



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, September 14, 2023, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

<https://meet.goto.com/GUAMVISITORSBUREAU/gvb-board-meeting>

I. CALL TO ORDER

- Chairman Chiu called the Board Directors meeting to order at 1:37 p.m.

II. ROLL CALL

In-person: Robert Hofmann, Joaquin Cook, Paula Monk, Milton Morinaga, Sonny Ada, George Chiu

Online: Rhodes, Ho

Absent: Jones

III. MINUTES OF THE PREVIOUS MEETING

- **Director Ada made a motion, seconded by Director Hofmann, to approve the minutes of the previous Board of Directors meeting dated August 10, 2023. Motion Approved.**

IV. ACTION BY THE BOARD

- The Board took no action.

V. CHAIRMAN'S REPORT

- Chairman Chiu welcomed GVB's Korea Team, Jay Park, and members.
- Commended President Gutierrez for his recent travels
 - Philippines - Visa Waiver
 - Taiwan - meeting with government and airline officials to get direct flights to Guam.
 - Korea
 - Japan - The Chairman discussed with the President a push for Guam-based United to negotiate a slot: a direct flight from Haneda to Guam.

VI. MANAGEMENT'S REPORT

- Management Report available on the GVB website.
- The July 2023, a financial update was presented to the Board.

VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
 - Nothing to report
- B. Administration & Governance
 - Nothing to report
- C. Destination Management / Visitor Safety & Satisfaction
 - Nothing to report

- D. Cultural Heritage & Community Outreach
 - Nothing to report
- E. Research
 - Nothing to report
- F. Sports & Events
 - Director Cook reported the opportunity exploration with some well-known global sports brands.
- G. Japan
 - Director Monk reported that GVB will participate in JATA on October 26-29, 2023,
 - Food truck represented Guam at the Ulta festival.
 - The committee is working on forecasting potential educational programs to promote Guam.
 - New groups confirmed to visit Guam in January 2024
- H. Korea
 - Director Ho reported Korea is progressing quicker than other destinations; however, it is still at a 50% recovery pre-pandemic.
 - Korea's outbound recovered more than 70%
 - Guam receives only 50% of Korean visitor arrivals.
 - Losing 20% Market share due to the yen influence; the forecast shows the yen to strengthen in the next six months.
 - Sixty flights arrive weekly from Korea; we need to consider assisting airlines to boost flights.
- I. Taiwan
 - Nothing to report
- J. North America, Pacific, Philippines & New Markets
 - Director Chiu reported President Gutierrez met with the US Congress regarding the Guam-only visa waiver program in the Philippines. They are receptive to the program.
 - Beginning on October 29, United will fly from Manila to San Francisco.
 - Nothing to report on North America. Director Ada was unavailable to attend his committee meeting. Chairman Chiu mentioned that it was okay to have management facilitate the committee meeting and provide an update to the committee chairman.
- K. Membership
 - Director Monk reported the team's desire to schedule another membership meeting to provide an update to the general membership.

VIII. OLD CORPORATION BUSINESS

- Discussion on airline incentives ideas postponed until President Gutierrez has more updates.
- Chairman Chiu would like to look into programs that will be beneficial to bring in new markets and segments to Guam.
- Supporting those who have been committed and loyal to Guam

IX. NEW CORPORATION BUSINESS

- Discussion on Frequency of Regular Board Meetings
 - **Mayor Hofmann made a motion, seconded by Director Ada, to discuss at the next board meeting changing the regular board meetings of the Guam Visitors Bureau to once a month. Motion approved.**
 - Resolution to be presented for action at the next board meeting.

- Director Ada mentioned seats need to be filled on the Board.
 - Two seats are currently vacant under the Governor's appointees.
 - The Speaker needs to appoint an alternate Director.

X. EXECUTIVE SESSION

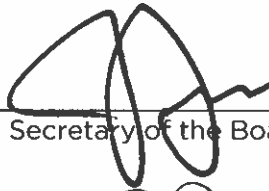
- None

XI. ANNOUNCEMENTS

- The September 28, 2023, board meeting was canceled.
- The next meeting was scheduled for October 12, 2023.

XII. ADJOURNMENT

Director Ada made a motion, seconded by Director Morinaga, to adjourn the board meeting at 2:54 p.m.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary