



REGULAR BOARD OF DIRECTORS MEETING
Thursday, August 29, 2019 - 3:30pm
Guam Visitors Bureau Main Conference Room

BOARD OF DIRECTORS PRESENT:

Chairman Sonny Ada
Vice Chairman Milton Morinaga
Director JoAnn Camacho
Director Stephen Gatewood
Director Brad Kloppenburg
Director Robert Hoffman
Director Flori-Anne Dela Cruz

GVB MANAGEMENT & STAFF PRESENT:

Pilar Laguaña	Colleen Cabedo	Kraig Camacho
Bobby Alvarez	Gabryel Franquez	Taylor Pangilinan
Chris Lizama	Nicole Benavente	Sydney Leon Guerrero
Lisa Linek	Nico Fujikawa	Breeana Garrido
Nadine Leon Guerrero	Doris Ada	Valerie Sablan

TELEPHONICALLY:

Director Paul Shimizu
Director Therese Arriola

ABSENT:

Director Shinohara
Director Murata
Director Shun

GUESTS:

Jeff Marchesseault - Ednia /GEDA
Chiray Buojwani - Office of Speaker Tina Muña Barnes
Oke David - Thai Airways

I. CALL TO ORDER

Chairman Ada called the meeting of the Board to order at 3:33 p.m.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Motion made by Director Kloppenburg, seconded by Director Gatewood to approve meeting minutes of August 8, 2019. Motion approved subject to corrections.

III. CHAIRMAN'S REPORT

Chairman Ada congratulated the team for an extremely successful event with Travel Talks.

The board was briefed on the recent trip to Tokyo, Japan where the Governor of Guam was introduced along with the new Japan team and some of GVB's new board of directors.



Chairman Ada reported that the trip was well organized and extremely successful. Travel trade was a success and many of the invitees showed up. He gave a big thanks to Charjay, Joe Young for opening the US Embassy's house so that our Governor may be introduced to Travel Trade. Our Governor Lou was fantastic and came out very well during her courtesy visits and her overall presentation of our Japan group.

The GUMA team from Japan were very impressive. Our friends from Kashiwa City would like to see their own GUMA group and were very impressed with what they saw.

Director Quinata-Muña shared his well worth experience and the chance he got to meet with the visual team. Both he and Director Gatewood met with the digital team and asked straight forward questions about their strategy and shared information.

He was very impressed by the events that occurred and commended the GVB team for their incredible coordination of the Japan trip.

Director Gatewood reported that the actual event at the ambassador's residence was very fruitful. He met many of the industry partners in attendance. Expedia went out of their way to convey that there is a willingness to share information; for our research department, it is very pertinent. They had a relationship with HANA in the past and they do want to revive that. He concluded that good things will definitely be coming out of it.

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU

PRESIDENT'S REPORT

08-29-2019

August 2019

August 1-22, 2019

Total: 115,221 (+12.2%)

RESEARCH

Calendar Year to Date 2019

January - August 22, 2019

Total: 1,047,796 (+5.7%)

% Market Mix	Origin	2018	2019	% to LY
48.2%	Japan	44,605	55,558	24.6%
40.5%	Korea	45,385	46,639	2.8%
1.7%	Taiwan	1,861	1,969	5.8%
0.6%	China	1,002	735	-26.6%
4.2%	US/Hawaii	4,916	4,856	-1.2%
0.8%	Philippines	874	898	2.7%
0.2%	Hong Kong	426	272	-36.2%
0.1%	Russia	96	139	44.8%

% Market Mix	Origin	2018	2019	% to LY
40.5%	Japan	347,001	423,870	22.2%
45.1%	Korea	487,104	472,138	-3.1%
1.8%	Taiwan	18,945	19,152	1.1%
0.8%	China	11,730	8,178	-30.3%
6.0%	US/Hawaii	59,248	63,172	6.6%
1.2%	Philippines	10,936	12,543	14.7%
0.4%	Hong Kong	3,967	3,932	-0.9%
0.3%	Russia	2,731	3,217	17.8%

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

Note: August 2019 Daily Arrivals reflect Chifan Air arrivals only.

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

Note: August 2019 Daily Arrivals reflect Chifan Air arrivals only.

Fiscal Year to Date 2019

October - August 22, 2019

Total: 1,458,405 (+6.5%)

% Market Mix	Origin	2018	2019	% to LY
40.1%	Japan	474,621	584,653	23.2%
44.9%	Korea	675,900	654,205	-3.2%
1.7%	Taiwan	24,903	25,440	2.2%
0.8%	China	15,832	11,520	-27.2%
6.6%	US/Hawaii	77,940	95,770	22.9%
1.3%	Philippines	17,273	18,946	9.7%
0.4%	Hong Kong	6,071	5,960	-1.8%
0.3%	Russia	3,883	4,918	26.7%

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

Note: August 2019 Daily Arrivals reflect Chilian Air arrivals only.

MARKETING

JAPAN MARKETING NEWS

GVB Executive Introduction Japan Mission
August 26, 2019
Japan Association of Travel Agents (JATA) Meeting



- Governor Leon Guerrero and delegation led meaningful discussion about the tourism environment in Japan and Guam.
- JATA Chairman TAGAWA-san expressed continued support for Guam while providing some recommendations for improvement on our product.

JAPAN MARKETING NEWS

GVB Executive Introduction Japan Mission
August 26, 2019
Japan Tourism Agency (JTA) Meeting



- Governor Leon Guerrero led a meeting with JTA Vice Commissioner TAKASHINA-san.
- Discussion about Japan outbound travel, domestic travel and changing market demographics took place.
- GVB will participate in the program entitled "My First Overseas Trip" (in my 20's)

JAPAN MARKETING NEWS

GVB Executive Introduction Japan Mission
August 26, 2019
Japan Civil Aviation Bureau (JCAB) Meeting



- Governor Leon Guerrero led a meeting with Vice Minister Jotaro HORIUCHI who is from International Aviation Minister's Secretariat, Ministry of Land Infrastructure, Transport and Tourism.
- Discussions surrounded possible opportunities for Haneda flights in the future.
- Warmest thanks were expressed to JCAB for their continued support of Guam, especially the approval of charter flights and additional service from Narita.

TAIWAN MARKETING NEWS

Guam Delicacy Program

- The Guam Delicacy Program will be for one month (August 16 - September 15) at Hilton Taipei Sinban's Market Flavor Restaurant.
- A press conference & 2 trade seminar were held at the restaurant - 40 media, 26 VIPs, & 70 China Airlines Dynasty members attended.



MARKETING NEWS



Korea Marketing



#instaGuam Travel Talks KOL Fam Tour



Mode Tour Travel Mart 2019 (September 5-8, 2019 @ COEX, Seoul)

GVB Delegation: (1) Board Member, GVB President & CEO, GVB Director of Global Marketing, (1) Marketing Staff, (1) Culture & Heritage Officer, (1) Miss Guam, (2) Musicians, (2) Dancers

Co-exhibitors (7) : Hyatt Regency Guam, Lotte Hotel Guam, Onward Beach Resort, Dusit Thani Guam Resort, Guam Bayview Hotel, Outrigger Guam Beach Resort, PHR (Hilton, Nikko, Sheraton, Tsubaki)

Budget: \$97,270.00

Objectives: To promote Guam's offerings, meet with travel trade partners, and to keep Guam top of mind to trade and consumers.



Korea Marketing



Pacific Market



Upcoming Projects:

Korea Roadshow 2019 (November 16 - 23, 2019)

Nov 21 (Thu) or 22 (Fri), 2019 / SEOUL

- Schedule
 - Nov 21 or 22: Seoul Sales Mission & Tour and Appreciation Lunch with Media Interview
 - Nov 21 or 22: Meeting with Airline or Travel Agencies (TBC)
 - Nov 21 or 22: Overnight @ Seoul
 - Nov 23: Transfer from Seoul to Guam
- Expected Venue (TBC): 1st Mandarin Dongdaemun Conrad Seoul, The Wynn Chosun Seoul
- Expected No. of participants: 250



Nov 30 (Wed), 2019 / DAEJU

- Schedule
 - Nov 30: Daeju Sales Mission
 - Nov 30: Meet with Daeju Tourism Bureau (TBC) or Daeju Tourism Association (TBC)
 - Nov 30: Transfer from Daeju to Seoul
- Expected Venue (TBC): Private Ambassador Daeju
- Expected No. of participants: 150

Nov 18 (Sat) - 19 (Sun), 2019 / BUSAN

- Schedule
 - Nov 18: Annual date (GMA PLC)
 - Nov 17: Busan Beautiful Sites Tour
 - Nov 18: Busan Sales Mission
 - Nov 18: Meet with Busan Tourist Organization (TBC)
 - Nov 19: Transfer from Busan to Guam
- Expected Venue (TBC): Paradise Hotel Busan
- Expected No. of participants: 120

Nov 19 (Sun), 2019 / GWANGJU

- Schedule
 - Nov 18: Gwangju Sales Mission
 - Nov 19: Meet with Gwangju Convention & Visitor Bureau (TBC)
 - Nov 19: Transfer from Gwangju to Daeju
- Expected Venue (TBC): Kamada Plaza Gwangju
- Expected No. of participants: 180

Tuesday, August 20, 2019: Federated States of Micronesia Tourism Leadership Pays Courtesy Visit to GVB's President & CEO



L.R. Elia P. Abnaga, Assistant Secretary-Division of Tourism, FSM-Department of Resources & Development, Pinar Laguarda, President & CEO-Guam Visitors Bureau; Bernance Aldis, Program Manager-Division of Tourism, FSM-Department of Resources & Development; and Marie A. Launay, Executive Director-FSM Association of Chamber of Commerce-Department of Resources & Development.





Chairman Ada brought to attention GVB's budget and its current standings. He introduced Chirag from the office of Speaker Tina Muña Barnes to provide us with an update of where they are at with GVB's budget.

Chirag reported that GVB's budget is not impacted by the non-profits. The budget bill as proposed would allow GVB to have continuing appropriations from previous fiscal years. An email was received by GVB showing a balance of \$211,487 anticipated for this fiscal year. An audit of GVB's FY 2018 revenues shows a \$520,995 in the special TAF projects fund balance. The total amount allocated for the nonprofits are \$640,000. Funds identified by the Speaker's office to be given to GVB is \$732,482.00 (this year's funds they are anticipating will not be spent and 2018 funds the audit shows remains in the account). He continued to report that GVB is receiving almost \$100,000.00 more than the budget as proposed by the current bill, which is also more than last year's budget for GVB.

An amendment was proposed yesterday, Wednesday, August 28, 2019 and accepted by the body. Any funds in the Tourist Attraction Fund that GVB receives in FY 2020 that is more than the amounts projected in the current budget bill goes straight back to GVB. He estimated that it should be somewhere between 1-2 million dollars should we continue with the current trends.

Anything from this fiscal year that has been appropriated to GVB that was not spent belongs to GVB.

V. TREASURER'S REPORT

July allotments were received on August 28, 2019. Although we are consistently a month behind in receiving allotments this entire year, we are acquiring the full quota.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

EDNIA

Motion made by Director Hoffman, seconded by Director Camacho to ratify approval of \$80,000 request from the Office of the Governor in support of the Chief Advisor on Economic Development, National and International Affairs (EDNIA) for related work in developing the Asia market. Motion Approved.

SUMMARY: GVB is in receipt of an official request from the Office of the Governor's EDNIA Chief Advisor for these funds. Management to identify funding from FY2019 budget. Governor Gutierrez' aggressive efforts to promote Guam as a tourist destination and for economic opportunities in the developing markets of the Asia-Pacific region is an investment that will help push Guam to the 2 Million annual visitor mark in addition to the qualitative "blue ocean" improvement goals as detailed in our Tourism 2020 plan.

ISSUE: Board approval required

- Chairman Ada removed himself from discussion on the motion and voting due to conflict of interest.



- It was discussed during Excomm that management will identify the funds. President & CEO will determine its transference.

Motion made by Director Camacho, seconded by Director Hoffman to ratify approval of travel for one (1) GVB Board Director to participate in introductory meetings with Japan government officials, U.S. Embassy Officials, and travel trade partners in Tokyo, Japan from August 26-28, 2019. Estimated cost is \$2,853.75 from account # JA-TTC091.

Motion approved.

Airfare:	\$1,300 x 1 pax					\$1,300.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB Board Director	\$347.50	2	\$286.25	3	\$1,553.75
Total						\$2,853.75

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, Japan Association of Travel Agents (JATA), U.S. Commercial Services in Tokyo, Japan Tourism Agency, 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.

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.

