



REGULAR BOARD OF DIRECTORS MEETING
Thursday, November 14, 2019 – 3:30pm
Guam Visitors Bureau Main Conference Room

BOARD OF DIRECTORS PRESENT:

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

BOARD OF DIRECTORS TELECON/SKYPE:

Director Paul Shimizu(telecom)

GVB MANAGEMENT & STAFF PRESENT:

| | | |
|------------------|-------------------|----------------------|
| Bobby Alvarez | Doris Ada | Breeanna Garrido |
| Pilar Laguaña | Kraig Camacho | Nadine Leon Guerrero |
| Annabel Certeza | Dee Hernandez | Mark Manglona |
| Garret Aguon | Miranda Muñoz | Regina Nedlic |
| Lisa Linek | Taylor Pangilinan | Russell Ocampo |
| Chris Lizama | Linda Alegarbes | Elaine Pangelinan |
| AJ Rosario | Brian Borja | Mai Perez |
| Juanita Sablan | Karida Brennan | Jamielyn Pinaula |
| Valerie Sablan | Colleen Cabedo | Nico Fujikawa |
| JoshuaTyquiengco | Gabryel Franquez | Sydney Leon Guerrero |

GUESTS:

Pram Sullivan, Court Reporter

-
- I. Chairman Ada called the Regular Board of Directors meeting to order at 3:32 p.m.
 - II. MINUTES OF THE PREVIOUS MEETING

Motion made by Director Kloppenburg seconded by Director Camacho to approve the minutes of the previous Board of Directors meeting dated October 10, 2019. Motion approved subject to minor edits.

- Actual meeting minutes are a summary of the dialog discussed during a board meeting. The entirety of the dialog is provided from time to time, when issues that concern the board arise.
- Mayor Hoffman questioned whether discussion was made relative to the above step pay grade (President’s Personnel Report, Director of Finance, Page 6). Recording from the previous minutes is available for review.
- Chairman Ada requested a voting record of directors who abstain or oppose a motion(s).



III. CHAIRMAN'S REPORT

GEDA – Special Hotel Qualifying Certificate Program

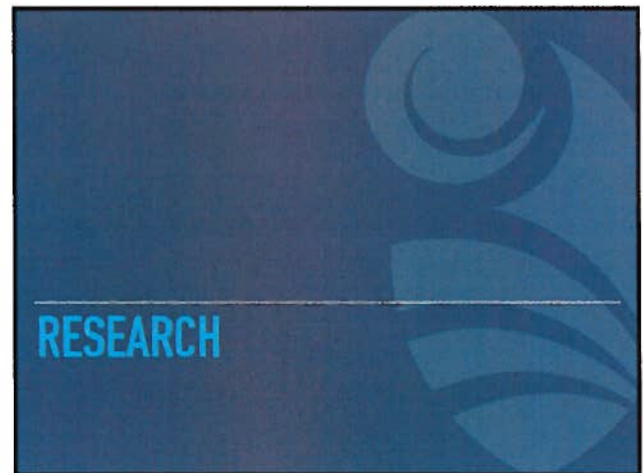
- Chairman Ada communicated GEDA's request to support the Special Hotel Qualifying Certificate (QC) Program for the next five years.
- Vice Chairman Morinaga abstained from discussion and vote.

Motion made by Director Arriola seconded by Director Kloppenburg to approve the board's support of GEDA's request for the five-year extension of the Special Hotel Qualifying Certificate Program. **Motion approved. (11 voted/1 abstained – Morinaga)**

Tourism 2025

- Chairman Ada reported that a good mix of response from the Tourism 2020 survey is coming along. He continued to encourage folks to push and respond to the survey.
- A facilitator will be brought in to wrap up the Tourism 2025 & Beyond product.

IV. PRESIDENT & CEO'S REPORT



| Fiscal Year to Date 2019 | | | | |
|-------------------------------|-------------|---------|---------|---------|
| October 2018 - September 2019 | | | | |
| Total: 1,631,049 (+6.9%) | | | | |
| % Market Mix | Origin | 2018 | 2019 | % to LY |
| 40.8% | Japan | 530,223 | 664,784 | 25.4% |
| 45.0% | Korea | 752,715 | 734,339 | -2.4% |
| 1.7% | Taiwan | 27,550 | 28,346 | 2.9% |
| 0.8% | China | 17,035 | 12,588 | -26.1% |
| 5.8% | US/Hawaii | 89,363 | 94,141 | 5.3% |
| 1.3% | Philippines | 19,026 | 20,708 | 8.8% |
| 0.4% | Hong Kong | 6,663 | 6,395 | -4.0% |
| 0.3% | Russia | 4,035 | 5,189 | 28.6% |

| October 2019 | | | | |
|-------------------------|-------------|--------|--------|---------|
| October 1-31, 2019 | | | | |
| Total: 131,460 (+10.2%) | | | | |
| % Market Mix | Origin | 2018 | 2019 | % to LY |
| 37.4% | Japan | 42,776 | 49,172 | 15.0% |
| 51.1% | Korea | 60,340 | 67,116 | 11.2% |
| 1.6% | Taiwan | 1,990 | 2,131 | 7.1% |
| 0.8% | China | 1,324 | 1,066 | -19.5% |
| 4.0% | US/Hawaii | 6,604 | 5,280 | -20.0% |
| 1.5% | Philippines | 1,940 | 2,009 | 3.6% |
| 0.2% | Hong Kong | 501 | 278 | -44.5% |
| 0.1% | Russia | 416 | 120 | -71.2% |

Calendar Year to Date 2019



January - October 31, 2019

Total: 1,361,900 (+7.4%)

| % Market Mix | Origin | 2018 | 2019 | % to LY |
|--------------|-------------|---------|---------|---------|
| 40.6% | Japan | 448,379 | 553,173 | 24.2% |
| 45.5% | Korea | 625,259 | 619,388 | -0.9% |
| 1.8% | Taiwan | 23,582 | 24,189 | 2.6% |
| 0.8% | China | 14,257 | 10,312 | -27.7% |
| 3.6% | US/Hawaii | 77,275 | 76,823 | -0.6% |
| 1.2% | Philippines | 14,629 | 16,314 | 11.5% |
| 0.3% | Hong Kong | 5,060 | 4,645 | -8.2% |
| 0.3% | Russia | 3,299 | 3,608 | 9.4% |

Source: Guam Customs Statistics Form, Prepared by the Guam Customs Service. Data: October 2019 Daily Arrivals without Customs All ports only



Japan Marketing

Japan Maritime Self Defense Force (JMSDF) Training Squadron
Welcome Reception on JDS Kashima Vessel
October 15, 2019

Japan Marketing

Japan Association of Travel Agents (JATA)
JATA Tourism Expo (TEJ) 2019
October 24-27, 2019

Japan Marketing

JATA TEJ 2019 Photos

Japan Marketing

JATA TEJ 2019 Photos

Japan Marketing



Mr. Zurab Pololikashvili
Secretary-General, United Nations World Tourism Organization (UNWTO)

Japan Marketing



Isabel Hill
Director National Travel & Tourism, Office of U.S. Department of Commerce

Japan Marketing



Japan Guam Tourism Council (JGTC) | Japan Guam Travel Association (JGTA)
Joint Meeting
October 24, 2019

Japan Marketing



Japan Association of Travel Agents (JATA)
JATA Tourism Expo (TEJ) 2019
Meeting with JATA Chairman

Japan Marketing



Courtesy Visits with Airline Partners

Japan Marketing



Meeting with with JTB Osaka

Shop Guam e-Festival

Shop Guam e-Festival 2019 Global FAM Tour
November 3 - 9, 2019

Japan: Ayaka Kawaguchi & Karen Okajima
Korea: So Hee Nam
Taiwan: Peter Su
Hong Kong: Po Yan
China: Ruo Guam Nian Hua & An Lan





Korea Marketing

Air Seoul Media FAM Tour
November 11 - 13, 2019

- Pax: 9 pax (5 Media, 2 Air Seoul, 2 GVB Korea)
- Program: Courtesy Visit (Cabinet, Adekup), Appreciation Ceremony, Guam Historical Tour & Optional Tours




| Media Outlet | Journalist |
|---------------------------|--------------------|
| Donga Ilbo | Mr. Chung Han Jeon |
| Hankook Ilbo | Mr. Young Hoon Kim |
| Joong Ang Ilbo | Ms. Ah Young Jang |
| The Korean Economic Daily | Mr. Young Woo Kim |
| Kaunghyang Shinmun | Mr. Daehyun Cho |


Korea Marketing

GVB Korea Roadshow 2019
November 18 - 20, 2019 - Busan, Daegu, and Gwangju

- Annual Roadshow hosted by GVB to provide local tourism partners the opportunity to engage with Korean travel agent partners.
- Participating members will be able to promote their properties and services to more than 400 travel trade professionals.
- GVB has 17 companies confirmed to attend.

GVB Delegation

- Mayor Robert Hofmann
- GVB Director of Global Marketing, Nadine Leon Guerrero
- GVB Marketing Manager, Colleen Cabedo
- Miss Guam, Cyndal Abad
- Guam Musicians (Jesse & Ruby)



Korea Marketing

GVB Korea Roadshow 2019
November 18 - 20, 2019 - Busan, Daegu, and Gwangju

Guam Partners Participating

- American Chocolate Factory
- Baldyga Group
- Dusit Thani Guam Resort
- Flash Eye Marine Park
- Guam Premier Outlet & Tumon Sands Plaza
- HNM Korea (Onward)
- Holiday Resort Guam
- Hyatt Regency Guam
- Lam Lam Tours & Transportation
- Nissan Motors & Nissan Rent-A-Car
- Outrigger
- Pacific Islands Club
- Royal Orchid Guam Hotel
- Sentry Hospitality Corporation
- Westin Resort Guam
- Triple J Enterprises (Red Lobster / Outback)
- Valley of the Lotts




Korea Marketing

Year-End Appreciation Reception 2019
November 22, 2019 - Seoul, Korea

- On November 22nd GVB will host the 2019 Year End Appreciation Reception to thank our trade and media partners for their contributions in growing the Korean market.
- Over 120 high-level trade partners will be present at the reception to include the U.S. Ambassador of South Korea, Mr. Harry Harris.
- Governor Lou Leon Guerrero will be present to make remarks and to personally thank our partners in Korea.

GVB Delegation

- Governor Leon Guerrero
- Mayor Robert Hofmann
- GVB President & CEO, Pilar Laguana
- GIAA Director Doyon Morato
- GVB Culture & Heritage Officer, Dee Hernandez
- Miss Guam, Cyndal Abad
- Guam Musicians (Jesse & Ruby)
- Dancers (6 pax)



China Marketing News

AT&T 2019 CHINA AVIATION AND TOURISM FORUM
中国航空与旅游国际论坛




Aviation & Tourism (AT) China Forum in Beijing
October 24-25, 2019

China Marketing News 




Trade/VIP Event in Guangzhou
October 28, 2019 (Morning)

China Marketing News 




Media Event in Guangzhou
October 28, 2019 (Afternoon)

Shop Guam Digital Campaign and KOL Fam Tour 


KOL 1: Mr. Jue Guan Nian Hua

- ✓ Total number of followers (all platforms): 620,000+
- ✓ Expected ROI:
- Reach: 500,000+, Impression: 300,000+
- Engagement: 800+, media value: USD 100,000-150,000
- ✓ Content generated:
 - 1) video (1 min)
 - 2) 5 Shopping themed illustrations
 - 3) Images to be used in ShopGuam App
 - 4) 4+ Weibo, Red postings
 - 5) 1 article posted through Wechat



KOL 2: Ms. An Ian

- ✓ Total number of followers (all platforms): 690,000+
- ✓ Expected ROI:
- Reach: 500,000+, Impression: 300,000+
- Engagement: 800+, media value: USD 100,000-150,000
- ✓ Content generated:
 - 1) video (1 min)
 - 2) 4+ Weibo story posting with short video
 - 3) 4+ Weibo, Red postings
 - 4) 1 article posted through Wechat




Taiwan Marketing News 



TPRF Taipei Rainbow Festival
October 24-27, 2019



VISITOR ARRIVAL STATISTICS

North America 

Visitor Arrivals as of October 24, 2019

| Market | Total MTD 2018 | Total MTD 2019 | % to LY |
|-----------|----------------|----------------|---------|
| US/Hawaii | 4,897 | 4,168 | -14.9% |

| Market | CY 2018 | Total CYTD 2018 | Total CYTD 2019 | % to LY |
|-----------|---------|-----------------|-----------------|---------|
| US/Hawaii | 93,269 | 75,568 | 75,711 | 0.2% |

| Market | FY 2018 | FY 2019 | % to LY |
|-----------|---------|---------|---------|
| US/Hawaii | 89,363 | 94,141 | 5.3% |

Source: Guam Customs Border/Immigration Points. Processed by the Guam Visitors Bureau. Notes: October 2019 Daily Arrivals reflect Chilled Air arrivals only.

Pacific Markets

Fiscal Year **Total: 1,631,049 (+6.9%)**
October 2018 – September 30, 2019

| Market | FY 2018 | FY 2019 | % to LY |
|-----------|---------|---------|---------|
| CNMI | 20,702 | 22,866 | 9.0% |
| Palau | 4,304 | 4,168 | -3.2% |
| FSM | 14,728 | 14,022 | -4.8% |
| RMI | 1,564 | 1,597 | 2.1% |
| Australia | 2,285 | 2,290 | -1.5% |

Source: Guam Customs Distribution Forms, Processed by the Guam Visitors Bureau.

Pacific Markets

Month to Date October 1-24, 2019 **Total: 102,654 (+10.1%)**

| Market | Total MTD 2018 | Total MTD 2019 | % to LY |
|-----------|----------------|----------------|---------|
| CNMI | 1,044 | 1,210 | 13.9% |
| Palau | 295 | 310 | 21.6% |
| FSM | 758 | 881 | 16.2% |
| RMI | 106 | 108 | 1.9% |
| Australia | 127 | 101 | -20.5% |

Source: Guam Customs Distribution Forms, Processed by the Guam Visitors Bureau. Note: October 2019 Daily Arrivals reflect CNMI Air arrivals only.

Pacific Markets

Calendar Year to Date **Total: 1,333,094 (+7.4%)**
January – October 24, 2019

| Market | CY 2018 | Total CYTD 2018 | Total CYTD 2019 | % to LY |
|-----------|---------|-----------------|-----------------|---------|
| CNMI | 20,601 | 16,651 | 18,782 | 12.8% |
| Palau | 4,031 | 3,261 | 3,453 | 5.9% |
| FSM | 14,422 | 12,076 | 11,800 | -2.3% |
| RMI | 1,629 | 1,364 | 1,334 | -2.2% |
| Australia | 2,347 | 1,958 | 1,835 | -6.3% |

Source: Guam Customs Distribution Forms, Processed by the Guam Visitors Bureau. Note: October 2019 Daily Arrivals reflect CNMI Air arrivals only.

Philippines

Visitor Arrivals as of October 24, 2019

| Market | Total MTD 2018 | Total MTD 2019 | % to LY |
|-------------|----------------|----------------|---------|
| Philippines | 1,034 | 1,177 | 13.8% |

| Market | CY 2018 | Total CYTD 2018 | Total CYTD 2019 | % to LY |
|-------------|---------|-----------------|-----------------|---------|
| Philippines | 19,092 | 13,723 | 15,482 | 12.8% |

| Market | FY 2018 | FY 2019 | % to LY |
|-------------|---------|---------|---------|
| Philippines | 19,026 | 20,708 | 8.6% |

Source: Guam Customs Distribution Forms, Processed by the Guam Visitors Bureau. Note: October 2019 Daily Arrivals reflect CNMI Air arrivals only.

North America Market

Upcoming Mission

DEMA SHOW
Orlando, Florida
November 11-17, 2019

Two GVB delegates will be attending the DEMA Show. While attending, the team will also be conducting a Guam Dive Seminar along with Mr. Jim Pinson. The seminar will be open to the public.

In partnership with

Pacific Market

Upcoming Mission

PATA Destinations Marketing Forum
Pattaya, Thailand
November 27-29, 2019

PDMF 2019 will aim to redefine how destinations can position their experiences to match with changing consumer expectations. Looking to Pattaya's aspirations for reimagining their destination, the forum will explore new market potentials and articulate the unique experiences that destinations can offer visitors.

Pacific Market



Upcoming Mission
PATA Micronesia Chapter 3rd Tri-Annual Meeting
Palau
December 3-4, 2019

Guam as an active member of the PATA Micronesia Chapter and the lead in the PATA Micronesia Chapter Committees, will be attending the Tri-Annual Meetings in 2019. The meetings are rotated among the islands depending on the availability of hosts. We would like to encourage membership from the region at the local and government level to become active and to engage with the PATA Micronesia Chapter. Furthermore, the chapter was designated the marketing arm for the region during the 6th Annual Micronesia Island Forum.



Philippines Market



PTAA Travel Tour Expo 2020
Manila, Philippines | February 2020

| Category | Item | Quantity | Unit Price | Total Price |
|----------|-----------|----------|------------|-------------|
| PTAA | PTAA 2020 | 1 | \$179,000 | \$179,000 |
| | PTAA 2020 | 1 | \$179,000 | \$179,000 |
| | PTAA 2020 | 1 | \$179,000 | \$179,000 |
| | PTAA 2020 | 1 | \$179,000 | \$179,000 |
| PTAA | PTAA 2020 | 1 | \$179,000 | \$179,000 |
| | PTAA 2020 | 1 | \$179,000 | \$179,000 |
| | PTAA 2020 | 1 | \$179,000 | \$179,000 |
| | PTAA 2020 | 1 | \$179,000 | \$179,000 |

- TTE is a consumer and B2B event that covers all segments of travel business
- In 2019 the event draw over 100,000 visitors making it the largest and most awaited event for the travel and tourism industry in the Philippines
- GVB has been an active participant in this show for 14 years and looks forward to attending in 2020 alongside local industry partners in efforts to take a holistic marketing approach and offer travel packages to potential visitors

Philippines Market



Upcoming Group Travel

| Agent | Pax | Guam Arrival | Guam Departure | Purpose/Focus |
|---------------------|-----|--------------|----------------|---------------|
| Golden Eagle Travel | 14 | October 31 | November 3 | Shopping |
| Cocolife | 33 | November 6 | November 10 | MICE |
| Alisto Travel | 21 | November 23 | November 26 | Shopping |
| JEH Travel | 15 | November 27 | November 30 | Shopping |
| Golden Eagle Travel | 21 | November 27 | December 1 | Shopping |
| Golden Eagle Travel | 24 | November 27 | December 1 | Fam Tour |
| Roots & Routes | 10 | November 27 | December 2 | Pilgrimage |
| JTY Dreams | 12 | November 28 | December 3 | Shopping |
| Tripventures | 30 | November 29 | December 3 | Pilgrimage |
| Worldmaster | 15 | November 30 | December 3 | Shopping |

New Market Development













ITB Asia 2019
 October 16-18, 2019 | Singapore

New Market Development









ITB Asia 2019
 October 16-18, 2019 | Singapore

Håfa Adai Spirit Award






- Allan Balbin found a bag on his way to work a bus stop in Tumon on October 20, 2019.
- The bag contained money, Japanese passports, and credit cards.
- He contacted the Japanese Consulate's Office and went to the Tumon Precinct.
- Female owner and her husband arrived to claim bag and thanked him. They will send him a gift for his efforts.
- Allan showed great Håfa Adai spirit and integrity for his actions.
- GVB would like to recognize and thank him for doing the right thing.



- Sustainable Development Goals are on our list to include when updating our strategic plan.

Testimony - Bill 158-35 (Fest Pac)

- Chairman Ada mentioned that they would like to make a change in the testimony relative to Bill 158-35. Originally it stated that \$400,000 is coming from the TAF. He requested the board to allow both he and the President & CEO to adjust the letters of support. The board agreed to omit that \$400,000 will be coming from the TAF.

V. TREASURER'S REPORT

Bank Signatories

- Current bank signatories are Chairman Ada, Director Shinohara, President & CEO Lagunaña and Ms. Linek.
- An exhaustive list has been created to include alternate signatories and the combination of signatories. It will be presented in the next board meeting.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Motion made by Director Arriola seconded by Director Camacho to ratify the approval of Executive Committee's motions 1-7 as stated in the board agenda. **All Motions approved.**

1. Motion made by Director Arriola seconded by Director Camacho to ratify approval of the silver sponsorship and exhibition expenditures for JATA Tourism Expo Japan (TEJ) from October 24-27, 2019 to be held in Osaka, Japan. Cost is approximately \$87,120.00 from accounts JA-GAMAL001 and JA-SMD004. **Motion approved.**

| | |
|---|-------------|
| Silver Sponsorship (includes 4 booth spaces) | \$55,000.00 |
| 8 booth spaces at Super Discount (additional) | \$29,920.00 |
| Storage rooms x 2 | \$2,200.00 |
| Total (10% tax included) | \$87,120.00 |

Background: This JATA TEJ 2019 exhibition plan with silver sponsorship was reported to GVB's Japan Marketing Committee and commitment was made during the last quarter of FY2019. At this time, the invoice was issued to GVB and payment is kindly request before the start of TEJ. Payment deadline is October 23, 2019.

Silver Sponsorships inclusions are listed below:

1. 4 booths (36sqm) of exhibition space
2. Banner AD inside Hall (single-side)
3. Outside Pillar AD 2 units
4. Venue Guide 1 page (A4 size, 4 color)
5. Seminar Room (1 room)
6. Logo exposure (medium size)
7. Commercial video at the entrance gate monitor (15 sec)
8. Courtesy call arrangement with JATA Chairman/Vice Chairman

GVB would also like to purchase an additional 8 exhibition spaces, which brings the total Guam exhibition space to 12 booths. GVB will use this space to exhibit with Guam tourism stakeholders such as Pleasure Island, Japan Guam Travel Association (JGTA), Guam Plaza Hotel, Tropical Beach House Guam, Nissan Rent a Car, Budget Micronesia and Skydive Guam.

GVB will promote its travel products to increase brand and product availability awareness. In addition, GVB will maximize exposure opportunities as part of TEJ's silver sponsorship by ensuring a strong and consistent marketing message is conveyed to entice visitation to the Guam booth during the expo and close sales with travel to Guam. Tourism research surveys will also be conducted at the booth to gain Guam-specific market intelligence for future sales and marketing work. Lastly, while in town, GVB delegates will have meetings with key travel trade partners such as JATA Chairman Tagawa-san, JGTC Chairman Kajihara-san, airline partners and travel agent partners.

Issue: Board approval required.

2. Motion made by Director Arriola seconded by Director Camacho to ratify approval authorizing the President & CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest most responsive and responsible bidder to GVB IFB 2019-005 Cleaning and Maintenance Services. **Motion approved.**

3. Motion made by Director Arriola seconded by Director Camacho to ratify approval of GVB's airline marketing incentive programs for regular service and charter flights and to authorize GVB President & CEO to administer the programs and negotiate with qualified applicants incentives up to \$500,00.00 per applicant, with an anticipated cost for both programs is \$3,950,000.00 (\$1,950,000 from Air Service Development Account No. AS-ASD001 and \$2,000,000 from Japan Marketing Account No. JA-PRO001). **Motion approved.**

Background: GVB's air service development programs consists of two programs: (1) Japan Air Service Marketing Support Program and (2) Japan Charter Flight Marketing Incentive Program. Both programs aim to increase air seat capacity from Guam's tourism source markets, with a focus on Japan, by providing monetary support to assist with startup and/or promotional costs. The Bureau will publicly announce the program and accept applications from interested qualified candidates. All applications will be evaluated and a decision to award support will be based on the applicant meeting the program conditions noted below and the Bureau's best interests.

Japan Air Service Marketing Support Program

The purpose of this program is to increase more consistent seat capacity from Guam's tourism source markets. For both Full-Service Carriers (FSC) and Low-Cost Carriers (LCC), this support program will contribute to capacity growth in a timely manner.

Applicable Applicant Conditions for receiving support

- Targeting extra flight operation on the existing scheduled airlines.
- Targeting new operations on start-up carriers excluding charter flight services.
- Application period: October 1, 2019 to September 30, 2020.
- Operation period: at least 6-months from commencement of the first operation.
- Commencement of operation: October 1, 2019 to September 30, 2020.
- Operation sectors:
 - Narita (NRT) to Guam and vice versa. (direct flight only)
 - Kansai (KIX) to Guam and vice versa. (direct flight only)
 - Chubu (NGO) to Guam and vice versa. (direct flight only)
 - Fukuoka (FUK) to Guam and vice versa. (direct flight only)
 - Haneda (HND) to Guam and vice versa. (direct flight only)
- Minimum operation is 4 times per week from Narita, Kansai, Chubu, Fukuoka or Haneda airport to Guam.
- Airlines will not be penalized in the case of reasonable cancellations due to weather or other issues.
- Aircraft: B737/A320 or larger aircraft or 100+ seats per aircraft.
- Flight operation:
 - Regular flight. (6 months or more)
 - Seasonal regular flight. (minimum 6 months, or summer scheduled period or winter scheduled period)
 - Charter flights are not included.
- Create a comprehensive sales and marketing plan for the additional flight operations relative to the city gateway; share with Guam Visitors Bureau at time of application

Support Details

1. Provide airlines with a maximum of US \$500,000 (maximum) when the previously mentioned applicable conditions have been met.
2. Support amount is for a minimum of 4 flights per week.
3. Half of the support amount will be paid at flight commencement as a start-up sales promotion cost.
4. Remaining support will be paid at the end of the agreed upon operation period (minimum 6 months) of active direct flights from Japan – Guam.
5. Any support amount will be forfeited or will not be paid if airline fails to meet the applicable conditions.

Japan Charter Flight Marketing Incentive Program

The purpose of this program is to increase access to air seats and contribute to arrivals growth for a certain period within the year. At the same time, the demand for charter business is very strong and the market demand has been increasing. Several airlines are planning to operate for long-term periods like regular operations.

Applicable Applicant Conditions for receiving support

- 1) Support available for charter flights from Japanese domestic airport to Guam for departing January 12 to September 30, 2020.
- 2) Applicant must be qualified travel agent only when operating charter flights from Japan to Guam.
- 3) Application period: October 01, 2019 to July 31, 2020.
- 4) Departure Period:
 - a. January 12, 2020 to September 30, 2020.
 - b. Except the following departure periods:
 - i. April 24 - May 6, 2020 (GW 2020)
 - ii. December 25, 2019 - January 11, 2020 (Year-end holiday)
- 5) Aircraft must have more than 110 seats regardless of aircraft type.
- 6) Must be direct flights from Japan to Guam. Excludes indirect flights.
- 7) This program shall only be offered to the charterer that takes the risk for the flight/s,

- meaning support will only be provided to the entity leasing the aircraft for the charter flight/s. No exceptions will be made.
- 8) Support program will terminate without notice when budget limit has been reached.

Support Details

- 1) Provide travel agents with ¥3,000 (approximately US\$30) per seat for departure base from Japan.
- 2) When supporting travel agents, maximum support amount remains unchanged and each amount will be decided among the concerned parties (travel agents and GVB).
- 3) When there is more than one charterer for a round trip charter, support amount can be divided at the ratio of the number of seats purchased between companies.
- 4) When charterers sell their seats to other wholesalers to expand their sales channel, they are responsible to inform GVB wholesale distribution in advance.

Evaluation

- 1) The support will be provided when seat utilization ratio (load factor) meets or exceeds 80% against the number of contracted seats.
- 2) The support will reduce by half (50%) of the support if the result is less than 80% of seat utilization. (79% or less)
- 3) When the ratio has reached 95% or above against total contracted seats, the support amount will raise to ¥ 4,000 per seat.

Issue: Board approval required.

4. Motion made by Director Arriola seconded by Director Camacho to ratify approval of \$264,750.00 for Korea market expenses as detailed below. Motion approved.

| FY2020 | | | | |
|----------------|--------------------------|-----------|--------------|--|
| Account Number | Korea | Month | Amount | Project |
| KO-SMD019 | Airline Co-Ops | Oct - Nov | \$30,300.00 | Air Busan |
| KO-SMD019 | Airline Co-Ops | November | \$29,600.00 | Korean Air |
| KO-SMD023 | Sales Market Development | November | \$105,550.00 | GVB Korea Road Show |
| | | | | |
| KO-SMD023 | Sales Market Development | Nov - Feb | \$50,000.00 | Shop Guam eFestival - Korea Marketing |
| KO-SMD023 | Sales Market Development | Nov - Apr | \$49,300.00 | United Guam Marathon - Korea Marketing |
| | TOTAL | | \$264,750.00 | |

Background: In compliance with Board requirements, expenses above \$25,000 are being brought to the board for approval. For the first quarter, cooperative programs with our partner airlines are scheduled.

Air Busan Co-Op - \$30,300.00

Website Promotion: \$8,800

- Special Guam website promotion between October 21 - November 30, 2019 (TBD) on Air Busan's official website.

Sales Contest Promotion: \$21,500

- A sales contest promotion between October 21 - November 20, 2019 (TBD) in collaboration with 5 TA's to promote PUS-GUM routes.

Korean Air Co-Op - \$29,600.00

Website Promotion: \$17,600

- Special Guam website promotion between October 21 - November 10, 2019 (TBD) on Korean Air's official website. Two events during the promotion period: KE Ticket Purchasing Event which KE flight ticket purchasers will be randomly selected to win and #instaspot Quiz Event which participants who correctly answer questions on the KE website are randomly selected to win. Winners will be provided an assortment of prizes.

Sales Contest Promotion: \$12,000

- A) A sales contest promotion between October 19 - November 16, 2019 (TBD) in collaboration with 8 TA's to promote ICN-GUM routes.

GVB Korea Road Show 2019 - \$105,550.00

GVB will conduct Guam seminars with new and current travel agents that are currently selling or are interested in Guam, as well as trade media to learn about the destination and its new activities. Last year, GVB received more than 300 travel agents and trade media from Busan, Gwangju and Daegu. GVB has expanded its roadshow to include Seoul in efforts to continue the momentum and build on its relationship with the travel professionals in the area. GVB will also host a year-end appreciation luncheon to acknowledge the remarkable efforts and contributions of the travel trade partners in Korea who continuously support GVB in achieving target arrivals.

a) Busan Seminar & Travel Mart: \$15,600

- Banquet Room/F&B, Decorations, Banner, Photographer, Lucky Draw Prize (tbd)

b) Daegu Seminar & Travel Mart: \$13,600

- Banquet Room/F&B, Decorations, Banner, Photographer, Lucky Draw Prize (tbd)

c) Gwangju Seminar & Travel Mart: \$12,800

- Banquet Room/F&B, Decorations, Banner, Photographer, Lucky Draw Prize (tbd)

d) Seoul Year End Reception: \$36,000

- Banquet Room/F&B, Decorations, LED media wall, Banner, Photographer, Lucky Draw Prize (tbd), Year End Giveaways

e) Transportation (charter bus, KTX fees): \$10,950

f) Accommodations (GVB Korea Staff): \$9,600

g) GVB Korea Operational Expenses (meals, translators, shipping, deliveries): \$7,000

Shop Guam eFestival - Korea Marketing - \$50,000.00

APP Download Advertising: \$18,000

- Encourage downloads through Cost Per Engagement (CPE) advertisements. Possible platforms are Cash Slide, Honey Screen, etc. CPE Between November 2019 to January 2020, CPE will be paid when the user downloads the APP. CPE Ad will take place for 3 months with an expected 6,000 downloads per month.

GVB Korea SNS Event: \$7,000

- Between October to January GVB Korea will conduct a download event through SNS. Participants that download the APP, leave a comment on the APP store and leave the SNS ID on the event page will receive a special prize. Prizes include airtel voucher, gift coupons, and Guam giveaways

Co-Op with Travel Agencies & OTAs: \$24,750

- Between October to February GVB Korea will work with 15 travel agents and OTAs to develop a Shop Guam website promotion featuring the campaign and QR code. Each agent will be given \$1,650 to host the Shop Guam promo page.

Flyer Printing: \$250

United Guam Marathon - Korea Marketing - \$49,300

GVB Korea and PHR Korea have collaborated on the following programs to execute this year's UGM Campaign Promotion and achieve the participation goal of 750 pax.

On-site Promotion & Sales Contest: \$9,700

- 2019 Color Run and 2020 Seoul Marathon and a sales contest with approximately 10 major travel agencies. Sales contest to take place between November to February.

Online Advertisement & SNS Promotion: \$7,800

- Online banner placement between October to January on major marathon community websites. GVB Korea to conduct 2 SNS events during the holiday season. Winners will win roundtrip tickets to Guam and mobile gift coupons.

Media Advertisement: \$2,000

- Gain UGM exposure by placing media advertisement to sport magazines/travel trade media (TBD), and distribute a press release to the media.

Media & Running Club FAM: \$10,000

- There will be approximately 15 pax (10 running club members, 2 media, 1 running club operator, 1 UGM Korea, 1 GVB Korea). There will be 6 teams (TBD) selected as 2020 UGM promoters and will promote Guam and the event through SNS channels. The selected winning team (10 members) will be provided Guam round-trip tickets to participate in the 2020 United Guam Marathon and share their experiences of UGM through SNS channels. Media will also be invited to the event for advertorials.

Celebrities & Influencer Invitation: \$19,800

- Launch a special UGM travel package in cooperation with Hana Tour that would invite Sean Ro's Family, Eun Chong's Family, and digital influencers (TBD) to the 2020 United Guam Marathon. Invited celebrities will participate in the marathon and upload photos on SNS channels press release regarding the celebrities' participation will be distributed.

5. Motion made by Director Arriola seconded by Director Camacho to ratify approval of \$40,000 for Taiwan market expenses as detailed below. **Motion approved.**

| FY2020 | | | | |
|----------------|--------------------------|---------|-----------|-----------------------|
| Account Number | Taiwan | Month | Amount | Project Name |
| TA-SMD023 | Sales Market Development | October | \$40,000 | Airline Co-Op Program |
| | TOTAL | | \$ 40,000 | |

Background: In compliance with Board requirements, expenses above \$25,000 are being brought to the board for approval. For the first quarter, cooperative programs with our partner airlines are scheduled. Beyond the first quarter there are known projects that with early approval will allow for advance planning, pre-promotional opportunities, and where applicable, increased membership participation.

Airline Support Program:

Currently, only China Airlines provides direct air service from Taoyuan to Guam and effective October 27, 2019 CI will no longer operate its Sunday flight schedule thus decreasing its flight frequency from 5x to 4x weekly. Resources are needed to collaborate and provide sufficient support to CI to increase L/F and maintain current daytime services. Marketing programs would include an incentive plan and cooperative sponsorships to support such efforts.

China

6. Motion made by Director Arriola seconded by Director Camacho to ratify approval of \$30,000.00 for Mainland China market expenses as detailed below. **Motion approved.**

| FY2020 | | | | |
|----------------|---------------------|---------------|----------|--------------------|
| Account Number | China | Month | Amount | Project Name |
| CI-WMM002 | Online Campaign/ PR | November 2019 | \$30,000 | SGeF 2019 Campaign |
| | TOTAL | | \$30,000 | |

Background: In compliance with Board requirements, expenses above \$25,000 are being brought to the board for approval. For the first quarter, cooperative programs with our partner airlines are scheduled. Beyond the first quarter there are known projects that with early approval will allow for advance planning, pre-promotional opportunities, and where applicable, increased membership participation.

SGeF 2019 Campaign

Continuing the success of 2019 pre-promotion campaign, GVB China will execute the 2019 SGeF with the guide of GVB HQ. This campaign is aimed to promote the 2019 SGeF, and to convey the message that Shop Guam doesn't only works in Tumon but also in many other Guam's local productions. The campaign will cooperate with two key opinion leaders (KOLs), which one is an illustrator and the other is a lifestyle KOL. This campaign is aimed to amplify the exposure and increase the download of Shop Guam app.

- a) KOL FAM \$15,000 (estimated cost, in-kind will be solicited)
- b) Talent Fee and production: \$10,000
- c) Digital Media promotion: \$1,000
- d) Trade support: \$4,000

JAPAN

7. Motion made by Director Arriola seconded by Director Camacho to ratify approval of \$836,485.00 for Japan market expenses as detailed below. **Motion approved.**

| | | 2019 | | |
|--|-------------|---------------------|---------------------|---------------------|
| Budget Categories | ACCOUNT NO. | OCT | NOV | DEC |
| Advertising Umbrella Message and Support | ADV001 | \$0.00 | \$0.00 | \$0.00 |
| Co-op Advertising: Airlines and/or Travel Agents | ADV008 | \$209,237.00 | \$0.00 | \$18,480.00 |
| Web | ADV034 | \$0.00 | \$0.00 | \$0.00 |
| PR Tie-in's | PRE002 | \$0.00 | \$75,000.00 | \$75,000.00 |
| JATA Tourism Expo Japan | TTC001 | \$100,000.00 | \$0.00 | \$0.00 |
| Marketing Blitz / Road Shows | GAMAL001 | \$100,000.00 | \$0.00 | \$0.00 |
| Sales Market Development | SMD004 | \$43,268.00 | \$100,000.00 | \$103,500.00 |
| Collateral Development | SMD046 | \$6,000.00 | \$6,000.00 | \$0.00 |
| TOTALS PER MONTH | | \$458,505.00 | \$181,000.00 | \$196,980.00 |
| Quarterly Totals | | \$836,485.00 | | |
| October 2019 | | | | |
| Co-op Advertising: Airlines and/or Travel Agents | | | | \$209,237.00 |
| UGM x GVB - Japan marketing cooperative support | | \$209,237.00 | | |
| JATA Tourism Expo Japan | | | | \$100,000.00 |

| | | |
|---|---------------|--------------|
| Booth Construction (partial cost): Osaka TV Services Division | \$ 100,000.00 | |
| Marketing Blitz / Road Shows | | \$100,000.00 |
| JATA TEJ: Charter van and bus | \$ 10,969.00 | |
| Hotel Accommodations in Osaka | \$ 21,363.00 | |
| Delivery Cost for Promotional Materials | \$ 4,545.00 | |
| GVB Japan Staff Air Ticket Costs | \$ 1,090.00 | |
| Booth Construction (partial cost): Osaka TV Services Division | \$ 62,033.00 | |
| Sales Market Development | | \$ 43,268.00 |
| Booth Construction (partial cost): Osaka TV Services Division | \$ 43,268.00 | |
| Collateral Development | | \$ 6,000.00 |
| SGeF Flyer Printing & Distribution | \$ 6,000.00 | |
| | | |
| November 2019 | | |
| PR Tie-in's | | \$ 75,000.00 |
| Shop Guam e-Festival: Featured Article in MyNavi Woman | \$ 10,000.00 | |
| Shop Guam e-Festival: Key Opinion Leaders (KOL's) x 2 pax Talent Fees | \$ 30,000.00 | |
| Shop Guam e-Festival: Influencer FAM Trip Cost | \$ 10,000.00 | |
| Shop Guam e-Festival: SNS Ads - Facebook, LINE, Twitter, Instagram | \$ 5,000.00 | |
| Shop Guam e-Festival: Other costs related to SGeF promotions | \$ 20,000.00 | |
| Sales Market Development | | \$100,000.00 |
| JATA Project: My First Overseas Trip in my 20's - GVB support | \$100,000.00 | |
| Collateral Development | | \$ 6,000.00 |
| SGeF Flyer Printing & Distribution | \$ 6,000.00 | |
| December 2019 | | |
| Co-op Advertising: Airlines and/or Travel Agents | | \$ 18,480.00 |
| Shop Guam e-Festival Promotion: GVB x JAL | \$ 18,480.00 | |
| PR Tie-in's | | \$ 75,000.00 |
| Shop Guam e-Festival Promotion: digital ads and SNS | \$ 75,000.00 | |
| Sales Market Development | | \$103,500.00 |
| Shop Guam e-Festival Campaign (Ticket Sales) - Tway | \$ 10,900.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales) - JEJU Air | \$ 10,900.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales) - United | \$ 10,900.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales & Tour Product) - JTB | \$ 5,500.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales & Tour Product) - HIS | \$ 5,000.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales & Tour Product)- KNT | \$ 5,000.00 | |

| | | |
|--|--------------|--|
| Shop Guam e-Festival Campaign (Ticket Sales & Tour Product) - TOBU Top | \$ 5,000.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales & Tour Product) - NTA | \$ 5,000.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales & Tour Product) - Rakuten | \$ 18,100.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales & Tour Product) - Expedia | \$ 13,600.00 | |
| Shop Guam e-Festival Campaign (Ticket Sales & Tour Product) - AIR TRIP | \$ 13,600.00 | |

Background:

Co-op Advertising: Airlines and/or Travel Agents

These programs are with strong sales partners such as JTB, United and Japan Airlines to promote targeted sales segments and local Guam events, such as the 8th annual Shop Guam e-Festival.

☒ United Guam Marathon - Working closely with Guam Sports and Events Inc, Japan market will provide cooperative marketing support for digital and SNS programs, PR initiatives, advertising and running club promotions.

☒ JAL x GVB Guam Sales campaign promoting Shop Guam e-Festival. The campaign will guide customer from an external site, TRAVELKO and JAL HP to GVB HP for App downloading and Ticket & Package tour sales. In addition, Famous family magazine, HIYOKO Club will introduce the campaign and Guam information. Target: over 90% load factor for Nov.19 to Feb.20. Shop Guam Flyers will be distributed in JAL flight cabin for the whole period (November 10, 2019 to February 10, 2020)

PR Tie-in's

Planned expenditures for this budget category includes the 8th Annual Shop Guam e-Festival (SGeF) promotion with a captivating campaign landing page, featured articles on MyNavi Woman, an influencer fam trip, and SNS advertising on Facebook, LINE, Twitter and Instagram. Key content will be developed based this year's campaign to focus more on local cuisine experiences, local products and bringing tourism outside of Tumon.

In addition to the SGeF promotion, GVB Japan has launched is official business LINE account and would like to boost this marketing and engagement tool by paid advertising. Other SNS channels where ads will be placed include Facebook, Twitter, and Instagram.

JATA Tourism Expo Japan

Organized by the Japan Association of Travel Agents (JATA), the JATA Tourism Expo Japan (TEJ) is the biggest travel event in the country. TEJ 2018 hosted a record 1,441 exhibitors from 136 countries and welcomed more than 200,000 visitors over the course of the four-day event. The Travel Showcase (or exhibition), the Global Tourism Forum, and Overseas Travel Symposium provide expert insight into the latest travel trends. The Expo also allows for scheduled B2B meetings enabling the bureau and co-exhibitors to interact directly with travel agents and media.

To promote Guam's culture, GVB hosts performances at the Guam booth with local entertainers and a Guam Chamorro Dance Academy (GCDA) performance at the Expo main stage. In efforts to demonstrate Guam's Håfa Adai spirit and beauty, Miss Guam conducts several photo opportunities and engages with consumers throughout the event. The Research team also conducts on-site surveys to gain better insight into the market. This data assists the bureau in developing and executing the best strategies to attract more Japanese visitors to Guam.

Additionally, each year, GVB invites members to co-exhibit at the Guam booth. This form of participation allows the local tourism industry to attend the show and promote their products at a fraction of the TEJ exhibitor cost. It also provides a centralized location for Guam-related products which translates to a more elaborate Guam display and more information shared with Japanese travel trade partners and consumers.

Through these activities and other forms of consumer interaction, GVB hopes to achieve the following: (1) Engage directly with 60,000 travel trade partners and consumers to convey and provide information promoting travel to Guam; (2) Increase following on GVB Japan Line account to 1,000; (3) Increase following on GVB Japan Instagram account by 20%; and (4) Increase following on GVB Japan Facebook and Twitter accounts by 5% each.

Lastly, the most senior Guam delegates (Government Protocol, Board of Directors, and management) will participate in high-level meetings with air carriers currently servicing Guam to discuss sales updates and plans for FY2020. Meetings will be scheduled with T'way Air, Jeju Air, and United Airlines. These meetings are imperative to maintaining and increasing air seat capacity out of Japan. Additionally, delegates will meet with executives from JTB and HIS, the largest contributors to Guam's visitor arrivals from Japan. These face-to-face meetings will reinforce Guam's commitment to Japan's travel trade industry and will aid GVB in implementing the best practices to improve the state of the Japan market.

Sales Market Development

GVB Japan would like to execute a comprehensive sales promotion with travel trade partners. With JEJU Air, T'way, and United, SGeF will be introduced through respective home pages and fliers will be distributed at the Kansai, Chubu, Narita and Fukuoka airport check-in counters, as applicable. With JTB, HIS, KNT, TOBU Top, NTA, Rakuten, Expedia, and AIR TRIP, GVB will partner with each for a ticket sales & tour product campaign. SGeF will be promoted through each company's website and retail shops to encourage APP downloads and sales.

JATA Project: My First Overseas Experience at 20

The number of outbound travelers around age 20 is declining year by year. To facilitate the recovery of this market, JATA has been approaching tourism offices, airlines, and travel agents to gain support for this project. The Country Manager - Japan recommends that we collaborate with JATA for these FAM trips to promote Guam's culture, cuisine, and history to the young generation.

Objectives are to create opportunities to experience high-quality tourism resources and services for young travelers who will be major players in the next generation; cultivate international sense; promote mutual understanding; encourage the discovery and appreciation of the assets of Japan and expand the base of global talent; encourage those who are inexperienced in overseas travel to participate

Summary

- Total group size: 200 pax (20 people x 10 areas)
- Destinations: Hong Kong, Korea, Taiwan, Guam, Malaysia, Vietnam, Macau, Thailand
- Group size: 20 pax for each destination (Guam will host 40 pax)
- Port: Any online port (Narita, Nagoya, Kansai, Fukuoka etc.)
- Opening ceremony: During TEJ in 2019 (Intex, Osaka), October 24 - 27, 2019
- Travel period: November to December 2019
- Target: Young age group (20s)
- Purpose of project: Cultural and sports exchanges, participate in volunteer activities, exchange with young local community, visit to Japanese diplomatic office, and Japanese school
- Participants will be required to create content post to their SNS accounts before they depart, while traveling, and after returning to Japan.
- Organizers will develop a landing page for this project to share information and articles related to participants' travels

Collateral Development

Planned expenditure for this budget category include the printing and distribution of the SGeF fliers to airlines and travel agency partners (JGTC).

Issue: Board approval required.

B. ADMINISTRATION & GOVERNMENT RELATIONS

FY2020 Non-Profit Pass Through Guidelines

8. Motion made by Director Therese seconded by Director Gatewood to approve FY 2020 Non-Profit Guidelines as presented. Motion approved.

Background: Per P.L. 35-36 Section 5 the Board of Directors of the Guam Visitors Bureau shall allocate to organizations from the appropriation in Section 1 to the following organizations:

| | |
|--|----------|
| a. Tourism Education Council | \$50,000 |
| b. Historic Inalahan Foundation | \$25,000 |
| c. Pacific War Museum Foundation | \$50,000 |
| d. Haya Cultural Preservation Foundation | \$65,000 |
| e. Guam International Film Festival | \$50,000 |
| f. Humatak Foundation | \$30,000 |

| | |
|---|----------|
| g. Amot Taotao Tano | \$20,000 |
| h. Hurao Academy, Inc. | \$90,000 |
| i. Inetnon Gefpa'go Cultural Arts Program, Inc. | \$25,000 |
| j. Humanities Guahan | \$20,000 |
| k. Guam Unique Merchandise and Arts (GUMA) | \$25,000 |
| l. Duk Duk Goose, Inc. | \$50,000 |
| m. Traditions Affirming our Seafaring Ancestry (TASA) | \$20,000 |
| n. Traditions About Seafaring Islands (TASI) | \$20,000 |
| o. University of Guam Press | \$30,000 |
| p. Ulitao | \$45,000 |
| q. Micronesian Cruise Association | \$25,000 |

In order to comply with the reporting requirements for Non-Profit Organizations as set forth in P.L. 35-36 the proposed guidelines were created. Additionally, OPA Report No. 18-02 Guam Football Association Soccer Stadium Contributions cited GVB for not requesting an accounting of funds granted to GFA. Management responded to the finding by showing that the appropriation to GFA by P.L. 33-89 was clear in its intent and did not include reporting requirements. OPA maintains that requesting for the accounting of funds does not require legislation. Therefore, the terms and conditions and required attachments set forth in the proposed guidelines are part of GVB's efforts to request an accounting of funds disbursed by GVB to other entities and to ensure that all public funds are expended and reported properly.

Issue: Board approval required.

- The FY2020 Non-Profit Pass Through Guidelines were presented by management.
- Mayor Hoffman was concerned about non-profit organizations using a considerable amount of grant funds to compensate their salary.
- By law, a report must be submitted to the legislature justifying the use of funds.
- It was suggested that the form include the following:
 - The form should be dated.
 - Form may be subject to changes.
 - No more than 20% of funds should be used for core administration salaries.
 - The Guam Visitors Bureau, it's staff and the Board of Directors shall not be held liable for any damages caused to non-profit grant recipients.
 - Form shall be reviewed and adjusted as needed by Legal Counsel; to be submitted by the end of the month.

C. DESTINATION MANAGEMENT

9. Motion made by Director Hoffman seconded by Director Gatewood to approve the authorization of the President and CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest responsible and most responsive bidder to GVB IFB 2020-001 Design-Build Services for Median Up-lighting. Motion approved.

Background: Tumon Bay is the heart of the tourist district and its main artery, Pale San Vitores Road, is traversed daily by hundreds of local residents and visitors along its streets and sidewalks. As such, it must be well-lit to provide the safest environment possible for everyone. Median lighting provides additional lights not only to augment the sidewalk/street lighting along Pale San Vitores Road but also to provide interchangeable colors to celebrate different festivities and to project GVB-approved light displays.

Issue: Board approval required.

D. VISITOR & SAFETY SATISFACTION

E. CULTURAL & HERITAGE

F. RESEARCH / MEMBERSHIP & COMMUNITY OUTREACH

- A soft launch of the GVB dashboard took place on November 15, 2019. Dashboard was launched to the public on December 3, 2019
- Research Committee meeting met on November 20, 2019.
- Holiday Illumination is located next to Tumon Sands Plaza and the Membership Mixer originally scheduled for December 3, 2019 was held on December 5, 2019.
- GVB sponsored several holiday lighting illuminations between November 29 and December 1, 2019. The Government House hosted an Open House, Skinners Plaza holiday program and the Agana Shopping Center's Christmas village display all participated in the holiday event.

G. SPORTS & EVENTS

10. Motion made by Director Hoffman seconded by Director Gatewood to approve sponsorship funding support in the amount of \$50,000 for the 2020 United Guam Marathon event scheduled for April 5, 2020 organized by Guam Sports Events Inc. (Sports & Events Account MAR-003) Motion approved.

Background: The Guam Visitors Bureau has been instrumental in the developmental growth of the United Airlines Guam Marathon (UGM) formerly known as the Guam International Marathon. GVB's cash sponsorship support allows for Guam Sports Events Inc. to continue to enhance event offerings thereby adding more value as we continue to improve Guam's leading sports tourism product. For more information please see attached sponsorship matrix found in your board packet titled "Take off with United Airlines Guam Marathon".

Issue: Board approval required.

- Kraig Camacho reported several events that occurred from mid-August to early December.
- GVB sponsored the Japan Autumn Festival that took place on November 16, 2019 followed by the Tour Guam Cycling event in which 80-100 visiting Japanese cyclists participated in.
- The Nanshiki baseball tournament, comprised of all-star collegiate baseball players and hand selected from nine different universities, will compete against each other in a tournament at Leo Palace Resort during the first week of December.
- Sponsorship funding support in the amount of \$50K for the 2020 UGM comes directly out of Sports & Events and is not the total sponsorship from the different markets. Each market has different campaigns and supports UGM in different ways. Each market provides detail information in their budget requests.
- Chairman Ada requested for GVB's total amount invested in the UGM. Director Arriola suggested that the UGM sponsorship fall under one motion, that each market enter their investment amount and a grand total be presented.
- Japan - \$209,337, Korea - \$60,500, Sports & Events - \$50,000 + water \$1,500; total of \$321,337.00

H. AIR SERVICE DEVELOPMENT
Committee Meeting Minutes – October 30, 2019

- In addition to the President's report, Vice President Morinaga stated that with the start of Air Seoul and Air Busan it might affect other low-cost carriers.

I. JAPAN
Committee Meeting Minutes – October 15, 2019

- Japan 1st Quarter and 2nd Quarter Expenses

11. Motion made by Director Murata seconded by Director Kloppeburg to approve travel for the delegation below to attend monthly planning, strategy, and administrative meetings in Tokyo, Japan. Dates TBD by management. Estimated total cost is \$25,329.75; Estimated cost per trip \$8,443.25; Account # JA-SMD008. **Motion approved.**

Marketing (3 of 3 trips)

| | | | | | | |
|--|-----------------------------|----------|--------|----------|------|-------------|
| Airfare: | \$1,000 x 3 pax | | | | | \$3,000.00 |
| Per Diem: | Tokyo | Lodging | Nights | M&IE | Days | |
| | GVB President & CEO | \$347.50 | 3 | \$286.25 | 3 | \$1,901.25 |
| | GVB Marketing Staff (2 pax) | \$278.00 | 3 | \$229.00 | 3 | \$3,042.00 |
| Miscellaneous Expenses (Business Meetings, Excess Baggage, Etc.) | | | | | | \$500.00 |
| Total per trip: | | | | | | \$8,443.25 |
| Total for 3 trips: | | | | | | \$25,329.75 |

Background: The Japan market conditions remain challenging for Guam's tourism. GVB's first focus, as it has been for the past few years, is to develop and maintain current air service. In order to battle the challenges that remain, we must first address access to our island. Japan outbound travel trends continue to grow and shift in terms of demographics and business processes. This requires the Japan marketing team to have innovative and fast-moving plans integrated to sales, marketing and public relations.

With these conditions and aggressive processes, GVB senior management and Japan marketing staff must participate in face-to-face meetings often with the GVB Japan marketing team, as well as external trade partners. Participation in these meetings provides up-to-date direction and confidence to our team in-market as well as to travel trade partners.

Issue: Board approval required for travel.

12. Motion made by Director Murata seconded by Director Hoffman to approve travel for the GVB Director of Finance or designee plus one GVB Finance staff, President & CEO, and Marketing Staff to audit GVB Japan finances in Tokyo, Japan. Projected month: December, March, June, & September. Estimated cost \$43,857.00; Account #JA-SMD008. **Motion approved.**

| | | |
|----------|-----------------|------------|
| Airfare: | \$1,000 x 4 pax | \$4,000.00 |
|----------|-----------------|------------|

| | | | | | | |
|--|------------------------------------|----------|--------|----------|------|-------------|
| Per Diem: | Tokyo | Lodging | Nights | M&IE | Days | |
| | GVB President & CEO | \$347.50 | 3 | \$286.25 | 3 | \$1,901.25 |
| | GVB Marketing Staff | \$278.00 | 3 | \$229.00 | 3 | \$1,521.00 |
| | GVB Director of Finance / Designee | \$278.00 | 3 | \$229.00 | 3 | \$1,521.00 |
| | GVB Finance Staff | \$278.00 | 3 | \$229.00 | 3 | \$1,521.00 |
| Miscellaneous Expenses (Business Meetings, Excess Baggage, Etc.) | | | | | | \$500.00 |
| Total per trip: | | | | | | \$10,964.25 |
| Total for 4 trips: | | | | | | \$43,857.00 |

Background: The Accounting Department will conduct the annual financial audit of the Japan Office.

Issue: Board approval required for travel.

13. Motion made by Director Murata seconded by Director Hoffman to approve travel for the GVB Japan Country Manager and GVB Japan Staff to join the United Airlines Guam Marathon, the Guam Micronesia Island Fair, and the Guam BBQ Block Party in 2020. Projected months: April, May and July 2020. Estimated cost of travel \$3,300.00 per trip; Total \$9,900.00; Account #SMD008. **Motion approved.**

| | | | | |
|------------------------|-----------------------------|----------|------|------------|
| Airfare: | \$1,000 x 2 pax | | | \$2,000.00 |
| Per Diem: | Guam | M&IE | Days | |
| | GVB Japan Country Manager | \$62.50 | 4 | \$250.00 |
| | GVB Japan Staff | \$62.50 | 4 | \$250.00 |
| Japan Transportation: | To and from airport (2 pax) | \$100.00 | 2 | \$400.00 |
| Guam Transportation: | Rental car | \$100.00 | 4 | \$400.00 |
| Total per trip: | | | | \$3,300.00 |
| Grand Total (3 trips): | | | | \$9,900.00 |

Background: The GVB Japan Country Manager and GVB Japan Staff will join the aforementioned Guam signature events to accompany media and maximize PR opportunities for Guam. In addition, he will conduct site inspections of our signature events planned for FY2021, hold meetings with travel trade industry partners on Guam, and participate in working sessions and strategic planning meetings with the GVB head office.

Issue: Board approval required for all travel.

14. Motion made by Director Murata seconded by Director Hoffman to approve travel for a GVB delegation of eight (8) to participate in Kanku Tabihaku (KIX Travel Fair) in Osaka, Japan. Projected month: May 2020. Estimated cost of travel is \$23,928.00; \$14,724.00 from Account #JA-SMD004 and \$9,204.00 from Account #DM-CPO01. **Motion approved.**

| | | | | | | |
|--|-------------------------------------|----------|--------|----------|------|-------------|
| Airfare: | \$1,000 x 8 pax | | | | | \$8,000.00 |
| Per Diem: | Osaka | Lodging | Nights | M&IE | Days | |
| | GVB Board Director/Designee | \$360.00 | 4 | 192.50 | 4 | \$2,210.00 |
| | GVB President & CEO/Designee | \$360.00 | 4 | 192.50 | 4 | \$2,210.00 |
| | GVB Marketing Staff - Japan (2 pax) | \$288.00 | 4 | \$154.00 | 4 | \$3,536.00 |
| | GVB Tourism Research Staff | \$288.00 | 4 | \$154.00 | 4 | \$1,768.00 |
| | Miss Guam | \$288.00 | 4 | \$154.00 | 4 | \$1,768.00 |
| | Cultural Entertainers (2 pax) | \$288.00 | 4 | \$154.00 | 4 | \$3,536.00 |
| Professional Fees (Miss Guam): | | | | \$100.00 | 3 | \$300.00 |
| Professional Fees (2 pax cultural entertainers) | | | | \$100.00 | 3 | \$600.00 |
| Miscellaneous Expenses (Business Meetings, Excess Baggage, Etc.) | | | | | | \$500.00 |
| Marketing Total: | | | | | | \$14,724.00 |
| CHaCO Total: | | | | | | \$9,204.00 |
| Grand Total: | | | | | | \$23,928.00 |

Background: Organized by Kansai Airports, Kanku Tabihaku is a travel fair focusing on outbound travel from the Kansai area. The travel fair consists of consumer participation with booth exhibits and dedicated travel seminars for destinations or other travel-related businesses. GVB annually participates with the GVB Japan office and in-country Chamorro Gummas represent Chamorro culture through performances at the main stage.

Kansai remains an important source region for Japan market with majority of school and group travel originating from Osaka. GVB will organize cohesive participation in this annual event by arranging business meetings with airlines and group travel agents.

Tourism Research becomes increasingly important with the current challenges Guam faces in the Japan market. GVB Tourism Research Analyst will engage in strategic meetings with management, KIX airport, and agents where possible. Moreover, a consumer survey will be conducted at the Guam booth to engage, first-hand, with potential Guam visitors specifically from the Kansai region. GVB must identify the profile from this area using its resources to further strengthen other tourism research obtained by the Bureau.

Issue: Board approval required for all travel.

15. Motion made by Director Murata seconded by Director Hoffman to approve travel for the GVB Japan Country Manager and GVB Japan Staff to join four Hafa Adai Guam Study Tours in 2020. Tour dates TBD by management. Estimated total cost is \$13,200. Estimated cost per trip \$3,300. Account #JA-SMD002. Motion approved.

| | | | | |
|-----------------------|-----------------------------|----------|------|-------------|
| Airfare: | \$1,000 x 2 pax | | | \$2,000.00 |
| Per Diem: | Guam | M&IE | Days | |
| | GVB Japan Country Manager | \$62.50 | 4 | \$250.00 |
| | GVB Japan Staff | \$62.50 | 4 | \$250.00 |
| Japan Transportation: | To and from airport - 2 pax | \$100.00 | 2 | \$400.00 |
| Guam Transportation: | Rental car | \$100.00 | 4 | \$400.00 |
| Total per trip: | | | | \$3,300.00 |
| Total for 4 trips: | | | | \$13,200.00 |

Background: Four Hafa Adai Guam Study Tours are planned for FY2020. Each tour will focus on a different port in Japan (Kanto, Kansai, Chubu, and Fukuoka) targeting front line travel agents and industry professionals from these respective regions. The goal is to show travel trade partners Guam's unique selling points through first-hand experience. Participants will learn about Guam's latest developments, inspect various facilities and experience our island's amenities and culture. GVB Japan staff will be needed to escort the FAM tour participants during their stay in Guam.

Issue: Board approval required for all travel.

16. Motion made by Director Murata seconded by Director Hoffman to approve travel for correct year a delegation of six (5) as listed below to attend the Kashiwa Festival in July 2020. Estimated cost of travel \$17,421.00; \$10,574.00 from Account # JA-SMD008 and \$6,874.00 from Account #DM-CPO001. Motion amended to correct year 2019 to 2020. Motion approved.

| | | | | | | |
|--|--------------------------------|----------|--------|----------|------|-------------|
| Airfare: | \$1,000 x 3 pax | | | | | \$3,000.00 |
| Per Diem: | Tokyo | Lodging | Nights | M&IE | Days | |
| | GVB Board Director/Designee | \$345.50 | 4 | \$286.25 | 4 | \$2,527.00 |
| | GVB President & CEO / Designee | \$345.50 | 4 | \$286.25 | 4 | \$2,527.00 |
| | GVB Marketing Staff - Japan | \$276.00 | 4 | \$229.00 | 4 | \$2,020.00 |
| Miscellaneous Expenses (Business Meetings, Excess Baggage, Etc.) | | | | | | \$500.00 |
| Marketing Total: | | | | | | \$10,574.00 |

| | | | | | | |
|-----------------------------|--|----------|--------|----------|------|------------|
| Airfare: | \$1,000 x 2 pax | | | | | \$2,000.00 |
| Per Diem: | Tokyo | Lodging | Nights | M&IE | Days | |
| | Cultural & Heritage Committee Chair / Designee | \$345.50 | 4 | \$286.25 | 4 | \$2,527.00 |
| | Miss Guam | \$278.00 | 4 | \$229.00 | 4 | \$2,020.00 |
| Miss Guam Professional Fees | | | | \$100.00 | 3 | \$300.00 |
| CHaCO Total: | | | | | | \$6,847.00 |

| | |
|-------------|-------------|
| Grand Total | \$17,421.00 |
|-------------|-------------|

Background: In keeping with our Friendship Agreement signed in 1991, a group of students from Kashiwa come to Guam every year. As a form of reciprocation, a Guam delegation will be sent to Kashiwa to share Guam's culture with the Kashiwa International Relations Association, a group that also visits Guam. Furthermore, GVB hopes to use this opportunity to meet with contacts to help facilitate the Kashiwa Chamber of Commerce Young Entrepreneurs Group exchange project slated for November 2018. The Kashiwa Chamber of Commerce hopes to expand exchanges with Guam to include economic exchanges. This mission to Kashiwa will further this effort by strengthening Guam's showing of support for Kashiwa City.

Issue: Board approval required for all travel.

Motion made by Director Murata seconded by Director _____ to approve Japan Q1 & Q2 expenses as attached on Exhibit E-1.

- Regular Board of Directors meeting Recessed at 5:00 p.m. on Thursday, November 14, 2019 and will continue on Friday, November 15, 2019 at 9:00 a.m.

- Regular Board of Directors meeting resumed at 9:00 a.m. on Friday, November 15, 2019.

J. GREATER CHINA
Committee Meeting Minutes - November 8, 2019

Exhibit F

17. Motion made by Director Camacho seconded by Director Kloppenburg to approve \$155,800.00 for Mainland China market expenses as detailed below. Approved.

| FY2020 Q1 & Q2 | | | | |
|----------------|------------------|-------------------------------|----------|---|
| Account Number | China | Month | Amount | Project Name |
| CI-SMD023 | Sales Market Dev | October 2019 | \$20,000 | OTA Sales campaign (target low and shoulder season: Nov - Dec. 2019; Mar - May, 2020) |
| CI-SMD023 | Sales Market Dev | November & December 2019 | \$40,000 | Sales coops with tour operators in Shenyang, Guangzhou, Shenzhen and Shanghai |
| CI-SMD023 | Sales Market Dev | November 2019 | \$10,000 | Corporate group MICE incentive program |
| CI-SMD023 | Sales Market Dev | December 2019 & February 2020 | \$10,000 | Marketing coops with airline to increase direct |

| | | | | |
|-----------|------------------------|---------------|-----------|---|
| | | | | booking in slow-shoulder season |
| CI-ADV033 | US Commercial Services | December 2019 | \$800 | Brand USA Roadshow/Training Seminar |
| CI-SMD023 | Sales Market Dev | January 2020 | \$25,000 | Marketing co-op with brand for high class members |
| CI-TTC039 | TA/SM Fam Tour | March 2020 | \$50,000 | Celebrity focused media cooperation (Family fun or lifestyle) |
| | TOTAL | | \$155,800 | |

Background: In compliance with Board requirements, expenses above \$25,000 are being brought to the board for approval. For the first quarter, cooperative programs with our partner airlines are scheduled. Beyond the first quarter there are known projects that with early approval will allow for advance planning, pre-promotional opportunities, and where applicable, increased membership participation.

Project 1 Write up: OTA Sales Campaign

Sales driven campaign that will target online travel agents (OTA) sales. Based on historical sales records, last year a new sales number (estimated YOY 15%) will be set up for OTA partner in FY20, with focus on two shoulder-low seasons: Nov. - Dec. 2019 and Mar. - May, 2020.

Potential partners will be Korean Airlines, Philippine Airlines and Ctrip.

Investment from each partner will be:

- 1) Airline partners: provide special offer adopt to promotional seasons.
- 2) GVB China: invest on marketing activities to increase destination awareness, and drive volume to booking page on OTA
- 3) Ctrip: with big data to do precision marketing, maximize efforts on both of destination promotion and sales number.

Project 2 Write up: Sales coops with tour operators in Shenyang, Guangzhou, Shenzhen, and Shanghai

Product to be developed and promoted: stop-over package with KE or PR. Number of potential partners in each region: 1 for North China; 3 for East China; 2 for South China. The co-ops will consist of two measurements:

- 1) Exposure/impression/reaches in sales channels
- 2) Sales number

For Northern China, we will focus on Shenyang, which is the most potential city to increase GIT pax. Shenyang has US Consulate and is a hub for North region. Target segment in Shenyang will be family with children, therefore, the coops period will focus on summer vacation (June - September 2020).

For Eastern China, we focus on Shanghai and neighborhood cities. Trade partners will be wholesalers, so that to extended sales channels and cover low-tier cities. Besides strengthening B2B channels, direct consumers will be reached by sales agents of those wholesalers.

For Southern China, we focus on Guangzhou and Shenzhen. In Guangzhou, we keep coops with tour operator GZL; while in Shenzhen, we will have a new wholesaler partner to stimulate sales in market.

Project 3 Write up: Corporate group MICE incentive

In accordance with the GVB China MICE Incentive Policy, this project is to pay out up to 25 pax visa reimbursement to incentive groups that bring in over 50 pax to Guam for MICE business. Groups must provide copy of passport, US visa, proof of visa payment and boarding passes.

Project 4 Write up: Marketing coop with airline to increase direct booking in slow shoulder season (Dec 2019 and Feb 2020)

Period: Dec., 2019 - Mar. 2020. Airline partners: KE and PR

1) KE focus on online direct consumer booking, therefore, GVB China would initiate a coop with KE and one of its OTAs (the selection of OTA will refer to KE's sales record), to drive traffic to direct booking with KE. GVB China's investment and ROI will be measured as marketing exposure, while the efforts will support to increasing conversion.

2) PR focus on agent distribution channel, therefore, GVB China would initiate a co-ops with PR and one of its agents (the selection of agent will refer to PR's sales record), to launch a sales campaign that specially for a) PR sales agent employees; b) PR sales agent's corporate clients; c) CPA training organization students (pending). PR will provide special ticket fare, GVB China will provide sales incentive (max. for 50 pax), both sides will max. own channels so that to have a non-cost marketing promotion.

- Sales target: 1) coops with KE will be evaluate a YOY incremental % (10%); 2) coops with PR will be 80 pax (but 50 of 80 will have sales incentive)
- Budget: \$10,000 (\$5,000 for marketing activities, \$5,000 for sales incentive)

Project 5 Write up: Brand USA Roadshow / Training Seminar

GVB China to participate in Brand USA New Product Development Seminars (roadshows) in Nanjing/Hangzhou. Nanjing/Hangzhou is surrounding city of Shanghai, which use to be the source city of UA Shanghai flight. After UA suspended the direct flight, GVB China is still keeping efforts in this area as a potential to for stop-over flight.

Project 6 Write up: Marketing co-op with brand for high class members

Specific target couples segment, with cooperating a brand, to feature Guam as a honeymoon and romance destination. The main investment will be reception cost for a shooting group to Guam, the expected outcome will include 1) offline event organized for the brand club members; 2) social media postings with Guam image and destination information to the brand subscription; 3) exclusive campaign page on the brand website; 4) Guam and brand co-branding poster display in selected retailer stores. The project will focus on consumer awareness.

Project 7 Write up: Celebrity focused media co-op (family fun or lifestyle)

Cooperate with selected high-quality publication to leverage their celebrity resources and exposure channels. GVB China will recommend suitable candidates to experience Guam fam tour and to produce celebrity featured content (travel reports, photos or videos etc) and to further increase Guam's awareness among mass public.

FY2020 Q1 and Q2 GVB Taiwan Project Motions

18. Motion made by Director Camacho seconded by Director Kloppenburg to approve \$70,000 for Taiwan market expenses as detailed below. Approved

| FY2020 | | | | |
|----------------|--------------------------|----------|-----------|--------------------------------------|
| Account Number | Taiwan | Month | Amount | Project Name |
| TA-SMD023 | Sales Market Development | December | \$30,000 | Adventure Challenger Program |
| TA-SMD023 | Sales Market Development | January | \$40,000 | Gov't Co-op: Taipei Lantern Festival |
| | TOTAL | | \$ 70,000 | |

Background: In compliance with Board requirements, expenses above \$25,000 are being brought to the board for approval. For the first quarter, cooperative programs with our partner airlines are scheduled. Beyond the first quarter there are known projects that with early approval will allow for advance planning, pre-promotional opportunities, and where applicable, increased membership participation.

Adventure Challenger Program - \$30,000:

Following 2019's promotion focusing on Guam's delicacy, with the lead of the mid-Autumn Festival in 2019 September, Taiwan market would develop an annual campaign to boast Guam's variety of sky, land and sea offerings. The interest in sports and adventure is consistently rising in Taiwan and it is the perfect timing to strengthen Guam as the ideal destination for adventure lovers to challenge themselves with adrenaline driven activities such as skydiving, intro-flight, triathlons, marathon, hiking, scuba diving and swimming in the ocean. The challenger program will last for one year to allow challengers to achieve a total of five extreme sport activities from different categories (qualification number of activities to be determined). Similar to a stamp collection activity, challengers will be automatically entered into a special lucky draw for a grand prize and there will be smaller sizes after accomplishing each stage as motivation to achieve at least five extreme sport items. Most, if not all, of the prizes will come from sponsors and partners.

Gov't Co-op: Taipei Lantern Festival - \$40,000:

At the last Taiwan Sales Mission in September 2019, GVB was able to pay courtesy visits to the Taipei, Taoyuan, Kaohsiung, Taichung, and Hsinchu city governments. Based on the discussions during the meetings, each government proposed a few campaigns for GVB consideration to participate. After evaluating what each project entails and the ROI Guam will receive, it is recommended that GVB cooperates with the Taipei City Government's Taipei Lantern Festival on the basis that (1) it has the largest number of participants; (2) convenient location and that Taiwanese visitors are predominantly from Taipei City; and (3) date of event and shorter number of days to participate. GVB will work on other forms of collaboration with the rest of the city governments.

Since 2018, Taipei City Gov't has enthusiastically been inviting GVB to participate. They will be offering a free booth space and other promotional packages while GVB will only have to work on the booth and float designs and construction. This is a feasible opportunity for GVB and Guam Government to deepen relationships with the Taiwan government during Taipei City's biggest annual event. Should GVB consider bringing cultural performers, there is the possibility for stage or other performance opportunities to enhance Guam's presence and participation although, the budget will have to be re-calculated for this cost.

19. Motion made by Director Hoffman seconded by Director Arriola to approve travel for the GVB Director of Global Marketing or designee, two (2) Marketing Staff and the Community Development Officer, to attend the PATA Adventure Travel and Responsible Tourism Conference and Mart in Kota Kinabalu Sabah, Malaysia from February 10-15, 2020. Estimated total cost is \$14,000.00, of which \$10,668.00 will come from Account # PA-SMD024 and \$3332.00 from AS-ESP001. Approved

| | | | | | | |
|--------------|---|----------------|---------------|-----------------|-------------|--------------------|
| Airfare: | \$2,000 x 4 pax | | | | | \$8,000.00 |
| Per Diem: | Malaysia | Lodging | Nights | M&IE | Days | |
| | Director of Global Marketing | \$150.00 | 5 | \$97.00 | 6 | \$1,332.00 |
| | (2) Marketing Staff | \$150.00 | 5 | \$97.00 | 6 | \$2,664.00 |
| | Community Development Officer | \$150.00 | 5 | \$97.00 | 6 | \$1,332.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$672.00 |
| TOTAL | | | | | | \$11,500.00 |

Background: The PATA Adventure Travel Conference and Mart 2020 (ATCM) is Asia Pacific’s leading travel trade event dedicated to the adventure travel industry.

The three-day event is comprised of a one-day travel trade mart and one-day conference, along with other value-added activities that facilitate networking and relationship building. With past events held in Thimphu, Bhutan, Chiang Rai, Thailand, and Luoyang, China, and Al Ain, Abu Dhabi, UAE, the event’s choice of host destination reflects the growing importance of dispersing tourists to emerging destinations.

Issue: Board approval required for travel.

- Director Hoffman reported the RFP evaluation for the Philippine Marketing representative is completed. Management will provide updates next board meeting.
- PATA will take place in Thailand from November 26 – 30, 2019. Vice President Bobby Alvarez and Marketing Manager, Mark Manglona attended this PATA event.
- PATA Micronesia Chapter will take place in Palau from December 1 -5, 2019. Director Dela Cruz will be a guest speaker at various high schools and organized youth events.

PATA BOARD MEETING DURING THE PATA ANNUAL SUMMIT AND PATA TRAVEL MART

20. Motion made by Director Hoffman seconded by Director Arriola to approve travel for GVB Board of Director or designee to attend the PATA Board meetings in February and July 2020 and during the PATA Annual Summit in April/May 2020 and the PATA Travel Mart in September 2020. Exact location and dates are to be confirmed. Estimated total cost is \$26,500.00; Account # PA-SMD023 and SMD024. Approved.

PATA Executive Board Meeting (February)

| | | | | | | |
|--------------|---|----------------|---------------|-----------------|-------------|-------------------|
| Airfare: | \$2,000 x 1 pax | | | | | \$2,000.00 |
| Per Diem: | Bangkok, Thailand | Lodging | Nights | M&IE | Days | |
| | GVB Board of Director or Designee | \$182.50 | 5 | \$118.75 | 6 | \$1,615.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$385.00 |
| TOTAL | | | | | | \$4,000.00 |

PATA Annual Summit Board Meeting (April/May)

| | | | | | | |
|--------------|---|----------------|---------------|-----------------|-------------|-------------------|
| Airfare: | \$2,000 x 2 pax | | | | | \$4,000.00 |
| Per Diem: | Ras Al Khaimah, UAE | Lodging | Nights | M&IE | Days | |
| | GVB Board of Director or Designee | \$255.00 | 5 | \$202.50 | 6 | \$2,490.00 |
| | GVB President & CEO or Designee | \$255.00 | 5 | \$202.50 | 6 | \$2,490.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$520.00 |
| TOTAL | | | | | | \$9,500.00 |

PATA Executive Board Meeting (July)

| | | | | | | |
|--------------|---|----------------|---------------|-----------------|-------------|-------------------|
| Airfare: | \$2,000 x 1 pax | | | | | \$2,000.00 |
| Per Diem: | Bangkok, Thailand | Lodging | Nights | M&IE | Days | |
| | GVB Board of Director or Designee | \$182.50 | 5 | \$118.75 | 6 | \$1,615.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$385.00 |
| TOTAL | | | | | | \$4,000.00 |

PATA Travel Mart Board Meeting (September)

| | | | | | | |
|--------------|---|----------------|---------------|-----------------|-------------|-------------------|
| Airfare: | \$2,000 x 2 pax | | | | | \$4,000.00 |
| Per Diem: | Location TBC | Lodging | Nights | M&IE | Days | |
| | GVB Board of Director or Designee | \$250.00 | 5 | \$150.00 | 6 | \$2,150.00 |
| | GVB President & CEO or Designee | \$250.00 | 5 | \$150.00 | 6 | \$2,150.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$700.00 |
| TOTAL | | | | | | \$9,000.00 |

Background: GVB Board of Director, Ms. Flori-Anne Dela Cruz, is on the PATA Executive Board. She obtained her seat as the PATA Face of the Future recipient. GVB President & CEO, Ms. Pilar Laguana, sits on the Pacific Asia Travel Association Board of Directors. The PATA Board meets twice a year during the PATA Annual Summit and the PATA Travel Mart and the PATA Executive board meets a total of four (4) times a year.

The Executive Board is the governing body and corporate/legal board of directors of PATA. The primary function includes carrying on the activities of the Association consistent with the external and industry policy guidance of the PATA Board. The

functions of the board are to determine high-level external and industry policies and positions of PATA, and to provide guidance accordingly to the PATA Executive Board on such issues but it does not have the power to approve, disapprove or override actions of the PATA Executive Board.

The board also has voting rights (e.g. to vote for PATA Chairman, Vice Chair, Secretary/Treasurer and other PATA Executive Board members) at Board meeting and at Annual General Meeting and are eligible to be nominated and voted to be PATA Executive Board (after joining PATA Board at least one year).

Ms. Dela Cruz and Ms. Laguaña's involvement in the PATA Executive Board and PATA Board will allow them to ensure that PATA continues to put emphasis in the "P" in PATA, the Pacific, and to help develop travel and tourism in the region.

Issue: Board approval required for travel.

- The above motion covers different PATA activities happening in 2020. It allows staff to plan in advance.
- Given that fact that GVB's resources have been reduced, Director Shinohara suggested we take a look at areas of participation where we could reevaluate with cost in mind. President & CEO, Laguaña noted that Guam is seen as a leader for the Micronesia region and we are committed to heighten the brand awareness of Micronesia. As events come closer, necessary adjustments are made to save on costs.

PATA MICRONESIA CHAPTER TRI-ANNUAL MEETINGS FOR 2020

21. Motion made by Director Hoffman seconded by Director Arriola to approve travel for GVB President & CEO or designee, one (1) Marketing Staff and one (1) Board of Director to participate and attend the PATA Micronesia Chapter 3rd Tri-Annual Meeting in December 2019 and to approve GVB President & CEO or designee and two (2) Marketing Staff to participate and attend the 1st Tri-Annual and 2nd Tri-Annual Meeting in 2020. The location and dates for the meetings are to be determined at a later time. Estimated total cost is \$27,500.00; Account # PA-SMD024 & Account # PA-SMD023. Approved.

3rd Tri-Annual Meeting December 2019

| | | | | | | |
|--------------|---|----------------|---------------|-----------------|-------------|-------------------|
| Airfare: | \$900.00 x 3 pax | | | | | \$2,700.00 |
| Per Diem: | Micronesia | Lodging | Nights | M&IE | Days | |
| | Board of Director | \$255.00 | 5 | \$170.00 | 6 | \$2,295.00 |
| | President & CEO or designee | \$255.00 | 5 | \$170.00 | 6 | \$2,295.00 |
| | (1) Marketing Staff | \$204.00 | 5 | \$136.00 | 6 | \$1,835.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$375.00 |
| TOTAL | | | | | | \$9,500.00 |

1st Tri-Annual Meeting 2020

| | | | | | | |
|----------|-------------------|----------------|---------------|-----------------|-------------|------------|
| Airfare: | \$900.00 x 3 pax | | | | | \$2,700.00 |
| Per | Micronesia | Lodging | Nights | M&IE | Days | |

| | | | | | | |
|--------------|---|----------|---|----------|---|-------------------|
| Diem: | President & CEO or designee | \$255.00 | 5 | \$170.00 | 6 | \$2,295.00 |
| | (2) Marketing Staff | \$204.00 | 5 | \$136.00 | 6 | \$3,672.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$333.00 |
| TOTAL | | | | | | \$9,000.00 |

2nd Tri-Annual Meeting 2020

| | | | | | | |
|--------------|---|----------------|---------------|-----------------|-------------|-------------------|
| Airfare: | \$900.00 x 3 pax | | | | | \$2,700.00 |
| Per Diem: | Micronesia | Lodging | Nights | M&IE | Days | |
| | President & CEO or designee | \$255.00 | 5 | \$170.00 | 6 | \$2,295.00 |
| | (2) Marketing Staff | \$204.00 | 5 | \$136.00 | 6 | \$3,672.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$333.00 |
| TOTAL | | | | | | \$9,000.00 |

Background: The Joint Communique from the 24th Micronesia Island Forum states that the leaders throughout Guam and Micronesia endorse the recruitment of members for PATA and PATA Micronesia Chapter as well as the promotion of Micronesia as a region in travel tradeshows by promoting the Brand Micronesia. Furthermore, the leaders encourage the Chapter to continue its efforts with the development of a regional sustainability policy for the tourism industry, establish a regional cruise industry, develop a regional workforce development program to provide continuing job training for current tourism industry employees, etc.

Guam is an active member of the PATA Micronesia Chapter and the lead in the PATA Micronesia Chapter Committees and therefor will be attending the Tri-Annual Meetings in 2019-2020. The meetings are rotated among the islands depending on the availability of hosts. We would like to encourage membership from the region at the local and government level to become active and to engage with the PATA Micronesia Chapter. The Chapter meetings bring the National and State Tourism Organizations and stakeholders together attend committee meetings in the areas of Marketing, Education, Membership and Cultural Heritage and Environment. This also provides a platform to discuss issues and concerns that affect each of the islands, such as sustainability, air service and other tourism related matters.

Issue: Board approval required for travel.

L. NEW MARKETS

Committee Meeting Minutes - November 5, 2019

Exhibit H

22. Motion made by Director Shinohara seconded by Director Hoffman to approve travel for President & CEO or designee, Director of Tourism Research or designee, Director of Global Marketing or designee, two (1) Marketing Staff, and four (4) entertainers to attend the Malaysian Association of Tour and Travel Agents (MATTA) Fair 2020 in Kuala Lumpur from March 13-15, 2020. Estimated total cost is \$29,142.50 of which \$12,992.50 will come from account # NMD-TTC081, \$2,910.00 from account # RE-RES104, and \$13,240.00 from account # DM-CPO008. Approved.

| | | | | | | |
|-----------|-------------------------------|----------------|---------------|-----------------|-------------|------------|
| Airfare: | \$1,500.00 x 4 pax | | | | | \$6,000.00 |
| Per Diem: | Kuala Lumpur, Malaysia | Lodging | Nights | M&IE | Days | |
| | | | | | | |

| | | | | | | |
|-------------------------|---|----------------|---------------|-----------------|-------------|--------------------|
| | President & CEO / designee | \$232.50 | 5 | \$100.00 | 6 | \$1,762.50 |
| | Director of Global Marketing/Designee | \$186.00 | 5 | \$80.00 | 6 | \$1,410.00 |
| | (1) Marketing Staff | \$186.00 | 5 | \$80.00 | 6 | \$2,820.00 |
| | Unanticipated Expenses (Communications, excess baggage, transportation, meetings, etc.) | | | | | \$1,000.00 |
| TOTAL MARKETING: | | | | | | \$12,992.50 |
| Airfare: | \$1,500.00 x 1 pax | | | | | \$1,500.00 |
| Per Diem: | Kuala Lumpur, Malaysia | Lodging | Nights | M&IE | Days | |
| | Director of Tourism Research/Designee | \$186.00 | 5 | \$80.00 | 6 | \$1,410.00 |
| TOTAL RESEARCH: | | | | | | \$2,910.00 |
| Airfare: | \$1,500.00 x 4 pax | | | | | \$6,000.00 |
| Per Diem: | Kuala Lumpur, Malaysia | Lodging | Nights | M&IE | Days | |
| | (4) Entertainers | \$186.00 | 5 | \$80.00 | 6 | \$5,640.00 |
| | Professional Fees (\$100 x 4 days x 4 pax) | | | | | \$1,600.00 |
| TOTAL CULTURE: | | | | | | \$13,240.00 |
| GRAND TOTAL: | | | | | | \$29,142.50 |

Background: MATTA Fair is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities in this exciting era of groundbreaking travel innovations and technological advent. The event provides visitors with a host of exciting and value for money travel options and excellent business and travel opportunities. In essence, all these attractions have made MATTA Fair the number one consumer travel fair in Malaysia. Over 100,000 visitors from Malaysia, ASEAN, and the rest of the world are expected to attend.

Guam Visitors Bureau (GVB) research found that in 2016, 11.9 million international outbound trips were recorded by Malaysian travelers. By 2021, it is projected that 14.2 million international outbound trips will be made. The average spends when travelling according to Statista travel data in 2018 is \$1,145.00 USD. Much like the Philippine market, Malaysians love to explore the history and culture of a destination, try new foods, enjoy the beautiful beaches, and most especially, to shop. GVB hopes to capitalize on these figures and attract more travelers from the Southeast Asia region, especially from visa waiver countries with convenient connectivity via the Philippines and other gateways in Asia.

Issue: Board approval required for all travel.

23. Motion made by Director Hoffman seconded by Director Kloppenburg to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP

2020-001 Tourism Destination Marketing Representation Services in the Philippines, and if successful, to enter into a contract. Motion Approved.

Background: This is a new solicitation for this service, which expired on September 30, 2019. The Scope of Work was revised to better reflect the intent and purpose of this solicitation, which was issued on October 7th and ended on October 28, 2019. The contract term will commence upon completion of the contract and receipt of the Notice to Proceed for the remainder of FY2020, along with two (2) one-year options to renew, subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

- Correction, motion number 23 stated above should fall under the Philippine Market.

24. Motion made by Director Hoffman seconded by Director Kloppenburg to approve travel for the GVB President & CEO/designee, GVB Director of Global Marketing/designee, GVB Director of Tourism Research/designee, two (2) Marketing Staff, one (1) Cultural Heritage Officer, one (1) Miss Guam, two (2) musicians and four (4) entertainers to attend the 2020 Philippines Travel Agents Association Travel Tour Expo in Manila, Philippines from February 7-9, 2020. Estimated Total cost is approximately \$41,477.50; (\$13,197.50 from Philippines Acct. No. PI-TTC067, \$2,920.00 from Research Acct. No. RE-RES104, and \$25,360.00 from Cultural Heritage Acct. No. DM-CPO005). Motion Approved.

| | | | | | | |
|--|---|----------------|---------------|-----------------|-------------|--------------------|
| Airfare : | \$850.00 x 4 pax | | | | | \$3,400.00 |
| Per Diem: | Manila | Lodging | Nights | M&IE | Days | |
| | President & CEO / Designee | \$256.25 | 6 | \$175.00 | 6 | \$2,587.50 |
| | Director of Global Marketing / Designee | \$205.00 | 6 | \$140.00 | 6 | \$2,070.00 |
| | (2) Marketing Staff | \$205.00 | 6 | \$140.00 | 6 | \$4,140.00 |
| Business Communications, Excess Baggage Fees, Meeting Expenses, etc. | | | | | | \$1,000.00 |
| MARKETING TOTAL | | | | | | \$13,197.50 |

| | | | | | | |
|-----------------------|---|----------------|---------------|-----------------|-------------|-------------------|
| Airfare: | \$850.00 x 1 pax | | | | | \$850.00 |
| Per Diem: | Manila | Lodging | Nights | M&IE | Days | |
| | Director of Tourism Research / Designee | \$205.00 | 6 | \$140.00 | 6 | \$2,070.00 |
| RESEARCH TOTAL | | | | | | \$2,920.00 |

| | | | | | | |
|-----------|------------------|----------------|---------------|-----------------|-------------|------------|
| Airfare: | \$850.00 x 8 pax | | | | | \$6,800.00 |
| Per Diem: | Manila | Lodging | Nights | M&IE | Days | |
| | CHC Officer | \$205.00 | 6 | \$140.00 | 6 | \$2,070.00 |
| | Miss Guam | \$205.00 | 6 | \$140.00 | 6 | \$2,070.00 |
| | (2) Musicians | \$205.00 | 6 | \$140.00 | 6 | \$4,140.00 |

| | | | | | | |
|----------------------|-------------------------------------|----------|---|----------|---|--------------------|
| | (4) Dancers | \$205.00 | 6 | \$140.00 | 6 | \$8,280.00 |
| Prof. Fees: | Miss Guam \$100.00 x 4 days x 1 pax | | | | | \$400.00 |
| | Musicians \$100.00 x 4 days x 2 pax | | | | | \$800.00 |
| | Dancers \$50.00 x 4 days x 4 pax | | | | | \$800.00 |
| CULTURE TOTAL | | | | | | \$25,360.00 |
| GRAND TOTAL | | | | | | \$41,477.50 |

Background: The Travel Tour Expo was established by the Philippine Travel Agencies Association (PTAA) in 1994 to showcase the products and services of its members. Since then, the show has evolved into a popular annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry. More than 100,000 travelers/visitors were present in last year's show, with a B2B segment incorporated into the show giving more value to the trade partner and featured more than 400 exhibitors offering more travel options to visitors.

GVB has been an active participant in this show for the past 14 years and bureau will once again reach out to our airline providers, GVB members and other Micronesian islands' NTOs/STOs to take a regional marketing approach and offer attractive travel packages to potential visitors.

Issue: Board approval needed for all travel.

- On behalf of GVB, Director Hoffman relayed condolences for the record on the passing of President & COO of Philippine Airlines, Lucio Tan Jr. and Cebu Pacific's founder Mr. John Gokongwei, who were both part of GVB's Philippine Market.

M. KOREA

25. Motion made by Director Kloppenburg seconded by Director Hoffman to approve \$128,800.00 for Korea market expenses as detailed below. **Motion approved.**

| FY2020 | | | | |
|----------------|--------------------|-----------|--------------|-------------|
| Account Number | Korea | Month | Amount | Project |
| KO-TTC018 | FAM Tour | December | \$58,000.00 | Canon Korea |
| KO-ADV011 | Media Advertorials | Nov - Dec | \$25,800.00 | |
| KO-DIG001 | Digital Ad Buys | Nov - Dec | \$45,000.00 | |
| | TOTAL | | \$128,800.00 | |
| | | | | |

Background: In compliance with Board requirements, expenses above \$25,000 are being brought to the board for approval. For the first quarter, cooperative programs with our partner airlines are scheduled.

Canon Korea

- A FAM tour held between December 10 - 14, 2019 (TBD) with Canon Korea and approximately 20 pax. Canon will recruit qualified digital influencers and provide them with a Canon camera to create high quality digital content and maximize Guam exposure on SNS channels.

Media Advertorials

A) November Media Plan:

- o Busan Ilbo: 1/5 size in first page about Shop Guam/Roadshow - \$5,500
- o Daegu Ilbo: 1/5 size in first page about Shop Guam/Roadshow - \$5,500
- o Kwangju Ilbo: 1/5 size in first page about Shop Guam/Roadshow - \$5,500

B) December Media Plan:

- o Vogue: Full page Shop Guam Ad - \$4,400
- o Allure: Full page Shop Guam Ad - \$4,400

Digital Ad Buys

A) Instagram - \$7,000

- o Sponsored Ad Posts, Carousel Ads, Story Ads

B) Facebook - \$7,000

- o Shop Guam Video Ad, Page Like Ad, Shop Guam Carousel Ad, Post Boosting (Sponsored) Ad

C) Kakao - \$12,000

- o Kakao Moment Page Like Ad, Kakao Moment Video Ad

D) Youtube: \$6,000

- o TrueView Video Ad - skippable ad, charge after 5 seconds (Cost Per View)

E) Google Banner Ad - \$6,000

F) Creative Fees: \$7,000

- Director Kloppenburg had the following to report on Korea:

- o Shop Guam launched the first week of November and welcomed a Korean influencer on island who visited over 20 shop Guam vendors and conducted live hostings. She will be working closely with GVB Korea on campaign promotions and shop Guam product giveaways.
 - o GVB KMC leaders were invited to the Korea Guam Travel Association meeting. They spoke about their concerns relative to the theft of passports and how their organization must handle it.
 - o On November 13, 2019 the Guam Korean Chamber of Commerce held their first annual mixer.
 - o GVB hosted a reception at the Guam Sheraton for MICE groups that arrived on island for the Guam Leadership Seminar.
 - o On November 26, 2019 Joint Forces from the Military University in Korea, 340 PAX stayed at the Fiesta resort.
 - o The Korea Road Show took place on November 16 - 23, 2019.
-

VII. OLD BUSINESS

- Motion to approve Above-Step recruitment of Josephine Villanueva as Director of Finance and Administration at the above step pay grade of eighty-five thousand per annum plus benefits after satisfying the ten (10) days web posting without protest as discussed in the last GVB board meeting dated October 10, 2019.
-

VIII. EXECUTIVE SESSION

Motion made by Chairman Ada, seconded by Mayor Hoffman to move into Executive Session. Motion approved.

- Chairman Ada called the regular board meeting back to order.

Motion made by Director Joanne seconded by Director Hoffman to approve the recruitment of Josephine Villanueva as the Director of Finance at the above-step pay grade of \$85,000 per annum plus benefits after satisfying the 10 business days web posting without protest, as discussed at the last GVB board meeting dated October 10, 2019. **Motion approved.**

Background: Under the enabling legislation of the Guam Visitors Bureau 12 GCA AUTONOMOUS AGENCIES CH. 9 under § 9110. Employment. (a) Pursuant to the provisions of 4 GCA Section 4105, the Board shall establish rules and regulations governing selection, promotion, performance evaluation, demotion, suspension, removal and other disciplinary action for the employees of the Bureau.

Under Title 4 of the Guam Code Annotated, on § 6205. Recruitment Above-Step § 6205. Recruitment Above-Step. Step 1 of the Pay Grade assigned to a classified position shall be the regular rate for initial employment in any department or agency. The appointing authority, or the head of an agency, department or public corporation listed in 4 GCA § 4105(a) may petition the Director of Administration, the Judicial Council (as to Judicial Branch employment) or the agency, department or public corporation's governing board or commission (as to an agency, department or public corporation listed in 4 GCA § 4105(a)) for recruitment at a higher step not to exceed Step 10, because of documented recruitment difficulty or exceptional qualifications. The petition shall be posted on the agency's website for ten (10) days (Saturdays, Sundays and government of Guam holidays excepted)."

On August 19, 2019, GVB issued Job Announcement 2019-004 for the position of Director of Finance. The Job Announcement closed on September 3, 2019.

GVB received four applications for the position of Director of Finance and extended interviews to all four applicants. A panel of qualified industry professionals interviewed and evaluated each applicant. The applicants were evaluated based on experience, education, technical ability and certification. Following the evaluations, the panel scored and ranked each applicant. That person was determined to be Josephine Villanueva.

Based on her exceptional qualifications, GVB offered Ms. Villanueva the position of Director of Finance with a starting salary of \$85,000.00; a salary below the industry average. On October 17, 2019, GVB posted the "above-step recruitment petition" on our official website as required by law, Under Title 4 of the Guam Code Annotated, on § 6205. Recruitment Above-Step § 6205. The 10-day posting period on the GVB's official website was fulfilled on October 31, 2019. GVB is requesting the board to approve the above-step recruitment in the amount of \$85,000.00 as Ms. Villanueva's starting salary. Her exceptional knowledge and experience will greatly benefit the Guam Visitors Bureau.

Ms. Villanueva recently served as the Financial Operations Manager for the Joint Region Marianas. Her work experience includes Financial Controller to the Guam Regional Medical City, Controller for Triple J Enterprises, Inc., Finance and Admin Manager for Tristar Terminals Guam, Inc., General Accountant for D&W Group of Companies and Hotel Nikko Saipan, Inc.

Ms. Villanueva's highest level of education is an Integrated Masters in Business Administration (2013) from Delta State University, Cleveland, Mississippi. She received her Bachelor's Degree of Science in Accounting from the University of Batangas, Philippines in May 2000.

Ms. Villanueva currently holds the following certifications:

- Certified Public Accountant (Active Non-Attest, Guam 2009);

- Chartered Global Management Accountant (2001);
- Certified Government Financial Manager (2011);
- Certified Specialist Accounting and Finance (2017);
- Society of Human Resources Management, Certified Professional (2018);
- Certified Diocesan Finance Manager (In progress);
- Project Management Professional (In progress).

Ms. Villanueva has prior and current professional affiliations as follows:

- American Institute of Certified Public Accountants;
- Guam Society of Certified Public Accountants;
- Association of Government Accountants- Guam Chapter;
- Healthcare Financial Management Association;
- Society of Human Resources Management;
- Marianas Institute of Certified Public Accountants;
- Council of Petroleum Accountants Association.

In light of Ms. Villanueva's qualifications and work experience, I believe it is in GVB's best interest to offer her the position of Director of Finance. With her diverse experience, GVB can look forward to the enhancement of our financial affairs.

IX. NEW BUSINESS

- The GVB Board of Directors received an anonymous email on October 31, 2019. The Board Chairman replied to the email address and informed the anonymous sender that a response will be made and their letter will be addressed accordingly.
- In response to the anonymous email sent on October 31, 2019 by concerned management and staff of the Guam Visitors Bureau outlining variety of concerns relative to senior management; Director Arriola presented a motion for the board.

Motion made by Director Arriola seconded by Director Shinohara to allow Legal Counsel to hire an HR professional to conduct interviews with the set concerns and report directly to the board for their findings and action. Counsel is to report only to the board and will work with board members Steve Gatewood, Milton Morinaga and Sam Shinohara as point of contacts for the board with regard to the email on concerns relative to senior management as outlined in the email dated October 31, 2019. **Motion approved.**

Motion made by Director Arriola seconded by Director Shinohara for Legal Counsel to draft an anti-retaliation policy and immediately provide the draft for the board's review before the next board meeting in December. **Motion approved.**

Motion made by Director Arriola seconded by Director Shinohara for Legal Counsel to draft and develop a Complaint Resolution policy on the President and Vice President; for the board's review and approval at the next board meeting. **Motion approved.**

- Director Hoffman shared with all GVB employees who were present, the board's awareness of their concerns and assured employees that their concerns will be addressed. He shared that there are missing components from GVB's written procedures which the board is working to address.

Motion made by Director Hoffman seconded by Director Shinohara to allow for the expenditure of an independent HR professional to address the October 31, 2019 email received by the board at commercial rates. **Motion approved.**

X. ANNOUNCEMENTS

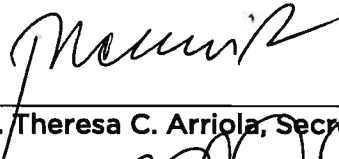
- Director Gatewood announced that GEDA is offering a Qualifying Certificate Community Contribution (QCCC) Grant Program that provides a grant up to \$50,000 to non-profit organizations or government of Guam agencies who offer programs that benefit the community in areas of public safety, cultural preservation, tourist attractions, sports & tourism and economic development. The grant application deadline is on December 16th.
- Japan Festival scheduled for Saturday, December 16, 201

Upcoming Board Meetings:

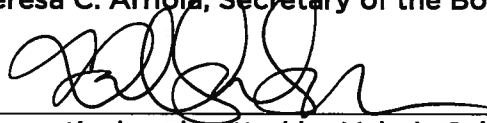
- Thursday, December 12, 2019 at 3:30pm, GVB Main Conference Room
- Thursday, January 9, 2019 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Motion made by Director Arriola seconded by Director Camacho to adjourn the board meeting at 11:48 a.m. on Friday, November 15, 2019.



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



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary

Action Items:

- 1) Management to submit a response letter to GEDA Re: Request to support the renewal of the special hotel qualifying certificate program.
- 2) Testimony relative to Bill 158-35: Management to adjust letters of support by omitting the verbiage that states, \$400,000.00 will be coming from the TAF.
- 3) Management to update GVB account signatories for all GVB bank accounts and create a signature matrix defining combination of signatory.
- 4) Legal Counsel to review and tweak the FY2020 Non-Profit Pass Through Guidelines. Form to include the following:
 - The form should be dated.
 - Form may be subject to changes.
 - No more than 20% of funds should be used for core administration salaries.
 - The Guam Visitors Bureau, it's staff and the Board of Directors shall not be held liable for any damages caused to non-profit grant recipients.

Form shall be reviewed and adjusted as needed by Legal Counsel; to be submitted by the end of the month.

- 5) Management to provide status update on the Philippine Marketing Representative.
- 6) Senior Management to send condolences on behalf of GVB to the families and staff of Mr. Lucio Tan Jr. and Mr. John Gokongwei.
- 7) Legal Counsel to hire an HR professional to conduct interviews with the set concerns and report directly to the board for their findings and action. Counsel is to report only to the board and will work with board members Steve Gatewood, Milton Morinaga and Sam Shinohara as point of contacts for the board with regard to the email on concerns relative to senior management as outlined in the email dated October 31, 2019.
- 8) Legal Counsel to draft an anti-retaliation policy and immediately provide the draft for the board's review before the next board meeting in December.
- 9) Legal Counsel to draft and develop a complaint resolution policy on the President and Vice President; for the board's review and approval at the next board meeting.