



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, September 10, 2020, at 1:30 p.m.

TELECONFERENCE – GoToMeeting

(<http://www.gotomeet.me/GUAMVISITORSBUREAU/bodmeeting9102020>)

I. CALL TO ORDER

- A quorum being present, the meeting was called to order at 1:30 p.m. by Chairman Ada.

II. ROLL CALL

III. MINUTES OF THE PREVIOUS MEETING

EXHIBIT A

Director Shinohara made a motion, seconded by Director Camacho, to approve the minutes of the previous Board of Directors meeting August 27, 2020, subject to minor corrections. **Motion Approved.**

IV. CHAIRMAN'S REPORT

- In the August 24, 2020, minutes, Chairman Ada stated that "GVB should be an active voice in educating the public that if we do not flatten the curve, tourism and its businesses will remain dead, and high unemployment will continue." Several board members approved and conveyed the need to develop an educational messaging plan.
 - Management is downplaying GVB's visibility and allowing those to solve the issue and take their role at the forefront.
 - Management does not believe it is the proper time to push forward with opening the visitor industry at this time when numbers are spiking.
 - In the meantime, Management is in the process of developing a messaging plan.
 - Specifics on various copy points, a combination of messages for distribution, and avenue of different delivery channels are discussed and planned.
- Chairman Ada believes that the public should be educated in a way that ties in the relationship where continual spike in numbers will result in the postponement of the opening of tourism and unemployment.

Contact Tracing App

- Announced and launched by Governor Leon Guerrero on September 10, 2020.
- Commended GVB for the efforts to support the launch.
- PCOR1 status extended until September 18, 2020.

Meetings

UCSF/UOG Collaboration

- Chairman Ada, Vice Chairman Morinaga, Director Shinohara, President & CEO Gutierrez, and Vice President Perez participated in a Zoom introductory meeting with UCSF and UOG on August 31, 2020. UCSF, in collaboration with UOG, conducted training in COVID-19 contact tracing.

Guam Chamber of Commerce

- Chairman Ada, Directors Gatewood, and Quinata met with the Guam Chamber of Commerce in August to address the possibilities of attracting US businesses based in Hong Kong to conduct business on or through Guam.
- The Guam Chamber presented their finalized economic initiatives paper to the Chamber Board for ratification. They are anticipating Board approval in a few days.
- The Chambers will meet with GVB to discuss economic initiatives, including attracting high-wealth businesses and individuals from Hong Kong.

Chairman's Request

- **Destination Management:** Director Shinohara provided an update on the flooding situation and the abandoned properties (negligent property owners) in Tumon.
 - Occupied by the homeless
 - Ongoing issue for years
 - Continue to seek action updates from negligent property owners until resolved
 - Relocation of Tumon homeless to proper living arrangements
 - Direction by the board to release this issue as a matter of GVB interest
- **New Business:** Mayor Hoffman provided background and information about the abandoned vehicle situation.
- Encouraged all to download the Guam COVID alert app

V. PRESIDENT & CEO'S REPORT

- Response to Chairman Ada's comment on educating and messaging to the public:
 - Engaging to support Governor LG in her decree of executive orders
 - impart Governor LG's messaging to the community
 - bring harmony in the community
 - Because of the fluid COVID situation, it is challenging to assemble a public information campaign without knowing what to expect.
 - GVB staff and management worked steadfastly on the Guam COVID app to assist in its launch.
 -

HOT bond refinancing

- Senator Therese Terlaje introduced HOT bond bill, Bill 396-35, on September 10, 2020.
 - Senator Therese Terlaje sent a letter to Chairman Ada informing him that she will schedule a public hearing at the soonest.
 - The original accepted budget was \$9M+
 - \$2.9M was removed from our budget, leaving GVB with \$6M
 - It was agreed that GVB would receive \$2.9M back after refinancing on April 1, 2021
- Governor Leon Guerrero needs the community's support in her decisions. She would like to bring the community in unity. The sooner we're able to follow the Governor's advice, the quicker we'd be able to open the economy.

VI. VICE PRESIDENT'S REPORT

- Management welcomes many points of view, objective opinions on what GVB should or shouldn't be doing. By understanding the different sentiments, we can formulate something productive for everyone.

Meeting with UCSF

- related to developing human capacity for training
- discussions taking place with UOG
 - nursing program
 - developing human capacity for contact tracing
 - GVB is involved in the technology portion to provide the tool that makes contact tracing more efficient.

COVID-19 Spike, Extended PCOR 1

- Situation: The island's tourism and economic recovery is dependent on our health and hygiene, safe resort destination image.

GVB refocusing attention

- From call to action marketing and destination priming message to local campaign initiatives to reverse alarming spikes in COVID-19 cases.
- Overall approach to refocusing our efforts
 - Communicate urgency of the problem
 - Provide enabling resources
 - Facilitate call to action by the people of Guam and health care stakeholders.
 - The goal is to reduce the positivity rate and number of deaths; to return to pre-spike levels.
 - GVB provides a strategic support role, not visible or front and center; immediate priority is to do everything and anything in this strategic support role.
 - Those who will solve the problem are health-care stakeholders and residents; they must take ownership of the issue.

Public Awareness Campaign

- Priority is to support medical stakeholders
- Promote Contact Tracing App
- Using GVB existing local media buys
- Call out for clips on what local people miss most

GVB Community Involvement

- GVB attended and facilitated four major online meetings with over two hundred individuals representing more than one hundred interest groups and associations. The meetings included the Guam Medical Association, religious groups, business community, telecom companies, senators, village mayors, consular corps, and various individuals across the island to inform them about the Guam COVID alert contact tracing app.
- GVB is a facilitator for the Governor's office and DPHSS relative to the contract tracing app. GVB is very much involved in educating the community.
- GVB is in a time and situation where intensifying our communication with the community to adopt this app is prime.
- Our target is 60% app download to be effective.
- GVB has played a significant role in promoting and marketing the adoption rate needed for this to be effective.
 - Drive penetration of app
 - Develop key messaging accordingly
 - Within 2-3 weeks span

Contact Tracing App

- Tool for tracing and expediting detection of identification of positive cases.
- Voluntary and completely anonymous
- Available on Apple store and Google play
- Encourages board members, family, friends, and business associates to download and adopt the app.
- GVB plays a significant role in the Community Education Campaign by developing and implementing messaging content delivery channels and collaterals for key demographic and target segments.
- Leading team: Josh, Nadine, Dee, Russell, AJ, and Charlene
- Hosted a three-part webinar series as a channel of communication:
 - Reimagining our destination and priming the destination for re-opening tourism
 - Making Health & Safety Protocols a New Norm
 - Exploring the Role of Technology in our New Norm

Tumon flooding issue update

- Removal of three bladders unclogged the culverts
- Two heavy storm water runoffs were fully discharged
- Remaining two culverts require cleaning
 - DPW is looking into FY2020 lapses to see if they could fund this project.

Capital Improvement – Park Renovations

- DPR in the process of renovating parks and sporting facilities throughout the island.
- Most have been completed except FishEye, pending inspection.

HOT Bond Refinancing

- Bill 396-35 authorizes and appropriates to GVB the total debt service savings.
- With savings generated, all accumulated funds revert to GVB, inclusive of what has been appropriated for FY 2021 (\$6,389,099) of the TAF for GVB operations.

Unightly Buildings

- Destination Committee completed a draft document (Dan Swavely, professional planner)
 - Identifies existing authorities and departments able to take action.
 - Outlines framework and improvement examples for Tumon Bay aesthetics.

Korea Market

- Hana Tours overseas office closed by head office in Korea

Visitor Arrivals

- Figures have not changed
- Military Exercise, Valiant Shield will train on Guam with over 1K+ participants who will occupy our hotels.
 - Arrivals begin early September 2020.
 - Exercise is scheduled for mid-September.
 - Maximum ten-day stay

VII. TREASURER'S REPORT

- GVB has been receiving regular revised allotment.
- Been receiving 50% of what our budget allotments are.
 - Funds are being saved for next year for a time when our budget needs will be significantly reduced.
 - Must be mindful of how we're expending resources moving forward.
- Citizen-Centric Report rendered the attention of the American Accountant Association; GVB recognized for reporting excellent.

VIII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

- Nothing to report

B. ADMINISTRATION & GOVERNMENT RELATIONS

1. **Motion made by Director Camacho, seconded by Director Arriola, to approve authorization for the President & CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest responsible and most responsive bidder for GVB IFB 2020-007 Copier Lease and Maintenance Agreement. Motion approved.**

Background: This procurement was initially issued as GVB IFB 2020-006; however, it was canceled on August 7 by determination. GVB had received questions from interested bidders that highlighted the need to evaluate the requirements of the project further. Proposed amendments to clear up the questions would have been of such magnitude that a new solicitation was desirable.

GVB IFB 2020-007 was issued on August 17, and the submission deadline was on September 8, 2020. This will be a 5-year contractual agreement, which will entertain federal GSA rates and will be issued by Purchase Order annually, upon receipt of a GVB approved invoice, subject to the availability of funds for each fiscal year.

Determination: In support of this effort, the President and CEO has determined that it is in the best interest of the Bureau and the island of Guam to issue this multi-term contract using federal GSA rates for the following reasons: (a) Special production of definite quantities or the furnishing of long term services are required to meet territorial needs, and (b) A multi-term contract will serve the best interest of the territory by encouraging effective competition or otherwise promoting economies in territory procurement.

Cost Estimate: Un-determined
Funding Source/Account: TAF - Operation Fund
Issue: Board Approval Required

2. **Motion made by Director Camacho, seconded by Director Arriola, to approve authorization for the President & CEO as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified offeror for GVB RFP 2020-009 Tourism Destination CRM, CMS & Website Services and if successful, enter into a contract. Motion approved.**

Background: This contract was originally procured in 2016, which included the development stage of this service. At that time, GVB sought to secure the development, hosting, support, and maintenance services for Destination Marketing CRM, CMS, Multilingual Websites, and Integrated Extranet for the Bureau to fulfill the objectives detailed in that procurement. The contract expires on September 30, 2020; therefore, this procurement solicitation is to secure a contractor to ensure a continuity of service.

In particular, the contractor should provide secure hosting, support & maintenance for six (6) existing RESPONSIVE Consumer Travel (country-specific) websites. The bureau intends to remain with the existing website design and its various components.

GVB RFP 2020-009 was issued on August 26, and the submission deadline is on September 16, 2020. This contract will begin on October 1, 2020, for FY2021 with an option to renew for an additional four (4) fiscal years, upon receipt of a GVB approved invoice and subject to the availability of funds each fiscal year.

Cost Estimate: Un-determined
Funding Source/Account: TAF - Operation Fund
Issue: Board Approval Required

3. **Motion made by Director Camacho, seconded by Director Arriola, to approve authorization for the President & CEO as Chief Procurement Officer of GVB to enter into a sole source agreement for GVB's Corporate Website Hosting and Maintenance Service. Motion approved.**

Management Actions: As a result of the unexpected impact of COVID-19, Management has made aggressive budget cuts in all areas of GVB activity. The Community Brand Building Services contract was terminated, which included a 3rd party web hosting company called Ninth Design. To maintain seamless and critical GVB business activity, the continued services of Ninth Design is required. The web hosting in place is proprietary and not replicable without major disruption of GVB business functions.

Reason: This service is critical to GVB. Ninth Design is the only source available, uniquely qualified and available to perform the needed services to meet GVB business requirements because of the proprietary and customized features embedded in the hosting service, and which currently prohibits competition.

Determination: In support of this effort, the President and CEO has determined that it is in the best interest of the Bureau and the island of Guam to transition to direct service with Ninth Design as a Sole Source.

Background: This systems product maintenance and customized information technology purchase fulfills critical GVB business requirements. Competitive procurement processes are not feasible and not time-sensitive or fiscally realistic at this time. Ninth Design has agreed to maintain this service for FY2021 at the same annual rate of \$5,500.00.

Cost Estimate: Un-determined
Funding Source/Account: TAF - Operating Fund
Issue: Board Approval Required

Discussion

- Remains a sole source account.
 - Ninth Design was a sub to RIMS whose contact was terminated. It was impossible to find a website service quickly after the contract was terminated. Ninth Design managed GVB's website for years under RIMS umbrella.
 - 1-year term that can be revisited after that.

C. DESTINATION MANAGEMENT

- Tumon flooding update – Vice President Perez provided a comprehensive update in his report.
 - A remaining portion of the culvert must be cleaned to completion. During the rainy season, water may reside, and it would need to be pumped out before completing the final cleaning. Project funds are being worked out with DPW and our vendor.
- Director Shinohara reminded everyone that VSOs are out patrolling Tumon reporting Executive Order violations and keeping the parks free from vandalization.
- Recognized Dan Swavelly for volunteering his time and determined efforts to place us in a better position to solve challenges in Tumon.
- Two-fold challenges:
 - The homeless population secluding themselves in abandoned buildings
 - Property & facilities currently in use without adequate maintenance

D. VISITOR & SAFETY SATISFACTION

- Covered under Destination Management by Director Shinohara.

E. CULTURAL & HERITAGE

- Nothing to report
- Thanked President & GEO and Vice President for embodying inafa' maolek and promoting the local campaign to do so.

F. RESEARCH / MEMBERSHIP & COMMUNITY OUTREACH

Membership

- Nakisha updated the board – Notifications regarding membership elections were sent to our members, reminding them of the October 5, 2020 deadline.
- Membership numbers flowing in slowly.
 - FY 2021 currently at ten registered members
 - Aggressive reminders will be conducted in two weeks

Research

- Nico updated the board on digitizing Customs forms
 - Working with Guam Customs on processing the entire layout
 - Collaborating with UOG to combine resources
 - The goal is to begin digitizing GVB's relationship with Guam Customs
 - Currently, GVB prints all forms and provides stamps to Guam Customs in exchange for data provided through the collection of forms.
 - Customs digital forms estimated target date is November 2020.

G. SPORTS & EVENTS

- Director Shimizu provided a brief update on the United Guam Marathon (UGM)
- As of March 2020, 2,750 individuals registered for the United Guam Marathon.
- Two hundred forty-two registrants from the US, Japan, Korea, Dubai, Germany, etc. have been added.
- One hundred participants completed their race with results uploaded to the website.
- The next event is scheduled for April 11, 2021.

H. AIR SERVICE DEVELOPMENT

- Nadine reported United continues to be our hometown carrier flying daily for September except for three dates.
- Jin Air planning for two flights - September; 23rd and 30th.
- No updates for Taiwan

I. JAPAN

JATA Online Travel Mart B2B meeting

- held September 9, 2020
- 37 GVB members participated
- Valuable opportunity to speak directly with Japanese business partners

Airline update

- JAL flights from Guam to Japan canceled until October 31, 2020.
- United Narita flights UA196/197 will continue to operate daily
 - Morning flights UA828/827 will operate seven times after October 15th.
 - Narita, Kansai, Chubu, and Fukuoka flights were suspended until the end of October.
- TW suspended until October 24th.
- 7C suspended in October.

Guidelines for overseas travel

- JATA is developing guidelines for overseas travel to prevent COVID infection. I
- JATA member travel agencies, a person in charge of the Ministry of Land, Infrastructure, Transport, and Tourism from the Japanese government joined the guideline formulation.
- It will be a significant step forward in resuming overseas travel from Japan.

- The next JMC meeting is scheduled for September 15 at 1:30.

J. KOREA

COVID update

- Numbers were slowly decreasing as compared to several weeks ago when restrictions were heightened.
- Most of the country is at level 2, whereas Greater Seoul is at level 2.5.
- Daily positives are at about 100. If daily positives drop below 100, some restrictions may be revised.

Airline update

- Jin Air initially planned flights for every Wednesday in September. A few have been canceled, and only three remain.
 - September 9, 23, and 30th.
 - Most passengers are returning residents

Hana Tours

- They are undergoing restructuring, moving towards digital app-based travel service.
- Many overseas offices have been closed.
- Has been losing market share
- Hana Tours, Guam, is operated by an independent operator providing services for Hana Tours.
- Everything in Korea has moved toward app-based or directly online with hotels, airlines, optional tours. More FITs and individuals are driving their travel packages with LCCs and the like.

- Vice-Chairman Perez shared with the board that psychographic surveys will be done to understand what shapes Guam's demographics. We can position our social media advertising to be cost-effective.
- We are currently analyzing with over 5,500 respondents.
- Initial results are showing safety and hygiene ranks high on the list and also relaxation in short distances.

K. GREATER CHINA

- China Airlines postponed October inbound flights to Guam.

L. NORTH AMERICA & PACIFIC MARKETS

- Nothing to report

M. NEW MARKETS

- Nothing to report

IX. CORONA VIRUS TASK FORCE

- Vice President Perez covered in his report

X. OLD BUSINESS

- None

XI. NEW BUSINESS

Abandon vehicles

- Mayors have removed 700 vehicles, 1K+ tires, and hundreds of white enamel goods
- The collection is ongoing and will be completed toward the end of September.

Phase1 Projects

- Mayor Hoffman serves on a small committee with the Lt. Governor, DPR, mayors, the Beautification Task Force, and the Guam Clearing House.
- Working on Interior projects
- Originally had 20 projects. Eighteen are in the completion phase, and nine are completed.
- Chinese Park restroom renovation was negotiated.
- Dededo Skate Park and Hågatña Tennis Court fences will receive an upgrade.
- Restroom renovations are completed at the following locations: Hågatña Pool, Måtapang Beach, Ypao Hilton side and GVB side, Padre Palomo Park, Statue of Liberty, Angel Santos Park, and St. Santa Agueda.
- FishEye Park restroom renovation under final inspection, confirming sewer connection.
- Restroom renovations pending final inspections are located at Nimitz Park, Inarajan Pool, Talafofo beach, and Ipan Beach Park.
- Renovations are ongoing.
- DPR engaging mayors to maintain the cleanliness of the bathrooms in their villages.
- There is a total of three phases, and we could look toward many beneficial changes in the works.
- Chairman Ada raised a question about abandoned vehicles at homes. There is currently no law regarding several abandoned vehicles at individual households or sitting along the road. It is an enforcement issue. Many government agencies must be involved. The mayors are working with the Legislature to close up loopholes. No one has been successfully prosecuted for abandoned vehicles.
- Chairman Ada thanked Mayor Hofmann for his service to the community, serving on the committee with Director Camacho on the homelessness and with the Lt. Governor.

XII. EXECUTIVE SESSION

- None

XIII. PUBLIC COMMENTS

- None

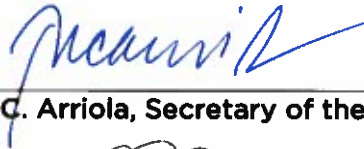
XIV. ANNOUNCEMENTS

Upcoming Board Meetings:

- September 24, 2020
- October 8, 2020

XV. ADJOURNMENT

Director Camacho made a motion, seconded by Director Shimizu, to adjourn the Board of Directors regular board meeting at 3:00 p.m. **Motion Approved.**



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



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary