



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, December 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 of Directors meeting to order at 1:31 pm.

II. ROLL CALL

Milton Morinaga, Sonny Ada, Robert Hofmann, Ho Eun, Paula Monk, Joaquin Cook, George Chiu, Jeff Jones

Online: Mary Rhodes

III. MINUTES OF THE PREVIOUS MEETING

Director Ada made a motion, seconded by Director Eun, to approve the previous Board of Directors meeting minutes dated November 9, 2023. Motion Approved.

IV. ACTION BY THE BOARD

- No action was taken by the Board

V. CHAIRMAN'S REPORT

- Gina Artero from DFS is GVB's upcoming board member; she is awaiting confirmation from the legislature
- A youth representative is awaiting confirmation by the legislature
- The board will be able to vote for the 12th member once the two are confirmed
- Stock market up by 500 points
- Good news for Guam: yen dropped 2%, from 150 to 142
- Japan is starting to pick up with outbound travel
- Market share for Guam continues to be stagnant; Guam usually has a 3% share and at its peak, 5%
- Guam's market share out of Japan is 1.3%
- January through March is Japan's peak season for travel to Guam
- Negative trends occurring - Korea Airlines potentially canceling an evening flight while Asiana Airlines is looking to cancel their flight and move to Saipan with seasonal flights

VI. MANAGEMENT'S REPORT

- Nadine Leon Guerrero, Director of Global Marketing presented the management's report, which can be found on the GVB website.
- Rudd Gudmalin, Chief Financial Officer presented an overview update of GVB's fiscal year to date for October and November.

Motion to approve purchase orders for FY2024

Director Hofmann made a motion, seconded by Director Eun to approve the purchase of a turf mower (PO24078) for \$74,499.00 and the purchase of solar panel LED lighting on Farenolt & Governor Camacho Rd. (PO24103) for \$99,998.25. **Motion Approved.**

- Director Ada asked if the turf mower and solar panel LED lightings went out for bid; they have.

Exit Surveys

- Chairman Chiu commended GVB for the positive comments that others have shared regarding exit surveys. Businesses asked if GVB could share the compiled information.
- Director Monk requested that feedback from the visitor, extracted from the survey be added to the monthly status report.

VII. REPORT OF THE BOARD COMMITTEES

A. Executive Committee

- Nothing to report

B. Administration & Governance

- Nothing to report

C. Destination Management / Visitor Safety & Satisfaction

- Dee Hernandez and Lyann Dydasco, together with GPD have identified the managing company of the green scooters abandoned on public easements and private properties throughout Tumon, Tumon, and Dededo. The scooters have been removed and some impounded because they did not have authorization to operate.

D. Cultural Heritage & Community Outreach

- Nothing to report

E. Research

- Nothing to report

F. Sports & Events

- Director Cook has been in communication with an English team willing to do a branding partnership with Guam. The marketing concept is to co-brand Guam with a global brand to gain exposure and recognition in the world.

G. Japan

- Director Monk announced that over 3K visitors will come to Guam in January.
- Travel agencies and airlines working to ensure that they have a great experience in Guam.
- Committee Meeting Minutes dated November 14, 2023

H. Korea

- Committee Meeting Minutes dated November 14, 2023

I. Taiwan

- Director Morinaga mentioned that Paul Chen is being reassigned to Fiji.
- The legislature is drafting a resolution to recognize Paul Chen.

J. North America, Pacific, Philippines & New Markets

- Committee Meeting Minutes dated November 13, 2023

Visa Waiver Program

- The PI's military and national security have been more open to the US government's pressure. Some approvals have come out of the Department of Transportation.
- Appears to be a prelude to moving the Guam-CNMI Visa waiver program forward.
- the target months for the PI's Senate and House to pass the resolutions are December 2023 and January 2024. From there, it will be passed to the President.

Flights

- United's 17-hour direct flight from San Francisco to Manila has been successful for the first month.
- DOT approved Philippine Express (a subsidiary of PAL), to fly to Guam

K. Membership

- Nothing to report

VIII. OLD CORPORATION BUSINESS

- Airline incentives ideas to be discussed in Taiwan.

IX. NEW CORPORATION BUSINESS

- Discussion of GVB Enabling Legislation & Bylaws tabled.

X. EXECUTIVE SESSION

- None

XI. ANNOUNCEMENTS

- Chairman Chiu wanted to include Bill 205-37 as a topic of discussion on the next agenda.
- Board directors to contribute advice and testimony for the approval process.

XII. ADJOURNMENT

Director Jones made a motion, seconded by Director Eun to adjourn the meeting of the Board Directors at 2:38 pm.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Assistant