



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, November 12, 2021, at 1:30 pm.

GVB Conference Room and Teleconference - GoToMeeting

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

I. CALL TO ORDER

- Chairman Morinaga called the Board's regular meeting to order at 1:41 pm with a quorum being present.

II. ROLL CALL

In-Person: Milton Morinaga, Sonny Ada, Laura Cepeda, Ho Eun, Derrick Quinata, Ben Ferguson, Jeff Jones,

Online: Paul Shimizu, Rudy Paco

Absent: Flori-Ann Dela Cruz, Steve Gatewood, Sam Shinohara, Charles Bell

III. MINUTES OF THE PREVIOUS MEETING

EXHIBIT A

Vice-Chairman Morinaga made a motion, seconded by Director Ada, to approve the previous Board of Directors meeting minutes dated October 28, 2021, subject to minor corrections. Motion Approved.

IV. CHAIRMAN'S REPORT

Chairman Morinaga reported:

- Charles Bell tendered resignation as a GVB Board Director; Chairman Morinaga accepted his resignation
- GVB 2nd Amended By-Laws – vacancies of elected directors
 - A vacancy of an elected directorship shall be filled by the vote of at least (2) of the remaining elected directors, and each director so elected shall serve the remaining term of the vacant directorship.
 - Rendered the decision to the remaining elected directors to decide who they see fit for the position
 - Director Jones inquired whether there was a time frame for the decision.
 - » No time frame; if there is no quorum, an alternate director will be selected to fill the seat
- Two directors meeting to discuss Board matters constitutes "a meeting" outside the Open Government Law.
 - Media inquired about the process elected board directors would take to select a replacement for the vacant position
 - Management to consult with legal counsel

V. MANAGEMENT'S REPORT

Vice-Chairman reported:

Guam Again FAM Tour

- 48 Korea travel partners representing airlines, travel agents, travel trade media, and influencers are working with local value chain members to restart the industry

- Events held at various member locations
- Thanked Chairman Morinaga, KMC Chair Ho Eun, KMC Vice-Chair Ben Ferguson and members of GVB's value chain of tourism who participated in the FAM tour
- Participants posted photos on social media during their stay in Guam

Calendar Year to Date 2021: January – October 31, 2021

- We continue on a downward slope based on the calendar year
- October numbers are more significant in comparison to last year except for Hong Kong due to geopolitical issues with China
- Hope to sustain effort with Option and FAM Tours

Guam COVID-19 Status

- 91% of the eligible population are vaccinated
- 14% received booster shots
- Rate is consistent with the message relayed to source market travel partners; Guam is a safe destination despite some cases
 - high vaccinated percentage
 - robust contact tracing & monitoring system
 - businesses have adopted protocols for safe facilities

Vaccination by Market

- Korea vaccination numbers climb, overtaking Japan

PCR Testing for Visitors

- The program launched November 1st
- Estimated 750 tests were used in the first five days of the program
- Ongoing PCR Testing for visitors
 - Qualified visitors directed to make an appointment with a clinic of their choice based on the testing window required for their return travel
 - At the current run rate, funding will be exhausted by early or mid-December
 - Hiccups along the way; ground handlers weren't familiar with the process, communication with the clinics lacked
 - Individuals showed up to clinics without completing online appointment forms
 - Meeting scheduled with Korean ground handlers; Kelly Tours attended with KGTA President Terry Chung

Upcoming Marketing Program



- Part of the investment is to secure the supply of airline seats
- By supporting the airlines, the load factor is maximized

UPCOMING MARKETING PROGRAM

01 Position Guam as the safest destination through #GuamAgain Campaign

02 Secure current airline supply

03 Maximize load factor by providing active support to airlines

A Co-op with travel trade partners including airlines, travel agencies and OTAs to boost actual sales in line with campaign

B Digital media buying and advertisement

C Enhance engagement and followers of GVB owned channels by conducting SNS event

UPCOMING MARKETING PROGRAM




#GuamAgain CAMPAIGN

01	Theme	#GuamAgain
02	Sub-Title (components)	#GuamAgain from
03	Objective	To position Guam as the best travel destination in "Living with COVID-19" phase and encourage potential travelers to visit Guam again
04	Target Market	Family, honeymoon/couple, babymoon, FITs, potential travelers
05	Period	FY2022 Q1 - Q2 (Oct - Mar)
06	Program	Website promotion co-op with travel trade partners Digital Media Buying Media Advertisement FAM Tour
07	Q2 Budget	\$887,220

