



BOARD OF DIRECTORS REGULAR MEETING

Thursday, July 11, 2018 - 3:30pm

Guam Visitors Bureau - Main Conference Room

BOARD OF DIRECTORS PRESENT:

Chairman Sonny Ada	Director Stephen Gatewood
Vice Chairman Milton Morinaga	Director Shun Matsumoto
Director Paul Shimizu	Director Therese Arriola
Director Flori-Ann Dela Cruz	Director Brad Kloppenburg
Director Robert Hofmann	Director Satoru Murata
Director JoAnn Camacho	Director Derrick Muna-Quinata

BOARD OF DIRECTORS ABSENT:

Director Samuel Shinohara

GVB MANAGEMENT & STAFF PRESENT:

Pilar Laguaña	Kraig Camacho	Jaime Pinault
Bobby Alvarez	Doris Ada	Mai Perez
Nico Fujikawa	Colleen Cabedo	Yolanda Bordallo
Breeana Garrido	Mark Manglona	Valerie Sablan
Rose Cunliff	Nadine Leon Guerrero	Sydney Leon Guerrero
Christine Lizama	Karida Brennan	Russell Ocampo
Lisa Linek	Regina Nedlic	Dee Hernandez

GUESTS:

Asher Goldenberg - Guamzilla, LLC

I. CALL TO ORDER

Chairman Ada called the meeting of the board to order at 3:31 pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Hoffman made a motion, seconded by Director Camacho, to approve the minutes of the previous board of directors meeting dated June 13, 2019.

Motion unanimously approved

III. CHAIRMAN'S REPORT

- Chairman Ada reported the Ethics training was recently held; Directors Gatewood, Muna-Quinata, and Arriola are required to attend this training by the end of July. Changes have been made and policy would have to be adopted to bring us up to speed with how government business is handled.
- The Air Service Development falls under the Chairman; however, he is deferring it over to Vice Chairman Morinaga during his report.

IV. **PRESIDENT & CEO'S REPORT**

GUAM VISITORS BUREAU

PRESIDENT'S REPORT
07-11-2019

FINANCE & ADMINISTRATION

RESEARCH

June 2019



June 1-30, 2019

Total: 122,102 (+0.7%)

% Market Mix	Origin	2018	2019	% to LY
33.5%	Japan	34,655	40,877	18.0%
51.1%	Korea	67,989	62,364	-8.3%
2.4%	Taiwan	2,728	2,952	8.2%
0.6%	China	901	697	-22.6%
6.8%	US/Hawaii	7,590	8,268	8.9%
1.3%	Philippines	1,347	1,578	17.1%
0.4%	Hong Kong	517	477	-7.7%
0.3%	Russia	395	336	-14.9%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: June 2019 Daily Arrivals reflect Ch2Star Air arrivals only.

Calendar Year to Date 2019



Fiscal Year to Date 2019



January - June 1-30, 2019

Total: 794,271 (+5.5%)

October - June 1-30, 2019

Total: 1,194,880 (+5.8%)

% Market Mix	Origin	2018	2019	% to LY
40.3%	Japan	261,149	320,059	22.6%
45.0%	Korea	372,090	357,584	-3.9%
1.8%	Taiwan	14,105	14,633	3.7%
0.8%	China	9,357	6,626	-29.2%
6.1%	US/Hawaii	44,320	48,426	9.3%
1.3%	Philippines	8,798	10,162	15.5%
0.4%	Hong Kong	2,956	3,240	9.6%
0.3%	Russia	2,404	2,772	15.3%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: June 2019 Daily Arrivals reflect Ch2Star Air arrivals only.

% Market Mix	Origin	2018	2019	% to LY
40.2%	Japan	388,769	480,842	23.7%
45.2%	Korea	559,886	539,651	-3.6%
1.8%	Taiwan	20,063	20,921	4.3%
0.8%	China	13,459	9,968	-25.9%
5.9%	US/Hawaii	63,012	71,024	12.7%
1.4%	Philippines	15,135	16,565	9.4%
0.4%	Hong Kong	5,060	5,268	4.1%
0.4%	Russia	3,556	4,473	25.8%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: June 2019 Daily Arrivals reflect Ch2Star Air arrivals only.



Korea Marketing

KOREA MICE FAM TOUR

- June 26-30, 2019
- 19 key travel trade partners were on-island to participate in a familiarization tour of Guam to experience Guam's MICE offering and network in hopes to attract incremental business to Guam. GVB hosted a mini travel mart on Friday June 28th with 25 exhibiting partners.



Participating Members

1. Aisa Rent-A-Car
2. Baba Corporation
3. Baldy's Group
4. Core Tech Resort
5. Fish Eye Marine Park
6. Hard Rock Café Guam
7. Hilton Guam Resort & Spa
8. Holiday Resort Guam
9. Hyatt Regency Guam
10. Jamaican Grill
11. Leopalace Resort Guam
12. Lotte Duty Free Guam, LLC
13. Onward Beach Resort
14. Pacific Islands Club
15. Red Door Productions
16. Royal Orchid Guam Hotel
17. Ruder Integrated Marketing
18. Sixt Rent A Car
19. Sky Zone Guam
20. Storm Inc.
21. The Westin Resort Guam
22. Tumon Bay Lobster & Grill
23. Under Water World & Sea Grill Restaurant
24. UOG Professional and International Programs
25. Valley of the Lette

Korea Marketing

AIR SEOUL X ALVINS "HAPPY MOM" GUAM PROMOTIONAL FILMING

- June 12-17, 2019
- GVB hosted 11 pax (4 mother models, 4 production crew, 1 Air Seoul, 1 Alvins, 1 GVB Korea Rep) to collaborate on a Air Seoul's Guam promotional video.
- Concept: Young mother's mini vacation to Guam.
- Budget: \$22,440
- ROI: \$163 million (Promotional video will be completed mid July)
- Exposure: Air Seoul & Alvins Website, SNS Channels, and Alvin's Mom's Community Café



Korea Marketing

BBQ BLOCK PARTY MEDIA FAM

- July 3-8, 2019
- 19 pax (8 LG Influencers, 1 Photographer, 1 Lonely Planet, 2 LG, 3 Olive Magazine, 3 GVB Korea Rep, 1 Next Paper)
- A collaborative project with LG, Lonely Planet, and F&B magazine Olive Magazine to feature the Guam BBQ Block Party and to promote the year-round Shop Guam APP. They will also highlight local cuisine and other trendy restaurants.
- The digital influencers will be recruited by LG and will receive the VSO phone to use during the media tour. Digital influencers will be required to post with the official GVB hashtags through their channels.
- Guam will be featured in Olive Magazine's August issue
- Budget: \$52,900
- ROI: \$22.4 million
- Exposure: LG and Olive Magazine's Official SNS Channels, Blogs, and website, SNS postings by Influencers, and Olive Magazine's August issue (35,000 circulation)



Japan Marketing - FAM Tours



Japan Marketing



Niigata-Guam Friendship Association 15th Anniversary
June 19, 2019 | 55 pax
Senator Antonio M. Palomo Guam Museum & Educational Facility

Japan Marketing



GVB Japan Marketing Representative Orientation
July 2-3, 2019 | Tokyo, Japan

Japan Marketing



GVB Japan Travel Trade Courtesy Visits
July 3, 2019 | Tokyo, Japan
United Airlines, JTB and Japan Airlines

Japan Marketing



WIT (Web in Travel) Japan & North Asia 2019 Conference
July 4-5, 2019 | Tokyo, Japan

NORTH AMERICA MARKET



VFR REACH - INSTAGRAM STORY: SHORT VIDEOS - 75th GUAM LIBERATION



GVB has been creating Instagram stories to share information on Guam's history involving WWII and its liberation.

Content will be shared on GVB's Instagram account, "visitguamusa". Reach is 8,769.

NORTH AMERICA MARKET



VFR REACH - INSTAGRAM STORY:

CONTENT SHARING



Share the history and stories of Guam and the CHamoru people so that visitors around the world can be engaged.

ENGAGING QUIZZES



Create quizzes on Instagram for better user interaction. Provides a fun and engaging platform while also providing an education in the CHamoru culture and language.

Philippines Market



FY2019 - Q3 Events

GMIF x Cebu Pacific Production Fam Tour

- During Guam Micronesia Island Fair, GVB hosted a production team (Cebu Pacific) and a celebrity ambassador (Denise Laurel) to promote the signature event and capture content for Guam's promotional initiatives with Cebu Pacific. The tour took place on June 1 - 4, 2019.
- This project is in co-op with Cebu Pacific.
- Since the production tour, Denise Laurel has published **9 social media postings** and **36 stories** on her platform.
- The KOL's social media activity has garnered over **3 million impressions** (as of June 7, 2019)



(FROM L-R): Kenneth Ytterbo, Ia Shon, Frances Belmarita, Denise Laurel, Linzee Lagasp, Juanito Fernandez, Angelo Mendoza

PERSONNEL

Boards and Commissions



Bobby Alvarez

- Hagatna Restoration & Redevelopment Authority (HARRA) Board of Commissioners

Dee Hernandez

- Department of Chamorro Affairs Board of Trustees
- Circumnavigational (500 year Anniversary - 2021) Commission

Nico Fujikawa

- Cannabis Control Board

Chris Lizama

- Guam Trademark Commission

Promotion



Personnel



Sydney Leon Guerrero

Tourism Research Analyst to
Senior Tourism Research Analyst



Valerie Sablan

Board/Executive Secretary



- o President & CEO Laguaña announced that they will be losing their Board Secretary, Yolanda Bordallo and recognized Yolanda for her contributions during the administration transition period and her tenure with GVB. She requested that the Board support her in a motion to approve Valerie Sablan as the Board's new Executive Secretary for Guam Visitor's Bureau.

Director Camacho made a motion, seconded by Directors Hoffman and Arriola, to approve Valerie Sablan as Executive Secretary with the annual base salary rate of \$40K plus benefits, as presented by President & CEO Laguaña.

Motion unanimously approved.

- o Chairman Ada inquired about the completion time of ADK's (the Japan advertising agency) contract. According to President & CEO Laguaña, their contract will conclude at the end of this fiscal year, September 30. She added that transition work with our marketing representative is currently underway.

V. TREASURER'S REPORT

Exhibit B

Exhibit B

FY 2019					
	Appropriation	Received to Date		Balance	
General Administration	\$ 3,600,000	\$ 2,400,000	67%	\$ 1,200,000	33%
Marketing	\$ 14,500,216	\$ 9,666,811	67%	\$ 4,833,405	33%
Sports & Events	\$ 850,000	\$ 566,667	67%	\$ 283,333	33%
Research	\$ 600,000	\$ 400,000	67%	\$ 200,000	33%
Cultural & Heritage	\$ 750,000	\$ 500,000	67%	\$ 250,000	33%
Visitor Safety & Satisfaction	\$ 950,000	\$ 633,333	67%	\$ 316,667	33%
Destination Development	\$ 1,085,000	\$ 723,333	67%	\$ 361,667	33%
TOTAL RECEIVABLES FY 2019	\$ 22,335,216	\$ 14,890,144		\$ 7,445,072	

	Budget	Expenditures to Date	Balance
Administration	3,600,000	2,100,384	1,499,616
Marketing			
Japan ¹	8,000,000	5,396,840	2,603,160
Korea ¹	3,000,000	1,516,428	1,483,572
Taiwan	650,000	306,490	343,510
Pacific Micronesia	180,000	101,307	78,693
North America	250,000	180,513	69,487
China ¹	1,000,000	268,173	731,827
Russia	250,000	84,426	165,574
Hong Kong	230,216	128,081	102,135
Philippines	350,000	154,058	195,942
Branding	500,000	275,909	224,091
Social Media	340,000	128,180	211,820
Global Website	300,000	171,211	128,789
Printing Promotion	200,000	45,442	154,558
Total Marketing	15,250,216	8,757,059	6,493,157
Research	600,000	276,637	323,363
Sports & Events	850,000	975,588	(125,588)
Cultural & Heritage ¹	850,000	422,081	427,919
Visitor Safety & Satisfaction ¹	1,050,000	606,743	443,257
Destination Development ¹	1,300,000	790,735	509,265
Total	23,500,216	13,928,205	9,571,011

Supplemental ¹			
Capital Improvement Projects	3,000,000	3,592	2,996,409
Airline Development	3,000,000	873,918	2,126,082

¹ FY 2019 BOD approved budget and MGMT allocation 09/13/18

² BOD approved supplemental funding 09/13/18

June 21, 2019

VI. REPORT OF THE BOARD OF COMMITTEES

Exhibit C

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION AND GOVERNMENT RELATIONS

RFP 2019-002 LEGAL SERVICES

Director Camacho made a motion, seconded by Director Arriola 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 2019-002 Legal Services, and if successful, to enter into a contract.

Motion approved.

Background: GVB requires the professional services of an attorney to advise on legal matters to which the GVB is a party or in which the GVB is legally interested and may represent the GVB in connection with legal matters before the Guam Legislature, boards, agencies of Guam and before courts of competent jurisdiction.

The initial contract term begins upon completion of the contract through the end of the current fiscal year (September 30, 2019), with three one-year options to renew. The contractual obligation of both parties in each fiscal period succeeding the first is subject to the appropriation and availability of funds. Upon expiration of the contract term, the President & CEO may have the option to extend contract for a period not to exceed [90 days] from the ending term date, or until such time GVB is able to secure a new contract.

Issue: Board approval required.

- o President Laguana stated that the procurement for legal counsel is completed. The RFP, review process, and a decision on GVB's new legal counsel will need to be made by the Board. President Laguana referenced Public law 12 GCA Chapter 9 §9109(b), "the Board may employ or retain an attorney, or firm of attorneys who shall advise the Board and the President and CEO on all legal matters" to which the Bureau is a party. Each offeror was rated based on the following criteria and scale totaling a maximum of 100 points: Executive Summary and Personal Interview (40 points each), References (15 points), and Key Contact Info provided through procurement process (5 points). Top three Offerors were provided for the Board's review and discussion in order of rating: (1) Arriola Cowan Arriola (2) Mc Donald Law Office, and Camacho Calvo Law Group. President Laguana mentioned all three are great legal firms and asked the board to decide on the legal counsel for the Bureau.
- o Director Arriola recused herself from voting due to conflict of interest. Chairman Ada acknowledged her recusal.
- o Chairman Ada announced the motion carries to allow the President to go into negotiations and if successful, go into contract with the top rated legal firm, Arriola Cowan Arriola.

TEC PARTNERSHIP AND FUNDING

- o Director Camacho mentioned this was taken care of.

TESTIMONY FOR PASS THRU APPROPRIATION

- o Director Camacho disclosed that a list of bills was received by Senator San Augustin regarding Non-Profit Organizations receiving funds from the TAF.
- o President Laguana stated three points are being discussed with the committees:
 - o With the fiscal year nearing its end, it is in question whether the prorated share of the requested amount should be supported.
 - o If the Pass Thrus are successfully passed, accountability is necessary due to the Bureau's exposure and liability if set policies are not in place with how pass thrus are given to the Bureau and funds released. Certain documents should be considered such as business licenses, financial reporting, etc. and would like to include accounting to determine what requirements are needed based on our auditor and financial advisor.
 - o Funding must be identified; we have no internal funds. Pass thru appropriations have been placed in the budget law and given to the Bureau in the past. This fiscal year, there are no funds identified.
- o Director Arriola shared it was recommended that funds be taken from surplus. Director Camacho recalled during her participation with the Ethics Training, it was mentioned that all though GVB is a pass thru, government funds are being utilized. With that said, there must be accountability and it should be included in our testimony. Director Arriola agreed that NPOs need to be held more accountable for receiving government funds.
- o Director Hoffman inquired about the total amount of those funds in the past year. It was discussed that the number would be anywhere from 500-520. President & CEO added that some were entertained by grants and sponsorships
- o Director Arriola (Chair of Cultural & Heritage Committee) shared that many of these are culturally related. Since October of this fiscal year till July 10, 2019, She has entertained some of the entities of the pass thru because they've come to approach it through a sponsorship level. For example TEC (Tourist Educational Council) which use to be a pass thru, has been in need of some funds.

They came to cultural and heritage, and received a sponsorship of \$50K that was passed at a committee level. She stated furthermore that the final bill that is pushed into session would be removed because they already received it. They are working with the Speaker's office to determine those who have already received money this fiscal year and the remaining. Some of the excess is coming from within because they were able to reprogram that money in cultural & heritage committee and those that they couldn't, they'll be tapping the excess, that's much less than \$500K

- o Director Camacho mentioned that a draft testimony had been put together and President & CEO Laguana is refining it. She added that the clarification of being prorated should be in the content because the fiscal year is almost up.

C. RESEARCH/MEMBERSHIP & COMMUNITY OUTREACH

- o Director Gatewood reported a very good meeting occurred with membership and community outreach. RIMS took part in the meeting with updates on the Hafa Adai Pledge and some outreach programs they have in schools.
- o Director Gatewood and President & CEO Laguana encourages Board members to get involved with Travel Talks. An event that is filled with essential information on the power of technology and how it is applied to travel. Travel talk will take place on August 14, 2019. They are seeking sponsorship and requesting that news about this event be shared on different channels of communication, social media, word of mouth, etc.
- o Chairman Ada inquired about Research. Director Gatewood shared that a full list of members has not been finalized however, they do have preliminary reports from the research department - 250 people were surveyed to find out how much was spent at GMIF. All attendees could not be garnered because it was an open event. Another was the HANA tour travel show.
- o Tourism Research Director, Nico Fujikawa attended a research conference in Australia exposing him to many great people in the industry with a synergy of new and refreshing ideas for Guam's industry. He stated that it will be crucial to incorporate into our next vision, 2025 - 2035.
- o Director Gatewood announced that the Cannabis Control Board meeting is scheduled for August 13, in Adelup's large conference room; Nico is the designee for GVB.
- o Chairman Ada asked that the committee look into how many paid members they have and give an updated report on membership. Nico stated that there are about 400 paid voting members. It went up from 52 to 62 members in voting years; 352 to about 400 in members which was the discrepancy.
- o A discussion in the committee membership meeting arose on how that number would be increased in non-voting years and also how to create value added reports that could be useful for all the businesses. One is Dashboard. Management is thinking about piggy backing off of synergy and buzz from Travel Talks. Not only can you become a member of GVB; you're able to have access into what we're doing to change the the industry. You'd also able to see the data that could drive decisions for your businesses.
- o President & CEO Laguana mentioned that a press conference will be held early August for Dashboard, 14 days before travel talk.
- o Chairman Ada asked when the last membership survey was completed to define value, the Bureau, and what you want to see the bureau do? Nico answered that of recent, The Star Survey is on the general public.
- o Director Camacho inquired whether all signature events are surveyed including the BBQ Block Party that just passed. Nico mentioned that a team on the ground is a hit or miss but mentioned that we may file a report for every vendor that way we could track the return on investment every year

D. NEW MARKETS DEVELOPMENT

Committee minutes dated July 2, 2019

Exhibit C

- o Director Kloppenburg shared his team's discussion on the marketing activities going on in Russia and the Southeast Asia region.

Russia

- o DV Region CEO/GVB Representative Account Manager Kiri Potapenko attended the committee meeting sharing some updates.
- o Digital media influencers came out in support of GVB's signature BBQ Block Party.
- o 2018's Shop Guam Ambassador Zoe Paradigma will represent the Russia market while on island for Travel Talks.
- o From August 26 - September 8, 2019 online Travel Marts will take place. They are seeking 9 participants this year, currently there are 7 active members.
- o On September 14, 2019, Jeju Air Co-op Campaign will assist to establish the English Language camp on Guam with the US Consulate office in Vladivostok.
- o On September 27, 2019, 80-100 travel agents are expected to attend the Novosibirsk Business Workshop.

South East Asia

- o Developing a micro site to promote Guam; sample banners and formatting were shared with committee members
- o The Apple Travel Fair to take place on August 22-25, 2019 in Kuala Lumpur, Malaysia which is the Guam product Seminar with Apple Vacations

E. DESTINATION MANAGEMENT/VISITOR SAFETY & SATISFACTION

F. CULTURAL & HERITAGE

- o Director Arriola gave a background on the Unification Celebration and US-GUAM Chamorro Dance Academy
- o The Cultural & Heritage Committee's commission and purpose is to perpetuate our culture and heritage through song, dance, traditions and practices. One of the big efforts in North America is to engage clubs and CHamorro communities who are longing for such things that remind them of home. There is passion, intensity, and drive to be informed about Guam. The Chamorro Dance Academy started in Japan, traveled to North America, and then to Taiwan. We take advantage and partner with existing established communities in the North American Market such as San Diego and Washington DC.

Unification Celebration and US-Guam Chamorro Dance Academy

Motion to approve travel for the CHC Chairwoman, GVB Cultural Heritage Officer, Master of Chamorro Dance Frank Rabon and two assistants to participate in the Unification Celebration and to conduct the US-Guam Chamorro Dance Academy in Seattle, Washington from August 6-12, 2019. (Estimated cost up to \$20,639.75 from Acct No. DM-CPO002).

Motion approved unanimously.

Airfare	5	\$2,000.00		\$10,000.00
Per Diem				
Lodging	4	\$257.00	6	\$6,168.00
M&IE	4	\$76.00	7	\$2,128.00
TA Lodging	1	\$321.25	3	\$963.75
TA M&IE	1	\$95.00	4	\$380.00
Pro Fee				
Musician	1	\$100.00	5	\$500.00
Assistants	2	\$50.00	5	\$500.00
				\$20,639.75

Background: GVB participated in the 2018 Unification Celebration hosted by the Sons and Daughters of Guam Club, Inc. in San Diego. This event was created to honor and celebrate our vibrant culture through fellowship, song, and dance. This year, the celebration will be held in Washington to bring together more of our Chamorros throughout the United States to celebrate and unite as one people. Guma' Imahe has been asked to take the reign in hosting the 2nd Annual Unification Celebration and Ceremony. Chamorros from Washington and beyond will come together for this family-friendly event. Attendees will be able to see a presentation of our Chamorro songs and dances, hands on arts and craft activities, vendors, and experience the aromas and tastes of our delicious Chamorro delicacies.

Prior to the celebration, the Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy.

Issue: Board approval required for all travel.

- Director Arriola desired to share for the record, that one of the largest events happening before us is this year's 75th Liberation festivities. On behalf of the administration and the Liberation Committee which she is assign to, she wanted to thank those who sat amongst her for stepping in to become Liberation sponsors. She went on to thank GVB for their assistance in local and international marketing. As the Chair of the Sponsorship and Finance Committee, her heartfelt appreciation and sentiments go out to the sponsors and GVB for contributing to this very significant Liberation year. It marks not only the diamond anniversary, but the reality that the next milestone anniversary at 100 years, our survivors will not be around. She asks that everyone enjoy, appreciate, reach out at touch family members and friends that are at that age range that lived through that period and embrace them; if it wasn't for their sacrifice, we wouldn't be here today. She wanted to acknowledge Mayor Hoffman, as one of the main Co-Chairs together with our Governor, Lt. Governor, the Speaker, and Mayor Melissa Savares.
- In response to Director Arriola's statement, Director Camacho congratulated the team for their level of professionalism, organization, and communication for their outstanding work.
- Director Arriola shared some information on the festivities going on leading up to our 75th Liberation Day's "Peace and Friendship."

G. SPORTS & EVENTS

Committee minutes dated June 5, 2019

Exhibit D

- Director Shimizu thanked Director Arriola for sharing numerous Liberation events. He encouraged everyone to come out and support.
- Director Shimizu is looking forward to a committee meeting in a week. Kraig Camacho (GVB's Sports & Events Officer) informed the Board that they are currently scouting new members due to the conflicting challenges with people in the other committees. Chairman Ada noted that the minimum requirement is 6 - 11 members.

- o Director Shimizu shared that a large successful event for Guam was the United Marathon. Director Arriola inquired if there are other sports events to look forward to. Director Shimizu shared that GVB receives numerous sporting events requests. However, most are off-island participation requests. Director Shimizu and Kraig Camacho will look into where the dollars will be maximized.
- o It was clarified that the BBQ block party does fall under Director Shimizu's committee. He also noted that Japan festival is upcoming and envisions a large discussion regarding FestPac 2020.
- o Vice Chairman Morinaga inquired whether a round table discussion will be held with the committee to determine the outcome of the BBQ Block Party. Kraig Camacho stated that a meeting was held immediately and they will have a post report available.

H. AIR SERVICE DEVELOPMENT

Committee minutes dated June 19, 2019

Exhibit E

- o Vice Chairman Morinaga mentioned that a preliminary meeting was held with airport officials three weeks ago. However, the official meeting with the airport will commence on July 21.
- o A major concern is the discontinuation of United Airlines direct flight to Hong Kong. Hong Kong GVB is reaching out to make an appointment with HK Express and Cathay Pacific. Another concern is a decrease in flight services with China Air.
- o Starlux and Eva airlines are two air services they seek to reach in Taiwan. Director Camacho mentioned that the airport has an FAA representative who she believes would be an advocate with knowledge of airline potential for Guam.
- o GIAA's Executive Manager, Tom Ada sits on the Air Service Development Committee representing the airport. President & CEO Laguaña met with Mr. Ada to speak about how they could have a closer collaboration.
- o President & CEO Laguaña shared that Guam will have an influx of visitor arrivals in August; she would like to mobilize prep work during this time by meeting with Stakeholders and Partners, reminding them of arrival peak seasons.

I. KOREA

Committee minutes dated June 19, 2019

Exhibit F

20th Boryeong Mud Festival

Motion to approve travel for KMC Vice Chairman or designee, GVB President & CEO or designee, and one (1) Marketing Staff to participate in the Boryeong Mud Festival Closing Ceremony on July 28, 2019. Travel dates are from July 27 -29, 2019. Total cost is approximately \$4,437.00 from Acct # KO-SMD023.

Motion was seconded by Directors Arriola and Camacho. Motion approved unanimously.

Airfare	\$800 x 3 pax	\$2,400.00
Per Diem (Incheon Rate)		
Lodging		
BOD + President & CEO	\$153 x 2 nights x 2 pax x 25%	\$765.00
Marketing Staff	\$153 x 2 nights x 1 pax	306.00
M&IE		
BOD + President & CEO	\$92 x 3 days x 2 pax x 25%	\$690.00
Marketing Staff	\$92 x 3 days x 1 pax	\$276.00
Total		\$4,437.00

Background: The Guam Visitors Bureau (GVB) has been invited by Mayor Kim Dong Il of Boryeong City and Chairman of Boryeong Festival and Tourism Foundation to attend their historic 20th Boryeong Mud Festival.

On July 14, 2018, a MOU was signed between GVB and Boryeong City to develop cultural exchange opportunities that would mutually benefit and promote both Guam and Boryeong City.

As a part of the MOU, GVB invited delegates from Boryeong to participant in last year's MBC Music KPOP Concert on Guam and United Guam Marathon Fair. In turn, Boryeong City has invited GVB participate at their largest event that welcomes over 600,000 guests during their 10-day festival.

GVB looks forward to participate by exhibiting with a Guam booth, conduct media interviews and attend the closing ceremony on July 28, 2019.

- o President & CEO Laguaña noted that a representative will also come to our Liberation festivities.
- o GVB will host a few groups during the Liberation festivities from July 19-22, 2019.
 - o Media from Incheon and Daejeong will feature the Liberation festivities.
 - o Miss Koreas + Miss Guam #instaspot Collaboration; they are to visit #instaspots to gather content and post on social media platforms
 - o Korean Samulnori Performers to perform along the parade route on July 21st and at the carnival on July 22-23, 2019.
 - o Korean Travel Agents specializing in historical tours: Hana Tours & Interpark
 - o FAM tour to visit historical/cultural attractions and WWII sites to develop themed packages.

J. JAPAN

Committee minutes dated June 18, 2019

Exhibit G

TRAVEL TRADE MEETINGS

Motion to approve travel for the GVB Chairman of the Board, GVB President & CEO, and one (1) marketing staff to participate in travel trade meetings in Tokyo, Japan from July 24-26, 2019. Estimated cost is \$7,649.00 from account # JA-SMD008.

Motion was seconded by Director Hoffman. Motion approved unanimously.

Airfare:	\$1,200 x 3 pax					\$3,600.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB Chairman of the Board	\$347.50	2	\$286.25	2	\$1,267.50
	GVB President & CEO	\$347.50	2	\$286.25	2	\$1,267.50
	GVB Marketing Staff	\$278.00	2	\$229.00	2	\$1,014.00
Miscellaneous Expenses:	Business meetings / communications costs					\$500.00
					Total	\$7,649.00

Background: The Japan market conditions remain challenging for Guam's tourism. GVB's first focus, as it has been for the past few years, is to develop and maintain current air service. In order to battle the challenges that remain, we must first address access to our island. Japan outbound travel trends continue to grow and shift in terms of demographics and business processes. This requires the Japan marketing team to have innovative and fast-moving plans integrated to sales, marketing and public relations.

With these conditions and aggressive processes, GVB senior management and Japan marketing staff must participate in face-to-face meetings often with the GVB Japan marketing team, as well as external



trade partners. Meetings have been scheduled with travel agents and airline partners. These meetings will be a collaborative effort to strategize market improvements.

Issue: Board approval required for travel.

KASHIWA FESTIVAL

Motion to approve travel for a delegation of seven (7) listed below to attend the Kashiwa Festival from July 26-28/30, 2019. Estimated cost of travel \$16,855.25; \$11,358.50 from Account #JA-SMD008 and \$5,496.75 from Account #DM-CPO001.

Motion was seconded by Director Hoffman. Motion approved unanimously.

Airfare:	\$1,200 x 1 pax					\$1,200.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB Chairman of the Board	\$347.50	2	\$286.25	3	\$1,553.75
	GVB President & CEO / Designee	\$347.50	1	\$286.25	1	\$633.75
	GVB Marketing Staff / Designees (2 pax)	\$278.00	2	\$229.00	3	\$2,486.00
Marketing Total:						\$5,873.50

Airfare:	\$1,200 x 2 pax					\$2,400.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Cultural & Heritage Committee Chair / Designee	\$347.50	2	\$286.25	3	\$1,553.75
	Miss Guam	\$278.00	2	\$229.00	3	\$1,243.00
Miss Guam Professional Fees				\$100.00	3	\$300.00
CHaCO Total:						\$5,496.75

Grand Total					\$11,370.25
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Background: The Guam Visitors Bureau (GVB) regularly attends the Kashiwa Festival as a reciprocating effort of the Friendship Agreement signed in 1991 between Guam and Kashiwa. Each year, students from Kashiwa visit Guam to participate in cultural and educational exchanges. More recently, Kashiwa's Young Entrepreneurs Group (YEG) began visiting Guam and working with local agencies to develop and promote commerce exchanges. This festival serves as an annual opportunity to reinforce Guam's showing of support for Kashiwa and longstanding commitment to the Friendship Agreement.

For this year's event, GVB plans to exhibit with a booth space and by inviting local industry partners to co-exhibit. Invitations have been extended to GVB members as well as the Guam Young Professionals and the University of Guam, two entities the YEG signed MOUs with during their exchange project in Guam last year.

Time spent in-country is valuable and should be maximized, especially in light of the restructuring of the Japan office and the appointment of GVB's new leadership team. As such, several meetings have been scheduled in Japan during this travel period. The GVB Chairman of the Board, GVB President & CEO and one (1) marketing staff will travel to Japan prior to other delegates to participate in travel trade meetings with JTB, HIS, and airline partners. Thereafter, they will join the delegation to participate in the festival and attend meetings with the Kashiwa Chamber of Commerce, the Kashiwa International Relations Association, and other government officials. The marketing staff will remain in Tokyo after the festival to continue the orientation for the GVB Japan Marketing Representative. A meeting has also

been scheduled with the Sugiyama C.P.A. Office to discuss their role as GVB Japan's accounting firm and other financial matters related to Japan operations. These meetings will increase GVB's return on investment for the overall mission by providing valued facetime with GVB's leadership team, GVB staff, industry partners, government officials, GVB Japan representatives, and GVB Japan's accounting firm.

Issue: Board approval required for all travel

K. NORTH AMERICA & PACIFIC MARKET

Committee minutes dated June 19, 2019

Exhibit H

- o Director Hoffman shared that GVB will be hosting Guam Liberators arriving tomorrow evening.
- o Upcoming Overseas Travel Trade Events
 - o IMEX America taking place in September in Las Vegas
 - o PATA Micronesia Chapter 2nd in Kosrae from August 6-8, 2019
 - o PATA Travel Mart 2019 in Kazakhstan from September 18-21, 2019
 - o PATA Executive Board and Board Meeting in Kazakhstan from September 18-21, 2019
 - o MATTA Fair in Kuala Lumpur, Malaysia from September 6-8, 2019
- o From the Philippines, visitors from Iloilo will be participating in the parade and coming in as our sister-sister agreements with the villages of Agat and Santa Rita.

L. GREATER CHINA MARKET

Committee minutes dated June 14, 2019

Exhibit I

GUAM DELICACY EVENT

Motion to approve travel for (1) Marketing Staff, the Destination Specialist – Sports & Events, (1) Local Guam Chef, and (1) Chef Assistant to attend the Guam Delicacy Event in Taipei, Taiwan for 7 days in early August (TBC). [Cost is approximately \$10,098.00 of which \$7,152.00 to be taken from Account No. TA-SMD-019, and \$2,946.00 from Account No. AS-ESP-001].

Motion Approved.

Airfare	\$1,000 x 4 pax			\$4,000.00
Per Diem:				
	Lodging	M&IE	Days/Nights	
(1)Marketing Staff				
(1) Destination Specialist – Sports & Events	\$174.00	\$104.00	7	\$3,892.00
(1) Chef	N/A	\$104.00	7	\$1,456.00
(1) Chef Assistant				
Professional Fees:				
Chef: \$100 per day x 5 days				\$500.00
Chef Assistant: \$50 per day x 5 days				\$250.00
TOTAL				\$10,098.00

Background: As part of GVB's initiative to increase visitor arrivals from Taiwan during Mid-Autumn Festival also known as Moon Festival, the Guam Delicacy Event is one of several plans to promote travel



to Guam during this season. Mid-Autumn Festival is a public holiday where families and friends get together to enjoy outdoor fun and barbeque. This year, the holiday falls on a Friday in Taiwan, allowing a three-day weekend for Taiwanese to travel off-island. Guam known for its barbeque, the Guam Delicacy Event is designed to showcase Guam's culinary delicacies including barbeque dishes and using this medium to promote mid-autumn travel packages themed for food travel in September.

Nationwide broadcast of the Guam Delicacy Event is being arranged to include additional 30 travel trade and food media. GVB Taiwan is also working closely with top travel agencies to sell Guam packages onsite.

It is the intent to select a celebrity Guam chef and one chef's assistant particularly an award-winning Chef from the upcoming BBQ Block Party to travel to Taiwan to work and prepare dishes in cooperation with Hilton Taipei Sinban who will sponsor the Chefs accommodations and food ingredients and also distribute a press release, provide free venue usage, and promote the program to their in-house clients and on their social media platforms. Restaurant patrons and general consumers estimated at 200 pax per day (around 100pax for lunch and 100pax for dinner) would be offered a taste of Guam with the aim to entice travel to Guam.

During the Guam Delicacy Event, we will also extend the 75th Liberation theme of "peace and friendship".

Issue: Board approval for travel required.

VII. EXECUTIVE SESSION

VIII. OLD BUSINESS

IX. NEW BUSINESS

GVB RFP 2019-002 LEGAL SERVICES

Motion 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 2019-002 LEGAL SERVICES, and if successful, to enter into a contract.

Background: GVB requires the professional services of an attorney to advise on legal matters to which the GVB is a party or in which the GVB is legally interested and may represent the GVB in connection with legal matters before the Guam Legislature, boards, agencies of Guam and before courts of competent jurisdiction.

The initial contract term begins upon completion of the contract through the end of the current fiscal year (September 30, 2019), with three one-year options to renew. The contractual obligation of both parties in each fiscal period succeeding the first is subject to the appropriation and availability of funds. Upon expiration of the contract term, the President & CEO may have the option to extend contract for a period not to exceed [90 days] from the ending term date, or until such time GVB is able to secure a new contract.

Issue: Board approval required.

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- o Thursday, August 8, 2019 at 3:30pm, GVB Main Conference Room
- o Thursday, August 22, 2019 at 3:30pm, GVB Main Conference Room

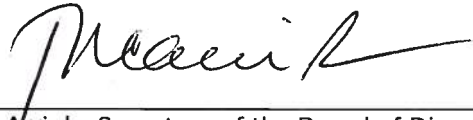
Liberation

- o Director Arriola asked that everyone be mindful of the road closures for the parade, the campers who will be out at 8 a.m. Saturday through 11:59 p.m. Sunday.
- o Fireworks at 10:00 p.m. Sunday, Boat basin
- o VSOs will be there
- o Parade at 10:00 a.m.

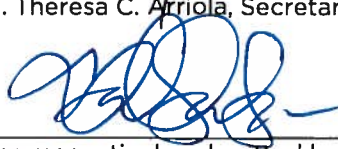
XI. ADJOURNMENT

Meeting adjourned at 5:17 pm.

Motion unanimously approved



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



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary

ACTION ITEMS:

Research/Membership & Community Outreach Committee to look into how many paid members we have and give updated report on membership.

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