

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

Vice-Chairman Milton Morinaga Director Stephen Gatewood Director Shun Matsumoto Director Therese Arriola Director Brad Kloppenburg

Director JoAnn Camacho

Director Derrick Muna-Quinata

Director Paul Shimizu Director Sam Shinohara Director Satoru Murata Director Robert Hofmann Director Flori-Ann Dela Cruz

BOARD OF DIRECTORS ABSENT:

GVB MANAGEMENT & STAFF PRESENT:

AJ Rosario

Maria San Nicolas

Trevor Lan - GVB Taiwan

Nakisha Garrido Nicole Benavente Gabbie Franquez **Bobby Alvarez** Nico Fujikawa Brayan Simsiman

Taylor Pangilinan Derrick Camacho

Nadine Leon Guerrero Russell Ocampo

Valerie Sablan

Josh Tyquienco Josie Villanueva Trixie Naholowaa Angie Mamaril Mai Perez

Annabel Certeza Sharlene Guerrero Regina Nedlic Pilar Laguaña Chris Lizama Mariane Dela Cruz

llene Quitigua Tonya Formano Dee Hernandez

Elaine Pangelinan Juanita Sablan Mark Manglona Karida Brennan Sydney Leon Guerrero

Bree Garrido Lisa Linek Kraig Camacho Crystal Mendiola Hiroshi Kaneko - GVB

Japan

Linda Alegarbes

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

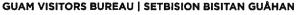
III. MINUTES OF THE PREVIOUS MEETING

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.



401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278 | (671) 646-8861 fax guamvisitorsbureau.com | visitguam.com | info@visitguam.com



V. PRESIDENT & CEO'S REPORT





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

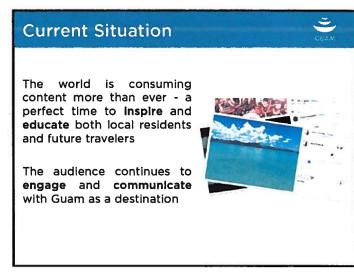
Daily Arrival reports / Preliminary Monthly Summaries- have been delayed due to the government suspension of non-essential services until May 5, 2020.

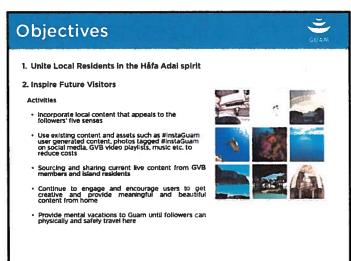
Visitor Exit Surveys - will be suspended until further notice, contingent upon ability to obtain reasonable sample sizes based on volume of visitors arriving in Guam.

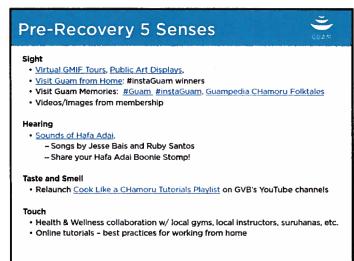
Economic Impact Reports- TSA Impact reports have been suspended due to budget limitations resulting from COVID-19 impacts to Guam's Tourism industry.

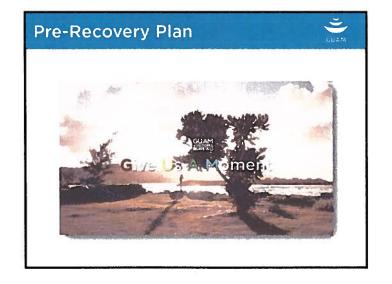


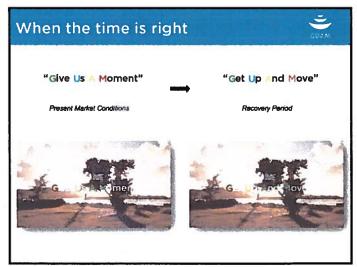


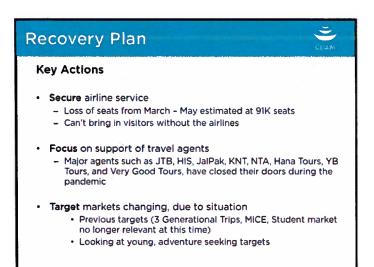








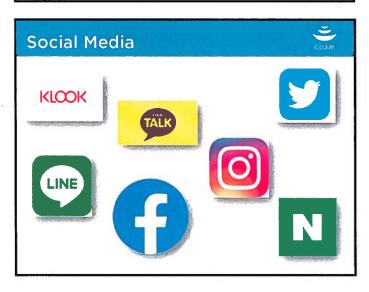




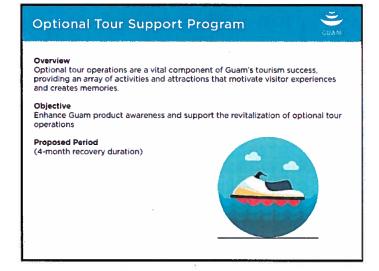












Optional Tour Support Program



A month recovery duration

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

- 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.
- 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 Etaff. Tony Bebruks GVB sent letter 4/25/20 requesting excistance from Adelsus.
 Describing with Scientiz Barries GVB President Pilor Layeans and Vice President Bobby Abrees; spicke with
 Spiceties Tim Hum-Burnes, who suppressed interest in writing to Washington, DC is use of them to appress of
- the burshale. 200M meeting 4/27/20 with BSP Director Tyrone Taltana and Helvin Tabilas/GEDA to discuss GVB options. GVB will provide a prioritized project list to BSP and GEDA to being GVB identify matching federal grants insued through a STATE (Guessia) appenry.
- Solidars. EVer well growing a principled project list to 85°P and 6EDA to help 6VB scentify miscriming recent surrounds interest through a 7 fall (Glossin) agency.

 Geom Sittle Chercharbons 2000H meeting 4/28/20 with Stephanie Flores, CVB will provide her with our principled project list to make the belowing straint succeed through a 51ATE (Guesn) agency could be provided by the provided principles of 51ATE (Guesn) agency could be provided by the control of 51ATE (Guesn) agency could be provided by the country of 51ATE (Guesn) agency could be controlled to 61ATE (Guesn) agency country of 51ATE (Gu

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)

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, Håfa Adai Pledge, Guam Micronesia Island Fair; and, at its core, the Tourism Works campaign 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
- 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



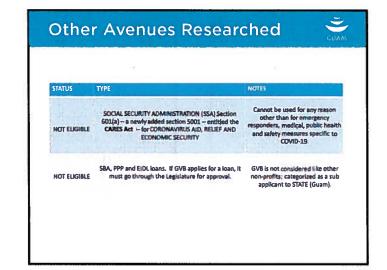
- **FEMA Training**
 - COVID-19 Guldance: Procurements under grants during periods of Emergency or Exigency April 11, 2020; 10am
 - Eve Helms, FEMA Presenter
 - GVB participants: Josie Villanueva, Chris Lizama, Trixie Naholowaa
- **FEMA Sub Application Briefing**

Request for Public Assistance (RPA) reference code FEMA-4495-DR-GU - April 14, 2020; 11am - Frank Mansell FEMA Oakland - monitoring the call.

- Leo Espla, 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



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 Laguaña 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 Laguaña, 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, Laguaña, 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.
- <u>ACTION</u>: 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, Laguaña, 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
- 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.

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- 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

Maunia

Board Minutes respectively submitted by Valerie Sablan, Executive Secretary