



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, May 28, 2020, at 1:30 p.m.

TELECONFERENCE – GoToMeeting

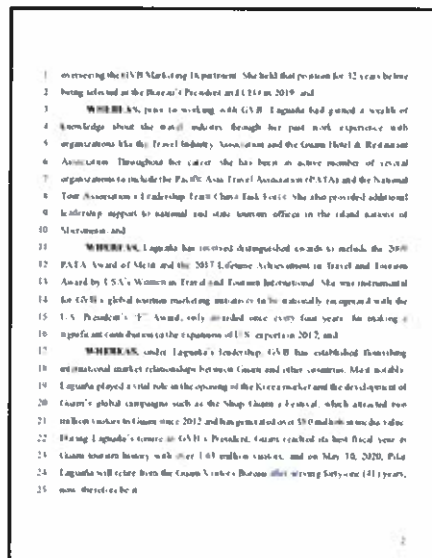
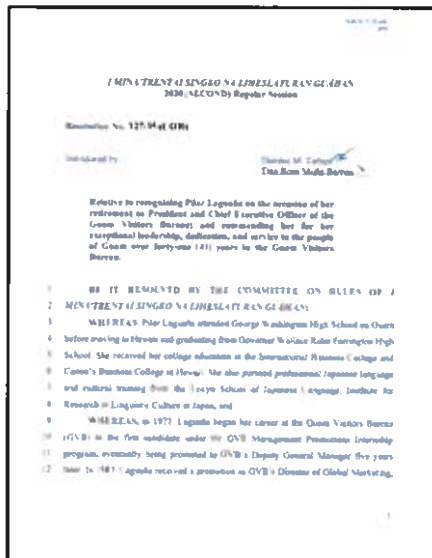
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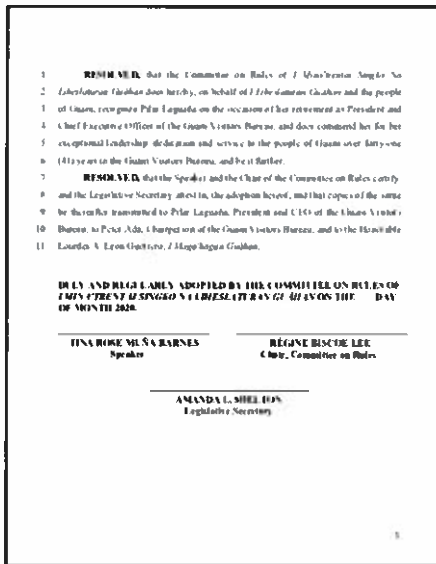
I. CALL TO ORDER

- With there being a quorum, Chairman Ada called the meeting to order at 1:37 p.m.

II. PRESENTATION OF THE LEGISLATIVE RESOLUTION

- Speaker Tina Muna-Barnes presented Legislative Resolution No. 327-35 on behalf of the Oversight Chairwoman, Senator Therese Terlaje. The resolution recognizes Pilar Laguaña on the occasion of her retirement as President and Chief Executive Officer of the Guam Visitors Bureau; and commending her for her exceptional leadership, dedication, and service to the people of Guam over forty-one (41) years in the Guam Visitors Bureau.
- President Laguaña thanked the Speaker for the surprise and appreciates the recognition. She mentioned that there is a whole lot of people, board members, industry members, present and past employees that she has had the privilege of working with in developing the visitors economy for the betterment of our island.
- She thanked the Legislature for always being supportive in the Bureau's mission and she looks forward to the leadership in providing the necessary resources to help recovery and retool the product and our destination, so that we can continue to have a good quality of life and environment for our people to enjoy.
- She also wants to thank for the many years she has worked with the island leadership and also for the many campaigns that have been done that have embraced our local community to be a part of tourism. In fact, this industry belongs to our people and we are just gifted to have the privilege here at GVB to represent our island, wherever we go, and wish everybody the best luck moving forward.
- She also thanked the Board of Directors, Board Chairman, the Interim President for having a great transition this past few weeks and to the hardworking staff and membership at large.
- She will always be a promoter whether here at GVB or elsewhere. She loves her island and her people!





III. MINUTES OF THE PREVIOUS MEETING

Director Arriola made a motion, seconded by Director Camacho, to approve the minutes of the previous Board of Directors meeting dated May 14, 2020. **Motion approved.**

IV. CHAIRMAN'S REPORT

- Chairman Ada reported that he has good news; Governor Leon Guerrero announced yesterday that tourism would reopen on July 1st, which is a start date that the industry has been waiting for. He thanked Governor Leon Guerrero for her careful consideration and balance of public health and business, in particular the tourism industry. Having been involved with many of the inner meetings, Governor really had to balance the call for public health and the call of business to start. It looks like we've managed well and the people of Guam have responded to the Executive Order with the stay at home and social distancing. We are at a good point where the confidence is there that we can really get our tourism industry started.
- Reiterated that this is President Lagunaña's last board meeting and would like to thank her for all her years and services to the Bureau and to the island.
- Also announced that he received and has accepted Vice President Bobby Alvarez' resignation effective May 31, 2020.
- He introduced the incoming Interim President who needs no introduction, Former Governor Cart T.C. Gutierrez.
- With nothing firm yet, he also announced that working along side Governor Gutierrez would be the incoming Interim Vice President, Mr. Gerry Perez who is no stranger to the Bureau or the industry. He thanked Mr. Perez for accepting the position.
- The search committee for the President's position has been meeting and continues to meet with nothing firm to report.

V. PRESIDENT & CEO'S REPORT



Research

Research Satellite Office Relocation Update

Current Status: as of May 22, 2020, the Research division has completed the relocation of the satellite office to the Tumor office. The mini conference room has been converted to Research's temporary screening and auditing room of all customs arrivals forms. Once CMB is able to return to work, our focus is to catch up on the daily arrivals. CMB is working in collaboration with Guam Customs on logistics for a routine schedule to ensure a smooth transition to the new location.

MARKETING

COVID-19 Updates

Airlines

- Health protocols being announced by airlines
- Cleanliness
- Social distancing on airplanes will impact seat capacity
- JAL, other airlines - certain seats to be unavailable for booking
- UA - capacity limited to 70%

Social Distance : JAL

Social distance in aircraft cabin : May 07 (as of 10May 2020)

Japan Airlines:

JAL's new seat allocation in the cabin:

- If there are two seats next to each other, you cannot make reservations for the same.
- If there are three seats next to each other, you can't book in the middle.
- If there are four seats next to each other, you will not be able to reserve the middle 2 seats.

Boarding Process

- Passengers will now be requested to wear a face mask when traveling on JAL Group flights.

Social Distance : IATA

IATA Social distance in aircraft cabin : May 30 (as of 10May 2020)

IATA Policy

- IATA recommends mandatory face coverings for passengers and masks for crew as one of several actions to further reduce risk of contracting COVID-19 on board aircraft.
- **But does NOT support mandating social distancing practices that could leave airlines unable to operate.**
- **Even if making the flight is not urgent, the savings cost with a less than 10-cm, as it is not guaranteed to keep the distance of 1-3 meters recommended for maintaining a social distance.**
- **Measures to reduce the already low risk of onboard transmission:**
 1. Temperature screening of passengers, airport workers and crewers
 2. Boarding and deplaning processes that reduce contact with other passengers or crew.
 3. Landing placement within the cabin during flight
 4. More frequent and deeper cabin cleaning
 5. Sanitized catering procedures that limit crew movement and interaction with passengers

Social Distance : IATA

IATA Social distance in aircraft cabin : May 30 | as of 10 May 2020

Economic Impact

- Case for social distancing measures on aircraft would substantially hurt the economics of aviation by stating the maximum load factor to 67%. That is below the average industry breakeven load factor of 77%.
- With more seats in use and costs a good rise sharply
- Compared to 2019, air fares would need to go up dramatically between 47% and 54% depending on the region

	2019	2020	2020 IATA	CHANGE
Domestic Middle East	225	180	225	+120
Asia Pacific	225	180	225	+120
Europe	225	210	225	+120
Latin America	225	180	225	+120
South America	225	180	225	+120
North Africa	225	180	225	+120

SOCIAL MEDIA STRATEGY: Korea

SOCIAL MEDIA MONITORING

NEVER SEARCH INFLOW ON GIVE KOREA BLOG | GIVE KOREA SOCIAL MEDIA EFFORT INSIGHT

1st Week of May | 2nd Week of May

Instagram Content	May 2020			
	Number of Posts	Number of Likes	Number of Comments	Number of Shares
1	120	1,200	20	10
2	150	1,500	25	15
3	180	1,800	30	20
4	200	2,000	35	25
5	220	2,200	40	30

GIVE Korea didn't stop the output of COVID-19 related keywords in May 1st week. On the other hand, the volume of give related keyword outputs has been increased.

During coronavirus crisis is so gradually getting. There related information about GIVE Korea may be presented for their trip to Korea after the end of the COVID-19 virus.

Airline Update

JAPAN

Airline	Suspended Period	Note
Japan Airlines	Order of JCA	
JAL Air	Order of JCA	
Tway	Order of JCA	
United	06/04/2020	Current KAP/JP/PT/Ag/ND/OT/TK/EX/CA/CC/20

SOUTH KOREA

Airline	Suspended Period	Note
Air Seoul	Order of JCA	
Jin Air	Order of JCA	
JEB Air	Order of JCA	
Eastem Air	06/04/2020	
T'way	07/16/2020	

TAIWAN

Airline	Suspended Period	Note
China Shuttle	September 2020	

TRAVEL & TRADE STATUS

KOREA AIRLINE OUTBOUND DEPARTURE STATUS

1st Week Outbound Flights - May 26

Carrier	Destination	Flights
Skymark Air	Alaska, New York, Washington, Chennai, Delhi, Seoul, Pune, Kuala Lumpur, Medan, U.S. San Francisco	1
Jeju Air	London, London, Moscow, Singapore, Bangkok, Tokyo, Vancouver, Korea, US, etc. (New Zealand)	1
Asiana Air	Chengde	1
Jin Air	etc	
Air Seoul	etc	
Air Busan	etc	
T'way	etc	
Eastem Air	etc	
TOTAL		30

1st week information is updated
*Cargo flights are excluded

SOCIAL MEDIA STRATEGY

GIVE US A MOMENT CAMPAIGN UPDATE

WHERE DO YOU WANT TO? INSTAGRAM CHALLENGE GUMM VERSION

Japan: Global KPI Totals

April 26 - May 14

GIVE US A Moment Campaign
JP Total Like: 8524
JP Total Reach: 24,431

Category	Like	Reach	Engagement	Share
1st Week	1,100	3,500	1.5%	100
2nd Week	1,200	3,800	1.6%	110
3rd Week	1,300	4,100	1.7%	120
4th Week	1,400	4,400	1.8%	130
5th Week	1,500	4,700	1.9%	140
TOTAL	6,500	20,500	1.8%	500

Social Media Campaign

#GiveUsAMoment Social Media Operation Strategy:

- Keep consumers engaged in traveling on Guam after the prohibition and quarantine-related protocols are eased by posting memory recalling photos and bird sightings board between GVH TRB and consumers
- Activate our #GiveUsAMoment campaign and urge consumers to participate by sharing their wonderful memories on Guam and repeat there to show that GVH cares and want them back to travel again.



PK & RT	Label	Average/Post
Labels	RTs	RTs
Comments	100	0
Shares	10	0
Replies	10,000	1,000

SPORTS & EVENTS

Sports and Events

Relative to the COVID-19 pandemic, the following events have been either rescheduled or canceled.

Best updated information:

Event	Date(s)	Note
Ko'lor' Kids Festival	March 22 nd	Canceled
8th United Guam Marathon	April 5 th	Rescheduled for Sept. 12th
60th A.R. Savelin' Wreath	April 17 th - 18 th	Canceled
Guam Micronesia Island Fair	May 1 st - 3 rd	Canceled
70 th Liberation Parade & Concert	June - July	Canceled
Tokyo 2020 Olympics	July 25 - August 9 th	W moved to 2021

Sports and Events

COVID-19 reported impact from March 2020 - July 2020


Gain of Direct Visitor Expenditures Total	\$4,941,000.00
United Guam Marathon	\$3,204,000.00
Ko'lor' Kids Festival	\$164,700.00
Futuro's Guam Tennis Tournay	\$164,700.00
BBO Block Party	\$219,600.00
GMF	\$1,098,000.00
Expenditures with output multiplier	\$8,202,060.00
United Guam Marathon	\$5,468,040.00
Ko'lor' Kids Festival	\$273,402.00
Futuro's Guam Tennis Tournay	\$273,402.00
BBO Block Party	\$364,536.00
GMF	\$1,822,680.00

DESTINATION MANAGEMENT

Flood Mitigation Update:


FUJITA PONDING BASIN

- Project completed
- Currently Securing Job Site



CULVERT CLEANING

- Currently on-going



- At the end of her report, she invited the Interim President/CEO Governor Carl Gutierrez to also give a report to the board.
- Governor Gutierrez thanked outgoing President Laguaña for her introduction and briefing over the last week for him and Mr. Perez. He mentioned that she ran a very good tight ship and is very impressed with all the employees that gave their report and he looks forward in catching up with all the good work that she has done.
- Governor Gutierrez also mentioned that over the past several days, he and tourism industry personnel were able to provide Governor Lou Leon Guerrero enough information to make a decision to reopen Guam's tourism industry on July 1st.
- He thanked the Chairman and the Board of Directors for having faith and confident in his abilities and he is looking forward to reimagining Guam. He mentioned that he and President Laguaña have always been on the same wavelength about the one destination Micronesia, which the focus is missing and is looking forward in carrying it through for her.
- Thanked President Laguaña for a job that very few people can even match.

VI. TREASURER'S REPORT

TAF Tracker as of April 2020 Actuals

Quarterly Financial Performance
1 AF Planning & Production
As of May 28, 2020

Month	Original Budget	Actual	Qtr %	Qtr %	Annual Budget	Annual Actual	Annual %
October	\$ 4,271,872	\$ 4,271,872	100%	100%	\$ 42,718,720	\$ 42,718,720	100%
November	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
December	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
January	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
February	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
March	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
April	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
May	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
June	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
July	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
August	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
September	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
October	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
November	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
December	4,271,872	4,271,872	100%	100%	42,718,720	42,718,720	100%
Total	\$ 51,262,464	\$ 51,262,464	100%	100%	\$ 512,624,640	\$ 512,624,640	100%


Allotments Uptal es

FY20 GVB Allotment Under Public Law 35-36	\$ 22,480,630.00
Less: Actual Collection as of April 2020	\$ (19,763,731.00) 48%
Allotment Receivable	\$ 2,716,899.00
Allotment Billed for May 2020	\$ 839,306.00
Collected as of April 2020 Partial	\$ (419,137.00)
Billed & receivable	\$ 420,169.00