Korea Market Q2

Korea Market Q2



FY2022 Q2 BUDGET ALLOCATION					
Code	Program	January	February	March	Total
SMD009	Travel Trade Co-Op Promotions	\$112,000	\$87,000	\$97,500	\$307,500
ADV008	Advertisements	-	\$280,000	-	\$280,000
QMS001	Digital and Social Media Marketing	\$82,500	\$70,000	\$45,000	\$207,500
TFCS08	Family/ honeymoon Tours	\$13,000	\$4,200	-	\$17,200
SMD011	Sales Market Development	-	\$5,000	\$90,000	\$95,000
		\$207,500	\$446,200	\$222,500	\$887,220
	Total				\$887,220

January 2022:
Airline, travel agent, OTA co-op promotions
Heavy influencer collaborations
Social media promotion and digital media buying

February 2022:
Airline, travel agent, OTA co-op promotions
Traditional advertisement (TV, out-of-home, consumer brand collaborations and media relations), continue social media promotions and digital media buying

March 2022:
Airline, travel agent, OTA co-op promotions
Social media promotions and digital media buying
Collateral development

Air Service

- Asiana Airlines service begins December 23rd twice a week (Thursday & Sunday)
- Jeju Air service begins November 25th twice until the end of November and then four times in December

- Air Busan service begins November 27 and will fly once a week
- President Gutierrez mentioned that Air Seoul would begin flights on December 25th
- The air service relaunch improves seats that have been prescheduled for Guam
- Well indication for the remaining quarter and the first quarter of the fiscal year

Japan: Nationwide New COVID Cases

- No deaths were recorded for the first time in 15 months
- Government to review safety protocols to enter Japan by the end of the year
- Go To Travel Program set to resume January 2022

Japan Q1

- Thanked United Airlines, Guam TV Production, and Yamaguchi Local Talent for persuading the popular Japanese travel TV show Tabi Salad to feature Guam in a two-part series
 - Nov. 8th - luxury, gourmet, shopping
 - Nov. 13th - Eco-Tourism, Nature, Adventure
- Coverage reaches up to 93.5M viewers

TABI MUSE TRAVEL EXPERIENCE IN GUAM

- November 17-20, 2021
- 2 pax - Ms. Nami Nonomura-TabiMUSE CEO & Ms. Emi Kiryu-Tabimuse Planner
- Experiencing Guam and sharing their experience via social media
- Tabi MUSE is SNS driven media that has 40,000 followers among travel lovers
- Japan online/digital Q1 program to communicate Guam's uniqueness; clean, safe, proximity- Experience Guam-PCR test-Return from Guam-10 days in quarantine
- Targets Gen Z & Millennials (25-40), OL, Adventure travelers, FIT

Japan Market Q2



Code		Programs	Amount
ADV001	Q2 (January - March)	Advertising/PR Umbrella Message & Support	\$700,000.00
ADV008	Q2 (January - March)	Co-op Advertising/Travel Agents	\$150,000.00
PRE002	Q2 (January - March)	Web/Online Support	\$24,000.00
TTC091	Q2 (January - March)	PR/Tie-Ins	\$90,000.00
SMD004	Q2 (January - March)	Trade Support	\$435,000.00
TOTAL			\$1,399,000

Japan Market Q2



Program Code	Date	Sales & Market Development (HQ)	Amount
ADV001	January - March 2022	Ambassador Program Contest Messaging/Launch SNS	\$700,000.00

- (JAN-FEB) Advertising/PR Umbrella Message/Support-Supporting of Japan's Seeding phase. Top of Mind/Awareness campaigns with SNS channels (IG, YouTube, FB and Tiktok) move in to Phase 2
- (JAN-MAR) Joint promotion of the #HereWeGuam with airlines and Travel Agents
- Ambassador Program initiated in Q1 - Shooting on Guam with Ambassador FAM Execution with fam trip to Guam
- Visit every week with SNS/Aggress campaign to promote Guam brand #instaguam and #HereWeGuam

Program Code	Date	Sales & Market Development (HQ)	Amount
SMD004	January - March 2022	Co-op Advertising Airlines/Travel Agents	\$150,000.00

- Airlines/TA Co-op Advertising**
- January 2021 - Support for airlines to resume services
 - Airlines support - resumption services in Q2 (Advertising support with the airlines)
 - TA support - Develop programs to support Guam packages and re-introduce package tours
 - OTA/FIT Support

Program Code	Date	Sales & Market Development (HQ)	Amount
PRE002	January - March 2022	Web/Online Support	\$24,000.00

- Web/Online Support**
- Promoting the #HereWeGuam and #instaguam on SNS and other channels with travel trade

Japan Market Q2



Program Code	Date	Sales & Market Development (HQ)	Amount
TTC091	January - March 2022	PR/Tie-ins	\$90,000.00

- PR-Tie-ins**
- #instaguam and #HereWeGuam Tie-ins with Travel Agents
 - High end Magazine Tie-ins
 - TV tie-ins (March 2022)
 - Hypebeast PR

Program Code	Date	Sales & Market Development (HQ)	Amount
SMD004	January - March 2022	Trade Support	\$435,000.00

- Trade Support**
- Developing Airlines and Sales support
 - Introduce MICE Programs and Group travel with Travel Agents
 - Strengthen sales events
 - Proposed Trade Shows in market (Tokyo/Osaka/Fukuoka/Nagoya)

Taiwan Market Q2

Taiwan Market Q2



Program Code	Date	Travel Trade Co-ops & MICE Program	Amount	
SMD023	January 2022	CNY Media Gathering	\$19,600.00	CNY Media Gathering - Invite 50 reporters from mainstream and online media that cover tourism, economics and trade to show GTO's appreciation and inform them of GVB's new programs and Guam's protocols.
		Starlux New Route Marketing Co-op	\$20,000.00	Starlux New Route Marketing Co-op - Advertisement design and exposure to different channels and OTAs.
	February 2022	Taipei Lantern Festival	\$50,000.00	Taipei Lantern Festival - Participate with Guam-designed lantern and booth.
		MICE Sales Mission with Travel Agencies	\$50,000.00	MICE Sales Mission with Travel Agents - Host 2 sales missions for northern and southern operators
	March 2022	ASOA Investment and Trade Seminar	\$2,860.00	ASOA Investment and Trade Seminar - In Hsinchu (11/17) and Taichung (03/16) to approach TAs and promote Guam's MICE tourism.
		"My Best Friend" Guam Ambassador	\$20,000.00	"My Best Friend" Guam Ambassador - Social media campaign to provide "my best friend" photo taken on Guam; winner wins 2 roundtrip tickets to Guam, campaign supports repeat visitors

Taiwan Market Q2



Program Code	Date	Sales & Market Development (HQ)	Amount	
SMD019	February 2022	Guam Delegation Trip for Taiwan Lantern Festival	\$50,000.00	Guam Delegation Trip for Taiwan Lantern Festival - Create greater exposure for Guam lantern at festival with delegation (goal: \$100K in media value). Host Guam travel trade/media event and coordinate meetings with Taiwan officials and trade partners. Subject to travel environment in Guam and Taiwan.

Program Code	Date	Sales & Market Development (HQ)	Amount	
TTC039	March 2022	Guam Education Promotion	\$25,000.00	Guam Education Promotion - Invite universities and high schools to survey Guam and learn more about Guam's education system for possible student exchange and English learning programs. Promote culture and Austronesian relationship between Guam and Taiwan.

Program Code	Date	Sales & Market Development (HQ)	Amount	
TTC031	March 2022	International Education Fair	\$13,240.00	International Education Fair - Participate in fair to promote Guam's high schools, language schools and universities; provide incentive for Taiwanese students to study in Guam.

Philippine Market Q2

Philippine Market Q2

PHILIPPINES FY2021 MARKETING PROGRAMS	2022			FY 2022	
	JAN	FEB	MAR	Section Total	Percentage of Quarter Budget
	Q2				
Sales & Marketing Development / Digital Marketing	\$8,075.00	\$8,075.00	\$8,050.00	\$24,200	55.31%
Media & Travel Trade Industry FAM Tours		\$5,000.00		\$5,000	11.43%
Travel Trade Events /MICE & Consumer Shows	\$5,550.00			\$5,550	12.69%
TOTALS PER MONTH	\$ 13,625.00	\$ 13,075.00	\$ 8,050.00		
Quarterly Total	\$34,750.00			\$34,750	

- Sales & Marketing Development / Digital Marketing \$24,200**
- Produce a hero content video to raise broad awareness of Guam; create sustaining content pillars for our social media platforms; activate two social media campaigns; push our travel partners promos; execute two webinars for our travel trade partners; incentivize travel agents for MICE travel bookings, and develop promotional items to support our programs
- Media & Travel Trade Industry FAM Tours \$5,000**
- Execute two sets of influencer FAM tours to promote Guam and availability of booster shots
- Travel Trade Events \$5,550**
- Execute two face-to-face Guam product updates in Manila and Cebu

North America Market Q2

North America Market Q2

CATEGORY	FY 2022
SMD023 – Sales Market Development	\$10,000
TTC041 – Media Advertising/Travel Industry Co-op	\$6,000
Total Budget	\$16,000

- SMD023: Sales Market Development - \$10,000**
- VFR and Military Incentive Campaign
 - Work with MWR and travel wholesalers to create packages for Guam
- TTC041: Media Advertising/Travel Industry Co-op - \$6,000**
- Digital and Social Media campaign advertising and targeting (Google, Youtube, Digital Nomads, etc.)

Destination Update

Tumon Bay Streetlight Improvement Upgrade

- Bid Deadline - Monday, November 29th at 3:00 pm.

Landscape Maintenance

- Broken down into six zones
 - Director Jones inquired whether these six zones will be maintained by six different companies or could one company place a bid on all six zones
 - Vice President Perez mentioned that one company could bid on all six zones. However, GVB would like to allow small businesses to participate in the bid
- Bid Deadline - Friday, December 10th at 3:00 pm.

Holiday Illumination

- Proposal Deadline - Thursday, December 2nd at 5:00 pm.
- Department of Agriculture & Department of Public Works assisted with tree trimming in Tumon
- Temporary increase in VSO hours to support increased foot traffic Nov. 11 - Nov. 18 To provide support for visiting carrier group Carl Vincent
 - VSO hours extended to midnight with an addition of two VSO officers
- GVB graduates first 13 marine tour operators in certification course (extension of the Tour Guide Program)
 - Completed Tour Guide Virtual Tour Modules designed to support tour guides
 - Highlight key sites with more digital content for use on social media sites

Health Declaration Form

- DPHSS Electronic Health Declaration Form issues
 - Inconsistencies with the use of hand-held devices and laptops
- Need to address languages URGENTLY; provided DPHSS translations a few months ago
- The BIG problem needs attention now
 - we anticipate scaling up arrival numbers
 - next three months

Questions & Comments:

Director Ada inquired about FAM Tour feedback

- President Gutierrez shared
 - Head of Mission Kim In Kook
 - Desired to experience Guam's culture and share in the Korean visitors experience Guam's offerings
 - Mia Soun from our Korea group shared her experience
 - the blessing in the CHamorro language, when spoken by TaoTao Tano, hit home for them; able to experience the culture and spirit of the island
 - Experience is a great selling point
- Korea Marketing Manager Colleen Cabedo shared
 - It was a very touching moment for many Korean-Guam team leaders
 - Their last visit was in 2019 - They felt welcomed, happy to be here, and bring business back to Guam
- Director Eun shared discussion points from the previous KMC meeting
 - PCR Testing
 - wanted to ensure that the PCR testing subsidy would continue for a while
 - Korean Marketers in Korea are unsure if Guam will continue, enabling them to open the program market subsidy
 - Optional Tours is one of the most significant issues; they don't want to advocate for Guam if there are no activities for tourists to enjoy during their stay
 - Shopping

PCR TESTING

- Director Ferguson commented on 5K PCR tests
 - If stuck at 5K PCR tests, how important is the current component to the demand we have right now, and if it goes away, what happens to the advantage?
 - Vice President Perez mentioned that we would need to revisit the investment in other Korea market activities and see if it merits some re-allocation
 - Nadine Leon Guerrero reported that she is waiting on feedback from DPHSS, who mentioned two companies were using federal funds and are anticipated to come to Guam
 - Chairman Morinaga said that with information circulating, DPHSS and DSL combined, Guam could only accommodate 500 test results per day
 - concerned that with more incoming flights and a two day turn-around time frame, misinformation may spread
 - **ACTION:** Chairman Morninaga asked Nadine to verify the number of testing results a day

- Vice President Perez mentioned that we would need to dig into the capacity and the financial investment
 - Director Eun stated that the load capacity to include the updated information - looking at 21,594 seats (70%) and about 500 people per day for testing - feasible, but funding is not enough - with DPHSS & GVB subsidy combined, 5,700 can be extended, and possibly tripled
 - Nadine - once more become vaccinated, they could transition into antigen test with results in 15 min
- Director Eun shared the following:
 - In speaking with Gen Consul from Hawaii mentioned that General Consuls worldwide would meet in December
 - General Consul from Hawaii promised that he was going to attest to the antigen matter at their meeting
 - Director Eun spoke to his Korea contact to ensure that Guam receives reciprocal treatment
 - US only requires antigen test, but Korea requires PCR test
 - numbers climbing because of the ease of quarantine measures
 - PCR requirement will most likely last until December with a possibility of reconsideration in February
- Chairman Morinaga shared the new Prime Minister in Japan would like to provide free PCR tests
 - Same issue as Guam, how much can they afford
 - PCR test is the key to allowing individuals to travel
- Director Ferguson inquired about the cost for a PCR test
 - \$175.00
 - \$230 is average
 - Sending tests to DPHSS is less expensive because federal funds subsidize it
 - Sending to DSL is more expensive

VI. TREASURER'S REPORT

- Nothing to report

VII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

- Nothing to report

B. ADMINISTRATION & GOVERNANCE

Director Ada made a motion, seconded by Director Eun, to approve the temporary lifting of leave accrual cap for the President & CEO vacation leave accrual balance totaling 552 hours as of pay period ending September 25, 2021, for fiscal closing 2021. The 304 hours of this leave were originally a transfer from the Department of Administration during his tenure under the Office of the Governor. The President & CEO will make every effort to arrange for his leave plans to prevent any accumulation of annual leave over 320 hours and avoid any future forfeitures by September 30, 2022. **Amended and approved, subject to legal review.**

Background: On May 14, 2020, Gov. Carl TC Gutierrez was assigned as an interim President & CEO of the Guam Visitors Bureau. His permanent appointment as the new President & CEO was later confirmed on July 11, 2020. In contrast, he transferred to GVB with 304 hours of annual leave and 152 hours of sick leave based on Department of Administration (DOA) documentation. At that time, the leave cap is limited to 320 hours, of which 100 hours can be credited to sick leave over the end of the fiscal year. Upon his appointment at the bureau, he could not go on prolonged leave to avail of his accrued leave and avoid forfeitures but rather focus on the transition to his new role and other responsibilities assigned to him. This is aggravated by the COVID-19 pandemic, where executive orders are in place, and most government employees are on a work from home arrangements.

Cost Estimate: \$ 13,943.20 (552 hours - 320 hours = 232 hours x \$60.10)

Funding Source/Account: Operating Fund
Action Required: Board Approval Required

Questions & Comments:

- Director Ferguson inquired whether the necessity asked is the bulk of the approval amount and not a cash out. Is there precedence in other governmental agencies for this type of allowance?
 - President Gutierrez had excess leave from DOA and did not have the opportunity to use his leave before transferring to GVB.
- Director Ada requested that the motion be vetted and approved through legal counsel for compliance.

C. REOPENING TASK FORCE

Director Ferguson reported:

- Issues with PCR Testing
 - Challenged with some customers, they're told they cannot take the test due to the limitation of 125 max
 - would not be a good image on social media; it would be very detrimental to everything we've worked so hard to achieve
 - Customers challenged with 125
- HDF challenges
 - Form accessibility - There is considerable concern with the possibility of a surge in arrivals. There is potential for visitors to experience a negative experience upon arriving at the airport.
 - Our POC at DPHSS returned from extended leave
 - Translations have been provided to DPHSS
 - Nico to follow up with DPHSS
- Chairman Morinaga asked to reschedule a Reopening Task Force at the soonest to discuss time-sensitive PCR testing
- Foreign Nationals who don't speak English have conveyed that PCR tests are catered to package tours
 - The form is only in English
 - Review and provide in different languages
 - According to Nadine, all forms have been translated

D. AIR SERVICE DEVELOPMENT

EXHIBIT B

Committee Meeting Minutes - October 25, 2021

Chairman Morinaga reported:

- Nov 30 @ 10 am
- Japan Airlines to provide service in January 2022
 - Scheduled to meet with JAL Station Manager
 - Concerned about PCR testing
 - Seeks Guam's assurance and their capacity to provide PCR tests so that they can resume operations
- President Gutierrez mentioned a possibility of GVB paying \$50 for each traveler (partial subsidy)
 - Coordinating a meeting with Acting Governor, COS, DPHSS, and GVB to discuss this potential as it was done in the past.

E. TAIWAN

EXHIBIT C

Committee Meeting Minutes - November 4, 2021

Director Ada reported:

- For Q2, we are looking at \$256k for participation in Taipei Lantern Festival, MICE Sales Mission with Travel Agents, investment and trade seminars, "My Best Friend" Guam Ambassador campaign, new route campaigns, Guam Education Promotion, International Education Fair, and various social media promotions.
- The next TMC meeting is scheduled for Thursday, December 2, 2021 at 11:00 am.
- International students barred from entry Dec. 15 - Feb. 11
 - Non-resident international students will be banned from entering Taiwan for that time.
- Taiwan hospital to begin clinical trials on vaccine booster shots
- Taiwan drops all countries from the high-risk list
- GTO participated in the Taipei International Travel Fair, which took place last weekend, Nov. 5-8, 2021.
- Upcoming Trade Shows
 - Taipei Tourism Expo (TTE) | November 26-29, 2021
 - Kaohsiung International Travel Fair | December 17-20, 2021

Questions & Comments:

- Chairman Morinaga inquired about the status of China Airlines
 - No update on flight resumption - targeting next year, February 2022
 - Guam office is open

TAIWAN QUARTER TWO MARKETING BUDGET

Director Ada made a motion, seconded by Director Jones, to approve \$256,700.00 for Taiwan's quarter two marketing budget to encompass its sales and marketing development, travel trade co-ops, trade industry fam tours, MICE programs, digital marketing programs, and Guam product update events in Taiwan. **Motion Approved.**

Background: The Taiwan three-month marketing plan was presented in detail at the Taiwan Marketing Committee (TMC) meeting that took place on Thursday, November 4, 2021. Plans for Q2 may be accelerated or pushed back depending upon the current situation in Taiwan and Guam.

FY2022 TAIWAN BUDGET QUARTERLY BREAKDOWN AS OF NOVEMBER 4, 2021				
ACCT #	PROGRAMS	2022		
		JAN	FEB	MAR
TTC039	Media/Travel Industry Fam Tours	\$0	\$0	\$25,000
ADV018	Social Media/Online Campaigns & Advertising	\$2,000	\$2,000	\$2,000
TTC031	Travel Fairs	\$0	\$0	\$13,240
SMD023	Travel Trade Co-ops & MICE Programs	\$39,600	\$100,000	\$22,860
SMD019	Sales & Market Development (HQ)	\$0	\$50,000	\$0
	TOTALS PER MONTH	\$41,600	\$152,000	\$63,100
	Quarterly Totals	\$256,700		

Issue: Board approval required.

F. DESTINATION MANAGEMENT/VISITOR & SAFETY SATISFACTION

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 2022-001 San Vitores Holiday Illumination, and if successful, to enter into a contract. **Motion approved.**

BACKGROUND: It has been a challenging year, and we want to bring in the holiday season in the spirit of hope, joyfulness, and merriment. We will be illuminating the trees and shrubs with net lights located in the medians of the San Vitores Road, the JFK Hill, and the Australian Cable (Santos Hill), including the Archbishop Flores Memorial Circle (Rotunda).

The medians have existing white uplights, which will be replaced with Christmas colors to accent the holiday spirit.

Funding Source: Unallocated FY2021 Funds

Issue: Board approval required.

G. CULTURAL HERITAGE, COMMUNITY OUTREACH & BRANDING

Director Cepeda reported:

- The online showroom will launch at the end of this month.

H. RESEARCH / MEMBERSHIP

- Nothing to report

I. SPORTS & EVENTS

- Nothing to report

J. JAPAN

JAPAN MARKET BUDGET

Director Ferguson made a motion, seconded by Director Jones, to approve \$1.399M to execute the second quarter (Q2) Japan Sales and Marketing programs for FY22. **Motion Approved.**

Background: The Japan Sales and Marketing plans were presented during the October 19 JMC meeting. Japan's marketing strategy was divided into four phases to execute SNS/Digital/Online marketing as part of the Seeding and Launching of the marketing strategy with an Advertising and Messaging program and an Ambassador campaign initiated in Q1. Q2 continues with seeding and eventual launch to include airlines, Travel Agents, and Online Trade Support campaigns for Q3-Q4. The plan was presented to the JMC with the budget and seeking approval for the 2nd Quarter Japan marketing plans in the amount of \$1,399,000 to proceed with the programs. The plans for Q2 may be accelerated or pushed back depending on if the current situation in Japan or Guam changes.

Japan FY22 Marketing programs	FY2022 Q2 Plans			Total	% of Quarter Budget
	Jan	Feb	March		
Advertising Umbrella Messaging and Support	\$250,000	\$250,000	\$200,000	\$700,000	50%
Co-op Advertising airlines/Travel Agents	\$50,000	\$50,000	\$50,000	\$150,000	10.72%

Web/Online Support	\$8,000	\$8,000	\$8,000	\$24,000	1.72%
PP Tie-In's	\$30,000	\$30,000	\$30,000	\$90,000	6.43%
Trade Support	\$145,000	\$145,000	\$145,000	\$435,000	31.09%
Monthly Total	\$483,000	\$483,000	\$433,000	\$1,399,000	
Quarterly Total				\$1,399,000	100%

Issue: Board approval required.

Chairman Morinaga reported:

- A survey conducted in Japan for in-country Go-To Travel was administered, and the outcome was split 50/50.
 - Some are reluctant to travel; don't wish to spread COVID into different prefectures of Japan
- Next JMC meeting - November 16th at 2:00 pm.
 - Q1 & Q2 updates will be provided
 - GVB Japan Account Director Shoji to participate in person

Questions & Comments:

- Director Ferguson wanted to verify that according to the earlier discussion relative to the reallocation funding, he wanted this to be clear that the motion just approves the amount and doesn't necessarily bind us in the event we need to reallocate funds for PCR testing.
- According to Vice President Perez, the allocation is based on what was vetted at the JMC (GP)
 - Built-in flexibility for these approvals should be given to Management to discuss with the appropriate committees
 - PCR testing is a significant concern at this time
 - Management needs the flexibility to decide in consultation with the committee

K. KOREA

Director Eun reported:

- Thanked the GVB team for their efforts at the #GuamAgain FAM Tour (November 7-12, 2021)
 - Expecting incentive and influencer group tours sponsored by GVB and
- By December, seven aircraft carriers will be of service
- Expecting 21K seats and rising to 54K in April 2022
- As of today, we are expecting 55K+/-
- The good news is an airplane from Busan is expected, and service will be available this month

FY2022 2ND QUARTER MARKETING BUDGET

Director Eun made a motion, seconded by Director Ada, to approve \$887,220 for Korea's 2nd Quarter Marketing Budget. **Motion Approved.**

Background: The Korea Marketing Budget was presented in whole to the Korea Marketing Committee at the beginning of the year. The 2nd Quarter Marketing Budget was presented to the KMC on Tuesday, November 9, 2021. Plans for Q2 may be accelerated or pushed back depending upon the current situation in the Korea and Guam.

Account #	MARKET FY2022 MARKETING PROGRAMS	2022			FY 2022	
		JAN	FEB	MAR	Section Total	Percentage
		Q2				
SMD019	Airline Co-Op Promotions	\$45,000	\$40,000	\$40,000	\$ 125,000	14.09%

	Travel Agent Co-Op Promotions	\$40,000	\$30,000	\$31,000	\$ 101,000	11.38%
	Online Travel Agent Co-Op Promotions	\$20,000	\$20,000	\$20,000	\$ 60,000	6.76%
	Sales Calls	\$8,000	\$7,000	\$6,500	\$ 21,500	
ADV018	TV or OTT Content Shooting		\$150,000		\$ 150,000	16.91%
	Out of Home / Media Advertisement		\$50,000		\$ 50,000	5.64%
	Consumer Brand Collaboration		\$30,000		\$ 30,000	3.38%
	Media Tie-In Projects		\$30,000		\$ 30,000	3.38%
DIG001	Influencer Co-Op Promotions	\$40,000	\$20,000		\$ 60,000	6.76%
	Content Marketing & Channel maintenance	\$10,000	\$10,000	\$10,000	\$ 30,000	3.38%
	SNS Promotion & Campaign	\$7,500	\$5,000	\$5,000	\$ 17,500	1.97%
	Digital Media Buying	\$35,000	\$35,000	\$30,000	\$ 100,000	11.27%
TTC018	Familiarization Tours	\$13,000	\$4,220		\$ 17,220	1.94%
SMD023	In-Country Online / Offline Travel Trade Shows			\$30,000	\$ 30,000	3.38%
	Ad-Hoc Project (Sustainable Guam, Study Aboard, etc.)		\$15,000		\$ 15,000	1.69%
	Promotional Giveaways / Collateral Printing			\$50,000	\$ 50,000	5.64%
	In-Country Market Research				\$ -	0.00%
TOTALS PER MONTH		\$218,500	\$446,220	\$222,500		
Quarterly Total		\$887,220			\$887,220	
6 Months Budget Allocations						

Issue: Board approval required.

Questions & Comments:

- Director Eun requested that the GVB team reconsider the budget in response to the PCR testing

L. NEW MARKETS

Director Ada reported:

- Desire to clarify and define New Markets
 - New destinations, activities or opportunities within destinations
 - New ideas coming out of existing destinations
 - Opportunities can be vetted and released back to the proper committees as necessary
- Group decided to participate in Apple Vacations Support
 - Been representing GVB in Malaysia

- o vaccination rate at 75%
- upcoming MATTA (Malaysian Association of Tour and Travel Agents) Fair and their Travel Recovery Campaign from November 15-23, 2021.
- GVB will provide a \$1,000 support to Apple Vacations in a joint promotion at the
- In exchange, Apple Vacations will include our logos on their SM posts and flyers, display our Guam video, etc.
- Next meeting - December 2021 (TBC)

M. NORTH AMERICA, PACIFIC & PHILIPPINES

Director Jones reported:

NORTH AMERICA

- Q2 Budget Request: \$16,000
 - o Motion for approval is presented to the Board
 - o Support North America VFR/Military Market Campaign
 - o Collaborate with Military.com, Stars & Stripes, and MWR Guam
 - o Promote holiday travel to VFR/Military market

PACIFIC

- Virtual PATA Destination Marketing Forum will take place from November 24-26, 2021
 - o Participation is free. If interested, contact Mark Manglona.
 - o Topics:
 - Moving Beyond Destination Marketing to Destination Management
 - Destination Case Studies on Sustainability from Asia Pacific
 - Best Practices of COVID-19, Recovery
 - Digital Marketing Master Class
- Anticipated Q2 Expense: \$15,035
 - o Payment for GVB's membership renewal with PATA International
 - o Pacific Market budget is within the amount allowed for GVB management to enact, so board approval is not required.

PHILIPPINES

PHILIPPINES QUARTER TWO MARKETING BUDGET

Director Jones made a motion, seconded by Director Ada, to approve \$34,750 for Philippine's quarter two marketing budget to encompass its sales and marketing development and digital marketing programs, media and travel trade industry FAM tours, and Guam product update events in Manila and Cebu. **Motion Approved. Note: Laura is offline. Chairman Morinaga voted.**

Background: The Philippines six-month marketing plan was presented in detail at the North America, Pacific, and Philippines (NAPP) committee meeting that took place on Wednesday, November 3, 2021. Plans for Q2 may be accelerated or pushed back depending upon the current situation in the Philippines and Guam.

PHILIPPINES FY2022 MARKETING PROGRAMS	2022			FY 2022	
	JAN	FEB	MAR	Section Total	Percentage of Quarter Budget
	Q2				
Sales & Marketing Development / Digital Marketing	\$8,075.00	\$8,075.00	\$8,050.00	\$24,200	69.6%
Media & Travel Trade Industry FAM Tours		\$5,000.00		\$5,000	14.4%
Travel Trade Events /MICE & Consumer Shows	\$5,550.00			\$5,550	16.0%
TOTALS PER MONTH	\$13,625.00	\$13,075.00	\$8,050.00		
Quarterly Total		\$34,750.00		\$34,750	

Issue: Board approval required.

VIII. OLD BUSINESS

- No Old Business

IX. NEW BUSINESS

- No Old Business

X. EXECUTIVE SESSION

- No Old Business

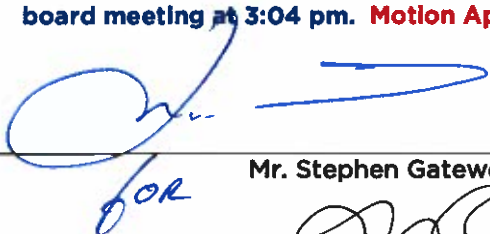
XI. ANNOUNCEMENTS

Upcoming Board Meetings:

- December 9, 2021
- January 13, 2022

XII. ADJOURNMENT

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



Mr. Stephen Gatewood, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary