



SPECIAL BOARD OF DIRECTORS MEETING
Thursday, April 30, 2020, at 1:30 pm.
TELECONFERENCE - GoToMeeting
(<https://global.gotomeeting.com/join/544075389>)

BOARD OF DIRECTORS PRESENT:

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

BOARD OF DIRECTORS ABSENT:

GVB MANAGEMENT & STAFF PRESENT:

| | | |
|-------------------------|-------------------|----------------------|
| AJ Rosario | Josh Tyquienco | Elaine Pangelinan |
| Maria San Nicolas | Josie Villanueva | Juanita Sablan |
| Trevor Lan - GVB Taiwan | Trixie Naholowaa | Mark Manglona |
| Nakisha Garrido | Angie Mamaril | Karida Brennan |
| Nicole Benavente | Mai Perez | Sydney Leon Guerrero |
| Gabbie Franquez | Annabel Certeza | Bree Garrido |
| Bobby Alvarez | Sharlene Guerrero | Lisa Linek |
| Nico Fujikawa | Regina Nedlic | Kraig Camacho |
| Brayan Simsiman | Pilar Laguaña | Crystal Mendiola |
| Taylor Pangilinan | Chris Lizama | Hiroshi Kaneko - GVB |
| Derrick Camacho | Mariane Dela Cruz | Japan |
| Nadine Leon Guerrero | Ilene Quitigua | Linda Alegarbes |
| Russell Ocampo | Tonya Formano | |
| Valerie Sablan | Dee Hernandez | |

GUESTS:

Haidee Eugenio Gilbert - Guam Daily Post
Office of Senator Therese Terlaje
Charles McDonald

AGENDA

I. CALL TO ORDER

Chairman Ada called the Special Board of Directors meeting to order at 1:30 pm. A quorum was present.

II. ROLL CALL

III. MINUTES OF THE PREVIOUS MEETING

EXHIBIT A

Director Shimizu made a motion, seconded by Director Kloppenburg, to approve the Minutes of the previous Board of Directors meeting dated April 16, 2020. Motion approved. (subject to forthcoming changes)


IV. CHAIRMAN'S REPORT

Chairman Ada thanked the Directors, President, Vice-President staff, and committees for their time, participation, and work during this COVID-19 season.

V. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU
PRESIDENT'S REPORT
04.30.2020

RESEARCH

Research 

Current Project

Membership Outreach Movement (MOM) – as of April 24, 2020, 240 businesses have been contacted via phone or email to help assist in registering for federal programs. A unified effort of GVB staff from Research, Marketing and Destination Management as well as GHRA and Guam Chamber have been reaching out to businesses on a daily basis with the goal of contacting all 610 registered members from GVB, GHRA and Guam Chamber.

Suspended/Delayed Projects

Daily Arrival reports / Preliminary Monthly Summaries- have been delayed due to the government suspension of non-essential services until May 5, 2020.

Visitor Exit Surveys - will be suspended until further notice, contingent upon ability to obtain reasonable sample sizes based on volume of visitors arriving in Guam.

Economic Impact Reports- TSA Impact reports have been suspended due to budget limitations resulting from COVID-19 impacts to Guam's Tourism industry.

MARKETING
RECOVERY

Pre-Recovery Plan



Key Objectives

- **Target Major Markets**
 - Japan, South Korea, and Taiwan
- **Rebuild Capacity**
 - In all areas of the Industry (airline, hotel, optional tours, transportation, etc.)
- **2 Part Plan**
 - Pre and Recovery
 - Pre already in progress
 - Social media - posting of positive messages



Current Situation



The world is consuming content more than ever - a perfect time to **inspire** and **educate** both local residents and future travelers

The audience continues to **engage** and **communicate** with Guam as a destination



Objectives



1. Unite Local Residents in the Håfa Adai spirit
2. Inspire Future Visitors

Activities

- Incorporate local content that appeals to the followers' five senses
- Use existing content and assets such as #InstaGuam user generated content, photos tagged #InstaGuam on social media, GVB video playlists, music etc. to reduce costs
- Sourcing and sharing current live content from GVB members and island residents
- Continue to engage and encourage users to get creative and provide meaningful and beautiful content from home
- Provide mental vacations to Guam until followers can physically and safely travel here



Pre-Recovery 5 Senses



Sight

- [Virtual GMIF Tours](#), [Public Art Displays](#),
- [Visit Guam from Home](#): #InstaGuam winners
- Visit Guam Memories: [#Guam](#), [#InstaGuam](#), [Guampedia CHamoru Folktales](#)
- Videos/Images from membership

Hearing

- [Sounds of Hafa Adai](#),
 - Songs by Jesse Bais and Ruby Santos
 - Share your Hafa Adai Boonie Stomp!

Taste and Smell

- Relaunch [Cook Like a CHamoru Tutorials Playlist](#) on GVB's YouTube channels

Touch

- Health & Wellness collaboration w/ local gyms, local instructors, suruhanas, etc.
- Online tutorials - best practices for working from home

Pre-Recovery Plan



When the time is right



"Give Us A Moment"



"Get Up and Move"

Present Market Conditions

Recovery Period



Recovery Plan



Key Actions

- **Secure airline service**
 - Loss of seats from March - May estimated at 91K seats
 - Can't bring in visitors without the airlines
- **Focus on support of travel agents**
 - Major agents such as JTB, HIS, JaiPak, KNT, NTA, Hana Tours, YB Tours, and Very Good Tours, have closed their doors during the pandemic
- **Target markets changing, due to situation**
 - Previous targets (3 Generational Trips, MICE, Student market no longer relevant at this time)
 - Looking at young, adventure seeking targets

Japan Market



(as of 15Apr. 2020)

The recovery program is primarily designed to maintain arrival from Japan and at the same time expand awareness in Japan that Guam is safe and fully experience Guam culture, nature, cuisine and wide range of optional tours etc.

The proposal plan consists of three parts and the program will interact each other and the participating partners will can also contribute their own sales increase and expose Guam products in the market.

The program:

1. Guam sales campaign with travel trade partners
2. SNS Camp (Twitter campaign)
3. SNS PR/AD campaign - digital, PR, and TV

JAPAN AIRLINES

UNITED

t'way

JEJUair



Content subject and subject to change

Korea Market



Guam's Volume Market

Targets

1. Win Back Campaign - target those who had cancel their trip to Guam
2. Cheer Up Sales Contest - Airline support
3. Trade Incentive - Travel Agent Support
4. Media FAM Tours
5. Safe Guam Digital Advertisement
6. Safe Guam Out of Home Advertisement



Taiwan Market



Targeting Airline & OTAs

China Airline

- announced suspension until the end of September

EVA Air

- strongly considering service if the time and support is right

OTAs Focus



Social Media



KLOOK

TALK



Optional Tour Support Program



Overview

Optional tour operations are a vital component of Guam's tourism success, providing an array of activities and attractions that motivate visitor experiences and creates memories.

Objective

Enhance Guam product awareness and support the revitalization of optional tour operations

Proposed Period

(4-month recovery duration)



Optional Tour Support Program



Target: FIT
Period: 4 month recovery duration
Objective: Enhance Guam product awareness and support the revitalization of optional tour operations

Scheme:

1. Guam bound traveler to be issued an optional tour coupon at airline check-in counter. Limitation on number of coupons per market on a first-come basis:
 - Japan - 2,500 pax
 - Korea - 1,750 pax
 - Taiwan - 1,000 pax
1. Coupons to be redeemed at local sales agent outlets or land operators at time of booking.
2. Local sales agent/land operator to invoice GVB for amount of redeemable coupons during applicable support period.

GRANT UPDATES



Grant/Funding Search

In an effort to find federal funds to support GVB projects, a consolidated effort was made by staff to search online via grants.gov to identify possible grant sources. GVB is categorized by FEMA as a sub-applicant under the STATE (Guam); therefore, we cannot directly solicit for grants. GVB prepared a priority list of projects and solicited inquiries and sought assistance from several government agencies who are grant recipients. The intent is to find other government of Guam agencies that could possibly support GVB projects with a sub-grant to assist in our recovery efforts.

- **Governor's Chief of Staff, Tony Ibanez** - GVB sent letter 4/25/20 requesting assistance from Adelup.
- **Discussion with Speaker Barnes** - GVB President Pilar Leyson and Vice President Bobby Alvarez spoke with Speaker Tina Huna-Barnes, who expressed interest in writing to Washington, DC to see if there is anyway to help the business.
- **BSP/GEA - ZOOM meeting 4/27/20** with BSP Director Tyrone Taitano and Melvin Tabitas/GEA to discuss GVB options. GVB will provide a prioritized project list to BSP and GEDA to help GVB identify matching federal grants issued through a STATE (Guam) agency.
- **Guam State Clearinghouse - ZOOM meeting 4/28/20** with Stephanie Flores. GVB will provide her with our prioritized project list to match federal grants issued through a STATE (Guam) agency.
- **DPW - inquiry sent to Director Vince Arriola**. DPW oversees Highways, which has relevance to GVB's Island Road Maintenance and Turnover Landscaping Maintenance projects. Hene Galutugua (GVB) working with Linda Ibanez (DPW) and Stephanie Flores (GCH) to include CIP projects.
- **DPR - inquiry sent to Director John Burch**. DPR oversees park maintenance and safety (Park Rangers), which has relevance to several beach and park maintenance projects, as well as the Visitor Safety Officer program. Meeting with John Burch and Nelsiwe Garrido (GVB) set for Monday April 27, 2020 at 11am. Director Burch working with Kathleen at Adelup. GVB to provide relevant projects that need support and Director Burch will include in his grant proposal.

GRANT UPDATES



FEMA-4495-DR-GU declared March 27, 2020

- Request for Public Assistance application submitted - pending FEMA rep feedback.
- Filed as sub-applicant to the STATE (Guam).
- GVB funding, if awarded, shall be through a STATE (Guam) agency.

GVB Project List submitted April 29, 2020 for sub-grant match

- Governor's Office - Chief of Staff
- Guam State Clearinghouse
- Bureau of Statistics and Planning
- Guam Economic Development Authority

GVB Project List



Capital Improvement Projects

- Lighting Improvement & Maintenance - \$600,000
- Crosswalks & Pedestrian Lighting - \$1,500,000
- Adequate Directional & Int'l Pedestrian & Vehicle Signage - \$300,000

Other Capital Improvement Projects

- Government House Tourist Attraction - \$300,000
- \$500,000
- GVB Library and Museum - \$200,000 - \$400,000
- GVB Building Renovation - \$300,000

GVB Project List



Cultural Heritage and Community Outreach Projects

- As plans to reopen Guam's doors begin, it is important for businesses and the island community to be connected, involved and engaged with the Guam brand through initiatives such as GVB's programs of #InstaGuam, Hafa Adai Pledge, Guam Micronesia Island Fair; and, at its core, the Tourism Works campaign.
 - Visit Guam #InstaGuam Campaign
 - Hafa Adai Pledge Program
 - Tourism Works Campaign
 - Guam Micronesia Island Fair

GVB Project List



Research

- This project aims to conduct a deep analysis of Guam's outbound markets with the intention of providing strategic direction to Guam Visitors Bureau in our recovery efforts from the impacts of COVID-19 on the island's tourism industry.
 - Market Research: Review the Outbound Market
 - Conduct Qualitative and Quantitative Research
 - Suggest Realistic Marketing Mixes

Visitor Safety and Satisfaction Programs

- Visitor Safety Officers: augments GPD and DPR services
- Visitor Assistance Program: 24/7 Emergency Translation & Interpretation Services

GVB Project List



- **Visitor Safety and Satisfaction Programs**
 - Tour Guide Certification Program
 - To expand to include marine tour operators
 - Tourism Industry Crisis Communication Tool Kit
 - Crisis response tool kit for the tourism industry (fact sheets/graphics and PSAs)
- **Marketing Recovery Project List**
 - Airline, Travel Agent, Sales Support programs
 - Japan Market Recovery
 - Korea Market Recovery
 - Taiwan Market Recovery
 - Social Media – all markets and training

Online Training Completed



- **FEMA Training**
COVID-19 Guidance: Procurements under grants during periods of Emergency or Exigency – April 11, 2020; 10am
 - Eva Helms, FEMA Presenter
 - GVB participants: Josie Villanueva, Chris Lizama, Trixie Naholowaa
- **FEMA Sub Application Briefing**
Request for Public Assistance (RPA) reference code FEMA-4495-DR-GU – April 14, 2020; 11am
 - Frank Mansell FEMA Oakland - monitoring the call.
 - Leo Espia, GHS/OCD Presenter
 - GVB participants: Pilar Laguana, Bobby Alvarez, Josie Villanueva, Chris Lizama
- **FEMA Training**
FEMA Grants Portal – April 23, 2020; 10pm
 - Registering, Maneuvering and Recordkeeping on the Grants Portal
 - Sandra Lefever, FEMA Presenter
 - GVB participants: Josie Villanueva, Chris Lizama

Other Avenues Researched



| STATUS | TYPE | NOTES |
|--------------|---|--|
| NOT ELIGIBLE | SOCIAL SECURITY ADMINISTRATION (SSA) Section 601(a) – a newly added section 5001 – entitled the CARES Act – for CORONAVIRUS AID, RELIEF AND ECONOMIC SECURITY | Cannot be used for any reason other than for emergency responders, medical, public health and safety measures specific to COVID-19 |
| NOT ELIGIBLE | SBA, PPP and EIDL loans. If GVB applies for a loan, it must go through the Legislature for approval. | GVB is not considered like other non-profits; categorized as a sub applicant to STATE (Guam). |

MARKETING

- Director of Global Marketing, Nadine Leon Guerrero, reported before COVID-19, GVB Taiwan reached out to several airlines to obtain air service. Eva Air stated that they are actively considering returning to Guam when the time is right.
- Klook, an up and coming event and travel booking platform in Japan and Korea, has made a generous offer of over \$400K in online promotions to promote Guam at no cost to GVB.

GRANTS

- GVB consolidated all grant requests through the Guam State Clearinghouse and GEDA, who will assist GVB in monitoring and watching the progress of our applications. GVB is a subgrant applicant under a line agency, due to our circumstance as a non-profit, public corporation.
- Guam Homeland Security is our central repository that handles all reimbursement requests for FEMA.
- Director Arriola shared with management that anything directly COVID-19 related; from expenditures, time and efforts, projects, operations, preparation for the new style of business we must deal with during the reopening, etc. are reimbursable by FEMA. According to Director Arriola, President & CEO Laguana had a conversation with Homeland Security confirming this information.

- The Governor requested that all COVID-19 spending be submitted to BBMR on April 29. GVB reported an estimated \$226K, excluding VSO's possible hazardous pay compensation.
- Contract and Destination cuts due to COVID-19 are not considered an expense. Therefore, they are not reimbursable.
- Director Camacho cautioned management about the information being sent to staff for possible hazardous pay compensation. GVB could be liable if the payment is not reimbursable.
- President & CEO Lagunaña, personally communicated her request to the Governor as Director Camacho had suggested to deem GVB as an essential agency due to the bureau's position of being the number one industry hit with the tourism disaster.
- Director Arriola suggested that GVB prepare the bureau for reopening by considering installing plexiglass at the reception area and also at the employee's cubicles.

VI. TREASURER'S REPORT

Rainy-Day Fund and Budgetary Support

Director Shinohara mentioned that the board has only the authority to obligate up to 50% of the Rainy-Day Fund to support the recovery plan. It is required by law that the Legislature approve the balance. Therefore, the board approved motion dated April 16, 2020, for 1.2M dollars would need to be amended.

Director Camacho made a motion, seconded by Director Shinohara, to amend the previously approved motion made on April 16, 2020 (noted below). GVB shall retain 1M dollars from the capital improvement projects that will be allocated to recovery efforts. Any and all Rainy-Day funds shall be allocated to recovery efforts subject to necessary approvals by the Legislature. **Motion Approved.**

- On April 16, 2020, Director Shinohara made a motion, seconded by Director Arriola, to re-purpose \$1,000,000 board approved capital projects in addition to \$1,246,726 Rainy Day fund for Recovery Plans Funding. Formal board resolution will follow once specific spending is identified. Motion amended.
- According to President & CEO, Lagunaña, a letter dated April 30, 2020, about the Rainy-Day fund was written to Senator Therese Terlaje requesting legislative support to grant GVB access to the full balance of the Rainy-Day fund. Speaker Muña-Barns was cc'd on the letter as well.
- Speaker Muña-Barns participated in a meeting that included Director Shinohara and Vice-Chairman Morinaga. Her interest in assisting GVB resulted in Director Shinohara requesting her legislative support to approve the balance of the Rainy-Day fund, allocated toward our recovery plan.
- Speaker Muña-Barns offered Vice-President, Alvarez, her assistance to seek federal funds and work with Washington, DC, on behalf of our tourism bureau. She requested that GVB address a letter to her regarding our TAF projection.
- Director Shinohara requested GVB budget support from Speaker Muña-Barns. There is a potential that GVB will not receive further allotments for the balance of FY2020. According to Speaker Muña-Barns, the Office of the Governor committed to her that FY2020 distributions will not change, and all entities should be receiving them as scheduled.
- **ACTION: Management to communicate and clarify with DOA and BBMR, the government's commitment to disburse allotments as scheduled and to seek the allotment balance for the remainder of the year.**