FY19 Audit Finalized

Target Date of release - Friday

- 1) FY19 Audit "Unqualified" "Clean" Opinion
- 2) Management Letter of Comment
- 3) OPA Financial Highlights
- 4) FY 19 Annual report



Board Motion - Beach Cleaning and Turon Landscaping Maintenance Contracts

Motion Title: Motion to Approve an additional \$15,000.00 per month for Beach Cleaning Maintenance Contract and \$15,000.00 per month for the Turon Landscaping Maintenance Contract for the remainder of the fiscal year for additional trash collection and maintenance. Total \$30,000 per month for June 2020 - Sept. 2020.

Background: Beginning April 1, 2020 Destination Development reduced and/or suspended maintenance contracts due to funding shortage. Both the Beach Cleaning and Turon Landscaping contracts were significantly impacted which caused an overflow of trash to sit for days and grass to grow tall. In addition, the reduced amount is not adequate to cover the level of service GVB provides monthly.

Action Required: Board Approval Required
Funding Source: Additional Allotment Received
Amount: \$120,000



Board Motion - Update of GVB Signatories

Motion Title: Motion to update of GVB financial institution account signatories including President & CEO, Pilar Laguaña, and Vice President Robert Alvarez's signatories effective May 30, 2020.

Background: Background: The Board officially accepted and approved the retirement of President & CEO, Pilar Laguaña, on May 14, 2020, and Vice President Robert Alvarez's last day with the Bureau is May 30, 2020. Pilar Laguaña and Robert Alvarez's signatories will be eliminated on all GVB financial institutions accounts, effective May 30, 2020. Remaining signatories will sign checks and financial documents until further notice.

Action Required: Board Approval Required

Board Motion - Finance Approval Process

Motion Title: Motion to approve finance approval process for Interim Management team.

Background: The Interim Management team shall have approval for any and all expenses up to \$4,999.99. All invoices and expenditures not previously approved by the BOO in excess of \$5000, but under \$25K must be approved by the Finance Committee prior to execution and ratified by the full board at the next regularly scheduled BOO meeting. All expenditures in excess of \$25K must be taken to the BOO for approval.

Action Required: Board Approval Required

- Director Shinohara reported that for the month of March, received an allotment of \$840,000 and for April received \$440,000 and is expecting to receive another \$400,000 soon and for the month of May, expecting to receive 50% of the allotment of \$840,000. So in terms of our recovery plans, efforts and finances, we are above where we had expected to be but still significantly short from where we need to be with respect to our recovery efforts.
- Director Shinohara gave a quick update on the audit. He mentioned that with President Lagunaña exiting, she is exiting GVB on a very high note with respect to the financial health of GVB. Audit is being wrapped up and is currently with the OPA for review and hopes to be issued and sent out by the OPA tomorrow. So far, there is no indication of receiving anything other than an unqualified clean opinion. The management letter from the external auditors has been issued. There have been no significant findings associated with our financial controls and hope to have the highlights issued by the OPA in the next day or so. We are trying to put out the Annual Report in time for President Lagunaña to sign off on so the draft could be circulated to the board for review.
- Director Shinohara mentioned that as we all know, the budget has been significantly cut given the COVID situation and the lack of TAF proceeds at that time. Since then, budget cuts have been revisited, including scaling back on beach cleaning and grass cutting. And as you can see in the presentation, trash pickup services across the beach properties in Tumon are significantly under attended. Beach cleaning was reduced to reduce cost because we thought that with the beaches closed and tourist not coming, we didn't foresee a need to pick up at the same level as before. With the beach reopening this weekend and tourism reopening in July, there is a need to reinstate some of the cost associated with ensuring that we can offer a clean and safe product for everybody.

Motion made by Director Shinohara, seconded by Director Gatewood, to approve an additional \$15,000.00 per month for Beach Cleaning Maintenance Contract and \$15,000.00 per month for the Tumon Landscaping Maintenance Contract for the remainder of the fiscal year for additional trash collection and maintenance. Total \$30,000 per month from June 2020 – Sept. 2020 (Funds from additional allotment received). **Motion approved.**

Background: Beginning April 1, 2020 Destination Development reduced and/or suspended maintenance contracts due to funding shortage. Both the Beach Cleaning and Tumon Landscaping contracts were significantly impacted which caused an overflow of trash to sit for days and grass to grow tall. In addition, the reduced amount is not adequate to cover the level of service GVB requires monthly.

Action Required: Board Approval Required

- Director Shinohara stated that with President Lagunaña and Vice President Alvarez' departure from GVB, it is necessary to update the signatory account.

Motion made by Director Shinohara, seconded by Director Gatewood, to update all GVB financial institution account signatories eliminating President & CEO, Pilar Lagunaña, and Vice President Robert Alvarez's signatories effective May 30, 2020. **Motion approved.**

Background: The Board officially accepted and approved the retirement of President & CEO, Pilar Lagunaña, on May 14, 2020 and Vice President Robert Alvarez's last day with the bureau is May 30, 2020. Pilar Lagunaña and Robert Alvarez's signatories will be eliminated on all GVB financial institutions accounts, effective May 30, 2020. Remaining signatories will sign checks and financial documents until further notice.

Action Required: Board Approval Required

- Director Shinohara stated that with the Interim Management team, there is a need to facilitate the swift approval of finance process, which has been a significant challenge.

Motion made by Director Shinohara, seconded by Director Camacho, to approve finance approval process for the Interim Management Team. **Motion approved.**

Background: The Interim Management Team shall have approval for any and all expenses up to \$4,999.99. All invoices and expenditures not previously approved by the Board of Directors in excess of \$5,000, but under \$25,000 must be approved by the Finance committee prior to execution and ratified by the full board at the next regularly scheduled Board of Directors meeting. All expenditures in excess of \$25,000 must be taken to the Board of Directors for approval.

Action Required: Board Approval Required

VII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

- Nothing to report.

B. ADMINISTRATION & GOVERNMENT RELATIONS

- Nothing to report.

C. DESTINATION MANAGEMENT

- Director Shinohara stated that President Lagaña covered the updates in her report.

D. VISITOR & SAFETY SATISFACTION

- Director Shinohara reported that the homeless were tested for COVID this morning at the Ypao Beach and hoping to have good negative positive results at the end of the day.

E. CULTURAL & HERITAGE

- Nothing to report.

F. RESEARCH / MEMBERSHIP & COMMUNITY OUTREACH

- Director Gatewood reported that in conjunction with the University of Guam, several businesses have come together. Essentially there is monies through a TAP grant and they are seeking GVB's support for collaboration with a simple letter that states that GVB is going to share findings for certain research that they want to do in country and target markets.

G. SPORTS & EVENTS

- Director Shimizu reported that the ongoing work to secure the sports and student exchange program continues, which is with the Japan National Synchronized Swim Team, the rugby camp and the Japan women's softball team.
- Director Camacho inquired if there are any updates on the United Guam Marathon. Director Shimizu replied that as far as he has heard, it is still scheduled for September depending on the COVID situation. It is essential to continue to follow the social distancing and guidelines.
- Director Shinohara added that he has a meeting with the organizers this week to evaluate what the options are. Large sporting events across the globe have been cancelled. Not understanding where we are with the ability to host an event such as the marathon, but as of now the plan is to host it in September.

H. AIR SERVICE DEVELOPMENT

- Vice Chairman Morinaga stated that he is trying to incorporate Air Service Development with the COVID Task Force. The reason is because at the latter part of the Task Force report, air seat capacity needs to be redeveloped and doesn't want three committees reaching out to the same mission.
- He reported that Japan Airlines are still scheduled to fly in July so the need to knock on their door to make sure that they are aware of the quarantine to be lifted by July 1st and that they are ready to send people to Guam.

I. JAPAN

- Director Murata reported that they had a committee meeting on May 19, 2020. He shared the update and overview of the recovery plan with the committee members.
- With the reopening of tourism on July 1st, he shared the good news with the JGTA member company and requested that the information be sent to relevant parts of Japan as breaking news. However, according to the latest information, JTB and HIS have decided to suspend packet tours until July 15th. Other agencies (KNT, JalPak, NTA) are still suspended until June 30th but feel that there will be some movement soon. The postponed decision may not be able to clearly confirm the downgrade of travel alert on the Japan side and the lifting of mandatory quarantine in Japan. In order to avoid postponement of further tour cancellation, it is necessary to proactively and promptly send accurate information to the Japanese market regarding the restart of tourism in Guam.
- On another note, JGTA is working on the creation of the safety guidelines by member travel and bus companies for the resumption of tourism business in PCOR3. Would like to share the guideline with GVB so business could resume smoothly.

J. KOREA

- Director Kloppenburg reported that not much has changed since the last board meeting. As President Lagunaña briefly mentioned in her report with the plan to start flights in June, there are 51 international routes that they are planning on. Unfortunately, Guam is not one of those routes at this time but with the news from yesterday to ease the restrictions on July 1st, hopefully that will change. There are some questions in the market about what the lifting of those restrictions means at this time. Hoping for a guideline to be released for the tourist markets to go over so they can start planning on sending their customers to Guam. There is a lot of pent up demand for people to venture and travel. In the short-term as we start our recovery, we can capture some of that pent up demand.
- He reported that they had a committee meeting on May 19th with another one scheduled for this coming Tuesday at 11:00 a.m.
- Chairman Ada inquired if the country managers in Korea, Taiwan and Japan were formally informed of the reopening of tourism. Mr. Ocampo responding that speaking on behalf of Japan Market, he has been in communications with Mr. Kaneko-san. Waiting for the official document from the Governor's office to be share with the markets. Interim President Governor Gutierrez announced that he would be meeting with the country managers tomorrow.

K. GREATER CHINA

- Nothing to report.