Note: Motion to approve travel was originally obtained at the June 13, 2019 Board of Directors Regular meeting for a delegation to participate in the executive introduction Japan mission as well as conduct an orientation with the new Japan marketing representative office. Since then, GVB was able to conduct the marketing rep orientation in early July and has worked to minimize the travel cost for the executive introduction mission. The above motion will add one delegate from GVB's Board of Directors.

Issue: Time sensitive and need approval.

B. JAPAN

GUAM FAMILIARIZATION TOURS

Motion made by Director Gatewood, seconded by Director Kloppenburg to approve travel for the GVB Japan Country Manager to join three familiarization tours in Guam from September 4-7, 2019, September 25-28, 2019. The final date for the familiarization tour in September will be determined by Senior

Management. Estimated cost per trip: \$1,850.00. Account #JA-SMD002. Motion approved.

Airfare:	\$1,000 x 1 pax			\$1,000.00
Per Diem:	Guam	M&IE	Days	
	GVB Japan Staff - 1 pax	\$62.50	4	\$250.00
Japan Transportation:	To and from airport	\$100.00	2	\$200.00
Guam Transportation:	Rental car	\$100.00	4	\$400.00
Total per trip:				\$1,850.00
Total for 3 trips:				\$5,550.00

Background: At the advisement of the Japan Guam Travel Council (JGTC), GVB has been holding several partner-focused fam tours throughout the year instead of holding one all-inclusive fam tour for Japan's travel trade industry as done in the past. Hosting smaller groups allows our team to focus each tour on the specific needs and requests of our partners. Itineraries are unique to each group and focus on the objectives set forth by GVB's Japan travel trade partners and fam tour participants.

Representatives from HIS are scheduled to participate in a fam tour from September 4-7, 2019 and a fam tour for NTA is scheduled for September 25-28, 2019. The Japan Country Manager is the main facilitator for all fam tours originating from Japan, communicating directly with JGTC, travel agents, and airline partners. As such, his participation during these fam trips will ensure a smooth mission for all.

In addition, the Japan Marketing Representative, AVIAREPs, will be participating in a fam tour in September 2019 (dates TBD by management). Representatives will travel to Guam to learn about the Guam product through experiential tours and meetings with industry partners. This will provide the team with the tools needed to promote Guam to the Japan market. The Japan Country Manager will accompany the group during this mission to facilitate the fam tour. Meetings will also be scheduled with GVB management and Japan marketing staff to maximize his time on Guam.

Issue: Board approval required for all travel.

C. GREATER CHINA

IMEX AMERICA 2019

Motion made by Director Camacho, seconded by Director Kloppenburg to approve travel for the President & CEO or designee and GVB Director of Global Marketing to attend the IMEX America at the Sands Expo in Las Vegas, Nevada from September 8-14, 2019. (Estimated total cost is \$7,700.00 from Account # CI-TTC039). Motion Approved.

Airfare:	\$2,500 x 2 pax					\$5,000.00
Per Diem:	Las Vegas	Lodging	Nights	M&IE	Days	
	President & CEO or designee	\$135.00	6	\$76.25	6	\$1,267.50
	Director of Global Marketing	\$108.00	6	\$61.00	6	\$1,014.00
Miscellaneous: Excess baggage, communications expense, etc.						\$418.50
TOTAL						\$7,700.00

Background: The Guam Visitors Bureau (GVB) plans to attend the IMEX America once again, as this is an opportune time to attract more MICE participants from the U.S. and other source markets.

IMEX is a worldwide exhibition for incentive travel, meetings and events that is committed to providing outstanding business opportunities for exhibitors and buyers. IMEX has two exhibitions a year, in Frankfurt, Germany and in America. IMEX America is Americas largest MICE Expo with over 6,000 attendees, more than 13,500 participants including exhibitors and over 70,000 appointments set throughout the busy MICE exhibition. IMEX is a MICE show where good business transcends borders and oceans, where meeting planners can connect easily with suppliers across the globe and build powerful working relationships.

GVB will meet with qualified buyers from North America, China, and around the world. During these meetings, GVB helps MICE planners with the development of proposals to pitch to their clients with special offerings from GVB. The crafting of proposals is essential to attracting new business to our island. This year, GVB expects to have over dozens of pre-scheduled appointments with MICE planners from North America, China, Japan, Korea, Philippines, Russia and other source markets.

In support of GVB's strong participation at IMEX America, the General Manager and Director of Sales and Marketing from the Dusit Thani Guam Resort has committed to join the GVB delegation. Dusit Thani Guam Resort will also be able to schedule their one-on-one appointments and discuss with MICE buyers about their property and offerings for MICE business.

Issue: Board approval required for travel.

AIR SERVICE DEVELOPMENT

- United has no position to fly out of Haneda. Vice Chairman to discuss current flight status at the Guam Chamber meeting and see how Chamber and GVB could collaborate to bring more airline seats to Guam.
- Air Service Development Committee is comprised of GVB, GIAA Operations & Sales, GEDA, Guam Chamber and BBMR.

D. NORTH AMERICA & PACIFIC MARKETS

PATA TRAVEL MART (PTM) 2019

Motion made by Director Hoffman, seconded by Director Camacho to approve travel for (3) staff to attend the PATA Travel Mart (PTM) 2019 in Nur-Sultan (Astana), Kazakhstan from September 16-22, 2019. Estimated total cost is \$16,000.00; Account # PA-SMD026 and Account # PA-SMD024. **Motion Approved**

Airfare:	\$2,700.00 x 3 pax					\$8,100.00
Per Diem:	Astana, Kazakhstan	Lodging	Nights	M&IE	Days	
	(3) Staff	\$240.00	6	\$133.00	7	\$7113.00
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)					\$787.00
TOTAL						\$16,000.00

Background: The PATA Travel Mart is held annually and attracts 1000+ delegates from 60+ countries. The travel mart is Asia Pacific's premier B2B travel trade show, featuring unparalleled networking and contracting opportunities to help travel and tourism organizations access decision makers, meet new clients, expand their networks and build or maintain existing relationships. It showcases the travel products and services from primarily the Asia Pacific region and draws interest from international buyers from around the globe. Furthermore, educational forums, conferences and workshops are organized during the event, providing delegates with comprehensive tourism insights and the latest updates on trends within the industry. The educational forums and conferences are held prior to the travel trade show and can address a wide range of travel and tourism related topics; such as community-based tourism, tourism investment and travel technology.

In addition to the travel mart, the PATA Youth Symposium is a half-day forum offered to students and young professionals to engage with industry professionals during plenary talks and roundtable discussions on various topics relevant to the destination. The prestigious PATA Gold Awards Ceremony is also held during the Mart, an event that recognizes and rewards an organization's outstanding contributions in successfully promoting the travel industry in the Asia Pacific region, and various forums set up by PATA for the travel experts during lunch or prior to the travel mart days.

Guam has attended the PATA Travel Mart for the past several years and we have won the PATA Gold Awards. Our attendance to PTM is essential in the representation of Guam and the Micronesia region to further our continued successes with the PATA International in bringing more awareness to the Pacific region. During this time, also the GVB President and CEO along with the Director of Global Marketing will attend the Executive and Board meetings scheduled usually scheduled before or after the Travel Mart.

Issue: Board approval required for travel.

- GVB has been monitoring Kazakhstan and has deemed it safe to send our people. The delegation to PATA Travel Mart is normally (4) four; it is reduced to (3) three in this motion.

PATA EXECUTIVE BOARD MEETING

Motion made by Director Hoffman, seconded by Director Kloppenburg to amend previously approved travel for the President and CEO to attend the PATA Executive Board Meeting in Nur-Sultan (Astana), Kazakhstan to approve travel for GVB Board of Director Flori-Anne Dela Cruz from September 16 -22, 2019. Estimated total cost is \$6,000.00; Account # PA-SMD004. Motion approved

Airfare:	\$2,700 x 1 pax					\$2,700.00
Per Diem:	Astana, Kazakhstan	Lodging	Nights	M&IE	Days	
	Board of Director	\$300.00	6	\$166.25	7	\$2,963.75
	Unanticipated Expenses (Communications, excess baggage, meetings, etc.)					\$336.25
TOTAL						\$6,000.00

Background: Originally approved on November 8, 2018, this motion is to amend the participant from GVB President & CEO to a GVB Board of Director.

GVB Board of Director, Flori-Anne Dela Cruz, is a member of the PATA Executive Board. Her involvement in the Pacific Asia Travel Association's prestigious board will allow her to ensure that PATA continues to put emphasis in the "P" in PATA and to help develop travel and tourism in the region.

Director Flori-Anne Dela Cruz is among travel industry professionals from around the world who represent PATA and three times a year they meet as a board and executive board to address PATA business and ensure that the organization upholds its mission, which is to act as a catalyst for the responsible development of the Asia Pacific travel and tourism industry.

Issue: Board approval required for travel.

- Normally, (4) four staff members are sent to PATA Travel Mart and (1) one person is sent to attend the Executive Board meeting. In the past, a total of (5) people are sent. Director Dela Cruz will not attend the PATA Travel Mart, she is on the Executive Board for PATA and will attend the executive board meeting.
- Motion was approved in November 2018 for previous executive board member, Nathan Denight to attend the PATA Executive Board meeting. This motion to amend previously approved travel removes former executive board member Nathan Denight and replaces him with Director Dela Cruz.

E. RUSSIA & NEW MARKETS

RUSSIA

- We completed Travel Talks with Russian travel influencer, Ms. Zoe Paradigma.
- Online Travel Mart (OTM) is set to run from August 26 – September 15, 2019 with seven (7) companies participating: HIS Guam, PIC, Dusit Thani, Guam Plaza, Korean Air, Jeju Air and JAL.

NEW MARKETS - MALAYSIA

- Apple Vacations Travel Fiesta was held on August 22-25, 2019 at the Curve Mall in Kuala Lumpur. Apple Vacations sold Guam packages and Philippine Airlines offered discounted airfare rates to Guam. GVB conducted a Guam Product Presentation and showcased Chamorro dance performances.
- MATTA Fair 2019 is Malaysia's largest consumer show set for September 5-8, 2019 taking place at the Putra World Trade Center in Kuala Lumpur. GVB will meet with PAL. Apple Vacations and Golden Tourworld Travel will sell all-in packages with Philippine Airlines offering discounted rates.

F. SPORTS & EVENTS

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EXHIBIT B

100th KOREA NATIONAL SPORTS FESTIVAL TRAVEL MOTION

Motion made by Director Muna-Quinata, seconded by Director Hoffman to approve travel for GVB Sports & Events Destination Specialist, Miss Guam and (2) Cultural Musicians and (2) Cultural Dancers to attend the events and activities associated with the 100th Korea National Sports Festival from October 3-8 2019. Cost is approximately \$18,796.00 and subject to receipt of FY2020 Sports & Events Budget funding Acct# AS-ESP001. **Motion Approved.**

GVB Delegation:

Airfare: (\$1,000 x 1 pax)	\$ 1,000.00
Seoul Per Diem – Lodging (\$230/night x 5 night x 1 pax)	\$ 1,150.00
Seoul Per Diem – M&IE (\$136/day x 6 day x 1 pax)	\$ 816.00
Total	\$ 2,966.00

Cultural Delegation:

Airfare: (\$1,000 x 5 pax)	\$ 5,000.00
Seoul Per Diem – Lodging (\$230/night x 5 night x 5 pax)	\$ 5,750.00
Seoul Per Diem – M&IE (\$136/day x 6 day x 5 pax)	\$ 4,080.00
Miss Guam Prof. Fee- \$100 x 4 days	\$ 400.00
Musicians Prof. Fee- \$100 x 3 days x 2 pax	\$ 600.00
Total	\$ 15,830.00

Grand Total **\$ 18,796.00**

Background: The Korea Sports Council of Guam (KSCOG) will be sending a delegation of (90) Korean athletes from Guam to participate in the 100th Korean National Sports Festival in Seoul from October 4-8, 2019. The festival features Korean National athletes from over 50 countries worldwide competing in a variety of sporting events. The KSCOG has requested GVB's support in attending the opening ceremonies to assist in promoting Guam as part of the activities scheduled for the

festival. During the festival, the GVB delegation and KSCOG will take advantage of the event media coverage during the opening ceremonies. GVB has been participating in the event for the past three years and looks to maximize exposure for Guam by participating at this year's event which marks 100 years since the games began. This year's event will be held in Seoul and feature hundreds of thousands of fans with all national media in attendance to cover the event.

Issue: Board approval for travel required.

G. ADMINISTRATION & GOVERNMENT RELATIONS

Motion made by Director Camacho, seconded by Director Gatewood to amend the language in the Procurement Standard Operating Procedures manual, which was approved by the BOD on December 10, 2009 – specifically – to replace the instruction in Item #8 on page 8 to read: “The President and CEO, after consulting with the lead for a project under procurement shall select the members to serve on the Evaluation Committee. This committee should be composed of staff members and should include at least one procurement staff member.” Motion Approved.

Background: Guam Procurement Law sets forth limitations with respect to Board Members participating in the procurement process. See 5GCA §43101 Board Members Prohibited from Procurement. Furthermore, during recent Ethics Training for BOD, it was strongly urged that the Board of Directors refrain from participating in evaluations for GVB contracts. As a result, to enhance the integrity of the procurement process, the current board should revisit the existing Procurement Standard Operating Procedures as approved by the BOD on December 10, 2009; and amend #8 on page 8. That section currently reads, “After the opening, the General Manager will select the evaluation committee members. This committee should be composed of qualified staff members and should include one procurement staff member. The General Manager may request one, but no more than two (2) board members to participate in the committee; however, this member must not have any conflict of interests with any of the proposers being evaluated.” This motion effectively will remove the SOP to include a board member in the evaluation process; however, all board members are free to observe any part of the procurement process, including evaluations, for their own reference and understanding.

Issue: Board approval required.

H. KOREA

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EXHIBIT C

- Mode Tour Travel Mart takes place on September 5-8, 2019 at COEX, Seoul. GVB Board, management & staff, the cultural group along with nine (9) co-exhibitors (Hyatt, Lotte, Onward, Dusit, Bayview, Outrigger, Westin, PHR1 and PHR2) will attend this event. GVB's research department will conduct a consumer survey at Mode Tour.

- GVB management and delegation will meet with Mode Tour and three (3) airlines (Jin Air, T'way, and Jeju Air) to discuss air service changes, including issues related to the Korea/Japan trade disputes. Rolenda (GIAA) will join GVB to participate in meetings with the airlines.
- GVB management & staff will have an internal meeting with GVB Korea to discuss goals, strategy, FY 2020 budget and GVB programs for Q1 and Q2 of FY 2020.

I. DESTINATION MANAGEMENT

Committee Meeting Minutes – August 06, 2019

EXHIBIT D

- There is nothing pressing to report at this time. Capital improvement projects are still a work in progress.

J. VISITOR & SAFETY SATISFACTION

- Tourist water drowning incident occurred last week.
- Two robberies occurred around Pacific Star and Fiesta; VSOs were onsite.

K. RESEARCH / MEMBERSHIP & COMMUNITY OUTREACH

Committee Meeting Minutes – August 06, 2019

EXHIBIT E

RESEARCH

- Partners from the industry and the government attended the committee meeting. Discussed were plans for the future and dashboard which would be beneficial to staff and everyone in the industry.
- Director Gatewood paid a courtesy visit to the Chairman of the Palau Visitor's Authority during his research trip to Palau. Their airport is currently being built by Sojitz, a Japanese company who will also be managing operations. They are committing to bring 200K visitor arrivals for profitability. He encouraged to keep this information on the radar in terms of market sharing and service development.

MARKETING OUTLOOK FORUM (MOF)

Motion made by Director Gatewood, seconded by Director Kloppenburg to approve travel for GVB Director of Tourism Research and Director of Global Marketing to attend the Marketing Outlook Forum in Washington D.C. on October 7-10, 2019. Estimated cost of travel is \$10,518.00 and subject to receipt of FY2020 Budget funding Account #RE-RES104. **Motion Approved.**

Airfare:	\$2,500 x 2 pax					\$5,000.00
Per Diem:	Washington D.C.	Lodging	Nights	M&IE	Days	
	Director of Research	\$251.00	4	\$76.00	6	\$1,460.00
	Director of Global Marketing	\$251.00	4	\$76.00	6	\$1,460.00
Misc.	Membership Registration Fee (MOF):					\$2,598.00

	TOTAL	\$10,518.00
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Background: The Marketing Outlook Forum (MOF) is the industry's leading strategic travel forecast conference combining networking and quality educational programs into a premier event. The MOF provides attendees with the latest research and forecasting insights. Being that GVB is Guam's Destination Management Organization (DMO), it is essential that the Research Department attend this event in order to gain knowledge, insights, tools and resources garnered at MOF to inform and drive smart marketing and business decisions, and current marketing and long-term strategic planning.

The Research Department usually attends the Travel and Tourism Research Association's annual conference which, brings travel and tourism researchers, users and vendors together to discuss and share the latest studies, tools and approaches. This year's Marketing Outlook Forum will be the first time the Research Department attends this event. The Marketing Outlook Forum is said to be the best platform to gain strategic insights on global market trends as it will assist the Research Department in our projections for the year.

Issue: Board approval for travel required.

Motion made by Director Gatewood, seconded by Director Kloppenburg 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 2019-005 Tourism Economic Impact Studies, and if successful, to enter into a contract. Motion approved.

Background: For purposes of comparability, it is essential that the Economic Impact Studies conducted use the same concepts, definitions and measurement approaches as are uniformly used in other tourist destinations. With this information, government officials, entrepreneurs and residents will be better equipped to plan public policies and business strategies for tourism, and to evaluate the effectiveness and efficiency of their options and decisions.

It is GVB's intent to retain a qualified professional firm with specialties in economic impact analysis to provide econometric-based consulting and research services to update reports such as the Tourist Satellite Account; from which other ad-hoc economic studies can be gleaned, as needed and when requested by the Guam Visitors Bureau.

The projected contract date is from October 1, 2020 through September 30, 2020 for FY2020, along with four (4) one-year options to renew; and is subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

MEMBERSHIP

GVB Annual Employee Appreciation Party

Motion made by Director Gatewood, seconded by Director Kloppenburg to approve up to \$5,000.00 from the membership account for GVB employees and



their guest to attend the GVB Annual Employee Appreciation Party on Friday, December 13, 2019. **Motion Approved.**

Background: The Guam Visitors Bureau will host its Annual Employee Appreciation Party on Friday, December 13, 2019. This holiday party is the main social event of the year for GVB employees. It is a grand celebration of all our accomplishments and team effort in promoting and improving our visitor industry. The purpose of the event is to honor and appreciate GVB staff for working extensive hours throughout the year with the best interests of our island and visitors.

- The timing of this motion is for planning purposes
- The remaining balance of funds in the membership account being appropriated should be reflected in the financial report for board members to review.

L. CULTURAL & HERITAGE

- There is nothing to report at this time.

VII. OLD BUSINESS

- President & CEO Pilar Laguaña reported GVB Japan team discussed general plans for FY 2020.
- The last few months have been extremely busy for GVB's staff & management with the conclusion of Travel Talks. It was anticipated that 250 people would be in attendance, however a great show of 427 delegates came out for this successful event.
- Surveys are currently being collected for feedback. Overseas offices and platform providers are dialoging on how to better posture Guam in their individual space. Members are revisiting their digital and social media plans for their business in view of what they've learned at Travel Talks.
- GVB conducted an Air BNB e-commerce workshop that proved to be extremely informative. The training and educational program proved to be of great interest with high attendance.
- GVB Board, management & staff, Governor Leon Guerrero and the Executive staff completed their leadership introduction trip to Japan. Their special event was held at the US Embassy Ambassador's residence.
- A couple of major FAM tours will surface as a result of the work being done with travel agents. Guam is on its way to see an increase in the Japan market.
- GVB's budget appears promising. Anything above the projected 44 will go to FY 2020. The lump sum is large; the board is able to move within as needed.
- By next board meeting, the Travel Talks survey report will be available. President & CEO, Pilar Laguaña commended foreign sponsors (Korea and China) for their contribution; an indication of their strong partnerships with Guam.

JAPAN/KOREA TENSIONS:

- The Japan/Korea tension is still developing
- President Moo-hyun is a target by the people in South Korea. A scandal surfaced; his chief of staff was arrested for fixing his children's acceptance in to a university. The people wish to impeach the president as a way to divert the tension between Korea and Japan.

TOURISM 2025



- Necessary groups will be set and meetings will be conducted with stakeholders to obtain input. The goal is to complete this process by the end of this year so that the introduction will occur in January 2020. Board members will be involved in gaining feedback from JTB Japan, HIS Japan, and Korean friends. Structure was discussed the intent to move it forward.

VIII. NEW BUSINESS

- There is no new business to report at this time.

IX. EXECUTIVE SESSION

- An executive session is not needed.

X. ANNOUNCEMENTS

- Gumamon is currently under review by legal counsel.

Upcoming Board Meetings:

- Thursday, September 12, 2019 at 3:30pm, GVB Main Conference Room
- Thursday, September 26, 2019 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Motion made by Director Quinata, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 4:49 p.m. Motion approved.

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

Board Minutes respectively submitted by Valerie Sablan, Executive Secretary