



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, June 10, 2021, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://www.gotomeet.me/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

- A quorum being present, Chairman Morinaga called the Board's regular meeting to order at 1:32 p.m.

II. ROLL CALL

Online/Phone: Flori-Anne Dela Cruz, Paul Shimizu

In-Person: Milton Morinaga, Sonny Ada, Ho S. Eun, Derrick Quinata, Ben Ferguson, Charles Bell, Jeff Jones, Sam Shinohara

Absent: Rudy Paco, Laura Nelson-Cepeda

III. MINUTES OF THE PREVIOUS MEETING

EXHIBIT A

Director Shinohara made a motion, seconded by Jones, to approve the minutes of the previous Board of Directors meeting dated May 27, 2021, subject to minor corrections. **Motion Approved.**

IV. CHAIRMAN'S REPORT

- GHRA hosting an economic forum
 - Invitation sent to GVB to participate in the panel
- DRAFT Bill 81-36 Board Directors to agree with Management's response
- Saipan Economic Stimulation Program
 - Money provided to tourists, airlines, etc.
 - GHRA spoke with Adelup, who is aware of the interest to provide something similar here on Guam
 - GEDA to further develop the program to subsidize visiting tourists
 - Funding will be formulated by GEDA and will not come from GVB

V. MANAGEMENT'S REPORT

- President Gutierrez reported GVB & the Recovery Committee had created an Air V&V program for US and non-US citizens
 - Governor LG and DPHSS is fully engaged in the process
 - CBS and other media covered Guam in their broadcasts
- Philippine Airlines willing to fly ex-pats from Bangkok to Guam non-stop
 - Marketing to dual citizens, ex-pats, Filipinos with American visas
- Governor LG allowing US citizens to come into Guam as long as supplies are provided to Guam for non-US citizens
 - Vaccine request for US citizens pending approval
- Thanked DFS (T Galleria) for providing an area to administer vaccinations and testing at no-cost

Nadine LG reported on several topics:

Air V&V Program

- Received 200 cumulative US citizens requests
- Clinics are also receiving direct inquiries
- GHRA gathered protocols for hotels and submitted them to DPHSS; pending final approval to begin
- DPHSS received source markets vaccination certification samples with translations from GVB for approval
 - Vaccinated visitors should be able to process without issues

GVB Digital Academy

- Taiwan Guest Speaker Brenda from KKDay (Tour Operator) shared outbound traveler perspectives on the Taiwan market
- There is pressure amongst the people who desire to travel
 - Family pressure
 - Quarantine periods in different countries
- Korean Market – those fully vaccinated in Korea do not have to quarantine

Vax & Win

- Commencing June 16th those who are vaccinated and participate in the drawing are eligible to win
- \$10,000.00
- A car
- Other prizes donated by industry partners
- 30,220 individuals signed up
- Goal is 96,000 vaccinations (80% of the adult population)

VI. TREASURER'S REPORT

- Director Shinohara opened discussion on the format of the Finance Report acceptable by the Board to consolidate everything
- Challenge was focusing on cash outflows and not inflows
- Suggested a simple format to review
 - protract estimated allotment receipts with anticipated obligations
- Vice President Perez reported GVB had not received allotments for three months
 - DOA is obligated under the bond covenant to make up for what is due to GVB from the TAF
 - Time lag issue that affects our cash flow
- Chairman Morinaga inquired about GVB's Budget hearing with the Legislature
 - Vice President Perez shared the Governor's office desires we have a unified message from the administration
 - The legislature has been requesting information from various departments
 - GVB has not been approached by the Legislature or received direct requests on GVB's issues
 - Legislature met with Governor LG on the ARP Act suggesting \$38M for GVB

VII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

- Nothing to report.

B. ADMINISTRATION & GOVERNANCE

- Nothing to report.

C. REOPENING TASK FORCE

- GHRA and AMC invited to present their QR code and its benefits at the Recovery Task Force meeting – June 11th
- Observing our neighbors, Hawaii, and various destinations
 - discussions on reopening implementations, quarantine measures, and how they've wrapped their visitor industry
 - looking to imitate what may work on Guam
- Director Jones presented to the Board a Resolution for GVB to Safely Open Tourism for consideration
 - A direct request to Governor LG from the Board
 - Minor additions were made to the resolution presented in the 8th paragraph by Directors Gatewood and Eun

Director Jones made a motion, seconded by Director Ada, to adopt the resolution for GVB to Safely Open Tourism with minor corrections. Motion Approved.

D. AIR SERVICE DEVELOPMENT

Chairman Morinaga reported the following:

Japan

- Jeju suspended until June 30
- T'way and Japan Airlines suspended until Sept 30
- United and all other flights suspended until July 31
- United 196/197 operating daily
- JTB tour package canceled until July 31
- JALPAK canceled until September 30

Korea

- All airlines from Korea are actively sending information of their plans to fly to Guam
 - All flights except Jin Air are currently suspended
 - Jin Air scheduled to fly beginning June 1 with an increase to fly twice weekly in August
- Very Good Tour Travel Agencies has confirmed three charter flights via Jin Air on August 14, 18, and September 18
- Jeju Air charter flight from Incheon to Guam (cargo & 40 passengers) – June 2
- Jeju Air plans to operate one flight a week pending approval by the Ministry of Land, Infrastructure and Transport
- T'way plans to operate twice weekly July 21 from Incheon to Guam
- Air Seoul plans for daily flights in August from Incheon to Guam pending approval by the Ministry of Land, Infrastructure and Transport
- Korean Air resuming Incheon to Guam flights October 31

Taiwan

- China Airlines would like to charter a flight for medical travel. However, their medical law updated by the Ministry of Health and Welfare prohibits the promotion and attraction of medical tourism
- Eva Air was approved to proceed with operations and resume the Guam route
- Even with rising air costs that have doubled or tripled in amount, travelers are still willing to visit Guam
- Starluxe received approval from the DOT to operate scheduled routes between Taiwan and the US
 - Due to the pandemic, operations may be postponed until 2023

Electronic Declaration Form (EDF) Update by Nico Fujikawa

- The EDF will launch full mobile - June 15
- All Guam Customs & Quarantine officers will train with the system
- Walk-through process - June 11
- By launch date, Customs will accept digital forms, mobile QR codes, and hard copies
- Digital forms and Hard copies will be accepted until October 1, 2021
 - Hard copies will not be accepted after the October 1 cutoff date
 - EDF entirely digitized by FY 2022
- DPHSS to provide their electronic health information forms before the cutoff date

E. DESTINATION MANAGEMENT/VISITOR & SAFETY SATISFACTION

- Director Shinohara has no updates to report
- Mayor Paco is preparing the 140' x 8' wall near the Bank of Guam in Tumon for painting

F. CULTURAL HERITAGE, COMMUNITY OUTREACH & BRANDING

- Director Gatewood suggested a brand audit be conducted to ensure that all source markets have the same logo across the board
- GIMF Virtual Tour date changed to July 12

G. RESEARCH / MEMBERSHIP

- Director Jones reported Bill 81-36 had not been scheduled for a public hearing by the Legislature
- Management's drafted response to bill 81-36 is good

H. SPORTS & EVENTS

- Director Gatewood reported on a potential film to be shot here in Guam.
 - Rain Valdez is an actress, writer, and producer who rose to fame with her award-winning short film, Ryans.
 - On island scouting for locations
 - It could be a potential Netflix film
- Director Ferguson provided an update on the United Guam marathon event
 - 800 registered
 - 300 registered out of Korea
 - Others registered for 2020 that were deferred
 - Considering moving the event to a fall date
 - Update will be provided next week

I. JAPAN

- Director Bell reported Japan's State of Emergency extended to June 20
- 14M individuals received 1st vaccine dose
- 4.6M fully vaccinated
- Vaccinations in workplaces and universities start June 21
- Get Up And Move webinar - June 29
- Next JMC meeting - June 15

J. KOREA

Director Eun made a motion, seconded by Director Gatewood, 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 2021-007 DESTINATION MARKETING SERVICES IN SOUTH KOREA and if successful, to enter into a contract. Motion Approved.

Background: The Guam Visitors Bureau "GVB," a public, non-stock, non-profit membership corporation, is soliciting proposals from professional and experienced destination marketing management companies to provide DESTINATION MARKETING SERVICES IN SOUTH KOREA to assist GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB's liaison in matters pertaining to Guam.

The contractual obligation shall be for four fiscal years beginning upon completion of the contract for the initial term in FY2022, with three one-year options to renew, a total of four (4) years (FY2022, FY2023, FY2024, and FY2025), and is subject to fiscal year-end performance reviews, availability, and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

K. TAIWAN

Chairman Morinaga made a motion, seconded by Director Ada, 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 2021-006 GUAM REPRESENTATION SERVICES IN TAIWAN, and if successful, to enter into a contract. Motion Approved.

Background: The Guam Visitors Bureau "GVB," a public, non-stock, non-profit membership corporation, is soliciting proposals from professional and experienced destination marketing management companies to provide GUAM REPRESENTATION SERVICES IN TAIWAN to assist GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB's liaison in matters pertaining to Guam.

The contractual obligation shall be for four fiscal years beginning upon completion of the contract for the initial term in FY2022, with three one-year options to renew, a total of four (4) years (FY2022, FY2023,

FY2024, and FY2025), and is subject to fiscal year-end performance reviews, availability, and certification of funds from fiscal year to fiscal year.

Issue: Board approval required.

Discussion:

- Director Ada asked if GVB is the only entity funding the service. According to President Gutierrez, GVB, GEDA, and GIAA will each contribute \$120K to support this service. Although there are MOUs between the other agencies, GVB will take the lead.
- Contracts end September 30, 2021

L. NEW MARKETS

- Nothing to report

M. NORTH AMERICA, PACIFIC & PHILIPPINES

- Director Jones reported 6,000 military personnel would be on Guam for the summer for exercises for several weeks

VIII. OLD BUSINESS

- No Old Business.

IX. NEW BUSINESS

- No New Business.

X. EXECUTIVE SESSION

- No Executive Session.

XI. ANNOUNCEMENTS

Upcoming Board Meetings:

- June 24, 2021
- July 8, 2021

XII. ADJOURNMENT

Chairman Morinaga made a motion, seconded by Director Shinohara, to adjourn the Board of Directors regular board meeting at 2:35 p.m. **Motion Approved.**



Mr. Stephen Gatewood, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary

BOARD MEETING MINUTES
June 10, 2021



GUAM VISITORS BUREAU (GVB) RESOLUTION NO: 2021-001

RELATIVE TO SAFELY REOPEN TOURISM

WHEREAS, the Pandemic of 2020 has shut down the travel industry

WHEREAS, Guam serves as a strategic location for the U.S. military and its allies

WHEREAS, the future of Guam's travel industry is in jeopardy

WHEREAS, other destinations across the globe have enacted protocols to ensure a safe reopening of their economies

WHEREAS, the CDC has recognized the control of the COVID spread on the Island and has dropped it to a Level 2 travel health notice

WHEREAS, the Pandemic Unemployment Assistance (PUA) program is slated to end on September 4th, 2021, with unemployment at unprecedented levels;

NOW THEREFORE BE IT

RESOLVED, that the Guam Visitors Bureau Board of Directors seek to safely reopen the tourism industry, Guam's number one economic contributor, and tasks the GVB Management team to work with the Guam Hotel and Restaurant Association (GHRA), and the Guam Department of Public Health and Social Services (DPHSS) on safe reopening procedures; be it further

RESOLVED, that the Board of Directors officially requests that the Public Health officials support the safe efforts to reopen the visitors industry by amending the current mandatory quarantine guidelines for all unvaccinated visitors, including minors, by allowing those that present a negative COVID test within 72 hours to safely experience the island's beauty, warmth and hospitality; be it further

RESOLVED, that the Board of Directors requests that safe protocols be implemented to allow for our military personnel and allied military personnel visiting Guam's shore for duty or liberty be permitted to enjoy the warmth and hospitality that the Guamanian people have to offer with confirmation or commitment from the U.S. military that said personnel were vaccinated or are able to present a negative COVID test prior; be it further

RESOLVED, that the Chairman of the Board certify to and the Secretary attest the adoption hereof and that copies of the same be thereafter transmitted to the Director of DPHSS, the Speaker of the 36th Guam Legislature, and the Governor and Lieutenant Governor of Guam for promulgation.

DULY ADOPTED ON THE 10th DAY OF JUNE 2021.


MILTON MORINAGA, CHAIRMAN

IN WITNESS WHEREOF, I have hereunto subscribed my name and affixed the seal of the said Corporation this 10th day of June 2021.


STEPHEN R. GATEWOOD, SECRETARY