L. NORTH AMERICA & PACIFIC MARKETS

- Nothing to report.

M. NEW MARKETS

- Nothing to report.

VIII. CORONA VIRUS TASK FORCE

Policies

- Policies developed for
 - GVB Paid Travel
 - Events (GVB and sponsored)
 - Sports and Cultural Ambassador Program

Pre and Recovery Plan

- Approved action plan
- Approved messaging and holding statements
- Approved and Facilitated Board approval of budget
- Approved marketing plans with the understanding that the situation is fluid and adjustments will be made as needed
- Approved in-country research
- Approved sub-sector support

Community/Membership

- Membership Outreach Movement (MOM) with GHRA, Guam Chamber and Department of Labor (DOL)
- Webinar with DOL
- Industry Intelligence gathering (ongoing)
- Industry Update – weekly release will continue

Recovery Budget FY2020

Market Recovery Cost Breakdown Basic Plan

DESCRIPTION	COST
Japan Marketing	\$350,000
Korea Marketing	\$350,000
Taiwan Marketing	\$148,800
Social Media/NEA/SEA	\$270,000
Sub Sector Optional Tour & Tour Guide Support Programs	\$451,500
Research In Country	\$150,000
Tourism Works (Health & safety Get Up And Move)	\$50,000
Crisis Communication Plan (Tourism Industry)	\$30,000
YSOs	\$200,000
TOTAL	\$2,200,000

Rebuild Task Force

Realign TF members (GVB, GIAA, GEDA, BSP, JGTA, KGTA and Retail) into working groups with a specific mission


- Develop health safety protocols
 - What PPE are available on island for businesses to use for tourism
 - What minimum operation can we have before we can open for tourists
 - Airlines Protocols
- Coordinate with DPHSS and Guam Customs
 - Define global care and cleanliness commitment
 - Country protocols to allow inbound
- Find Funding
- Motivate local spending
- Coordinate Messaging

Travel Restriction Challenges

Road to start a recovery plan

There are several challenges to overcome

1. The number of confirmed cases on Guam
2. Cancellation of travel start by all our source markets
3. Mandatory Quarantine on Guam
4. Secure air seat capacity
5. Sharing information of Guam's health safety protocols (U.S. Navy TR publicly) in hotels



IX. OLD BUSINESS

- No old business.

X. NEW BUSINESS


- No new business.

XI. EXECUTIVE SESSION

- No executive session.

XII. SPECIAL PRESENTATION TO PRESIDENT PILAR LAGUAÑA

- A special Bendisyon (Chamorro Blessing) was presented to President Laguaña by Master of Chamorro Dance Frank Rabon and Taotao Tano.
- Motion made by Director Shimizu, seconded by Director Arriola, to approve GVB Board Resolution 2020-003 Relative to Honoring Ms. Pilar Laguaña for her contribution to the Guam Visitors Bureau, the People of Guam, and congratulating her on her retirement. **Motion approved.**
- Director Arriola read the resolution signed by Board Chairman Ada and attested by her, as the Secretary of the Board.



GUAM VISITORS BUREAU (GVB) RESOLUTION NO. 2020-003

RELATIVE TO HONORING MS. PILAR LAGUAÑA FOR HER CONTRIBUTIONS TO THE GUAM VISITORS BUREAU, GUAM TOURISM INDUSTRY, THE PEOPLE OF GUAM, AND CONGRATULATING HER ON HER RETIREMENT

BE IT RESOLVED BY THE SEVENTEEN (17) MEMBERS OF THE BOARD OF DIRECTORS OF THE GUAM VISITORS BUREAU:

WHEREAS, Ms. Pilar Laguaña began her career at the Guam Visitors Bureau in 1977 as a part of the newly formed tourism promotional relationship program;

WHEREAS, in 1982, Ms. Pilar Laguaña served as the Deputy General Manager of the Guam Visitors Bureau;

WHEREAS, she successfully began the Guam Visitors Bureau's marketing department as the Director of Global Marketing since 1987 and led the opening and developing of several international markets to include Australia, China, Europe, Hong Kong, Indonesia, North America, Philippines, Russia, South Korea, and Taiwan;

WHEREAS, Ms. Pilar Laguaña received numerous accolades such as a first-time recipient of the Outstanding Young Woman of America award, Institute of Japanese Studies Award, recognition as a Guam Legislative Representative for her involvement in the 2014 "Hello Music & Legends of Guam," and received the Governor of Guam's Historic Ambassador of Honor;


WHEREAS, Ms. Pilar Laguaña dedicated her spare time to the Guam Sunshine Lawn Club (District #304) as a Board member and Chairperson of the International Relations Committee since 2016, whose mission is to help Guam's act and thrive;

WHEREAS, Ms. Pilar Laguaña has served as an active member in the Pacific Area Travel Association (PATA) since 1979 and served Guam's tourism industry as a whole in various capacities to include membership of the PATA Task Forces for Guam's Tourism Vision 2020, the International Cruise Development in 2014, and PATA Executive Board Member from May 2016 - May 2018;

WHEREAS, Ms. Pilar Laguaña was very instrumental in the establishment of the Pacific Area Travel Association Honoree Chapter in 1987 and served as an active member of the chapter from 1991-1998, then operated as an Honorary Chairwoman from 1995 - 1997;

WHEREAS, Ms. Pilar Laguaña served as a member in the Pacific Area Travel Association Honorary Chapter Marketing Committee beginning in 1991 and as Chairwoman from 1995-1998, 1998, 2000-2006, and 2008;

WHEREAS, in 2010, Ms. Pilar Laguaña was appointed as the Chairwoman of the United States National Tour Association (NTA) International China Advisory Task Force to enhance



and provide leadership to the travel trade in the establishment of the China Market for Tourism to the United States;

WHEREAS, in 2011, Ms. Pilar Laguaña developed the award-winning "Shine Guam in Festival" showcasing Guam in a dynamic narrative with music, traditional, events, outdoor, scenic destination;

WHEREAS, in 2016, Ms. Pilar Laguaña on behalf of the Guam Visitors Bureau received the prestigious President's D. Award for "Best Service," the highest recognition any United States entity can receive for making a significant contribution to the expansion of U.S. exports;

WHEREAS, also in 2016 the Guam Visitors Bureau submitted a winning bid to host the PATA Annual Summit on Guam with outstanding execution under Ms. Pilar Laguaña's leadership role as a member of the GVB Summit Planning & Executive Team;

WHEREAS, in 2017, Ms. Pilar Laguaña with the Guam Visitors Bureau, coordinated an historic event commemorating the 50th Anniversary of the 1965 Commemorative Treaty between German Inhabitant living on the island of Guam's harbor by which Ms. Laguaña participated in a corporate deep sea trench being dive;

WHEREAS, in 2018, under Ms. Pilar Laguaña's leadership, the Guam Visitors Bureau received the PATA Gold Award for the "Shine Guam in Festival" Program in the Marketing Media - Mobile Travel Application (TA) category;

WHEREAS, during Ms. Pilar Laguaña's time as Director of Global Marketing, the Bureau was the recipient of several international awards to include but is not limited to:

- 2016 China Top 20 Global Female Safety Travel Destination Award
- 2016 Korea Hottest Travel Start Appreciation Award
- 2016 Korea Young Travel Fair Best Booth Design Award
- 2016 People's Asia Travel Association Gold Award for International Campaign
- 2016 Philippines Travel Agencies Association - Travel and Tours Senior Agency Award
- 2016 Korea Air Dragon Boat Competition 1st Place Award and Cup of Korean Air Route
- 2016 2nd Pacific International Tourism Expo (PITE) Best Booth Award
- 2017 2018 Suncoast Global Marketing & Hospitality Award Program Best Marketing
- 2016 Travel Fair Expo Best Performance
- 2016 Taipei International Travel Fair Best ITF Theme Award
- 2017 Hong Kong 2nd International Travel Fair New Travel Routes Contest Most Innovative Initiative Award
- 2017 China Traveler's Top Spot (Top 10 Honeymoon Destination Award/Top 10 Island Tour Destination Award)
- 2017 China Best Overseas Self-Drawing Tour Distribution Award
- 2017 Korea Hottest Travel Start Appreciation Award



2017-2018 Philippine Travel Agencies Association Travel Tour Guide Best Performance Award
 2017 Asia Pacific International Tourism Expo (AIT) Best Booth Award
 2017 Japan International Travel Fair (ITF) Best ITT Theme Award
 2017 Pacific Asia Travel Association Honorary Chapter Award of Excellence
 2017 Pacific Asia Travel Association Golden Award for the 2018 South Ocean Festival
 2018 Korea World Travel Fair Best Tourism Publicity Award
 2018 Korea World Travel Fair Best Foliage Performance Award
 2018 Guam International Travel Fair Best Booth Design
 2018 Guam International Travel Fair Best Foliage Performance Award
 2018 Taiwan International Travel Fair Best Booth Design
 2018 CTIP Best Island Destination
 2018 China Outbound Tourism Research Institute Chinese Tourism Welcome Award
 Overall Performance in Bronze Category
 2018 Philippines Travel Agencies Association Best Dedicated Booth in the International Category
 2018 Governor's Enterprise Recognition Program Civil Partner of Accomplishment
 2018 Integrated Communication Division in the 17th Japan Magazine Advertising Award
 2018 Korea World Travel Fair Best Booth Operation Award
 2018 Korea World Travel Fair Best Foliage Performance Award
 2018 Guam International Travel Fair Best Booth Design
 2018 Guam International Travel Fair Best Foliage Performance Award
 2018 China Travel Meetings Industry Awards Best Island Tour Destination of the Year
 2018 Travel Weekly Award for Best Family Destination
 2018 Japan International Travel Fair Best Booth Performance Award
 2018 International Travel Expo Most Innovative Journey Award - Hong Kong
 2018 Philippines Travel Agencies Association Best Overall Performance Award
 2018 MagPro Award - Project/Program of the Year - Best Quality Feature
 2018 MagPro Award - National Recognition - Guam Visitor Bureau
 2018 Best Island Tourism Office of the Year
 2018 Korea World Travel Fair Best Booth Design
 2018 Korea World Travel Fair Best Foliage Performance Award
 2018 Guam International Travel Fair Best Foliage Performance Award
 2018 Guam International Travel Fair Best Tourism Publicity Award
 2018 Top 10 Best Island Tourism Destination - China
 2018 Japan International Travel Fair Best Booth Performance Award
 2018 International Travel Expo Most Romantic Journey Award - Hong Kong
 2018 Philippines Travel Agencies Association Best Overall Performance Award
 2018 Philippines Travel Agencies Association 1st Runner Up Most Popular International Booth Meeting Site Award
 2018 MagPro Award - Best of the Year
 2018 Pacific Asia Travel Association Gold Award Best Guam Festival Booth Marketing Media - Consumer Travel Booth
 2018 Korea World Travel Fair Best Booth Operation Award
 2018 Guam Monthly of Good Corporate Governance Certification of Appreciation
 2018 Governor's Award of Excellence - Department of the Year



2018 JATA Tourism Awards Best Tourist Office Awards
 2018 Guam City Travel Agencies Association Inc. The Best Tourism Marketing Award
 2018 Korea World Travel Fair Best Tourism Publicity Award
 2018 Japan International Travel Fair Best Booth Performance Award
 2018 Guam International Travel Fair Best Tourism Marketing Award
 2018 Korea World Travel Fair Best Booth Operation Award
 2018 Korea World Travel Fair Best Foliage Performance Award
 2018 Philippines Annual Awards (E) Gold Award - Best of the Year
 2018 Korea World Travel Fair Best Foliage and Best Publicity Awards
 2018 Philippines Travel Agencies Association Travel Tour Guide Most Popular Booth
 2018 Pacific Asia Travel Association Gold Award National Marketing Programme
 2018 Pacific Asia Travel Association Gold Award Travel Advertisement Print Media
 2018 Philippines Travel Agencies Association Best Cultural Performance
 2018 Korea Best Mobile Brand Award for Guam
 2018 Seoul International Tourism Industry Fair - Best Cultural Performance Group
 2018 Japan International Travel Fair Best Performance Award
 2018 JATA Travel Tour Expo Best Performance Award
 2018 Korea Air Dragon Best Club in Russia
 2018 RECALL, the Bureau's slogan, was instrumental in the implementation of the Tourism 2025 Year Strategic Plan and Travel Rejuvenation plans. The Bureau 2020 team and has been actively contributing the Tourism 2025 plans for the Guam Visitors Bureau.
 2018 RECALL, in 2018, Mr. Pilar Laguarda led the Bureau in Guam's first digital media conference. The 2018 Travel Talk Digital Summit that brought in notable international participants from all of DVE's source markets including attendees by the dozens of Indonesia and the Bureau's membership.
 2018 RECALL, in 1994 the island of Guam welcomed over 1 million visitors and in 2019 achieved the highest visitor arrivals on record of 1,830,000 while Mr. Pilar Laguarda served as President and CEO of the Guam Visitors Bureau.
 2018 WELCOME TO GUAM
 2018 RECALL, that the Guam Visitors Bureau commends Mr. Pilar Laguarda for her valuable contributions to Guam's visitor industry and recognizes Mr. Laguarda for her demonstrated leadership and showcases our island to help make Guam a better place to live, work and visit, be it further.

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RESOLVED, that the Board of Directors hereby expresses its most sincere appreciation to His Excellency Mr. Pilar Laguarda for her service to the Board of Directors, the Guam Visitors Bureau, the island of Guam, and her people as a Partner.

RESOLVED, that the Board of Directors wishes Mr. Pilar Laguarda continued success in all her endeavors and expresses our hope for her continued health, happiness, and prosperity, be it further.

RESOLVED, that the Chairman of the Board certifies to and the Secretary attest the adoption hereof and that copies of the same be transmitted to Mr. Pilar Laguarda, the Secretary of the Office of the Governor, the Department of the Interior, and the Governor and the Governor of Guam for distribution.

ONLY ADOPTED ON THE _____ DAY OF MAY / TWO THOUSAND AND TWENTY

P. SORNET AGA
 Chairman

IN WITNESS WHEREOF, I have signed and subscribed my name and affixed the seal of the said corporation this _____ day of May Two Thousand and Twenty

THELMA C. ARRIOLA
 Secretary

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- d. The GVB Board of Directors and staff as well as Dr. Judy Flores and Lasia Casil presented special gifts to President Laguarda.
- e. A special video was presented depicting some of President Laguarda's memorable moments during her tenure at the Bureau.
- f. ANNOUNCEMENTS

Upcoming Board Meetings:

- June 11, 2020
- June 25, 2020

XIII. ADJOURNMENT

Motion made by Director Shinohara, seconded by Director Arriola, to adjourn the meeting at 2:56 p.m. **Motion approved.**



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



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary