REGULAR BOARD OF DIRECTORS MEETING MINUTES  
Thursday, May 28, 2020, at 1:30 p.m.  
TELECONFERENCE – GoToMeeting (https://global.gotomeeting.com/join/449762437)

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 Theresine Verlaje. The resolution recognizes Pilar Laguana 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 Laguana 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 Arrinsa 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 1\textsuperscript{st}, 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 particularly 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 Laguana’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 Tyron office. The mini conference room has been converted to Research's temporary meeting and auditing room for all customer arrivals. Once CWA is able to return to work, our focus is to catch up on the daily articles. CWA is working in collaboration with Queen Customs on logistics for a routine schedule to ensure a smooth transition to the new location.

MARKETING

COVID-19 Updates

- 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%

Airlines

Social Distance: JAL

Social distance in aircraft cabin: May 09

Japan Airlines:

- JAL has set new protocols in the cabin
- If there are two seats next to each other, you cannot make reservations for the seat
- If there are three seats next to each other, you cannot book in the middle seat
- If there are four seats next to each other, you will not be able to reserve the middle 2 seats.

Boarding Process:
- Passengers are now requested to wear a face mask when traveling on JAL Group flights.

Social Distance: IATA

IATA Social distance in aircraft cabin: May 09

IATA Policy:
- IATA recommends mandatory face-covering for passengers and crew for as long as general actions to further reduce risk of contracting COVID-19 are still required.
- IATA does not support implementing social distancing measures that would leave the cabin empty
- Due to making the airplane seat empty, the average seat width is less than 1.8 m, so it is not possible to maintain the distance of 1.5 meters recommended for maintaining a social distance.

Measures to Reduce the already low risk of onboard transmission
1. Temperature screening at passengers, airport workers and passengers
2. Boarding and deplaning processes that reduce contact with other passengers or crew
3. Limiting movement within the cabin during flight
4. More frequent and deeper cabin cleaning
5. Simplified catering procedures that reduce crew member passenger interaction with passengers

BOD MEETING MINUTES
May 28, 2020
Social Media Campaign

Social Media Campaign Operation Strategy:
- Keep consumers interested in traveling to Guam after the quarantine and coronavirus-related restrictions are lifted by posting memory making photos and live at-destination content between COVID-19 and after.
- Announce our ‘Welcome Home’ campaign and urge consumers to participate by sharing their wonderful memories on Guam and repeat to show that Guam cares and welcomes them to come again.

SPORTS & EVENTS

Sports and Events

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

Event replacement information:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kofa Kids Festival</td>
<td>March 25th</td>
<td>Cancelled</td>
</tr>
<tr>
<td>9th United Guam Marathon</td>
<td>April 14th</td>
<td>Rescheduled to Sept. 12th</td>
</tr>
<tr>
<td>Guam Bikeway 10K</td>
<td>April 11th</td>
<td>Cancelled</td>
</tr>
<tr>
<td>Guam Micronesia Grand F.</td>
<td>May 16-19</td>
<td>Cancelled</td>
</tr>
<tr>
<td>17th Liberation Parish &amp;</td>
<td>June-July</td>
<td>Cancelled</td>
</tr>
<tr>
<td>Caritas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tokyo 2020 Olympics</td>
<td>July 23-August 9th</td>
<td>Scheduled to 2021</td>
</tr>
</tbody>
</table>

SPORTS & EVENTS

COVID-19 expected impact from March 2020 - July 2020

<table>
<thead>
<tr>
<th>Event</th>
<th>Expenditures Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guam Direct Visit</td>
<td>$4,343,000.00</td>
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<tr>
<td>United Guam Marathon</td>
<td>$7,754,000.00</td>
</tr>
<tr>
<td>Kofa Kids Festival</td>
<td>$154,700.00</td>
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<tr>
<td>Future Guam Tennis Tournament</td>
<td>$154,700.00</td>
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<tr>
<td>BBQ Block Party</td>
<td>$219,600.00</td>
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<tr>
<td>GHIF</td>
<td>$1,000,000.00</td>
</tr>
<tr>
<td>Expenditures without multiplier</td>
<td>$3,202,080.00</td>
</tr>
<tr>
<td>United Guam Marathon</td>
<td>$6,460,040.00</td>
</tr>
<tr>
<td>Kofa Kids Festival</td>
<td>$273,402.00</td>
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<tr>
<td>Future Guam Tennis Tournament</td>
<td>$273,402.00</td>
</tr>
<tr>
<td>BBQ Block Party</td>
<td>$364,536.00</td>
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<tr>
<td>GHIF</td>
<td>$1,000,000.00</td>
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Flood Mitigation Update:

<table>
<thead>
<tr>
<th>FLUITA PONDOING BASIN</th>
<th>CULVERT CLEANING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project completed</td>
<td>Currently on-going</td>
</tr>
<tr>
<td>Currently Securing Job Site</td>
<td></td>
</tr>
</tbody>
</table>

DESTINATION MANAGEMENT

May 28, 2020
- 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 Laguña 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 Laguña 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 Laguña for a job that very few people can even match.

VI. TREASURER’S REPORT
• Director Shinothara 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 Shinothara gave a quick update on the audit. He mentioned that with President Laguña 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 Laguña to sign off on so the draft could be circulated to the board for review.

• Director Shinothara 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 Shinothara, 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 Shinothara stated that with President Laguña and Vice President Alvarez’ departure from GVB, it is necessary to update the signatory account.

Motion made by Director Shinothara, seconded by Director Gatewood, to update all GVB financial institution account signatories eliminating President & CEO, Pilar Laguña, 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 Laguña, on May 14, 2020 and Vice President Robert Alvarez’s last day with the bureau is May 30, 2020. Pilar Laguña 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 Shinothara 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 Shinothara, 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 Laguña 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, JetPak, 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 Laguña 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

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**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 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 Updates – weekly release will continue

**Recovery Budget FY2020**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Airport Marketing</td>
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<tr>
<td>Tour Marketing</td>
<td>$30,000</td>
</tr>
<tr>
<td>Social Media/PR</td>
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<tr>
<td>Bullets, Direct &amp; Tour Guide Support</td>
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<tr>
<td>Research In-Country</td>
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<tr>
<td>Social Networks</td>
<td>$12,000</td>
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<tr>
<td>Crisis Communication Plan (Leader Industry)</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>$220,000</td>
</tr>
</tbody>
</table>
IX. OLD BUSINESS

- No old business.

X. NEW BUSINESS

- No new business.

XI. EXECUTIVE SESSION

- No executive session.

XII. SPECIAL PRESENTATION TO PRESIDENT PILAR LAGUANÁ

a. A special Benediction (CHamoru Blessing) was presented to President Laguáná by Master of Chamorro Dance Frank Rabon and Taotao Tano.

b. Motion made by Director Shimizu, seconded by Director Arriola, to approve GVB Board Resolution 2020-003 Relative to Honoring Ms. Pilar Laguana for her contribution to the Guam Visitors Bureau, the People of Guam, and congratulating her on her retirement. Motion approved.

c. Director Arriola read the resolution signed by Board Chairman Ada and attested by her, as the Secretary of the Board.
d. The GVB Board of Directors and staff as well as Dr. Judy Flores and Lasia Casil presented special gifts to President Laguña.

e. A special video was presented depicting some of President Laguña’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.