



## REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, October 22, 2020, at 1:30 p.m.

TELECONFERENCE - GoToMeeting

(<http://www.gotomeet.me/GUAMVISITORSBUREAU/regularboardmeeting10222020>)

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### I. CALL TO ORDER

- A quorum being present, the meeting was called to order at 1:31 p.m. by Chairman Ada.

### II. ROLL CALL

### III. MINUTES OF THE PREVIOUS MEETING

EXHIBIT A

Director Shimizu made a motion to approve the minutes of the previous Board of Directors meeting dated October 08, 2020, subject to minor corrections. **Motion Approved.**

### IV. CHAIRMAN'S REPORT

- Letters received from Senator Therese Terlaje
  - Public Hearing Notice - October 23, 2020, at 2:00 p.m. - All board members invited to attend
    - ◆ Rainy Day Funds (Bill 353-35)
    - ◆ HOT Bonds Refinancing (Bill 396-35)
  - Inquiry Letter - Status of flood mitigation
  - Update on Tourism Recovery Plan

### V. PRESIDENT & CEO'S REPORT

#### Economic Development Enhancement

- Fast track temporary workers housing facilities
  - Dan Swavely, a private sector Development Planner, stationed to assist.
  - October 14, 2020 - Meeting occurred with Governor LG and Lt. Governor Tenorio to discuss fast-tracking permitting approvals for the development of temporary workers housing facilities on behalf of the development and contracting community due to the backup.
  - 2,500 H2B workers require housing
  - Lt. Governor Tenorio is working with Legal Counsel to help fast track the initiatives to tend the workforce residency crisis.
  - Unclogging \$2M worth of projects for approval by the Guam Land Use Commission and agency review committees. To do so would benefit our construction and tourism industry.

#### Tumon Businesses

- Assessed potential facilities with Nakisha and Ilene for possible outdoor dining and coffee shops.
- Sandcastle - bricks, paving stones, and grates fronting the Sandcastle are in despair. A bus shelter is located right upfront minimizing space. Mr. Baldayga agreed to repair the sidewalk if the bus shelter could be relocated.
- President & CEO Gutierrez visits other businesses along Pleasure Island, anticipating that they will adopt to maintain about 50 - 100 feet fronting their enterprises to keep GVB's maintenance costs down.
- Tumon costs \$2M dollars a year to maintain. A public, private partnership is feasible. Most businesses have been acceptable to this project.

## VI. VICE PRESIDENT'S REPORT

### Public Hearing: October 23, 2020 – Committee on General Ops, Appropriations & Housing

- Rainy Day Funds (Bill No. 353-35) Authorization to use the remaining FY 2020 funds
- HOT Bond Refinancing (Bill 396-35)

### GVB Electrical Issue

- Electrical Panel and internet connectivity issues
- Inspected over the weekend and Monday
- Electrical wires burned due to liquid in conduits
- \$3K estimated diagnostic and repair

### Fiscal Year 2020

- \$4.5M estimated carry over in received allotments
- Wrapping up FY 2020; anticipating the arrival of late invoices by the end of October
- TAF Collections averaged about \$436K per month based on BBMR's numbers since June
- Deloitte and Touche audit is underway; fieldwork last week of October
- Starting on Annual Report

### Destination Management Update

- Recently renewed VSO contract; scope of work reduced to \$688,475.00

### Unsafe Building and Structure Type

- DPW takes a proactive view in aggressively addressing unsafe buildings and structures and enforces the law.
- Notice of Violations and Notice to Vacate will be issued

### COVID-19 Containment Plan – A collective view of GVB Management, staff, and others in the industry

- Observed mixed progress in combating the virus since the beginning of the pandemic outbreak
- Board redirected staff and resources to support the effort to combat the virus
- GVB communicated the urgency of the issue and undertook various community outreach initiatives
- On a week's notice, GVB planned, executed a multimedia download to promote the Guam COVID-19 alert app that came out in August
- Everything is being done to facilitate and enable the health care practitioners to avail themselves of this tool
- Trends continue to worsen

### Proposed Strategic Plan to stop the vast majority of transmission and outbreaks within weeks

#### **Where we were:**

- In March, Governor LG took immediate action to isolate and contain the spread
- Stood up a robust health care delivery services to handle expected surge
- For several weeks, the overall positivity rates were 2.8% - 3% and sustained for several months
- Active discussions with Japan, Korea, and Taiwan markets for bubble quarantine travel
- There was no COVID-19 test required in arrival protocol for 4-night stays
- Health safety and hygiene protocols instituted by many local businesses
- PCOR polices relaxed to PCOR 3 by July 20<sup>th</sup>
- Organized a massive cleanup campaign on August 1<sup>st</sup> to prime the island for arrivals
- Airlines began to schedule for late Fall service
- Anticipated some arrivals in late 4<sup>th</sup> quarter (FY 2020) and early 1<sup>st</sup> quarter (FY 2021)

#### **Where we are today:**

- We have an alarming and persistent spike in positive cases since early August
- Japan, Korea, and Taiwan markets also experienced spikes in pandemic cases
- Due to increased spike in Guam and Japan, discussions were ceased on travel bubble opportunity
- Guam reverted to PCOR1, but some targeted and relaxed commercial activity on a limited basis

- NO arrivals from Japan, Korea, and Taiwan markets

**Collective Assessment to Date:**

- The current test and trace strategy since inception is not making a significant impact
- PCR test widely used is accurate, but lab processed and takes three days for results
- The most infectious stage within 2-3 days before symptoms appear can be missed; testing done today does not necessarily reflect what is happening in the most contagious stage of the virus
- According to a Harvard Assistant Professor (disease testing expert and epidemiologist), PCR strategy “probably catches less than 3% of cases” that is early enough to affect action. He concluded that mass testing scale and contact tracing are very challenged.
- Guam is significantly challenged in mass testing scale and contact tracing
- Virus exposures continue to go undetected during its most infectious stage of the disease
- COVID alert app launched two months ago; unfortunately, it is not widely adopted
  - GVB employee held up at home for the last two weeks; has been very complimentary over the phone, and has not received a home visit. The contact tracer did not know about the COVID alert app.
  - Only 26% of Guam COVID alert app downloaded, well below 60% critical mass required that studies indicated would be useful in containing the virus
  - Google and Oxford studies shown 50% use of the app together with a well-staffed contact tracing workforce can lead to a 15% drop in infection rates and 11% drop in COVID deaths
  - We are lacking in the download aspect and, more importantly in the capacity for contact tracing
  - Even a 15% uptake of the app can lead to an 8% reduction in infection and 6% in fewer deaths

**CURRENT SITUATION ALARMING:**

- Positivity rates among the highest in the country, and socioeconomic dislocation severe
- Rapid Engagement Team encountering 27%-30% percent positivity rates, past week
- High hospitalization COVID-19 cases almost double the numbers within the last two months
- Current strategy is costly and logistically inefficient. Slow turnaround time makes it an ineffective strategy for the broader goal of curbing community transmission

**BOTTOM LINE:**

- Despite efforts to date, community spread is not improving and appears to worsen
- Conducting the same thing over many months expecting different results is unacceptable
- GVB management recommends and proposes a different and more practical strategy

**THE CONCEPT**

- Not to replace the current Public Health strategy, but to provide augmentation and to intensify actionable early detection
- Direct & instant intervention to interrupt virus transmission
- To use rapid antigen tests which are less expensive, more plentiful, and deliver faster results
- Approved products in the market for a fraction of current PCR cost and 15 min results
- GVB employee paid \$200 for PCR test and waited three days for results; others pay \$120 or more
- Quick tests are available in the market, though not as accurate as PCR but practical for broader community application
- Quick tests can break the infection chain; instant on spot detection (recent example: Rapid Team conducted COVID testing in Yigo; many positive results detected in minutes)
- Can do better than 3% PCR rate by conducting rapid repetitive tests
- Repetitive component is crucial because it can identify infected individuals before the onset of symptoms appear during the most infectious stage of transmission
- Self-testing or testing at place of employment could reduce transmission like a vaccine

## COMMUNITY ACTION PLAN

1. **Resource** and make available cheap, quick, simple repeat testing kits for COVID-19
2. **Investigate** and introduce testing menu where choices are based on price, scale, accessibility, and consumer choice, such as:
  - o BinaxNOW Abbott Labs (used on Guam) 50 million tests produced monthly in the US as of Oct 2020
  - o IgG/IgM Antibody tests now in the market, priced at a fraction of the PCR test
  - o Saliva Direct COVID-19 test in use by NBA basketball since June 2020
  - o Vault Health FDA approved saliva test now available in 50 states and Puerto Rico
3. **Secure CARES funding** for initial 10K and 5K follow up tests
  - o Minnesota using \$14.6M to create a testing lab and walk-up testing sites across the state
  - o Wyoming purchased 75K (more if needed) free at-home COVID-19 tests
  - o Hawaii procured 400K, 15-min test kits from the Federal Government for surveillance and voluntary second tests four days later
  - o Guam requesting CARES Act Funding for rapid testing and community logistical support
4. **Prepare and implement a testing plan** in collaboration with GHRA, UOG, Guam Chamber of Commerce, and other organizations

## REQUIRED AUTHORITY

- Require GVB Board's Approval to proceed
- GVB Board to secure approval from Governor LG and DPHSS on strategy
- Request Governor LG's approval for \$1M in CARES Funding

## Questions & Comments:

- GVB's proposed plan is not to replace Public Health's strategy but to provide augmentation support.
- Management presented the proposed strategy for the first time to the Board and requesting their support. Should the board decide to support the proposed approach, more detail will be added to the presentation before President & CEO Gutierrez presents and requests funding from Governor LG.
- Director Arriola agreed with Chairman Ada to have management present the presentation as a recommendation proposal for consideration.
- Vice President Dr. Perez clarified that GVB is not endorsing any particular tests but only giving examples of tests available in the market to provide governments and consumers with a choice.
- Chairman Ada called the board to support management by requesting a motion to continue the discussion.

1. **Director Arriola made a motion, seconded by Director Shimizu, to authorize management to present the COVID-19 Containment Plan to Governor Leon Guerrero and seek her approval for CARES Funding. Motion Approved.**

## VII. TREASURER'S REPORT

- Director Shinohara is absent.
- Vice President Dr. Perez provided some information during his report
  - o Working to close the books
  - o \$4.5M carry over from FY 2020, though we do have obligations.
  - o Currently, we are ok with cash in our account
  - o More to report at the next meeting
  - o Next meeting's report will update the board on our account and if there is anything new with the Tourist Attraction Fund
  - o The average collection since June-August was around \$450K, far from what we are accustomed to seeing.

## VIII. REPORT OF THE BOARD COMMITTEES

**A. EXECUTIVE COMMITTEE**

- Nothing to report

**B. ADMINISTRATION & GOVERNMENT RELATIONS**

**Electronic Declaration Form Development**

1. Director Arriola made a motion, seconded by Director Gatewood, to authorize the President & CEO as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified offeror for GVB RFP 2021-001 Electronic Declaration Form Development and, if successful, enter into a contract. **Motion Approved.**

**Background:**

The Guam Visitor's Bureau (GVB) is responsible for processing the Guam Customs Declaration Forms for all arriving passengers to the island. Currently, physical forms are distributed to passengers via Airlines, travel agents, and directly from Guam Customs officers. These physical forms are then audited by GVB research staff and subsequently scanned utilizing Scantron OCR scanners. The machines then link to proprietary Scantools® data scanning software in generating various output data files. The data files are then cross-tabulated by GVB and are used to generate daily, monthly, and annual reports for GVB, Guam Customs, and the general public.

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, Office of Technology, and the University of Guam 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 in order to enter into Guam successfully. This process, although necessary, creates a tedious experience for our visitors and returning residents.

GVB RFP 2021-001 was issued on October 9th, and the submission deadline is on October 29, 2020. This contract is expected to begin in November 2020 with an option to renew for an additional four (4) fiscal years, and subject to the availability of funds each fiscal year.

**Issue:** Board approval is required.

**Comments & Questions:**

- Vice President Dr. Perez reported a notice for RFP went out. Currently awaiting vendors' responses and require authorization from President & CEO Gutierrez to proceed once all respondents and their evaluations are received.

**C. DESTINATION MANAGEMENT**

- Director Shinohara is absent
- Vice President Dr. Perez updated the board on the renewal of the VSO contract at a much lower amount due to GVB's budget
- DPW becoming very aggressive in going after dilapidated buildings

**D. VISITOR & SAFETY SATISFACTION**

- Covered in Vice President's report

**E. CULTURAL & HERITAGE**

- Nothing to report

**F. RESEARCH / MEMBERSHIP & COMMUNITY OUTREACH**

- Director Gatewood thanked the Board for their support on the electronic declaration form.
- GVB currently has 105 members - deadline for nominations January 9, 2021, for board director seats
- The next board meeting will provide the election date procedure.

**G. SPORTS & EVENTS**

- Nothing to Report

## H. AIR SERVICE DEVELOPMENT

### Air Service Updates

#### Japan

##### United Airlines:

- United continues its daily cargo operation
- UA828/827, UA137/136, and UA151/150 suspended until December 16
- UA873/874, UA171/172, and UA165/166 suspended until January 4

Japan Airlines: suspended until November 30

T'Way: suspended until November 21

Jeju Air: suspended until November 30

- ANA is working on a significant restructuring of its crew and also defunding some aircraft.
- Japan is considering exempting business people entering Japan on a 72-hour or less short stay from the country's quarantine requirement

#### South Korea

Total outbound air seat capacity remains at 567 seats; Jin Air operating three flights (last flight for the month is Oct 28).

#### **Korean airlines launched 'Air Travel Product' to overcome difficulties**

- Jeju Air launched a product 'Air Travel on the Plane.' The flight will take off from Incheon International Airport at 4 p.m. on October 23, fly over Gwangju, Yeosu, Busan, Pohang, and Daegu, and land back in Incheon at 5:30 pm.
- Jeju Air is conducting diverse events and provides travel bags, including F&B packages and medical kits to all passengers.

#### Taiwan

No updates.

### COVID Task Force

- As of October 22, 2020, there are about 41.5M confirmed cases worldwide, with 9.5M active cases.
- US - 8.6M confirmed cases and 2.8M active cases in the US
- Guam - 3,968 confirmed cases, 1,502 active cases (37.9% active) and 69 deaths
- As of October 19, Guam's weekly positivity rate is 15.19%
- Vice-Chairman Morinaga attended the final day of the Contact Tracing Training (10/22/2020)
- Thanked volunteers from UOG (students) and the public who has been assisting with manual contact tracing. We will propose automation function at the next meeting for quicker results.
- COVID Taskforce is working with GHRA and UOG to develop checklists to assist businesses in following guidelines.
- GVB and GHRA to develop a POST-COVID-19 protocol & risk assessment guideline

### Questions & Comments:

#### Hawaii re-opening

- Islands outside of Oahu have their separate protocols and testing
- Japan assisting Hawaii's Visitors Bureau to open up travel into Japan and vice versa
- Hawaii looking into importing test kits like Japan's
- Director Gatewood shared his interest in Hawaii's testing protocols. Hawaii has allowed pharmacies, CVS, etc. to conduct rapid tests, easily accessible to the public.
- Testing thousands of people; COVID positive numbers have dwindled
- Re-opening and testing measures in place; monitor Hawaii in the next 2-4 weeks



- Vice President Dr. Perez brought up the issue of Hawaii not accepting any tests from Guam labs. **ACTION:** Vice Chairman Morinaga to find out why this is the case.
- Chairman Ada requested an update on Guam Airport's testing status. The airport is not set up for testing. **ACTION:** Vice Chairman Morinaga to bring this up in the next PAG meeting.

## I. JAPAN

EXHIBIT B

Committee Minutes dated October 13, 2020

### Japan Market update

- The Go to Travel campaign in Japan expanded to Tokyo in October
- The number of overnight stays by domestic tourists using the campaign exceeded about 20 million nights
- No rapid increase in cases nationwide due to the increased movement of people through the campaign
- Newly infected people at 477 with a positivity rate of about 3% as of October 21, 2020.
- Japanese government gradually eased quarantine measures for business travelers
- Quarantine exemptions for returnees to Japan from short term business travel to South Korea, Singapore, Vietnam, China, and Indonesia.
- Implementation of 14-day quarantine lift for business travelers entering Japan on a 72 hour or less short stay during November

### Quarantine exemption in Hawaii for Japanese tourists

- Must submit negative PCR test certificate before entry to Hawaii
- Not a Travel Bubble involving the Japanese government in Hawaii's policy
- Should Hawaii relax acceptance, package tours conducted by Japanese travel agencies will not resume, and tourists from Japan to Hawaii will be limited.

### JATA Webinar

- GVB participating in Webinar Series hosted by the Japan Association Travel Agents (JATA) scheduled for November 12.
- JATA will host 22 webinars between November to December, consisting of key destinations, airlines, and travel trade organizations.
- Guam provided the unique opportunity to kick-off this digital event as the first destination to be showcased to its audience of over 3,000 Japanese stakeholders.
- GVB provided an opportunity for 8 GVB Members to conduct an 8-minute live presentation about their products services. Regarding the JATA event
- GVB will participate in the BtoB virtual meeting held at Tourism Expo Japan in Okinawa on October 29-30, 2020, and will also participate in the Tourism Expo in Tokyo on January 7-9, 2021

## J. KOREA

- Korea cases remain steady; no outbreak
- Concern and monitoring for cluster infections in long term nursing homes
- Airlines do not have any delayed operations until December
- Jin Air to continue charter flights on November 4, 11, and 18.
- GVB Korea monitors social media channels; Guam remains viewed positively with potential visitors from South Korea. Once barriers are lifted, visitors will make plans to return.
- Guam Online Exhibition scheduled for November 12-27, 2020
  - Solicitations were sent to Korean Market Committee Members to inquire about their interest in submitting a short video clip to introduce their company, product, services, properties, implemented COVID mitigation efforts, and welcome back message.
  - Submission deadline - October 28, 2020
- Next KMC Meeting is November 17 at 11 am

**K. GREATER CHINA**

- Hong Kong – Working on details with current overseas representatives; need assistance in obtaining information in numbers.
- Taiwan – China Air will not fly until the end of the year
- Chairman Ada continues to work with Directors Camacho, Quinata, and Gatewood on options to invite US-based businesses or anyone in Hong Kong’s market looking to export investments or funds out of the country.

**L. NORTH AMERICA & PACIFIC MARKETS**

- Nothing to Report

**M. NEW MARKETS**

- Nothing to Report

**EXHIBIT C**

**IX. CORONA VIRUS TASK FORCE**

Committee Minutes dated October 14, 2020

- Report was combined with Air Service

**X. OLD BUSINESS**

- None

**XI. NEW BUSINESS**

- None

**XII. EXECUTIVE SESSION**

- None

**XIII. PUBLIC COMMENTS**

- None


**XIV. ANNOUNCEMENTS**


Upcoming Board Meetings:

- November 12, 2020
- December 10, 2020

**XV. ADJOURNMENT**

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

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

  
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Board Minutes respectively submitted by Valerie Sablan, Executive Secretary