



## REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, October 14, 2021, at 1:30 pm.

GVB Conference Room and Teleconference - GoToMeeting

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

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### I. CALL TO ORDER

- A quorum being present, Chairman Morinaga called the Board's regular meeting to order at 1:33 pm.

### II. ROLL CALL

**In-Person:** Milton Morinaga, Sonny Ada, Derrick Quinata, Ben Ferguson, Charles Bell, Jeff Jones, Sam Shinohara,

**Online:** Paul Shimizu, Flori-Ann Dela Cruz, Laura Cepeda,

**Absent:** Steve Gatewood, Rudy Paco, Ho Eun

### III. MINUTES OF THE PREVIOUS MEETING

EXHIBIT A

Director Ada made a motion, seconded by Director Shinohara, to approve the previous Board of Directors meeting minutes dated September 23, 2021, subject to minor corrections. **Motion Approved.**

### IV. CHAIRMAN'S REPORT

Chairman Morinaga requested a moment of silence for the passing away of

- Elaine Pangelinan's husband, Jessie Pangelinan
- Last respects, Friday, October 15, 2021, at 12 noon at Our Lady of Peace, Barrigada
- Mass at 1:00 pm, Cathedral Basilica

### V. MANAGEMENT'S REPORT

Vice President acknowledged the passing away of

- Director Quinata's grandfather
- Belta Sgambelluri Perez, former supporter and longtime participant of many GVB projects.

#### FY 2021 to Date

- Provided a complete year-end arrival report
- 60K PAX, short of revised six months 80K PAX midyear

## Fiscal Year to Date 2021



October - September 30, 2021

Total: 60,343 (-92.0%)

% Market Mix	Origin	2020	2021	% to LY
5.5%	Japan	324,573	3,347	-99.0%
3.4%	Korea	325,109	2,055	-99.4%
3.7%	Taiwan	10,891	2,253	-78.9%
0.2%	China	4,287	123	-97.1%
67.0%	US/Hawaii	46,529	40,405	-13.2%
3.7%	Philippines	9,343	2,255	-75.9%
0.1%	Hong Kong	1,226	31	-97.5%
0.1%	Russia	996	62	-93.8%

### September 2021

- Looking at arrivals, it is 8% of 80k
- Possible shot of hitting 128K - 130K for the year if 8% of 60K in arrival numbers is maintained

## September 2021



September 1-30, 2021

Total: 4,471 (+291.5%)

% Market Mix	Origin	2020	2021	% to LY
5.6%	Japan	25	251	904.0%
12.6%	Korea	46	565	1128.3%
0.4%	Taiwan	12	18	50.0%
0.4%	China	1	17	1600.0%
59.9%	US/Hawaii	697	2,676	283.9%
3.9%	Philippines	179	176	-1.7%
0.0%	Hong Kong	3	1	-66.7%
0.1%	Russia	2	6	200.0%

### Palau Independence Day

President Carl Reported:

- The President and Minister of Tourism & Resources invited President Carl to Palau. Director of Global Marketing, Nadine Leon Guerrero joined him in this meeting
- Palau is looking to Guam to support a group of Korean tourists expected in Palau.
  - Palau is concerned that if Korean Airlines opens its route to Palau, it will not sustain its progress.
  - Looking to Guam to do so
  - Makes sense for Guam to come up with a plan for Korea that factors in a US carrier that serves Guam and Palau
- During his time in Palau, Taiwan, and China, flights brought visitor arrivals for vaccinations
  - Vaccination doses low in numbers

- Accepted Medigen vaccines
- Letter of Request was sent to DPHSS, Art San Augustin inquiring whether they would be willing to accept and include the Taiwan created Medigen vaccine
- Introduced in October, the Medigen vaccine is on the rise in Taiwan with over 1.29M doses; Taiwan President & Vice President received the Medigen vaccine
- Palau and New Zealand accepted Medigen
- Medigen is currently not approved by the World Health Organization
- In pursuit to gain regional cooperation on Guam for Palau, eventually the FSM, and the Marshall Islands
  - Guam to serve as the hub; it is the center of airline routes

#### Legislative Update

- Had third Informational hearing, October 12
- Provided updates since the last review on May 14
  - Overview of tourism recovery progress on task force initiatives
  - FY 22 budget recap and arrivals assessment
  - Shared Air V&V program experiences
  - Encouraged support for "Protehi I Lina' Lata"
  - Highlighted progress in Matapang Beach flood and park improvements
  - Discussed future Tumon landscaping and beach cleaning maintenance contracts, as well as lighting and pedestrian safety improvements
  - Highlighted excellent performance of VSO's, recommended recognition by lawmakers
  - Announced completion of multi-lingual (E-J-K-T) storm messaging tool kits and progress on Marine tour guide certifications
- Thanked Chairman Morinaga, Past Chairman Ada, Directors Ferguson, Shinohara, and Dela Cruz for their support and attendance
- Directors expressed their appreciation for a well-assembled presentation

#### Hearing Bill 200-36 (Oct 12)

- Bill sponsored by Senators San Augustin and Shelton
- Desire to assist GVB using EITC funding source for tourism CAPEX improvements
- Requested GVB management input and mayors' suggestions
- Hearing fast-tracked to be completed last week; now delayed to October 12 due to internet connectivity issues
- Ten other bills heard earlier competing for the same funding source
- Project cost details to be submitted this week
- Management recommending GVB board support for the initiatives

#### Hearing Bill 200-36 GVB Suggested List

- Island wide village signs and monuments
  - Scenic signs and informational highway signs
  - Village entry signs (replace and repair); no consistency in announcing each village or common outline in the roadway that informs a visitor or local resident the meaning of a sign
  - Points of interest markers
  - Digital capacity to describe village attractions and events (QR Code)

**Questions & Comments**

Director Ada asked if this project would be funded, coordinated, and administered by GVB.

- According to Vice President Perez, the operational end has yet to be discussed, only to develop the capability and some consistency in assigning different villages. GVB and Mayors to discuss maintenance and updates
- 
- World War II commemoration memorials
    - Inalahan Memorial Monument
    - Kalaguak Barrigada Wall and Entrance Gate
    - Lost Men of Hagat Memorial (Hagat and Cross Island Road)
    - MTM Memorial Monument
    - Yigo Chagui'an Entrance Marker and Memorial Plaque
    - Piti (Tepungan) Memorial Marker and Pavilion
    - Mañenggon Memorial Gathering Pavilion and Temp Bridge
    - Mangilao Memorial Pavilion
    - Asan Memorial Marker and Pavilion
  - Vice President Perez reported regarding the Destination experience, mayors and local residents have expressed a lot of interest in developing commemoration memorials
  - Interpretive memorials that enrich the knowledge of Guam's history
  - Mayors have a keen interest in the Talo'fo'fo Bay boat launching ramp for local fishermen and the Guam Fire Department to use in time of emergencies
  - Rain Shelter, Lighting, Crosswalks, Signage and Sidewalks (Tumon and Tamuning)-JFK Hill
  - The original list included the GVB office and Matapang Park improvements
  - Management deleted GVB office improvements (lower priority)
  - Matapang filtration and park improvements, federal infrastructure grant (BSP)

1.	Island wide village signs and monuments		\$ 1,975,000.00
	a.	Scenic signs and informational highway signs	
	b.	Village entry signs (replace and repair)	
	c.	Points of interest markers	
	d.	Digital capacity to describe village attractions and events	
2.	World War II Commemoration Memorials		\$ 808,000.00
	a.	<u>Inalahan</u> Memorial Monument	
	b.	Kalaguak Barrigada Wall and Entrance Gate	
	c.	Lost Men of <u>Hagat</u> Memorial ( <u>Hagat</u> and Cross Island Road)	
	d.	<u>Yigo Chagui'an</u> Entrance Marker and Memorial	
	e.	<u>Mañenggon</u> Memorial Gathering Pavilion and Temp Bridge	
	f.	<u>Asinan</u> Concentration Camp Memorial	
	g.	Mangilao Memorial	
	h.	Asan Memorial Marker and Pavilion	
	i.	<u>Piti (Tepungan)</u> Memorial Marker and Pavilion	
	j.	MTM Memorial Monument	
3.	<u>Talo'fo'fo</u> Bay launching ramp for the local fishermen and the Guam Fire Department to use in the time of emergencies		\$ 3,072,000.00
4.	Rain Shelter		\$ 120,000.00
5.	Crosswalks and Pedestrian Crossing Lighting		\$ 2,000,000.00
6.	Adequate Directional & International Pedestrian & Vehicle Signage		\$ 575,000.00
7.	Sidewalks Improvement		\$ 450,000.00
8.	Engineering Design/Drawing, Building Permits, Contingency Fee		\$ 1,000,000.00
		<b>TOTAL</b>	<b>\$ 10,000,000.00</b>

- Management developed the project list above with Mayors

**Questions & Comments**

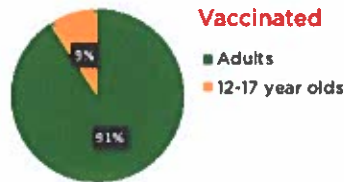
Director Shinohara asked if Management had a meeting with the Mayors to come up with the project list.

- Vice President Perez mentioned that discussions were made with individual mayors from affected villages who had suggestions. GVB did not attend a mayor’s council meeting.
- Director Shinohara is supportive of the project list and impressed with WWII Memorials
- Would’ve liked to have some discussion with the Destination Committee on some of the listed items
- President Gutierrez shared that many mayors and organization groups went directly to the legislature; he believes the legislature made a conscious decision to designate GVB as the management group
- Director Ada added that a significant investment goes into improvements, but there is no money for maintenance after that
- Director Ferguson recalled the initial island tour the incoming board took earlier this year
  - Some places were irreparable, and others were well
  - Asked if Cetti Bay overlook & Plaza De España are included in the project list; these places were in a high state of disrepair
  - According to Vice President Perez, some are addressed in the list but not all
- Chairman Morinaga brought up the issue of park restrooms being inaccessible to visitors and the public
  - President Gutierrez mentioned GVB is in active discussion with Parks and Recreation (DPR) on a memorandum of understanding, enabling GVB to obtain DPR funds and help them maintain tourist facilities.
  - DPR’s request for proposal

**ACTION:** Director Shinohara requested a listing update on DPR’s activities with all the parks. Management to obtain DPR’s existing list of improvements to share with the board.

**Guam Vaccination** 

**121,674 total eligible population vaccinated**  
**89.27%**



**61 Hospitalized for COVID-19 – 34 Unvaccinated**

CENSUS as of 6 p.m	GMH	GRMC	USNH	TOTAL
COVID-19 Admission	33	27	1	61
Pediatric Admissions	1	-	-	1
ICU	7	4	0	11
Ventilator	6	4	0	10
Vaccination Status	19 UNVACCINATED 1 INELIGIBLE	15 UNVACCINATED	UNAVAILABLE	34 UNVACCINATED 1 INELIGIBLE

