIR (GMIF) MEDIA FAM TOUR
- May 28 - June 1, 2019
- Invited four (4) media partners from second- and third-tier cities in Korea
- GUAM MICRONESIA ISLAND FAIR (GMIF) VIDEO FILMING
- May 29 - June 3, 2019
- Mr. Seungwoo Lee, along with four (4) filming staff, were on island for GMIF to film a promotional video for this signature event



Photo taken by one of the Korean photo-journalists

Korea Marketing

Completed Projects

- SEOUL INTERNATIONAL TOURISM INDUSTRY FAIR (SITIF) 2019
- June 6-9, 2019 @ COEX in Seoul
- Participating Guam partners: Royal Orchid Guam Hotel
- GVB won the "Best Folklore Performance" Award
- Management met with MBC's Broadcasting to express interest in continuing to work together, especially for the annual golf tournament



Korea Marketing

Completed Projects

- HANATOUR INTERNATIONAL TRAVEL SHOW (HITS) 2019
- June 7-9, 2019 @ KINTEX in Seoul
- Eighteen (18) participating Guam partners: Pacific Island Club, Hotel Nikko Guam, Sheraton Laguna Guam Resort, The Westin Resort Guam, Guam Reef & Olive Spa Resort, Dusi Thanu Guam Resort, Pleasure Island Guam, Lotte Hotel Guam, Outrigger Guam Beach Resort, Onward Beach Resort, Hyatt Regency Guam, Pacific Star Resort & Spa, Fiesta Resort Guam, Nissan Rent A Car, Sentry Hospitality, Skydive Guam and Fish Eye Marine Park



Korea Marketing

Upcoming Projects

- MICE FAM TOUR
- June 26-30, 2019
- Invited twenty (20) Korean key travel trade partners and professional conference organizers (PCO) to introduce the Guam product to large corporations, PCOs, and travel agencies to attract MICE business to Guam
- SAVE THE DATE: Travel Mart with Guam partners on Friday, June 28, 2019 from 2pm-6pm @ the Guam Museum
- Will include a Guam product presentation, museum exhibition tour, and travel mart, followed by networking cocktails and pupus
- Guam partners involved in MICE market are encouraged to participate

Japan Marketing Representative



- GVB is entered into contract with AVIAREPS Japan, Ltd. for Tourism Destination Marketing Representation Services in Japan. AVIAREPS Japan Ltd will operate as GVB's marketing representative and liaison office in the marketplace for the purpose of assisting GVB in promoting Guam tourism and achieving visitor arrival goals.
- AVIAREPS Group was founded in Germany in 1994 and is the world's leading destination marketing company with 66 offices in 48 countries representing over 100 tourism and destination clients and more than 190 airline clients worldwide.
- AVIAREPS Japan was founded in September 1999 and currently has 34 staff members.

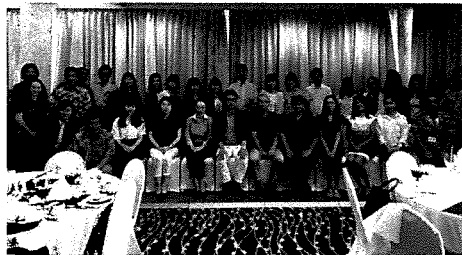
Japan Marketing Representative

Industry Introduction Reception - July 16, 2019

Time	Program
8:00pm	Reception
8:05pm	Opening Remarks <ul style="list-style-type: none"> • Sonny Ada, GVB Board Chairman / JMC Chairman • Walsaming Renshao / Official Kanpai (Cheers) • The Honorable Lourdes Leon Guerrero, Governor of Guam
8:08pm	Remarks <ul style="list-style-type: none"> • The Honorable William F. Hagerty, U.S. Ambassador to Japan • Remarks for 35th Guam Legislators
8:10pm	Remarks <ul style="list-style-type: none"> • Sonny Ada, GVB Board Chairman / JMC Chairman • Stephen Galewood, JMC Vice-Chairman • Pilar Laguarda, GVB President & CEO • Introduction of Leadership & Team <ul style="list-style-type: none"> • Lourdes Leon Guerrero, Honorable Governor of Guam • Sonny Ada, GVB Board Chairman / JMC Chairman • Satoru Murata, JMC Vice-Chairman • Stephen Galewood, JMC Vice-Chairman • Pilar Laguarda, GVB President & CEO • Brian Borja, GVB Marketing Manager - Japan • Russell Okamoto, GVB Marketing Manager - Japan • Kazuo Brannen, GVB Marketing Coordinator - Japan • Mei Perez, GVB Marketing Support - Japan • Hiroshi Haneko, GVB Japan Country Manager • AVIAREPS, Tourism Destination Marketing Representative in Japan
8:35pm	Official Photo
8:45pm	Closing of Networking Opportunity
7:45pm	Closing Remarks / Dining <ul style="list-style-type: none"> • Stephen Galewood, GVB Board Member / JMC Vice-Chairman • Satoru Murata, GVB Board Member / JMC Vice-Chairman

*Schedule subject to change.

Japan Marketing



Fukuoka Guam Kai FAM Tour
May 26-29, 2019 | 18 pax
Participants: NTA, HIS, KNT, JTB, UA, JGTC and JGTA

CRUISE INDUSTRY



Ms. Kelly Craighead
President & CEO
Cruise Lines International Association (CLIA)

GVB met Ms. Kelly Craighead, President & CEO of CLIA on Sunday, June 2nd during the Women in Travel and Tourism International (WITTI) Annual Brunch

- Ms. Craighead became President & CEO of CLIA on January 1, 2019
- CLIA is the world's largest cruise industry trade association with representation in North & South America, Europe, Asia, and Australia.
- CLIA provides a unified voice & leading authority of the global cruise community

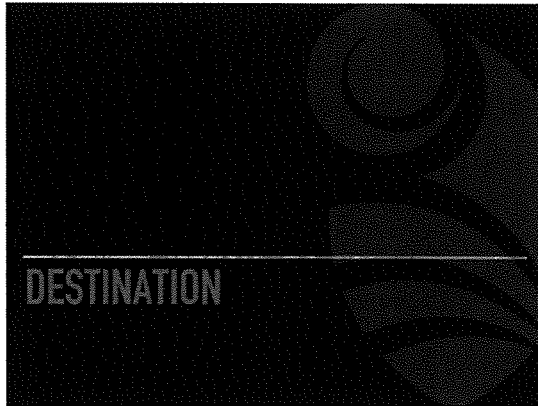


Peter Lingzume, GVB President & CEO, Kelly Craighead, CLIA President & CEO, Laura Hendrix, Founder of WITTI & CEO of Hendrix Research LLC

International Pow Wow



- IPW is the largest travel trade event in the U.S.A.
- Over 6,000 delegates of International buyers and travel media are hosted by the U.S. Department of Commerce
- GVB held Intense meetings held with over 240 travel trade representatives over the 4-day event
- Potential leads will be sent to membership for prospective groups/partnerships



Tumon Landscape Maintenance



OPA Procurement Case

- **In re the Appeal of JJ Global**
Ref: Tumon Landscape Maintenance

- On May 8, 2019, OPA Decision ruled in favor of JJ Global
 - GVB shall either ratify and affirm contract with LMS Guam or terminate it, BOARD RATIFIED 5/23/19.
 - JJ Global shall submit bid preparation costs to GVB within 30 days of decision; GVB LEGAL COUNSEL SERVED ON 6/7/19 at 4:52 p.m. WITH APPELLANT'S BID PREPARATION COSTS- total costs \$11,091.61 - no receipts provided.

• Construction Materials	\$ 1,450.00
• Labor	\$ 4,420.00
• Fuel	\$ 1,200.00
• Equipment	\$ 1,780.00
• Bid Preparation	\$ 1,241.61
• Misc	\$ 200.61
- GVB has 10 days to respond from the date of receipt. GVB met with Legal Counsel 6/11/19 - will refute and ask for receipts/justification for break-down of costs.



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 Shinohara 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 Shinohara 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

Exhibit B

E. CULTURAL & HERITAGE

Liberation Festivities in Washington, D.C.

Director Arriola made a motion, seconded by Director Shinohara, 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.

Airfare	8	\$ 3,000.00		\$ 24,000.00
Per Diem				
Lodging	7	\$ 179.00	6	\$ 7,518.00
M&IE	7	\$ 76.00	7	\$ 3,724.00
TA Lodging	1	\$ 223.75	6	\$ 1,342.50
TA M&IE	1	\$ 95.00	7	\$ 665.00
Prof Fee				
	6	\$ 100.00	4	\$ 2,400.00
Acct No. DM-CPO006				\$ 39,649.50

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 mom-profit 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.

Delegation Airfare:		\$1,300 x 12 pax					\$15,600.00
Governor's Airfare (business class):		\$2,000 x 2 pax					\$4,000.00
Per Diem:	Count	Tokyo	Lodging	Nights	M&E	Days	
	1	Governor of Guam	\$361.40	2	\$297.70	3	\$1,615.90
	2	The First Gentleman of Guam	\$278.00	2	\$229.00	3	\$1,243.00
	3	Governor Staff	\$278.00	2	\$229.00	3	\$1,243.00
	4	35th Guam Legislature Senator	\$361.40	2	\$297.70	3	\$1,615.90
	5	GVB Chairman of the Board	\$347.50	4	\$286.25	5	\$2,821.25
	6	GVB Vice Chairman of the Board	\$347.50	4	\$286.25	5	\$2,821.25
	7-8	GVB Japan Marketing Committee Vice Chairs (2 pax) or Designee	\$347.50	4	\$286.25	5	\$5,642.50
	9	GVB President & CEO or Designee	\$347.50	6	\$286.25	7	\$4,088.75

	10-12	GVB Marketing Staff (3 pax)	\$278.00	6	\$229.00	7	\$9,813.00	
	13	GVB Accounting Manager	\$278.00	2	\$229.00	3	\$1,243.00	
	14	GVB Public Information Officer	\$278.00	2	\$229.00	3	\$1,243.00	
Miscellaneous Expenses:		Business meetings / communications costs						\$1,000.00
Total							\$53,990.55	

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, Kashiwa, 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 decisions 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 Kloppenburg 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 to 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 Lauren 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:
 - 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.
 - 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.
 - 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.

- Personnel
- Potential Litigation

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.

Theresa C. Arriola 7/10/19

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

Yolanda Bordallo

Board Minutes respectively submitted by Yolanda Bordallo, Executive Secretary