VII. REPORT OF THE BOARD COMMITTEES

A. ADMINISTRATION & GOVERNMENT RELATIONS

- Nothing to report

B. DESTINATION MANAGEMENT

- Nothing to report

C. VISITOR & SAFETY SATISFACTION

- Nothing to report

D. CULTURAL & HERITAGE

- Nothing to report

E. RESEARCH / MEMBERSHIP & COMMUNITY OUTREACH

- On April 31, 2020, Director Gatewood and several board directors participated in a meeting with a team of various local business owners and members of UOG to discuss the establishment of a certificate training program for businesses geared to provide practices. In conjunction with GVB, the group aims to assist in identifying companies that are compliant for visitors once the tourism industry reopens.
- GVB and other teams conducted a call out to 390 businesses through The Membership Outreach Movement (MOM) project. Director Gatewood thanked the team for their efforts to reach out to companies while providing the proper guidance and resources to businesses so that they may apply for federal funding.
- GVB collaborated with GHRA and the Guam Chamber of Commerce to host a free online webinar on May 1, 2020, entitled, "A Moment to Help the Visitor Industry." The webinar was open to GVB Members, industry stakeholders, and the public. It provided industry-specific insights and guidance in navigating the effects of COVID-19. The webinar featured Guest Speaker Director David Dell' Isola from the Department of Labor. A recording of the webinar will be disseminated to GVB membership.

F. SPORTS & EVENTS

- Nothing to report

G. AIR SERVICE DEVELOPMENT

- Vice-Chairman Morinaga reported to date; we have 145 COVID cases on Guam, 130 recoveries, and five deaths. On May 9, 2020, the Governor will ease some of the restrictions imposed on the public during COVID-19. Additionally, she plans to extend her Public Health emergency declaration for 30 days, to June 5, 2020.
- United Airlines kept the Guam Narita flight and suspended all other Guam Japan flights until June 4, 2020.
- T'way and Jeju extended their flight suspension to May 31, 2020. There are no Korean Airline flights to Guam. China Airlines canceled flights until September 2020.
- Director Shinohara observed that an update was presented for both Air Service Development and the COVID-19 Task Force. He suggested that the task force stay on top of Coronavirus issues and refocus on a tight recovery re-entry plan for tourism.
- Chairman Ada questioned whether it is an excellent time to be looking into Haneda. Director Shinohara shared that the US government would need to grant a carrier, a slot to operate between

Guam and Haneda. Currently, Japan's government waived all slot requirements. He added that the focus should be on reinstating scheduled service back into the market.

- President & CEO, Lagunaña, and Vice-President Alvarez conversed with Executive Manager, Tom Ada (GIAA) regarding GVB's recovery program. They requested the airport's support to consider financially contributing to the plan—pending feedback.

H. JAPAN

Committee Meeting Minutes – April 24, 2020

EXHIBIT B

- Director Murata reported Japan's market update and an overview of the recovery plan with the JMC and emphasized the need to prepare for the implementation of the recovery plan.

I. KOREA

Committee Meeting Minutes – April 21, 2020

EXHIBIT C

- Director Kloppenburg reported on COVID-19 updates, recovery, and changes to the scope of work for GVB Korea as a result of the budget cuts.
- KMC is scheduled to meet on May 19, 2020.
- Currently, Korea has less than 1500 active COVID cases with a daily average below 15.
- As of April 20, 2020, businesses and schools have started to reopen.
- A 14-day quarantine is still in place for arriving passengers into Korea. A travel advisory for overseas travel for Koreans is anticipated to extend through May 23.
- All air carriers have some financial aid from the Korean government.
- Two hundred fifty-three travel agencies have declared bankruptcy from January 20 through April 23.
- All airlines have gradually resumed some domestic flights.

J. GREATER CHINA

- China and Hong Kong are closed.
- China Airlines canceled flights until September 30, 2020.

K. NORTH AMERICA & PACIFIC MARKETS

- Nothing to Report

L. NEW MARKETS

- Nothing to Report

VIII. CORONA VIRUS TASK FORCE

- Vice-Chairman Morinaga reported that Japan declared a watchlist and lockdown for seven prefectures. Tokyo, Hokkaido, Ibaraki, Ishikawa, Gifu, Aichi, and Kyoto are areas of concern.
- Japan may extend its emergency declaration for 30 more days. The announcement will be made on May 4th.
- The military is slowly moving out of the hotels.
- 3k-7k rooms will be cleaned and decontaminated by local companies. The hotels do have protocols set in place and mandated by the CDC and the Department of Public Health.

IX. OLD BUSINESS

- Anti-Retaliation Policy

EXHIBIT D

Director Camacho made a motion, seconded by Director Arriola, to accept the Anti-Retaliation Policy.
Motion Approved.

X. NEW BUSINESS

XI. EXECUTIVE SESSION

XII. ANNOUNCEMENTS

Upcoming Board Meetings:


- May 14, 2020
- May 28, 2020

XIII. ADJOURNMENT

Director Camacho made a motion, seconded by Director Hoffman, to adjourn the board meeting at 3:42 pm.



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



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary