



REGULAR BOARD OF DIRECTORS MEETING  
Thursday, September 26, 2019 – 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 Brad Kloppenburg
Director Flori-Ann Dela Cruz	Director Derrick Muna-Quinata
Director Satoru Murata	
Director JoAnn Camacho	

**BOARD OF DIRECTORS TELECON/SKYPE:**

Director Samuel Shinohara (Telecon)  
Director Therese Arriola (Skype)

**BOARD OF DIRECTORS ABSENT:**

Director Robert Hofmann (Off-island)

**GVB MANAGEMENT & STAFF PRESENT:**

Pilar Laguaña	Nakisha Garrido	Nadine Leon Guerrero
Lisa Linek	Taylor Pangilinan	Mark Manglona
Chris Lizama	Brian Borja	Regina Nedlic
AJ Rosario	Nicole Benavente	Russell Ocampo
Valerie Sablan	Karida Brennan	Mai Perez
Doris Ada	Colleen Cabedo	Jamielyn Pinaula
Kraig Camacho	Gabryel Franquez	Nico Fujikawa
Miranda Muñoz	Breeanna Garrido	

**GUESTS:**

Ore David – Thai Airways

---

I. CALL TO ORDER

Chairman Ada called the meeting to order at 3:35 p.m.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Motion made by Vice Chairman Morinaga seconded by Director Camacho to approve the minutes of the previous Board of Directors meeting dated August 29, 2019.

III. CHAIRMAN'S REPORT

Membership meeting, the Chairman made a report (That's his report for today). He thanked the board members for their work this year, Pilar and GVB's Management & Staff.

He reported that our budget is now available and could now be worked out. Exciting things are coming up in the next year; a great time to buckle down and continue with the bureau's fine work.

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



August 2019					September 2019				
August 1-31, 2019					September 1-15, 2019				
Total: 158,633 (+11.2%)					Total: 70,273 (+26.2%)				
% Market Mix	Origin	2018	2019	% to LY	% Market Mix	Origin	2018	2019	% to LY
47.6%	Japan	60,971	75,521	23.9%	46.5%	Japan	20,387	32,709	60.4%
41.2%	Korea	64,427	65,330	1.4%	43.4%	Korea	27,786	30,508	9.8%
1.7%	Taiwan	2,476	2,730	10.3%	1.6%	Taiwan	1,179	1,134	-3.8%
0.6%	China	1,306	975	-25.3%	0.4%	China	296	299	1.0%
4.0%	US/Hawaii	6,703	6,353	-5.2%	3.9%	US/Hawaii	3,777	2,769	-26.7%
0.9%	Philippines	1,488	1,387	-6.8%	0.8%	Philippines	528	581	10.0%
0.2%	Hong Kong	585	361	-38.3%	0.3%	Hong Kong	234	186	-20.5%
0.1%	Russia	124	186	50.0%	0.1%	Russia	49	88	79.6%

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

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

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

Note: September 2019 Daily Arrivals reflect Cruise Air arrivals only.

Calendar Year to Date 2019					Fiscal Year to Date 2019				
January - September 15, 2019					October - September 15, 2019				
Total: 1,163,033 (+6.6%)					Total: 1,563,642 (+6.5%)				
% Market Mix	Origin	2018	2019	% to LY	% Market Mix	Origin	2018	2019	% to LY
41.0%	Japan	384,090	476,952	24.2%	40.8%	Japan	511,710	637,735	24.6%
44.8%	Korea	534,937	521,368	-2.5%	45.0%	Korea	722,733	703,435	-2.7%
1.8%	Taiwan	20,739	21,047	1.5%	1.7%	Taiwan	26,697	27,335	2.4%
0.7%	China	12,330	8,718	-29.3%	0.8%	China	16,432	12,060	-26.6%
5.9%	US/Hawaii	65,968	68,180	3.4%	5.8%	US/Hawaii	84,660	90,778	7.2%
1.2%	Philippines	12,079	13,614	12.7%	1.3%	Philippines	18,416	20,017	8.7%
0.4%	Hong Kong	4,360	4,208	-3.5%	0.4%	Hong Kong	6,464	6,236	-3.5%
0.3%	Russia	2,808	3,357	19.6%	0.3%	Russia	3,960	5,058	27.7%

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

Note: September 2019 Daily Arrivals reflect Cruise Air arrivals only.

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

Note: September 2019 Daily Arrivals reflect Cruise Air arrivals only.



## Japan Marketing



Japan Association of Travel Agents (JATA)



Japan Civil Aviation Bureau (JCAB)



**Executive Leadership Introduction Japan Mission**  
 Courtesy Visits to JATA, JTA, JCAB, United Airlines, and Japan Airlines  
 August 26-27, 2019 | Tokyo, Japan

## Japan Marketing



**Executive Leadership Introduction Japan Mission**  
 Meeting with Chargé d'Affaires ad interim Joseph M. Young  
 August 27, 2019 | U.S. Ambassador to Japan's Residence

## Japan Marketing



**HIS Familiarization Tour**  
 September 4-7, 2019 | 10 pax  
 Covering Tokyo sales areas

## Korea Marketing News



**Modetour Travel Mart 2019**  
 September 5-8, 2019 | COEX, Seoul, Korea

### GVB Team:

1. Brad Kloppenburg - GVB Board Member / KMC Chairman
2. Nadine Leon Guerrero - GVB Director of Global Marketing
3. Nico Fujikawa - GVB Director of Tourism Research
4. Colleen Cabedo - GVB Marketing Manager - Korea
5. Dee Hernandez - GVB Culture & Heritage Officer
6. Guma Kinalamten I Taotao Tano
7. Che Yu the Ko'ko' Bird Mascot

### Co-exhibitors (10 booth spaces):

1. Bayview & Oceanview Hotels
2. Dusit Thani Guam Resort
3. Hyatt Regency Guam
4. Lotte Hotel Guam
5. Onward Beach Resort Guam
6. Outrigger Guam Beach Resort
7. The Westin Resort Guam
8. PHR (Hotel Nikko Guam, Sheraton Laguna Guam resort, Hilton Guam Resort Spa, The Tsubaki Tower)

Guam Sales: 2,093 (FYI, Saipan Sales: 693)

## 2019 MODETOUR TRAVEL MART



## Korea Marketing News



**Modetour Meeting**  
 Modetour Travel Mart VIP Lounge  
 September 5, 2019



## Korea Marketing News



T'way Meeting  
T'way Headquarters near Gimpo Airport  
September 5, 2019



Jeju Air Meeting  
Jeju Air's Headquarters near Gimpo Airport  
September 6, 2019

## Russia News



- **DHS rescinds Parole Authority**
  - Ruling in effect starting Oct 3
  - Russians enjoyed visa free travel to Guam since 2012
  - Unfortunately overstays have increased by 465% (2012: 26 vs. 2017: 147)
  - National Security an issue and reason for rescinding
  - Arrivals for FY19 projected at 5,000+ pax

## Taiwan Marketing News



### Taiwan Sales Mission 2019 September 1-6



DESTINATION

## Destination



### Dengue Virus - GVB Action Plan

- Visitor Industry Briefing on Dengue FeVirus
  - Friday, September 27, 2019, 10:00am, Hilton Guam Resort
  - Key speakers: Acting Governor, Government of Guam relevant agencies and other experts.
  - The objective is to disseminate factual information and tips that can help manage the outbreak of dengue on Guam and to reassure the industry that Guam is safe and is taking good precautions.
- Managing media relations and communication.
- Disseminate official government notices to industry stakeholders & overseas office accordingly.
- Monitor international social media channels.



PERSONNEL

## Promotion



**Mai Perez**  
Marketing Coordinator

## Personnel



**Linda Alegarbes**  
Marketing Associate



## TREASURER'S REPORT

Exhibit B

- Director Shinohara reported that we are on track and have received eleven out of our twelve months appropriation. Taiwan and Korea have some significant balances.
- Revised projects for the CIP funds, that were approved by the previous board but we will exhaust the balances of the CIP funds with the motions that we will be approving. There are some outstanding airline development payments that will go out by the end of the fiscal year. There is no significant surplus from the FY19 funds. Any remaining funds will be used to supplement the FY2020 budget.
  - Chairman Ada inquired if there are any lapses to keep. President & CEO, Pilar Laguaña stated that any funds remaining will be used to supplement the FY2020 budget. All the funds will be placed into one account to be allocated.
  - Director Camacho believes that Visitors safety and satisfaction, capital improvement and destination requires money. We need to take care of home before we go out and market it.
  - According to Director Shinohara, A couple of board meetings ago, management was given direction to redo the budget based on what we knew the legislature was going to approve. The legislature approved the FY2020 budget at \$22,490,650.00 inclusive of \$640,000.00 of pass thru appropriation.

Significant reductions include no airline incentives and no CIP budget for FY2020. Director Camacho inquired whether it would be best for GVB to go out into the bond market to locate funds. Director Shinohara mentioned that there may be some left-over money to fund these areas but cautioned that accounts be properly reconciled after all expenses are paid.

### FY2020 BUDGET ALLOCATION

Motion made by Director Shinohara, seconded by Director Camacho to adopt and approve the FY2020 budget allocation of \$22,490,650.00. **Motion Approved.**

## V. REPORT OF THE BOARD COMMITTEES

### A. EXECUTIVE COMMITTEE

Motion made by Director Dela Cruz, seconded by Director Kloppenburg to ratify approval of GVB's support to the Office of the Governor in partnership with the Guam Museum Foundation, Inc. for "Christmas Around the World in Hagatna" throughout the month of December in the historic city of Hagatna. (Total cost is \$150,000 Management to identify funds). **Motion approved.**

**Background:** The Office of the Governor and the Guam Museum Foundation, Inc. are requesting support and sponsorship of "Christmas Around the World in Hagatna. Hagatna will be anchored with the backdrop of the museum, stunning silk illuminated Christmas decorations, first-ever Christmas 3D mapping, mini-movies and numerous friends who have affirmed an exciting schedule of entertainment and activities. This request is time sensitive due to the process of ordering supplies, having them delivered in advance, and installing them in time for the Christmas holiday season.

**Issue:** Board approval required.

- Director Shinohara questioned the bureau's plan for Tumon. Doris Ada mentioned that there is a Holiday Illumination Christmas Village that will be located across the Hyatt Regency. This particular motion is new and different from Tumon's illumination.
- Vice Chairman Morinaga suggested that next year, Hagatña businesses should take part in pitching in funds to promote their village destination. Director Camacho suggested that we reach out to the Chamber of Commerce to undertake the project and we could assist in the process.
- Director Shinohara shared that the Chamber owned the Hagatña Illumination at one time to which they were proactive at soliciting different member organizations to contribute to the illumination project. It came to a halt when the museum construction was ongoing enabling them to have the footprint to erect the holiday décor and lights. Since construction, it appears the Chamber lost focus on that project. Director Shinohara suggested that Vice Chairman Morinaga bring it up to the Chamber's Chairman.

**Motion made by Director Dela Cruz, seconded by Director Gatewood to ratify approval of authorization of the President and CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest responsible and responsive bidder for GVB IFB 2019-002 Beach Cleaning Maintenance. Motion Approved.**

**Background:**

The project consists of furnishing all necessary labor, materials, equipment, tools and services for **BEACH CLEANING MAINTENANCE** along Tumon and Hagatna beaches as provided for in the Technical Specification and Bid Schedule. This solicitation ran from July 1 - 31, 2019. Contract start date is October 1, 2019.

**Issue:** Board approval required

- This project is part of the budget with two bidders. The lowest bid came in at \$234,888 for the new contract.

**Motion made by Director Murata, seconded by Director Gatewood to ratify approval of Resolution No: 2019-01 relative to honoring Mr. Koichi Hoshino, Group Account Director of ADK Marketing Solutions Inc. for his contributions to the Guam Visitors Bureau, Guam Tourism Industry, and People of Guam, and congratulating him on his retirement. Motion Approved.**

**Issue:** Board approval required.

**B. ADMINISTRATION & GOVERNMENT RELATIONS**

**Motion made by Director Camacho, 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 2019-003 Independent Auditing Services, and if successful, to enter into a contract. Motion Approved.**

**Background:** GVB requires the services of a nationally recognized U.S. Certified Public Accounting Firm/Individual with general knowledge, skill, and experience in auditing financial statements and federal awards compliance of state and local governments. Solicitation for this RFP covers independent auditing services for fiscal years ending FY2019, 2020 and 2021, with an option to renew for one additional fiscal year.

**Issue:** Board approval required.

**C. DESTINATION MANAGEMENT**



**Motion made by Director Dela Cruz, seconded by Director Kloppenburg to approve authorization of the President and CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest responsible and responsive bidder for GVB IFB 2019-003 Island Road Maintenance. Motion Approved.**

**Background:** The project consists of furnishing all necessary labor, materials, equipment, tools and services for the Island Road Maintenance project as described in the Technical Specification and Bid Schedule. Bid run dates were August 15 - September 13, 2019.

**Issue:** Board approval required.

**Motion made by Director Dela Cruz, seconded by Director Shinohara to approve the following capital improvement projects in the amount of \$2,733,000. Motion Approved.**

(1) \$250,000 - Sidewalk Cleaning

**Background:** Tumon Bay is the heart of the tourist district and its main artery, Pale San Vitores Road, is traversed daily by hundreds of local residents and visitors along its sidewalks. As such, it must be well maintained to provide safe sidewalk surfaces for pedestrians and runners. Over time, mildew buildup has resulted in slippery surfaces, particularly during the rainy season. It is especially unsafe at sidewalk areas covered by overhanging tree branches which block sunlight and cause mildew to accumulate.

**Issue:** Board approval required.

(2) \$500,000 - Median Uplighting:

**Background:** Tumon Bay is the heart of the tourist district and its main artery, Pale San Vitores Road, is traversed daily by hundreds of local residents and visitors along its streets and sidewalks. As such, it must be well-lit to provide the safest environment possible for everyone. Median lighting provides additional lights not only to augment the sidewalk/street lighting along Pale San Vitores Road but also to provide interchangeable colors to celebrate different festivities and to project GVB-approved light displays.

**Issue:** Board approval required.

(3) \$1,983,000 - Lighting Improvement & Maintenance

**Background:** Tumon Bay is the heart of the tourist district and its main artery, Pale San Vitores Road, is traversed daily by hundreds of local residents and visitors along its streets and sidewalks. As such, it must be well-lit to provide the safest environment possible for everyone. Integral parts of this lighting improvement and maintenance project include street/sidewalk lighting, crosswalks, and adequate directional and international pedestrian and vehicle signage.

**Issue:** Board approval required.

- These funds are coming from the CIP Supplemental budget from FY2019.

D. VISITOR & SAFETY SATISFACTION  
Committee minutes date September 12, 2019

Exhibit C

**Motion made by Director Dela Cruz, 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 2019-006 Visitor Safety Officers, and if successful, to enter into a contract. Motion Approved.**

**Background:** This is for VSO Concierge services in the Tumon and Hagatna areas where tourists frequent. The projected contract date is from October 1, 2019 through September 30, 2020 for FY2020, along with two 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.

---

E. CULTURAL & HERITAGE

F. RESEARCH / MEMBERSHIP & COMMUNITY OUTREACH

- Interactive Dash board is currently in its testing phase.
  - **ACTION:** Director Gatewood requests management's concrete date for start-up.
  - **ACTION:** Tourism 2020 Evaluation Report Card Survey to be sent out to Board Directors by email from Valerie after this meeting.

G. SPORTS & EVENTS

- Director Shimizu reported that interviews are currently ongoing for New Committee members.
- The 100<sup>th</sup> addition of the Korea National Sports festival is coming up on October 4-9. Kraig Camacho will be joined by Miss Guam and the Cultural Delegation. They will be taking advantage of National and International media during this time. They will be supporting about 80 local Korean athletes originating from Guam and national athletes converging to Seoul and gaining media exposure.
- Fishing derby for Kids Catch and release by Department of Agriculture.
- Fireworks approved for Agana & Tumon with a four to ten minute show.
- Pony baseball association will be hosting a specific regional meeting on Guam in mid-October with representatives from all the tourist source markets in Asia and Oceanic. They will conduct a facilities inspection for about 1,000 athletes that will come to Guam in 2020. Sites of interest include Leo Palace, Paseo, and Okkodo for practice grounds and actual competition.

---

H. AIR SERVICE DEVELOPMENT

Committee minutes date September 19, 2019

Exhibit D

- Vice Chairman reported an upcoming airline called Starlux is rising out of Taiwan.
- Mandarin airline, subsidiary of China airline has a 100-seater aircraft out of Brasil. They believed to have extended operations heading to Guam, but this isn't so. They would need to apply for extended operations which could take about one to two years. They are very interested in our destination
- China Airlines will delay departure time in Taiwan, allowing the passengers on the bullet train from Kaoshong to make to make their flight with a more promising load factor. This will take place in March 2020.
- Taiwan desires medical tourism. Medical tourism will assist air service to fill up outbound out of Taiwan and Guam enabling a heavy load factor.
- Japan Airlines launched their website allowing passengers to book directly through the website.

---

I. JAPAN

Committee minutes date September 17, 2019

Exhibit E

Motion made by Director Murata, seconded by Director Kloppenburg to approve travel for the 23 delegates listed below to attend the JATA Tourism Expo Japan 2019 from October 24-27, 2019 in Osaka, Japan. Estimated cost of travel is \$82,631.90. \$31,169.90 from Account #JA-TTC001, \$39,843.00 from Account #DM-CPO001, \$8,084.00 from Account #RE-RES104 and \$3,535.00 from Account #AS-ESP001. **Motion Approved.**

Airfare:	\$1,000 x 8 pax					\$8,000.00
Per Diem:	Osaka	Lodging	Nights	M&IE	Days	
	Government Protocol	\$361.40	4	\$297.70	4	\$2,636.40
	Government Protocol Staff	\$278.00	4	\$229.00	4	\$2,028.00
	GVB Chairman of the Board / Designee	\$347.50	4	\$286.25	4	\$2,535.00
	GVB President & CEO / Designee	\$347.50	6	\$286.25	6	\$3,802.50
	GVB Staff / Designee (4 pax)	\$278.00	6	\$229.00	6	\$12,168.00
Marketing Total:						\$31,169.90

Airfare:	\$1,000 x 12 pax					\$12,000.00
Per Diem:	Osaka	Lodging	Nights	M&IE	Days	
	GVB Cultural & Heritage Chair / Designee	\$347.50	4	\$286.25	4	\$2,535.00
	GVB Senior Destination Specialist - Chamorro Culture / Designee	\$278.00	4	\$229.00	4	\$2,028.00
	Miss/Mister Guam	\$278.00	4	\$229.00	4	\$2,028.00
	Cultural Entertainers (9 pax)	\$278.00	4	\$229.00	4	\$18,252.00
Professional Fees:	Miss/Mister Guam			\$100.00	3	\$300.00
	Cultural Entertainers (9 pax)			\$100.00	3	\$2,700.00
Culture and Heritage Total:						\$39,843.00

Airfare:	\$1,000 x 2 pax					\$2,000.00
Per Diem:	Osaka	Lodging	Nights	M&IE	Days	
	GVB Director of Tourism Research / Designee	\$278.00	6	\$229.00	6	\$3,042.00
	GVB Research Staff / Designee	\$278.00	6	\$229.00	6	\$3,042.00
Research Total:						\$8,084.00

Airfare:	\$1,000 x 1 pax					\$1,000.00
Per Diem:	Osaka	Lodging	Nights	M&IE	Days	
	GVB Sports & Events Chair / Designee	\$347.50	4	\$286.25	4	\$2,535.00
Sports & Events Total:						\$3,535.00

Grand Total:						\$82,631.90
--------------	--	--	--	--	--	-------------

**Background:****About the Tourism Expo Japan**

Organized by the Japan Association of Travel Agents (JATA), the JATA Tourism Expo Japan (TEJ) is the biggest travel event in the country. TEJ 2018 hosted a record 1,441 exhibitors from 136 countries and welcomed more than 200,000 visitors over the course of the four-day event. The Travel Showcase (or exhibition), the Global Tourism Forum, and Overseas Travel Symposium provide expert insight into the latest travel trends. The Expo also allows for scheduled B2B meetings enabling the bureau and co-exhibitors to interact directly with travel agents and media.

**Guam Promotional Activities**

To promote Guam's culture, GVB hosts performances at the Guam booth with local entertainers and a Guam Chamorro Dance Academy (GCDA) performance at the Expo main stage. In efforts to demonstrate Guam's Håfa Adai spirit and beauty, Miss Guam conducts several photo opportunities and engages with consumers throughout the event. The Research team also conducts on-site surveys to gain better insight into the market. This data assists the bureau in developing and executing the best strategies to attract more Japanese visitors to Guam.

For this year's event, the Guam Visitors Bureau (GVB) will be a TEJ Silver Sponsor. This package is inclusive of advertising opportunities in the event venue and on brochures, logo exposure, a larger booth space and rental rooms to be used for meetings and seminars, and a courtesy visit with the JATA Chairman. GVB is eager to take advantage of these opportunities to elevate Guam's presence at the event.

Additionally, each year, GVB invites members to co-exhibit at the Guam booth. This form of participation allows the local tourism industry to attend the show and promote their products at a fraction of the TEJ exhibitor cost. It also provides a centralized location for Guam-related products which translates to a more elaborate Guam display and more information shared with Japanese travel trade partners and consumers.

Through these activities and other forms of consumer interaction, GVB hopes to achieve the following: (1) Engage directly with 60,000 travel trade partners and consumers to convey and provide information promoting travel to Guam; (2) Increase following on GVB Japan Line account to 1,000; (3) Increase following on GVB Japan Instagram account by 20%; and (4) Increase following on GVB Japan Facebook and Twitter accounts by 5% each.

**Key Meetings with Industry Partners**

Lastly, the most senior Guam delegates (Government Protocol, Board of Directors, and management) will participate in high-level meetings with air carriers currently servicing Guam to discuss sales updates and plans for FY2020. Meetings will be scheduled with T'way Air, Jeju Air, and United Airlines. These meetings are imperative to maintaining and increasing air seat capacity out of Japan. Additionally, delegates will meet with executives from JTB and HIS, the largest contributors to Guam's visitor arrivals from Japan. These face-to-face meetings will reinforce Guam's commitment to Japan's travel trade industry and will aid GVB in implementing the best practices to improve the state of the Japan market.

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

- Vice Chairman Morinaga questioned to clarify the silver sponsorship. President & CEO, Pilar Laguaña stated that the silver sponsorship is a promotional opportunity of exposure during JATA. There is a cost involved which was already approved and it comes out of GVB's annual budget which does not have to be approved by the board. It is not part of travel.

---

Motion made by Director Murata, seconded by Director Muña Quinata to approve travel for the GVB Board Chairman, GVB Board Director, GVB President & CEO, and GVB Director of Global Marketing or their designees to attend the CAPA Asia Aviation Summit at the Capella Hotel in Singapore from November 13-16, 2019. (Estimated total cost is \$19,500.00 from Account # JA-SMD004). **Motion Approved.**

Airfare:	\$1,000 x 4 pax					\$4,000.00
Per Diem:	<b>Singapore</b>	<b>Lodging</b>	<b>Nights</b>	<b>M&amp;IE</b>	<b>Days</b>	
	Board Director or designee	\$352.50	3	\$165.00	4	\$1,717.50
	Board Director or designee	\$352.50	3	\$165.00	4	\$1,717.50
	President & CEO or designee	\$352.50	3	\$165.00	4	\$1,717.50
	Director of Global Marketing	\$282.00	3	\$132.00	4	\$1,374.00
Miscellaneous: Excess baggage, communications expense, etc.						\$973.50
Registration & Gala Dinner (4 pax)						\$8,000.00
<b>TOTAL</b>						<b>\$19,500.00</b>

**Background:** The CAPA Asia Summit is the region's preeminent gathering of aviation and travel industry executives, offering a unique blend of high level aviation content and corporate travel management insights across two summit streams. The summit is comprised of 3 events: CAPA Asia Aviation Summit, CAPA Asia Corporate Travel Summit, CAPA Asia Pacific Aviation Awards for Excellence Gala Dinner.

It is the only platform that delivers a true end to end knowledge and networking experience for the aviation and travel industry, attracting players from across the entire travel ecosystem from airlines, airports and hoteliers through to intermediaries and travel managers. A selection of Asian network and low-cost carriers will discuss the key strategic issues impacting the aviation sector and their commercial strategies for survival and growth, while travel industry executives and travel managers will share insights on top corporate travel trends and best practices for maximizing value in a travel management program. The event will also feature the 16<sup>th</sup> edition of the CAPA Asia Pacific Aviation Awards for Excellence Gala Dinner, which recognize strategic leadership in the aviation industry since 2002. The awards are not driven by customer surveys or sponsorship and are researched by an independent panel of judges. The CAPA Asia Summit is a must attend for those seeking to learn from and network with the key players and decision makers in the aviation and travel industry.

Additionally, the GVB Board Chairman has been offered a key role in presenting during the Lunch & Networking session on November 14<sup>th</sup> to elaborate on the topic of "The Hotspots for Outbound Travel, Existing and Emerging."

**Issue:** Board approval required.

- Director Murata reported that the United Nagoya flight will include a night flight daily beginning in October.
- The United Kansai flights will include night flights three times weekly from December 10 to the end of March.
- GVB Japan Staff, Hiroshi Kaneko, Japan Country Manager was introduced.
- Hiroshi introduced the new Japan Marketing representatives:
  - o Satya Osawa, Account Director
  - o Shigeru Nakamura, Senior Travel Trade Sales Director
  - o Misako Takai, Junior Travel Trade Sales Manager
  - o Misaki Hara, Digital Marketing Manager
  - o Tomoko Okada, PR & Sales Manager
- GVB Japan will present their Proposed Plan for FY 2020 on September 27, 2019 at GVB's Main Conference room; everyone is invited to attend.



Motion made by Director Camacho, seconded by Director Kloppenburg to approve travel for GVB President & CEO or designee and one GVB marketing staff to attend the AT China 2019 China Aviation and Tourism Forum and GVB China Strategic Meeting. Travel dates are October 23-30, 2019. Cost is approximately \$8,500.00 from Acct# CI-SMD023. **Motion Approved.**

Airfare:	\$1,000 x 2 pax					\$2,000.00
Per Diem:	Beijing: Oct. 23 - 26, 2019	Lodging	Nights	M&IE	Days	
	President & CEO	\$295.00	3	\$137.50	3	\$1,297.50
	Mktg. Staff	\$236.00	3	\$110.00	3	\$1,038.00
	Shanghai: Oct 26 - 28, 2019	Lodging	Nights	M&IE	Days	
	President & CEO	\$323.75	2	\$178.75	2	\$1,005.00
	Mktg. Staff	\$259.00	2	\$143.00	2	\$804.00
	Guangzhou: Oct 28 - 30, 2019	Lodging	Nights	M&IE	Days	
	President & CEO	\$307.50	2	\$211.25	2	\$1,037.50
	Mktg. Staff	\$246.00	2	\$169.00	2	\$830.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					\$488.00
TOTAL					\$8,500	

**Background:** Since the China-US travel warning issued in June 2019, China market has been impacted and seeing a drop of passenger's arrival number. Till October 2020, the second direct flight Hong Kong to Guam is suspended. Air capacity and direct flight service will be key issue for market development. AT@China - the 2019 Aviation and Tourism Forum China, is the very first forum concentrating on combining aviation with tourism in China market hosted by Travel Link and G&W Consulting. In addition, AT@China is the ideal event to meet and develop relationship with key players from airlines, airports, aviation stakeholders and destinations. A post trip is planned to Shanghai and Guangzhou, during which GVB HQ and China team will have in-depth communication with in market partners, as well as USCS offices, therefore making the new year strategic action plan going efficiently and effectively. This event is hosted by TML (GVB China Marketing Representation company) and registration fee is waived.

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

Motion made by Director Camacho, seconded by Director Murata to approve travel for, 1 Marketing Staff, and 1 Miss or Mister Guam to attend the Taipei Rainbow Festival in Taipei, Taiwan from October 23-28, 2019. Cost is approximately \$5,380 of which \$2,690 will be taken from account TA-SMD019 and \$2,690.00 will be taken from account DM-CPO-004. **Motion Approved.**

Airfare:	\$1,000 x 2 pax				\$2,000.00
		Lodging	M&IE	Days/Nights	

Per Diem:	Marketing Staff	\$174.00	\$104.00	5	\$1,390.00
	Miss Guam or Mister Guam	\$174.00	\$104.00	5	\$1,390.00
Professional Fee:	Talent (1 pax): \$100 x 3 days				\$300.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.				\$300
TOTAL					\$5,380.00

**Background:** The Taipei Rainbow Festival is Taiwan's LGBT Pride celebration, which brings together local businesses and gay-friendly brands for the pride weekend. The major aim of the Taipei Rainbow Festival is to feature cultural and creative industries and businesses that have helped the Taiwan LGBT community grow. LGBT rights in Taiwan are regarded as the most progressive in Asia. The Taiwan Rainbow Festival has attracted over 120,000 participants, making it the largest gay-pride event in Asia. To further promote LGBT travel to Guam, the participation of GVB HQ is recommended.

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

Motion made by Director Camacho, seconded by Director Kloppenburg to ratify approval of GVB's collaboration and support to the Guam Port Authority for the arrival of the Maasdam Cruise Ship on September 9, 2019. Funding account to be identify by management. **Motion Approved.**

Canopies	\$2,500.00
Plants	\$1,500.00
Miss Guam (x2)	\$200.00
Cultural Performance	\$800.00
<b>TOTAL</b>	<b>\$5,000.00</b>

**Background:** GVB received short notice by Guam Port Authority that the Maasdam Cruise Ship will dock island on September 9<sup>th</sup>. Guam Port Authority requested the assistance and logistical support of the Guam Visitors Bureau, in an effort to improve overall experience as guest passengers exit the ship. Greeting arrangements have been secured at this time. We ensure to obtain proper approval in advance for future arrivals.

In accordance with Executive Order 2019-17, GVB, the Port and other pertinent Government of Guam agencies comprise the working group to determine a strategy in implementing Guam's small-ship cruise industry. The working group is committed to exploring and growing this niche market for Guam. The global cruise industry is one of the world's fastest growing tourism segments with an annual passenger growth rate of nearly 7%.

As an overview, Guam receives at least six cruise vessels annually that dock at the Port and allow for passengers to experience our unique island destination. The Nippon Maru docks on Guam twice a year with over 500+ passengers. The Asuka II also docks on Guam twice a year and brings in over 800+ passengers. The Carnival Splendor visits Guam once a year with over 3,000+ passengers. Lastly, the Coral Princess varies in frequency and can hold about 3,000+ passengers.

**Issue:** Board approval required.

- The allotted amount of \$5,000.00 was used up.

- President & CEO, Pilar Laguaña mentioned that we will be greeting passenger ship, Carnival Splendor (with about 5,000 passengers) set to arrive on October 20, 2019.
- Director Shinohara is concerned about continuously providing infrastructure for the Port and spending significant resources to erect canopies so that there is a proper place to receive passengers. There is a need for a strategic conversation with the Port to ensure that they have something in their plans to facilitate these needs moving forward.
- Director Camacho voiced her concern over the importance of the Port submitting a schedule to GVB because the passenger's safety is a huge concern and how they view our culture and island. She stated that they must not be left roaming freely. GVB must be involved, engaged, and have a buy in.
- According to President & CEO, Pilar Laguaña, discussions have been made with the Port. Currently, they do not have the logistics that are needed. For this particular ship arrival, GVB stepped up to the plate because something needed to be done. She mentioned that more protocols will be seen because of the Governor's executive order to stimulate and develop the cruise line industry whether it is a home ported vessel or a protocol. It is essential that GVB's discussion with the Port continue; that the Port will find their permanent logistical supplies and GVB should be present for greeting service.
- Director Shinohara believes that the resources of Port and wharf fees paid by vessels should be allocated toward logistic supplies which can be costly.
- Passengers who wish to set foot on island inform their tour coordinator on the ship of any interest they have relevant to tours, shopping, sightseeing, etc. Arrangements with local vendors are then made prior to arrival.
- For last minute deciders, taxis or shuttle busses will be available together with brochures and flyers of what Guam has to offer.
  - **ACTION:** Per Nakisha, Logistical details will be forthcoming by next board meeting.
- Director Arriola shared that the Port has refinanced bonds for long term purposes for the development of passenger processing on the wharf. Short term discussions should be brought to the Governor's Cruise ship taskforce.
- Director Shinohara requested a 5-year projection plan for infrastructure development to support the cruise ship arrivals from the Port. The Port did not have a direct response at the time. Director Shinohara suggests that management follow up on the inquiry.
- Chairman Ada noted that we must support the arrivals until a masterplan is implemented. He stated that as a Policy Board, we can make it a policy that we will support GVB ship arrivals without canopies and infrastructure. This could be executed at a later time.

#### K. NORTH AMERICA & PACIFIC MARKETS

Motion made by Director Dela Cruz, seconded by Director Muña Quinata to approve travel for two GVB staff to attend the DEMA Show 2019 & Guam Dive Seminar in Orlando, Florida from November 13-16, 2019. Estimated total cost is \$8,000.00; Account # US-SMD023. **Motion Approved.**

**Background:** Guam Visitors Bureau (GVB) is a member of Diving Equipment & Marketing Association (DEMA) and plans attend the DEMA Show. DEMA is the world's only international trade-only event for the dive industry. GVB will have the opportunity to connect face-to-face and network with more than 9,000 credentialed experts from every aspect of the diving, action watersports and travel professions. This event is attended by travel sellers throughout the world and is the best event for showing the Guam destination to travel agents that organize dive group trips.

Airfare:	\$2,500 x 2 pax					\$5,000.00
Per Diem:	<b>Orlando, FL</b>	<b>Lodging</b>	<b>Nights</b>	<b>M&amp;IE</b>	<b>Days</b>	
	Marketing Staff	\$122.00	6	\$66.00	7	\$1,194.00
	Marketing Staff	\$122.00	6	\$66.00	7	\$1,194.00
Unanticipated Expenses (Communications, excess baggage, supplies, transportation, meetings, etc.)						\$612.00
<b>TOTAL</b>						<b>\$8,000.00</b>

**Background:** As the gateway to Micronesia and America in Asia, Guam is strategically positioned to accommodate the dive enthusiasts as a quick layover, looking for a safe US destination or as a destination with many adventures and shopping options. Scuba diving and diver travelers are known as affluent travelers contributing to the overall tourism industry on Guam. According to results from the 2015 GVB Guam Scuba Dive Survey, the average total expenditure per dive was \$163.33. The average number of dives per diver was 3 dives. Based on this data, the average gross revenue per diver amounted to \$449.17. In FY2015, based on Guam's major markets alone, 125,498 visitors participated in diving. Based on this data, a conservative estimate can be made that, from our major markets alone, the total gross diving revenue in 2015 is \$56,369,635.12.

While participating at the DEMA Show 2019, GVB looks forward to sharing the 2020 Events Calendar to give the divers more time to plan their next dive trip and choose destination Guam. The Guam Visitors Bureau will be joining the Micronesian Pavilion together with Palau Visitors Authority and other Micronesia partners to create a strong regional presence supported by United Airlines and to conduct a Micronesia Seminar to familiarize attendees on the region, diving and other optional activities.

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

**Motion made by Director Dela Cruz, seconded by Director Gatewood to approve travel for (2) staff to attend the PATA Destination Marketing Forum in Pattaya, Thailand from November 25-30, 2019. Estimated total cost is \$7,000.00, Account # PA-SMD024. Approved.**

Airfare:	\$2,000 x 2 pax					\$4,000.00
Per Diem:	Pattaya, Thailand	Lodging	Nights	M&IE	Days	
	Two (2) Staff	\$123.00	5	\$84.00	6	\$2,238.00
	Unanticipated Expenses (Communications, excess baggage, supplies, transportation, meetings, etc.)					\$762.00
TOTAL						\$7,000.00

**Background:** The PATA Destination Marketing Forum (PDMF) gathers the top minds in destination travel for inspiring and insightful discussions on some of the major issues in marketing and managing tourism growth to lesser-known destination.

The action-packed annual event features two nonstop days of learning, discovery and community-building. Alongside the one-day conference through the on-day technical tour-a showcase of lesser-known yet attractive corners of the world.



Set in Pattaya, Thailand under the theme 'Redefining a Destination: Reviving the Past to Reimagine the Future', PDMF 2019 highlights the issue that - while some destinations grapple with over-tourism - old and new - can position themselves to anticipate the changing expectations of the modern traveler.

Looking to Pattaya's aspirations to re-imagine their destination, the event will explore various approaches in forging new market potentials and unearth the diverse experiences that destinations can offer.

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

Motion made by Director Dela Cruz, seconded by Director Kloppenburg to approve travel for GVB President & CEO and GVB Director of Global Marketing or their designee's, and (1) GVB marketing staff to attend the strategic marketing meeting at the GVB Philippines Representatives Office in November/December 2019. Cost is approximately \$6,863.75 from Acct# PI-SMD023. **Motion Approved.**

Airfare:	\$1,000 x 3 pax					\$3,000.00
Per Diem:	<b>Manila</b>	<b>Lodging</b>	<b>Nights</b>	<b>M&amp;IE</b>	<b>Days</b>	
	President & CEO	\$256.25	3	\$175.00	3	\$1,293.75
	DoGM	\$205.00	3	\$140.00	3	\$1,035.00
	Marketing Staff	\$205.00	3	\$140.00	3	\$1,035.00
Unanticipated Expenses (Communications, excess baggage, supplies, transportation, meetings, etc.)						\$500.00
<b>TOTAL</b>						<b>\$6,863.75</b>

**Background:** GVB plans to have the GVB President & CEO, GVB Director of Global Marketing and one GVB marketing staff to conduct meetings with the Philippines Marketing Representatives Office to discuss upcoming quarterly promotions for FY2020. While there, they may also plan to conduct meetings with the industry and airlines to discuss any upcoming opportunities within the market. The scheduled administrative meetings are also an opportune time to evaluate and discuss progress on FY2020 goals and objectives.

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

L.

#### RUSSIA & NEW MARKETS

Committee minutes date September 13, 2019

Exhibit G

- Director Shinohara referenced the Committee meeting that took place on September 13, 2019 where the discussion of the parole authority was being rescinded for the Russian Market. He stated that we need to figure out how to properly tackle that market and focus on developing other source markets given the challenges we will face in Russia and taking the limited resources and investing in different markets. He mentioned that the two motions set below were not discussed during this committee meeting. He understands that some of these motions were previously buried in the budget of the Pacific market and reason why it wasn't tackled at the New Market meeting.

Motion made by Director Camacho, seconded by Director Kloppenburg to approve travel for two (2) Marketing Staff to attend the upcoming ITB Asia 2019 show in Singapore from October 16-18, 2019. Estimated cost is \$9,968.00; Account # NMD-SMD023. **Motion Approved.**

Airfare:	\$2,000 x 2 pax	\$4,000.00
----------	-----------------	------------

Per Diem:	Singapore	Lodging	Nights	M&IE	Days	
	(2) Marketing Staff	\$282.00	6	\$132.00	6	\$4,968.00
	Misc Expense					\$1,000.00
<b>TOTAL</b>						<b>\$9,968.00</b>

**Background:** The Guam Visitors Bureau (GVB) is planning to attend the ITB Asia 2019. ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. It is the event where international exhibitors of all sectors within the travel-value chain commerce and Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from MICE, Leisure and Corporate Travel markets.

While at in Singapore, GVB plans to meet with United Airlines, Philippine Airlines and Cebu Pacific and their key agents to continue to promote travel to Guam. With key events like the Shop Guam e-Festival and the Visit Guam 2020 Campaign Series scheduled for the later part of the year, this would be a good opportunity to try and generate interest. In addition, GVB plans to attend the International Media Marketplace Asia. ITB Asia is a networking opportunity to meet face-to-face with over 80+ top-tier international buyers and media.

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

**Motion to approve travel for GVB Board Chairman and President/CEO or her designee to meet travel trade and government officials for a strategic tourism meeting in Vietnam projected for December or January 2019/2020. Estimated total cost is \$7,805.00 from the New Market Development Account #NMD-SMD023. Motion Tabled.**

Airfare:	\$1,000 x 2 pax					\$2,000.00
Per Diem:	Ho Chi Men City, Vietnam	Lodging	Nights	M&IE	Days	
	GVB Board Chairman	\$275.00	6	\$107.50	7	\$2,402.50
	President/CEO	\$275.00	6	\$107.50	7	\$2,402.50
Unanticipated Expenses (Communications, excess baggage, supplies, transportation, meetings, etc.)						\$1,000.00
<b>TOTAL</b>						<b>\$7,805.00</b>

**Background:** The Guam Visitors Bureau (GVB) has introduced the Vietnam market for FY2020 under the New Market Development budget as one of the visa waiver countries under the Guam CMNI Visa Waiver program (GCVWP) to entice Vietnamese travelers to Guam. Under the visa waiver program, Vietnamese travelers do not need a visa to travel to come to Guam.

The bureau would like to explore the Vietnam market further and seek opportunities for Guam. Convenient flights via Philippine Airlines, Korean Air, and China Airlines give advantage for the bureau to work with our airline partners and support the connecting flights to Guam.

According to Hanoi Times, Vietnam's outbound tourism grows 10-15% annually. ASEAN Travel 2018 statistics revealed that if in 2012, Vietnamese made 4.8 million trips abroad, in 2018, the figure almost doubled to 8.6 million. The outbound tourism growth rate is projected to reach 9.5% annually from this year to 2021 and its revenue will be mostly gained from households with incomes ranging from US\$10,000 to US\$30,000 per year.

Affordable shopping, long lasting cultural and historical traditions in their discovery of new places with the affordable rates for traveling to Guam via our airline partners are also opportunities we can explore more (average round trip SGN-MNL-GU-SGN estimated at \$530). Beginning FY2020 we are looking into tracking the Vietnam market.

Guam delegation will be led by the GVB Board Chairman Sonny Ada and President & CEO, Pilar Laguaña to meet government officials, courtesy visits to the Vietnam Tourism Office and to make the initial contacts with potential tour operators.

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

- Director Shinohara believes in the development of new markets; there is opportunity in Vietnam. His concern is to understand the strategy and solidify it. There should be a significant discussion on a committee level to consider the request.
- Director Arriola suggested committee discussion be made prior to addressing the motion.
- President & CEO, Laguaña stated that the initiative is part of the Government of Guam's discussion to diversify the different source of economy. Vietnam is identified as a country that the Governor is trying to seek the possibility of a visa waiver. This travel opportunity will allow GVB to meet and speak with Vietnam government officials and our US Embassy in the Vietnam. She stated that it will allow us to explore and conduct fact finding opportunities and also expand the work that took place years ago when GEDA and GVB partnered up during a huge economic trade. The mission occurred in two cities in partnership with the US Embassy and the Government of Guam. The motion set above is for planning purposes so we could move on discussions with government agencies in the market. It is our desire to obtain board approval prior to facilitating any decisions; the travel part gives us the comfort to move forward.
- It was decided that this motion be tabled and be routed through the committee.

M. KOREA

Committee minutes date September 13, 2019

Exhibit H

Motion made by Director Kloppenburg, seconded by Director Gatewood to approve travel for GVB President & CEO or designee, GVB Director of Global Marketing or designee, and (1) GVB marketing staff to conduct a quarterly meeting with GVB Korea Representatives in October 2019 in Seoul, Korea. Cost is approximately \$6,000.00 from Acct# KO-SMD023. **Motion approved.**

Airfare:	\$1,000 x 3 pax					\$3,000.00
Per Diem:	Seoul	Lodgin g	Nights	M&IE	Days	
	President & CEO	\$287.50	2	\$170.00	3	\$1,085.00
	DoGM	\$230.00	2	\$136.00	3	\$868.00
	Marketing Staff	\$230.00	2	\$136.00	3	\$868.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					\$179.00
TOTAL						\$6,000.00

**Background:** GVB plans to have the GVB President & CEO, GVB Director of Global Marketing and GVB marketing staff conduct meetings with the Korea Marketing Representatives every quarter to discuss upcoming promotions for FY2020. While there, they may also conduct meetings with industry partners to discuss any issues and opportunities within the market. The scheduled administrative meetings are also an opportunity to evaluate and discuss progress on FY2020 smart goal achievements.

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

Motion made by Director Dela Kloppenburg, seconded by Director Arriola to approve travel for (1) Government Protocol, (1) Government Protocol staff, GVB Board Chairman or designee, (1) Board Member, GVB President & CEO or designee, GVB Director of Global Marketing or designee, (1) GVB marketing staff, GVB Culture & Heritage officer or designee, (1) Miss Guam, and (8) Entertainers to attend the GVB Korea Roadshow in Seoul, Busan, Gwangju and Daegu. Travel dates are November 16-23, 2019. Cost is approximately \$52,464.00 from Accts# KO-SMD023 (\$24,000.00) and CPO002 (\$28,464.00). **Motion Approved.**

Airfare:	\$1,000 x 7 pax					\$7,000.00
Per Diem:	Seoul	Lodging	Nights	M&IE	Days	
	Govt. Protocol	\$299.00	3	\$176.80	3	\$1,427.40
	Govt. Protocol Staff	\$230.00	3	\$136.00	3	\$1,098.00
	Board Chairman	\$287.50	3	\$170.00	3	\$1,372.50
	Board Member	\$287.50	3	\$170.00	3	\$1,372.50
	President & CEO	\$287.50	3	\$170.00	3	\$1,372.50
	DoGM	\$230.00	3	\$136.00	3	\$1,098.00
	Mktg. Staff (1 pax)	\$230.00	3	\$136.00	3	\$1,098.00
	Busan	Lodging	Nights	M&IE	Days	
	Board Member	\$291.25	2	\$172.50	3	\$1,100.00
	President & CEO	\$291.25	2	\$172.50	3	\$1,100.00
	DoGM	\$233.00	2	\$138.00	3	\$880.00
	Mktg. Staff (1 pax)	\$233.00	2	\$138.00	3	\$880.00
	Gwangju	Lodging	Nights	M&IE	Days	
	Board Member	\$192.50	1	\$167.50	1	\$360.00
	President & CEO	\$192.50	1	\$167.50	1	\$360.00
	DoGM	\$154.00	1	\$134.00	1	\$288.00
	Mktg. Staff (1 pax)	\$154.00	1	\$134.00	1	\$288.00
	Daegu	Lodging	Nights	M&IE	Days	
	Board Member	\$160.00	1	\$156.25	1	\$316.25
	President & CEO	\$160.00	1	\$156.25	1	\$316.25
	DoGM	\$128.00	1	\$125.00	1	\$253.00
	Mktg. Staff (1 pax)	\$128.00	1	\$125.00	1	\$253.00
Misc.	Business Communications, Excess Baggage Fees, Meeting Expenses, etc.					\$1,766.60
TOTAL					\$24,000.00	

Airfare:	\$1,000 x 10 pax					\$10,000.00
Per Diem:	<b>Seoul</b>	<b>Lodging</b>	<b>Nights</b>	<b>M&amp;IE</b>	<b>Days</b>	
	C&H Officer	\$230.00	3	\$136.00	3	\$1,098.00
	Miss Guam	\$230.00	3	\$136.00	3	\$1,098.00
	Entertainers (8 pax)	\$230.00	3	\$136.00	3	\$8,784.00
	<b>Busan</b>	<b>Lodging</b>	<b>Nights</b>	<b>M&amp;IE</b>	<b>Days</b>	
	C&H Officer	\$233.00	2	\$138.00	3	\$880.00
	Miss Guam	\$233.00	2	\$138.00	3	\$880.00
	Entertainers (2 pax)	\$233.00	2	\$138.00	3	\$1,760.00
	<b>Gwangju</b>	<b>Lodging</b>	<b>Nights</b>	<b>M&amp;IE</b>	<b>Days</b>	



	C&H Officer	\$154.00	1	\$134.00	1	\$288.00
	Miss Guam	\$154.00	1	\$134.00	1	\$288.00
	Entertainers (2 pax)	\$154.00	1	\$134.00	1	\$576.00
	Daegu	Lodging	Nights	M&IE	Days	
	C&H Officer	\$128.00	1	\$125.00	1	\$253.00
	Miss Guam	\$128.00	1	\$125.00	1	\$253.00
	Entertainers (2 pax)	\$128.00	1	\$125.00	1	\$506.00
Misc.	Professional Fee: Miss Guam \$100 x 4 days					\$400.00
	Professional Fee: Entertainers \$100 x 3 days x 2 pax					\$600.00
	Professional Fee: Entertainers \$100 x 1 day x 8 pax					\$800.00
Total						\$28,464.00

**Background:** GVB will conduct Guam seminars with new and current travel agents that are currently selling or are interested in Guam, as well as trade media to learn about the destination and its new activities. Last year, GVB received more than 300 travel agents and trade media from Busan, Gwangju and Daegu. GVB has expanded its roadshow to include Seoul in efforts to continue the momentum and build on its relationship with the travel professionals in the area. GVB will also host a year-end appreciation luncheon to acknowledge the remarkable efforts and contributions of the travel trade partners in Korea who continuously support GVB in achieving target arrivals.

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

- Director Gatewood inquired about the Government Protocol Staff. It would be the Governor.
- President & CEO shared that the objective is to support the 2020 tourism plan and to move forward with smart goals for Korea; to diversify within South Korea in the secondary cities and build demand. We must create sales activities and relationships between the private sector and suppliers.
- Korean Festival is this Sept. 28, 2019 @ Ypao 2-11 p.m. featuring performances from Korean talent targeting younger crowd; more vendors than last year.
- KGTA reorganized and elected their officers.

#### VI. OLD BUSINESS

#### VII. NEW BUSINESS

- Credit Card for miles - A Large part of GVB's budget goes to travel. Director Camacho suggests obtaining a credit card for travel "miles" to upgrade VIPs and dignitarians who do travel. President & CEO, Laguaña is currently looking into it.
- Travel motions - Travel Motions scheduled throughout the year are traditionally reviewed and approved one by one from October through November of the new fiscal year. By December, all anticipated travel motions are brought to the board at one time.
- 2020 motions - Currently being compiled by Director of Marketing, Nadine Leon Guerrero. The first quarter motions are accessible and the remainder will be available at the next or following board meeting.

#### VIII. EXECUTIVE SESSION

#### IX. ANNOUNCEMENTS

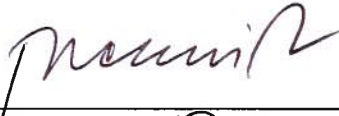
GVB will host an Industry Briefing on the Dengue Virus at the Hilton Hotel from 10:00 a.m. to 12:00 p.m. on Friday, September 27, 2019

Upcoming Board Meetings:

- Thursday, October 10, 2019 at 3:30pm, GVB Main Conference Room
- Thursday, October 24, 2019 at 3:30pm, GVB Main Conference Room

X. ADJOURNMENT

Motion made by Director Gatewood, seconded by Director Kloppenburg to adjourn the board meeting at 5:04 p.m.



---

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



---

Board Minutes respectively submitted by Valerie Sablan, Executive Secretary