



REGULAR BOARD OF DIRECTORS MEETING

Thursday, October 08, 2020, at 1:30 p.m.

TELECONFERENCE - GoToMeeting

(<http://www.gotomeet.me/GUAMVISITORSBUREAU/boardmeeting10082020>)

AGENDA

I. CALL TO ORDER

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

II. ROLL CALL

III. MINUTES OF THE PREVIOUS MEETING

Director Shimizu made a motion, seconded by Director Camacho, to approve the minutes of the previous Board of Directors meeting dated September 24, 2020, subject to minor corrections. **Motion Approved.**

IV. CHAIRMAN'S REPORT

Rainy-Day Fund

- Chairman Ada requested clarification on the September 24, 2020 minutes regarding the Rainy-Day Fund. Will GVB have access to the remaining \$600K in the Rainy-Day fund if approved by the Legislature?
- The board approved the balance of the Rainy-Day fund (RDF); however, the legislation never moved forward.
- BBMR issued a fiscal note regarding GVB's cash flow and how GVB appears to have cash. GVB may not have access to the RDF until the fiscal note is revised.
- Funds in GVB's bank account have been committed to contracts.
- GVB reached out more than twice to BBMR and Senator Terlaje with no further action taken on their part.

ACTION: Management to speak with Governor LG to clarify that GVB's account funds are committed to contracts. No extra funds are sitting in the bank.

China and Hong Kong

- Chairman Ada thanked President & CEO Gutierrez for sharing the WSJ's articles regarding the purchase of real estate in the U.S. and the U.K. by Chinese and Hong Kong nationals.
 - There are no restrictions for H.K. dollars to leave the country, resulting in overseas purchases' uptick.
 - Real estate purchases are occurring in Singapore, Vietnam, and Indonesia.
 - Chairman Ada and a few directors followed up with the Guam Chamber of Commerce relevant to the opportunities of attracting U.S. Companies in H.K. to relocate their business to Guam. He believes with the strained relations between the U.S. and China and before the freedom to move, money is restricted; this is a ripe time to strike.
 - Director Camacho is looking into possibilities with H.K. in her committee. Chairman Ada believes her position at GEDA will bode well for renewed discussions.

- Taipei's Economic & Cultural Office reopened their doors on October 10, 2020.
 - Chairman Ada expressed through a video message that the bureau stands ready to develop cultural, tourism, economic, and education opportunities.
 - Sent best wishes on their 109th National Day of the Republic of China (Taiwan).

Guam COVID Alert App

- Has been promoting and emphasizing the need for more downloads on radio talk show programs.

Local News Articles

- Local news articles relative to GVB and tourism are being shared with Directors.

V. PRESIDENT & CEO'S REPORT

Guam Visitor Arrival Form

- Going digital, BETA testing target is late November-December
- The concept was presented to Governor LG, who approved \$250,000 in funding requests. Funds are being transferred to GVB.
- The RFP is ready to obtain Q.R. code, equipment, and kiosks.
- President & CEO Gutierrez believes the digitized form will do well for GVB, Customs, and the DPHSS.

Guam Venue for Global Marketing

- Asian Martial Arts content development
- ONE Championship mixed martial arts promotion
 - Launched by former ESPN Star Sports senior executive Victor Cui
 - Widely considered the most extensive global sports media property on the continent; one billion viewers across 128 countries
- GVB had discussions with local former UFC champion Brandon Vera and organization head Victor Cui.
 - Would like to have a sports event on Guam, December 19, 2020.
 - GVB to look into transportation, hotel, and venue.
 - Letter of request sent to DPHSS requesting a safe and acceptable protocol for the group entering the island.
 - An estimated 40 fighters plus coaches, owners/ reps, etc.

Questions & Comments:

- Director Quinata thanked the President & CEO, and Vice President for their availability to discuss the opportunity.
- One FC is the UFC in Asia
 - 2.7 billion viewers; mixed martial arts fan base across Asia is 563 million.
 - Mixed martial arts content creators
 - Interested in using Guam as their fight bubble
 - Non-spectator event
 - The amount of exposure Guam will receive will be extremely valuable
 - Willing to showcase Guam
- A proposed budget will be presented in a few weeks.
- Director Shinohara is interested in the exposure Guam will have and what the organization will do to showcase it. He inquired about how demographics associated with the organization would play into our visitor arrival profile? Does it fall or mesh well?

ACTION: Director Quinata to gather numbers and demographics for Director Shinohara

- This event and promotion will expose Guam to over two billion viewers around the world.
- Sports media property is the number one mixed martial arts event in Asia, broadcasting to over 150 countries worldwide.
- 90% of the champions are from Asia, who come with a following. 10% are from the US.
- Over 100K news outlets cover every event
- Guam will gain tremendous value on hosting the event alone
- GVB will be part of the production and can slot commercial spots showcasing and promoting Guam within this region.
- "Live from Guam, America in Asia" - Guam has the infrastructure for more significant incoming investments.

VI. VICE PRESIDENT'S REPORT

ONE Championship Mixed Martial Arts Promotion

- Refreshing new concept for Guam
- They are relying on online distribution channels and not much on ticket sales.

What is GVB Doing to get tourism going?

- Until the COVID situation is settled, not much that could be done.
- Our destination is being maintained and prepped for safety measurers when our tourists arrive
- Attempting to keep our message top of mind in our source markets with limited funding, ONE Championship is one of the opportunities Guam has.
- Requested information on gross rating points on television, etc. to better understand where GVB can infuse our messages.

COVID App

- 23.17% or 17K downloads as of October 07, 2020
- Division within our community has a hold on many, not downloading the app.

Webinars to address all Markets

Give Us A Moment: Guam Online Webinar

- Maintain visibility in our source markets (Korea, Japan, and Taiwan)
- Hawaii Webinar - October 6, 2020**
- October 15 - Official Tourism Opening (Beta test Oct 12-13)
- Robust pretesting strategic surveillance and monitoring plan in place
- Planning and execution led by Health officials & Lt. Gov. Josh Green
- Overall approach - Health sensitive and business-focused.
- Businesses are ready, health and hygiene protocols are in place
- They've organized travel partners in the U.S.
 - The main focus is the U.S.; the largest source of visitors to Hawaii (more than 80%)
 - They have an association with testing facilities across the U.S.
 - Airlines participating in a pretesting program before a trip
 - Currently, hotel bookings at 10% and increasing to 50% by spring
 - Basic strategy provides an extra layer of safety (pre-arrival), decreasing COVID pax entry, and reducing risk to front line workers
 - Strategic surveillance program
 - 10% of all arrivals are tested - returning residents are a priority; retested after four days. After, they will conduct a 60-day pilot for proof of conception operating model.

- Approach - Focus test on returning locals, travelers staying with residents, frontline workers, elderly, homeless, teachers, and students

Takeaways from H.I. Webinar

- Lt. Gov Josh Green (medical doctor) is sensitive to the COVID dilemma but has a business-centered strategy to safely open-up.
 - Observes "global post-traumatic stress disorder" in Hawaii due to lockdown.
 - The main focus is to open Hawaii
 - Stated the virus is not leaving; the community must adjust and learn to live with it.
 - It is recognized that PCR testing remains the gold standard in detecting COVID; however, not suitable for widespread surveillance and control. It is not strategically cost-effective and not logistically efficient.
 - PCR test is \$100+; results in 3 days (infected person would have already exposed others within that time frame)
- Hawaii's approach is more strategic and rapid in targeting the "most infectious stage of the virus" (2-3 days before symptoms appearing)
 - \$5.00 for rapid tests-can be more repetitive for monitoring the community and business establishments.
 - Test results: Positive in 5 minutes, negative in 15 minutes.
 - Can be repeated during the most infectious period of the virus
 - Live tests could be conducted at point of sale
- Cheap, frequent COVID tests will stop the vast majority of transmission and will cause outbreaks to disappear in a matter of weeks (Harvard School of Public Health)

COVID testing products: Abbot test is a COVID-19 AG Card

- Rapid, reliable, portable, and affordable tool which can detect active COVID infections on a massive scale
 - No instrumentation
 - Test results in 15 minutes, 97% sensitivity and 98% specificity
 - Free app displaying test results for health ID entry into schools and businesses

Membership

- 80 members currently registered
- All members notified of extension of membership payment and election

Homeless Emergency Shelter Facility

- 80 individuals plus 33 children
- Searching for properties in Tamuning and Barrigada

Taiwan

- Taiwan Economic & Cultural Office reopened its doors on October 10, 2020.

Airline Updates

- Continue to push back on start dates due to COVID.
- Philippine Air, United, and Jin Air servicing Guam once a week.

Questions & Comments:

- Vice-Chairman Morinaga mentioned that the Abbott testing unit is on Guam. GIAA had discussions with DPHSS regarding set up location. They considered the airport or government quarantine site.
 - Looking into cheaper testing kits (\$5-\$10) readily available.
 - AVID test machine on Guam - looking for other testing kits.

- Director Dela Cruz asked if rapid testing would eliminate the need for quarantine, should an individual test negative.
 - According to Vice Chairman Morinaga, the incubation period is 5-6 days and will require a second test to monitor any development.
 - DPHSS quarantine protocol changed. Those quarantined will be tested on the 7th day. If tested negative, they are allowed to quarantine at home for the remaining seven days to monitor any developments.
 - Director Arriola mentioned a set of criteria and protocols in place; however, depending upon the situation, it may require a different protocol. DPHSS has a plan, and protocols have been established.
 - Director Shinohara stated that our time and attention should be placed on both testing and contact tracing.
 - President & CEO Gutierrez would like to emulate Hawaii in the way that high-level officials in the government and military command have public relations and are working together publicly, bringing comfort to the community.

VII. TREASURER'S REPORT

- Closed FY2020; update by the next board meeting, October 22 or November 12.
- GVB in receipt of the revised expected allotment for FY2020. (September).
- Closed the need to coordinate monthly allotment receipts with BBMR.
- New FY2021 will be coordinated directly with DOA.

VIII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

- Nothing to report.

B. ADMINISTRATION & GOVERNMENT RELATIONS

Director Camacho made a motion, seconded by Director Shinohara, to authorize the President & CEO to enter into a Memorandum of Understanding between the Guam Visitors Bureau, Guam Customs and Quarantine Agency, and the University of Guam for the Electronic Declaration Form Development. Motion Approved.

Background:

As we continue to work towards a safer traveling experience for our visitors and our people, GVB, in collaboration with Guam Customs and Quarantine Agency (CQA), Office of Technology, and the University of Guam (UOG), have begun working on a Guam Customs Electronic Declaration Form (EDF) for all incoming passengers to Guam. Guam currently requires incoming passengers to manually complete various forms to enter into Guam successfully. This process, although necessary, creates a tedious experience for our visitors and returning residents.

The MOU will formally establish each participating agency's roles and responsibilities related to the digitization of the Guam Customs and Quarantine Agency Mandatory Customs Declaration Form. GVB, CQA, and UOG will continue to work collaboratively to explore, test, and establish an electronic solution to replace the current process of the physical forms. The participating agencies have determined that by migrating from a physical declaration form into a modernized touchless electronic form, we will be able to:

- a. Provide a secure touchless/paperless process for all incoming passengers to Guam;
- b. Increase efficiency, accuracy & integrity of arrivals data;
- c. Provide near-real-time integration of data;
- d. Develop a Guam Customs digital database;
- e. Better utilize existing data for improved analysis, reporting, and decision-making; and
- f. Improve travel experience.

Issue: Board approval is required.

Questions & Comments:

- Vice President Perez emphasized the need to enter into an MOU with the agencies, so beta testing could be conducted by Thanksgiving.
- UOG will be using some resources.
- Students will assist in the process.

Director Camacho made a motion, seconded by Director Gatewood, to authorize the President & CEO as Chief Procurement Officer of GVB to negotiate and enter into a contract with the highest-ranking qualified offeror for GVB RFP 2020-008 Digital Media Strategist & Execution Services. Motion Approved.

Background: The Digital Media Strategist & Execution Services contract has been a vital resource for GVB, providing the bureau with specialized global support in the area of digital media marketing and promotion. GVB has had many successes as a result of expert advice, planning, and execution in various social media campaigns and strategies aimed at elevating Guam's presence across multiple platforms, including new and upcoming portals suited to promote Guam globally.

GVB RFP 2020-008 was issued on July 30, 2020, with a deadline to respond on August 24, 2020. This will be for a five (5) year contractual agreement from FY2021 to FY2025, subject to fiscal year-end performance reviews, availability, and certification of funds each fiscal year.

The previous contract for the Digital Media Strategist & Execution Services has expired on September 30, 2020, therefore, GVB RFP 2020-008 was issued to procure the same services with additional scope of work to account for the current state of travel and tourism and the effects COVID-19 has had on the industry.

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

Questions & Comments:

- Four respondents to RFP - Evaluations on 10.09.2020

C. DESTINATION MANAGEMENT

- Nothing to Report

D. VISITOR & SAFETY SATISFACTION

- Nothing to Report

E. CULTURAL & HERITAGE

- Director Arriola recognized and acknowledged President & CEO Gutierrez, Vice President Perez, and Chairman Ada's report on the Taiwan Office. The Cultural & Heritage Committee much appreciates the support given to the Taiwan office.

F. RESEARCH / MEMBERSHIP & COMMUNITY OUTREACH

Research

- Director Gatewood is in full support of the digitized Customs form for the arrival process.

Membership

- 87 members signed up
- Thanked Director Arriola & Camacho for the motion to extend the membership deadline.
- Looking into the possibility of online payments.
- Many businesses on our list are out of business or have filed bankruptcy, making it challenging to become members.

G. SPORTS & EVENTS

Hawaii Webinar

- Director Shimizu shared his comments on the Hawaii webinar
 - Resort bubble something we could explore - contents of a bubble will help control our visitors' activity and movement.
 - Bubble experience is spread throughout the US.
 - Mayor Murray brought much awareness on the residents level; residents have mixed emotions on welcoming visitors and holding back until COVID-19 is under control.
- No updates on Sports & Events

H. AIR SERVICE DEVELOPMENT

- Airline schedule reported by Vice President Perez.
- Japan Airline's daily flight extended until January 31, 2020.
- Asiana Airlines & Korean Airlines are experiencing good revenue by transporting cargo.
- ANA declared most employees on furlough, and there will be no winter bonuses.
- Taiwan Office is a beneficial partner to Guam
 - Ability to discuss protocols to initiate medical tourism or cultural exchanges.
 - Taiwanese locals will be able to renew their passports through the office.
 - Taiwan investors; profitable economic business.

I. JAPAN

Japan Market update

- The COVID-19 infection in Japan is relatively stable.
- Demand for travel within Japan is increasing rapidly; consumers are motivated to travel domestically with a similar inclination for overseas travel.
- Guam is on a Travel Alert Level 3 (refrain from traveling).
- 14-day quarantine upon entry to Japan is still in effect.
- Major travel agencies extended their package tour cancelations until the end of November 2020.
- Flights are suspended except for United Narita flights until the end of November.
- No progress has been made for overseas leisure travel.

Inbound Travel

- Japan and South Korea will resume business travel between both countries on October 8, 2020.
- A similar bilateral agreement was signed between Japan and Singapore to reopen business trips.
 - Both short-term and long-term business trips.
 - Japan and Singapore share the same conditions; exemptions from 14-day quarantine instead of submitting a negative certificate from a pre-arrival PCR test and an action plan during stay, and an obligation to act per plan without the ability to move by public transportation.
- The Japanese government is considering expanding target countries
 - To further ease immigration restrictions.
 - business travel under the same conditions as this guideline, with a requirement of low levels of COVID-19 infection in the partner country.
 -

JATA Tourism Expo Update

Okinawa

- JATA TEJ OKINAWA will be held from October 29 to November 1, 2020.
- Invitation letters were sent to members on September 23, 2020.
- Ten companies confirmed to attend JATA Okinawa

- Virtual B2B session appointments are completed.

Tokyo

- JATA Business Meeting & Travel Showcase will be held at the Tokyo Big Sight from January 7-9, 2021.
- Details forthcoming.
- Next JMC meeting is scheduled for October 13th at 1:30 p.m.

J. KOREA

- Interactive cases were averaging between 60-70 most days in the last two weeks.
- Health authorities are concerned and will be monitoring numbers due to their Thanksgiving Holiday celebrated on September 30 - October 4. It was estimated that 40M people traveled within the country despite the government urging to stay home.
- About 280K individuals visited Jeju island during the same period.
- Beginning October 9, they will celebrate the Korean alphabet during a three-day holiday. They are trying to discourage people by not allowing demonstrations or protests.
- Korea Imposed a face mask fine and will take effect in November. Some exceptions for kids under 14 and those with medical conditions.
- Korea Market has been working on the Give Us A Moment Online Exhibition. Tentative for October 30th - November 14th.
- T'way scheduled to start zooming Korea and Japan flights early part of November for business travel.
- KMC Meeting is scheduled for October 13 at 11:00 a.m.

K. GREATER CHINA

- Committee Meeting Oct 9 @ 11:00 a.m.
- Need to revisit the importance of Hong Kong; the ability to attract high wealth individuals and businesses in Asia.
- Director Camacho would like to reconvene with her committee and identify how they could help relocate Hong Kong businesses.
 - Guam has a distinct advantage over region location due to the US Dollar based economy.
 - The judicial system of banking regulations is in proximity to the Asian hub region.
 - Guam has state of the art communication.

L. NORTH AMERICA & PACIFIC MARKETS

- Nothing to report.

M. NEW MARKETS

- Nothing to report.

IX. CORONA VIRUS TASK FORCE

Committee Minutes dated September 30, 2020

- Governor LG signed Executive Orders 35, 36, 37 covering business that may open, protocols to open, and quarantine.
- Next Task Force meeting next week.
 - We will discuss Abbott testing location and its operation protocols.

Comments & Questions:

Vice-Chairman reported that the hotel forecast is not good.

X. OLD BUSINESS

- None

XI. NEW BUSINESS

- None

XII. EXECUTIVE SESSION

- None

XIII. PUBLIC COMMENTS

- None

XIV. ANNOUNCEMENTS

Upcoming Board Meetings:

- October 22, 2020
- November 12, 2020

XV. ADJOURNMENT

Director Shimizu made a motion, seconded by Director Gatewood, to adjourn the Board of Directors regular board meeting at 3:07 p.m. **Motion Approved.**



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



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary