



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, November 9, 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 1:38 p.m.

II. ROLL CALL

In-person: George Chiu, Jeff Jones, Ho Eun, Robert Hofmann, Joaquin Cook, Mary Rhodes, Sonny Ada

Online: Mary Rhodes, Milton Morinaga

Absent: Paula Monk

III. MINUTES OF THE PREVIOUS MEETING

Director Hoffman made a motion, seconded by Director Cook, to approve the minutes of the previous Board of Directors meeting dated October 12, 2023. **Motion Approved.**

IV. ACTION BY THE BOARD

Director Hoffman made a motion, seconded by Director Ada, to approve purchase orders above the \$24,999.00 limit:

1. **Rlene Steffy's Endemic Birds of the Mariana's Collection of up to \$55,000.00. Motion Approved.**
2. **Beach cleaning tractor and related equipment of \$357,499.00. Motion Approved.**
 - Item number one is a book on birds, part of the natural history of Guam, to be used as gifts.
 - Item number two - A bid has gone out for equipment; GVB will do the work.
 - Director Ada - continue to budget for regular maintenance of equipment.
 - The equipment has a two-year extended warranty.
 - Certification, licensing, subject to permits necessary to operate.

Director Hoffman made a motion to discuss the procurement of an additional seven hundred and fifty solar lights to complete the solar light project for Tumon, Camp Watkins Road, and Farenholt Avenue.

- Chairman Chiu asked if GVB could procure solar lights for the villages and tourism to benefit. President Gutierrez to look into what is allowable.
- Solar lights for tourist attractions within the village

Director Hoffman requested to revise his previous motion, seconded by Director Cook, to procure an additional seven hundred fifty solar lights to complete the project for Tumon, Camp Watkins Road, and Farenholt Avenue, subject to the legal council's approval. **Motion Approved.**

V. CHAIRMAN'S REPORT

Chairman Chiu reported that GVB staff has been working diligently, traveling, and attending various shows. The team recently participated in Japan and Singapore shows. We must find other avenues outside of shows to improve our tourism numbers. Although Guam has had some improvement in numbers, we still need to catch up.

The Japanese outbound market is estimated to be 43% of the pre-pandemic level, with Guam's share at 16%, Hawai'i at 32%, and the US at 36%. Guam must deal with the declining yen and competition with Hawai'i and the US. Hawai'i is our benchmark. Guam has seen improvement between July and August.

The Chairman and President Gutierrez discussed investing and increasing the budget in social media.

Guam expects to receive 800K to a million visitors for FY2024.

VI. MANAGEMENT'S REPORT

- Introduction of New Public Information Officer, Lisette Bordallo
- Management's report posted on GVB's website

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 Jones suggested that the Board consider supporting Smokin' Wheels next year if they can open the track.
- G. Japan
 - The Autumn Japan Festival took place on November 18th at Ypao Beach Park.
- H. Korea
 - Nothing to report
- I. Taiwan
 - Nothing to report
- J. North America, Pacific, Philippines & New Markets
 - Nothing to report
- K. Membership
 - Nothing to report

VIII. OLD CORPORATION BUSINESS

- Discussion on airline incentives ideas tabled.

IX. NEW CORPORATION BUSINESS

- Discussion of GVB Enabling Legislation & Bylaws tabled.

X. EXECUTIVE SESSION

- None

XI. AGENDA ITEMS FOR THE NEXT MEETING

- The chairman will work with the board secretary to develop agenda items for the next board meeting.

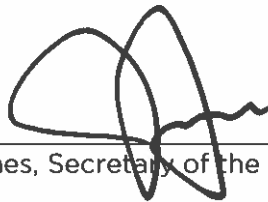
XII. ANNOUNCEMENTS

Upcoming Board Meetings:

- December 14, 2023

XIII. ADJOURNMENT

Chairman Chiu adjourned the board meeting at 2:48 p.m.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Assistant