



REGULAR BOARD OF DIRECTORS MEETING

Thursday, August 22, 2024, at 1:30 p.m.

GVB Conference Room and Teleconference – GoToMeeting

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

AGENDA

I. CALL TO ORDER

- Chairman Chiu called the Board of Directors meeting to order at 1:40 p.m.

II. ROLL CALL

In-person: George Chiu, Michelle Merfalen, Michael Sgro, Joaquin Cook, Sonny Ada, Milton Morinaga, Robert Hofmann

Online: Ho Eun

Absent: Jeffrey Jones

III. MINUTES OF THE PREVIOUS MEETING

Director Cook made a motion, seconded by Director Ada to approve the Board of Directors meeting minutes dated July 25, 2024. Motion approved.

IV. ACTION BY THE BOARD

- \$1.5M (1st year) - co-op sponsorship between GVB and Tottenham
 - Funded by the Tourist Attraction Fund
 - Management supports the investment

Director Ada made a motion, seconded by Director Sgro to approve the \$1.5M Tottenham co-op sponsorship with GVB. Motion approved.

V. CHAIRMAN'S REPORT

- Nothing to report

VI. MANAGEMENT'S REPORT

- Management's report could be found 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
 - Reported by management

D. Cultural Heritage & Community Outreach

- Nothing to report

E. Research

- Nothing to report

F. Sports & Events

- Japan's basketball team played in the FIBA Basketball World Cup
 - Japan and China team to challenge Guam in November

G. Japan

- Nothing to report

H. Korea

Airline Incentives

- Director Eun is curious about how airline incentives will realistically benefit Guam and not just the airline itself.
 - Currently, airline incentives are given to airline companies that maintain certain load factors.
 - Director Eun believes that airlines should not add additional flights if we are subsidizing them. (load factor will decrease)
 - GVB to figure out the fairest way to benefit both the airline and the bureau itself.
- Chairman Chiu spoke about re-tailoring the airline incentive program to increase seat capacity based on historical numbers of passengers and to increase marketing.
- GVB to work with GIAA

I. Taiwan

- Flights arrive from Taiwan – January 25, 26, 29, 30th

J. North America, Pacific, Philippines & New Markets

- The Vice President covered updates in the management report
- About 1,500 people from the mainland took advantage of the airfare specials with United for Guam's 80th Liberation.

K. Membership

- The Vice President covered updates in the management report

VIII. OLD CORPORATION BUSINESS

- Updates on GVB Enabling Legislation & Bylaws were tabled.

IX. NEW CORPORATION BUSINESS

Discussion, nomination, and election to replace former board director Paula Monk

Enabling Act 12GCA CH9 §9106 (G)

"A vacancy on the Board (whether created by resignation or removal) of an elected member shall be filled by selection by at least two of the remaining elected directors. An elected director filling a vacancy shall serve only until the end of the term of the director whom he replaced."

The remaining elected directors made their selection of their nominees for the vacant position.

- Vice Chairman, Joaquin Cook nominated Mr. Ken Yanagisawa for consideration.
 - President of Ken Corp.
 - General Manager of Tsubaki Hotel
 - Started in Saipan with Aqua Resort; knows the Saipan market well
- Chairman Chiu stated that he and the remaining elected directors are pleased to announce that Ken Yanagisawa has been selected according to 12GCACH9§9106(G) to replace Director Paula Monk, and shall serve until the end of Director Monk's current term.

- The Speaker of the Legislature must appoint someone to replace Director Mary Rhodes.
- Updates on GVB Enabling Legislation & Bylaws were tabled.

Guam International Country Club

- Chairman Chiu asked that GVB create a resolution or letter of support to maintain and support the public use of the golf course.
- The Golf course is one of Guam's nicest golf courses. Great for tourists, and children interested in golf, it is an all-grass driving range.

Director Ada made a motion, seconded by Director Ho, for GVB to support the maintenance of the Guam International Country Club (GICC) golf course as opposed to the newly intended use of the property for a solar farm. GVB to support the GICC through resolution or by a letter of support. **Motion approved.**

X. EXECUTIVE SESSION

- None

XI. AGENDA ITEMS FOR THE NEXT MEETING

- Discussion on the conflict between tourism and the military buildup
- Management update on GVB budget submitted to the Legislature
- Discussion on Tourism Recovery Report

XII. ANNOUNCEMENTS

Upcoming Board Meetings:

- September 17, 2024

XIII. ADJOURNMENT

Director Cook made a motion, seconded by Director Hoffman, to adjourn the Board of Directors meeting at 3:21 pm.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Valerie Sablan, Executive Assistant