



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, October 12, 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 1:34 p.m.

II. ROLL CALL

In person: George Chiu, Jeff Jones, Ho Eun, Robert Hofmann, Paula Monk

Online: Joaquin Cook, Milton Morinaga, Mary Rhodes

Absent: Sonny Ada

III. MINUTES OF THE PREVIOUS MEETING

Director Monk made a motion, seconded by Director Hofmann, to approve the minutes of the previous Board of Directors meeting dated September 14, 2023. Motion Approved.

IV. ACTION BY THE BOARD

Director Hofmann made a motion to approve Resolution Number 2024-001, Regular Meetings of the Guam Visitors Bureau Board of Directors, dated September 14, 2023. Motion Approved.

- The Board decided that regular monthly meetings shall be held once a month on the fourth Thursday of every month unless determined otherwise.
- The regular Board meeting initially scheduled for October 26, 2023, was waived.
- The next scheduled meeting is November 9, 2023.

V. CHAIRMAN'S REPORT

Chairman Chiu reported the following:

- Much preparation occurred before the storm; Director Rhodes was always instrumental in her informative communication to help us prepare.
- Before Mawar hit, we had an upward trajectory for visitor arrivals. As of September:
 - Japan market is trending 20% (pre-pandemic)
 - Korea is down to 50%; most traveling to Japan (yen will not strengthen but decline), making inbound travel on the uptick.
 - Chairman Chiu committed the Board's full support to President Gutierrez in rebuilding the Japanese market for Guam.
 - Thanked President Gutierrez for his tireless travel to Japan to work with Haneda folks to push for a slot for United Airlines.

VI. MANAGEMENT'S REPORT

- The report can be viewed on GVB's website.
- President Gutierrez attended a seminar with 27 travel agents in Hokkaido headed by HIS.
 - We are working closely with United Airlines and HIS to see what can be done to connect from Hokkaido to either Osaka, Nagoya, Narita, or other destinations, making it a sustainable direct flight to Guam instead of a non-stop flight to Hokkaido.
 - United is looking into including a Hokkaido connection.
 - There is a local demand to travel to Hokkaido during the winter.
 - In FY2022, GVB's budget was cut by \$6M, making our budget \$16M
 - President Gutierrez had the Legislature include a provision stating anything excess over \$16M anticipated in TAF, GVB will be able to receive.
 - GVB has gone over \$16M in May and June. We received excess TAF funds of \$1.8M in August.
 - We expect \$1.6M for September, going to airline incentives.
 - GVB has some funds to support airline incentives.

FY 2024 Purchase Orders

- Tumon Solar Panel Sites 2 and 3 required board approval; purchase orders over \$24,999 (12 GCA §9111)

Director Hoffman made a motion, seconded by Director Ho, to approve Purchase Orders P24022 and P24029 for Tumon Solar Panel Sites 2 and 3. Motion Approved.

VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
 - Nothing to report.
- B. Administration & Governance
 - Nothing to report.
- C. Destination Management / Visitor Safety & Satisfaction
 - A motion was made for the Tumon Solar Light Project, test sites 2 and 3 during Management's report.
- D. Cultural Heritage & Community Outreach
 - Nothing to report.
- E. Research
 - Nothing to report.
- F. Sports & Events
 - Nothing to report.
- G. Japan
 - JATA - October 25-29
 - 14 members from Guam committed to attend JATA
 - Trying to save flights from southern Japan: Fukuoka, Osaka
- H. Korea
 - GVB Korea Year End party, Travel Mart
 - November 29
- I. Taiwan
 - According to Gabbie Franquez, 20-24 charter flights will begin in December 2023-March 2024.
 - Phoenix will conduct Chinese New Year flights in 2024.

- China Airlines is scheduled to fly in March 2024.
- United is looking to bring Guam to Taiwan flights back.

J. North America, Pacific, Philippines & New Markets

- Philippines - six mayors finalized the sistership relationship with Paranaque.
- Congressman Olivares from District One and his brother were in Guam during Liberation.
 - Has taken a special interest in ensuring that our Visa waiver program resolutions made it to the Senate of the Philippines and the House, which they currently are.
 - Congressman Olivares made a speech at a gathering attended by mayors and coordinated by Angel Sablan, whom President Gutierrez commended. Congressman Olivares' goal was to get both resolutions out of the Congress of the PI and on to the President.
- North America - Nadine, Elaine, and Dee attended the IMEX trade show in Las Vegas.
- Pacific - PATA - The Chapter would like to work more closely with the Micronesian Island Chief so that the goals they envision align with our island leaders regarding tourism and destination management.

K. Membership

- Nothing to report.

VIII. OLD CORPORATION BUSINESS

- None to report

IX. NEW CORPORATION BUSINESS

- None

X. EXECUTIVE SESSION

- None

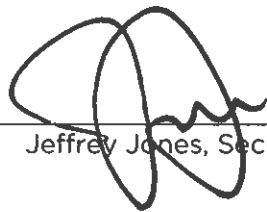
XI. ANNOUNCEMENTS

Upcoming Board Meetings:

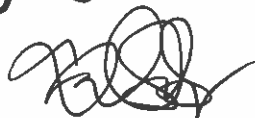
- November 9, 2023

XII. ADJOURNMENT

Director Monk made a motion, seconded by Director Hofmann, to adjourn the board meeting at 2:33 p.m.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Secretary