As of Oct 13, JIC Release No. 819



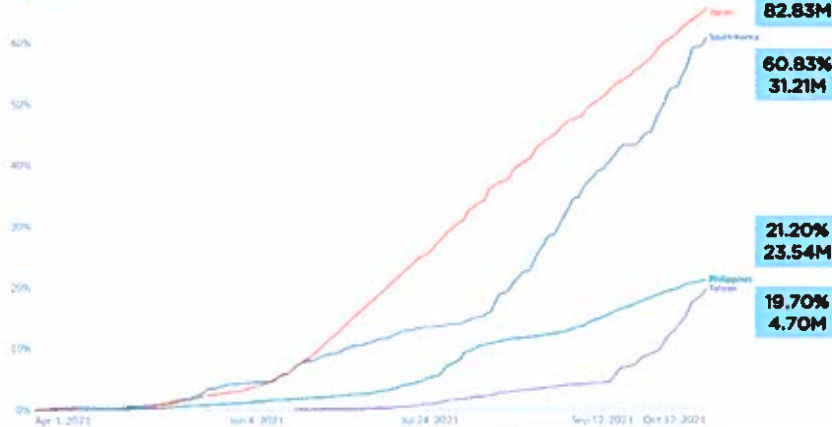
# Vaccination By Market (as of 10/12)



Share of the population fully vaccinated against COVID-19

Total number of people who received all doses prescribed by the vaccine manufacturer, divided by the total population of the country.

Legend



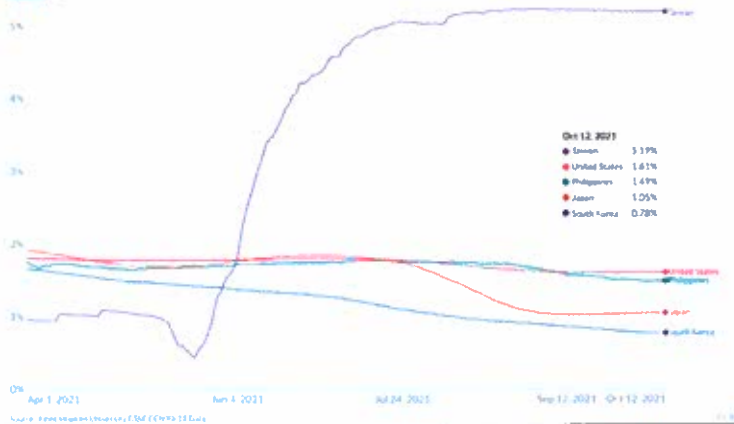
# Case Fatality Rate (as of 10/12)



Case fatality rate of COVID-19

The Case Fatality Rate (CFR) is the ratio between confirmed deaths and confirmed cases. The CFR is a poor measure of the mortality risk of the disease. We explain this in detail at OurWorld-in-Data.org/mortality-risk-card/

Legend



Taiwan: 5.19%  
 United States: 1.61%  
 Philippines 1.49%  
 Japan 1.05%  
 Korea: 0.78%

**GUAM: 1.3%**  
 As of Oct 13, JIC Release No. 819  
 21 deaths / 16,595 cases

## Navy Fair

### Area Orientation Brief/Intercultural (AOB/ICR) Relations Resource Fair

- Part of AOB/ICR's 3-day program for active duty personnel, DoD civilians, and their family who just arrived in Guam
- The Fair will take place 2x a month from September – December 2021
- GVB to share Guam information, maps, guidebooks, factsheets, things to do, etc.

## **PATA Government Roundtable**

### COVID-19 Destination Recovery Insights Exchange

- GVB Vice President shared three (3) strategic initiatives that allowed for the resumption of international travel
  - Scale-up vaccination efforts to achieve herd immunity
  - Destination preparation after a lengthy shutdown
  - Comprehensive communication strategy
- PATA impressed with Guam's vaccination efforts and initiatives

## **New Korea Team**

### **Korea Country Manager - Mr. Jihoon Park**

- Thirteen years in travel and tourism.
- GVB's Account Director since 2016.
- Previously worked at Aviareps, Dallas/Fort Worth International Airport, Las Vegas Convention & Visitors Authority, Hotel Managing Analyst Association, and the Grand Hyatt Incheon.
- Bachelor's degree in Hotel & Tourism Management from the University of Centre Cesar Ritz in Switzerland.
- Master in Business Administration (MBA) from Sung Kyun Kwan University in Seoul, Korea.

### **Korea Marketing Representative Office - Nextpaper**

- Established in 2011, Nextpaper provides destination branding, travel and tourism marketing, and digital and SNS marketing.
- Four years of experience as a subcontractor managing GVB's online promotions, campaigns, and social media marketing since 2018.

## **Korea News**

### **Vaccinations**

- Can receive the second dose but must register with Korean Public Health and receive an exemption letter from the Korean Consulate to bypass quarantine

### **MICE Group**

- Secured ten groups of 60 pax from December 1, 2021 - March 19, 2022
- Assisting group with the welcome experience, shopping discounts, and PCR testing

### **FAM Tour**

- Planning to host 50 pax (travel agents, media, influencers, Korea staff) from November 7 - 12, 2021.
- Committed to enforcing spatial requirements ensuring the health and safety of all participants

### **Industry Meetings in Seoul**

- Plans for the KMC Chairman, President & CEO, Director of Global Marketing, and Marketing Manager - Korea to conduct industry meetings in Seoul from November 15 - 19, 2021

### **Additional Flights**

- Nov 7<sup>th</sup> - Air Busan 2x/week via Busan
- Dec 1<sup>st</sup> - Korean Air to increase to 4x/week via Incheon
- Dec 15<sup>th</sup> - Jeju Air 2x/week via Incheon
- Dec 22<sup>nd</sup> - Asiana Airlines 2x/week via Incheon
- Dec 23<sup>rd</sup> - Air Seoul 2x/week via Incheon

# Korea Forecast of Flights In December



• Incheon - Guam

*\*subject to change*

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE111	THU/SUN	19:35	01:00+1	4,842
	KE113	WED/SAT	09:15	14:35	
Jeju Air	7C3102	THU/SUN (Dec 15 <sup>th</sup> )	10:40	16:05	945
Jin Air	LJ641	TUE	09:20	14:45	1,701
	LJ771	FRI	09:20	14:45	
Tway	TW301	WED/SAT	18:00	23:40	1,701
Air Seoul	RS101	THU/SUN (Dec 23 <sup>rd</sup> -)	19:25	00:55+1	585
Asiana Airlines	TBD	WED/SAT (end of Dec 22 <sup>nd</sup> -)	TBA	TBA	522
<b>TOTAL</b>					<b>10,296</b>

• Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Air Busan	BX614	THU/SUN (Nov 7 <sup>th</sup> )	08:35	13:40	1,980
<b>TOTAL</b>					<b>1,980</b>

**TOTAL OUTBOUND SEAT CAPACITY (DECEMBER): 12,276 SEATS**

- Director Shinohara asked if we had any feeling as to what the bookings look like. According to Vice President Perez, we do not; need to work with our Korea office to get a better sense of the booking curve.

## Japan Positive News

- State of Emergency: On October 1st, Japan lifted the State of Emergency and the keep a stable number of new cases
- COVID19 Infection Rate: New COVID-19 cases nationwide continue to decline from the fifth wave's peak in late August. Went from 24,317 cases with a 7-day average of 23,083 to a reduced 613 new cases as of 10/12
- Vaccination Status: 80 million Japanese citizens, 63.1% of the population
- Goal 100% of eligible population by late Oct thru Nov
- 3<sup>rd</sup> dose is available December 2021

## Destination Highlights

### Matapang Beach infiltration

- Preparing construction docs for bid Jan/Feb 2022
- Bid out for lighting & pedestrian safety improvements
  - GVB received about \$900K from GEDA (hotbonds)
- Tumon landscaping maintenance & beach cleaning
  - Shifting from one large to several smaller contracts
    - President Gutierrez shared that it was broken into 13 smaller groups
    - 1<sup>st</sup> contract awarded saved GVB 50% for trash pick up
  - More Management intensive for GVB
  - Opening opportunities for local small businesses



### **Questions & Comments**

Director Ferguson asked if there is a list of CAPEX items for improvements, besides lighting and pedestrian safety improvements. According to Vice President Perez, GVB has a master list of existing issues that could consume more than \$1M.

- \$900K that we get could be applied to those projects
- Mainly existing streetlights
- We have almost \$2M that GEDA has in hotbonds that we are trying to acquire to improve pedestrian safety and beyond.
- President Gutierrez mentioned with regards to streetlights, pole supplies have been included; DPW agreed to store the supplies
  - Director Ferguson mentioned the area from Outback to Gun Beach lacks lighting. According to Vice President Perez, that area lacks poles.
  - President Gutierrez to check on the area with Dee Hernandez

### **Destination Update**

- VSOs assist in removing dumpsites caused by vagrant issues in Tumon
- GVB announces the availability of a storm messaging tool kit. The toolkit was developed in collaboration with the Guam Department of Homeland Security and the Guam Hotel & Restaurant Association to enhance readiness among our industry stakeholders.
  - Over 60 downloads since the program launched; mostly from our target audience, hotel properties
- The toolkit has storm safety graphics available in English, Japanese, Korean and Chinese, as well as preparedness messages that are shareable on social media channels or display monitors.

### **Marine Tour Operator Update**

- Marine Tour Operator program currently has 55 enrollees
- 20 participants have completed the course
- Testing scheduled to provide full certifications

### **GVB Industry Campaign Update**

- Messaging
- We are at the cusp of beginning to bring visitors back to Guam
- Need to start communication with local residents about the importance of tourism and how we can enhance the destination experience while on Guam
- The message is for the industry and local residents to appreciate the significance of tourism
- Glimpses of Guam provided the board with a presentation on "Reimagining the Håfa Adai Spirit" (55:48)
- The campaign is shifting from a transactional enterprise to a more experiential delivery of experience
- Tourism is our largest export industry; exporting experiences

### **Questions & Comments:**

- Director Ada commented on "Reviving Guam Largest Export," it is a leap of faith to assume that people understand that it is an export; it must be initially taught.
  - Vice President Perez stated that the idea is to have a sustained effort to embed that mindset in our local residents gradually
- Chairman Morinaga inquired if the message would be sent to the schools to educate children.

- The delivery channel will be multi-faceted

## VI. TREASURER'S REPORT

- Nothing to Report

## VII. REPORT OF THE BOARD COMMITTEES

### A. EXECUTIVE COMMITTEE

- Nothing to report

### B. ADMINISTRATION & GOVERNANCE

- Nothing to report

**Director Shinohara made a motion, seconded by Director Ada, to appoint Director Ben Ferguson to work with the Finance Department and Vice President Gerry Perez to develop the standard reporting for the Board meetings going forth. Motion Approved.**

### C. REOPENING TASK FORCE

- No updates to report

### D. AIR SERVICE DEVELOPMENT

Committee Meeting Minutes - September 28, 2021

**EXHIBIT B**

- Management covered scheduled flights for Korea
- President Carl received information from Glen and Simon from Starlux. They're planning to fly into Guam on December 15<sup>th</sup>

### E. TAIWAN

Committee Meeting Minutes - September 23, 2021

Committee Meeting Minutes - October 08, 2021

**EXHIBIT C**

Chairman Morinaga reported:

- Taiwan numbers remain, as Vice President Perez reported earlier
- Medigen approval by DPHSS
  - Tourists can have an additional choice of vaccination

### F. DESTINATION MANAGEMENT/VISITOR & SAFETY SATISFACTION

- Nothing to report

**Director Shinohara made a motion, seconded by Director Ada, for the GVB Board of Directors to support the Anti-Graffiti campaign. Motion Approved.**

**Background:** GVB has actively been involved in the Anti-Graffiti campaign by immediately responding to tagging of public infrastructure. There has been a substantial reduction in graffiti; however, a continuation of the program is necessary to keep the activity at bay.

Funding will come from the Guam Economic Development Authority Qualifying Certificate (QC) Program, of which GVB is a beneficiary for the Anti-Graffiti Campaign/Program.

**Issue:** Board approval and support required.

### **Questions & Comments**

- Dee Hernandez clarified that every year, GVB receives \$20K from the Qualifying Certificate Program. We currently have \$55K
- Chairman Morinaga received a call from David Tydingco following up on a letter of financial support for the Museum's Winter lighting.
  - Management mentioned there is no available funding
  - They were looking for \$150K
- Management is trying to work a drone show for the Holiday; they will get back to the board and revisit the issue.
- Director Shinohara asked if we could put a plan together for some fireworks for New Year's in Tumon
- Director Ferguson mentioned that there are healthy bookings in their books for December

### **G. CULTURAL HERITAGE, COMMUNITY OUTREACH & BRANDING**

- No updates

### **H. RESEARCH / MEMBERSHIP**

- No updates

### **I. SPORTS & EVENTS**

- No updates

### **J. JAPAN**

**EXHIBIT D**

Committee Meeting Minutes – September 21, 2021

Director Bell reported:

#### **Market Updates**

- Quarantine measures: Self-quarantine period upon arrival will reduce 14 to 10 days
- Vaccination rates picking up

#### **FY21 Q4 SNS Campaign**

- Instagram InstaLive with Tabi MUSE on September 28, 2021  
Regina Nedlic, Mai Perez, and AJ Rosario talked about Guam  
Viewers were 1,406 unique users, which is 30% more than other destinations.
- TikTok: Achieved the target: 5,000 followers by the end of September. (5,035 followers on September 29)

#### **JATA Online Travel Mart**

- Panel Discussion Forum: Panel discussions representative from Guam and JATA executive on October 27.
- Guam Webinar: 16 GVB Members and GVB will have a presentation on October 27

#### **Monthly JMC Meeting**

- October JMC Meeting: Tuesday, October 19, 2021

Chairman Morinaga further reported:

- Looking to create their vaccine
- Logistics issues causing food shortage and higher prices
- Working quickly to get their economy going

K. KOREA

Committee Meeting Minutes (Reconvene) - September 22, 2021

- Director Ferguson reported a special committee was created in light of Covid, Chaired by Prime Minister Kim, and the intent of the committee to expedite a return to everyday life.

**GVB KOREA ADMINISTRATIVE PROCESSING AND INDUSTRY MEETINGS**

Director Ferguson made a motion, seconded by Director Ada, to approve travel for the KMC Chairman, GVB President & CEO or his designee, and two (2) marketing staff to register GVB's accounts in Korea, conduct administrative meetings to onboard the new Country Manager and Marketing Representative Office, and conduct high-level industry meetings with travel and tourism partners. Travel is planned from November 15 - 21, 2021, in Seoul, Korea. Cost is approximately \$18,000.00 from FY2022 Korea Sales Market Development Account # KO-SMD023. **Motion Approved.**

Airfare			\$5,000
<b>Traveler</b>	<b>Lodging</b>	<b>M&amp;IE</b>	
KMC Chairman	Not Applicable	\$137.00 + 25% = \$171.25 x 7 days = \$1,198.75	\$1,198.75
President & CEO	\$230.00 + 25% = \$287.50 x 8 nights = \$2,300.00	\$137.00 + 25% = \$171.25 x 7 days = \$1,198.75	\$3,498.75
Director of Global Marketing	\$230.00 x 8 nights = \$1,840.00	\$137.00 x 7 days = \$959.00	\$2,799.00
Marketing Manager - Korea	\$230.00 x 8 nights = \$1,840.00	\$137.00 x 7 days = \$959.00	\$2,799.00
<b>COVID Testing</b>		\$200 x 4 pax x 2	\$1,600.00
<b>Misc.</b>	Business Communications, Excess Baggage Fees, Meeting Expenses, COVID-19 related expenses, etc.		\$1,104.50
<b>TOTAL</b>			<b>\$18,000.00</b>

**Background:** The board previously approved GVB to register in Korea as a non-profit corporation to avail tax break benefits and appoint a representative to establish GVB's presence and execute administrative operations and financial reporting. GVB awarded Mr. Jay Park as the new Korea Country Manager. Mr. Park's responsibilities include establishing GVB's presence in Korea, financial reporting, overseeing sales and marketing activities, and liaising with high-level government officials and tourism partners.

Additionally, GVB awarded Nextpaper as the new marketing representative office in Korea. GVB's purpose of the trip is to onboard the new Country Manager and marketing representatives. GVB will meet with its legal advisor and register its accounts in Korea. GVB will also inspect the new marketing representative office and conduct strategy meetings with the new team.

Overseas travel is anticipated to pick up, with 70% of Korea's population expected to be fully vaccinated by late October. GVB plans to schedule meetings with the US Embassy, Ministry of Land, Infrastructure, and Transport, airline partners, and travel agencies to establish new working relationships and discuss opportunities to grow traffic to Guam.

**Issue:** Board approval and support required.

#### L. NEW MARKETS

Director Ada reported:

- When things change, he may request from Management to restart or pause New Markets
- According to Vice President Perez, a current survey sponsored by BSP is ongoing - Universe of Consumer for tourism

#### M. NORTH AMERICA, PACIFIC & PHILIPPINES

EXHIBIT F

Committee Meeting Minutes - September 23, 2021

Director Jones reported:

##### Philippines

- Effective October 14, fully vaccinated travelers arriving in the Philippines on the "Green List" who present a negative PCR test 72 hours before departure, their country will not have to quarantine
- Travelers will be required to self-monitor for 14 days
- Guam is not on the green list
- GVB continues to support Air V&V

##### PATA

- GVB participating in the PATA
  - wellness & luxury travel conference - October 20-22
  - virtual destination marketing forum November 24-26

##### North America

- North America - Military incentive; Management working on a plan

#### VIII. OLD BUSINESS

- Director Ada suggested GVB absorb Parks & Recs
  - President Gutierrez shared GVB has a MOU with DPR
  - A few assets could be assumed that impacts tourists and the industry
  - The plan is to maintain Ypao and Matapang beach with a 3-year agreement, funded by DPR
  - On 24-hour watch
  - An agency cannot be absorbed; legislation would need to pass to do so
- Director Shinohara shared that during the transition of the Administration, there was some discussion to give some responsibilities that would be done more efficiently by GVB

- Vice President Perez stated that functionally, we are already addressing the issues. Organizationally we may have some stature hurdles to overcome
  - The creation of GVB is very different from other line agencies
  - Merging the two agencies will produce a lot of various issues
- Director Ferguson inquired about the COVID testing status update
  - \$1M allotted
  - When are we looking to deploy and promote it in our source markets
- Vice President Perez responded with the following information
  - We have participating clinics willing to come on board for a set schedule of fees and requirements; pulling the contract together for compliance
  - Awaiting DPHSS's approval; under review

**IX. NEW BUSINESS**

- Nothing to report

**X. EXECUTIVE SESSION**

- Nothing to report

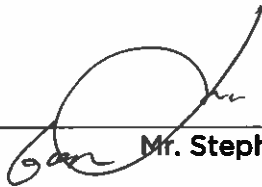
**XI. ANNOUNCEMENTS**

Upcoming Board Meetings:

- October 28, 2021
- November 12, 2021

**XII. ADJOURNMENT**

Director Ada made a motion, seconded by Director Shinohara, to adjourn the Board of Directors regular board meeting at 3:04 pm **Motion Approved.**



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Mr. Stephen Gatewood, Secretary of the Board of Directors



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Board Minutes respectively submitted by Valerie Sablan, Executive Secretary