



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, November 21, 2024, 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 Regular Board of Directors meeting to order at 1:34 p.m.

II. ROLL CALL

In-Person: George Chiu, Ho Eun, Sonny Ada, Milton Morinaga, William Nault, Ken Yanagisawa, Michelle Merfalen, Robert Hofmann

Online: Jeff Jones, Michael Sgro, Joaquin Cook

III. MINUTES OF THE PREVIOUS MEETING

Director Ada made a motion, seconded by Director Yanagisawa, to approve the previous Board of Directors meeting minutes dated November 7, 2024 subject to minor edits. Motion Approved.

IV. CHAIRMAN'S REPORT

- Chairman Chiu re-emphasizes despite of everything that has happened, the task made by Governor Lou Leon Guerrero is to work together to get Guam moving towards the road to recovery for the tourism industry.
- Chairman expresses he would like to see the continuance of collaborative efforts between the Board Directors, Management, and Industry individuals.

V. ACTION BY THE BOARD, PART 1

- Election of 12th Board Director
 - 12th Board Director Requirements:
 - 4 GCA § 2105. [R]epresentation of Both Genders on Boards. Each Board or Commission, of which at least four (4) members are appointed by I Maga 'Lahi, shall include at least two (2) members from each gender. 12 GCA § 9105

- Chairman Chiu open the floor for recommendations or nominations. Director Nault inquired how many remaining board meetings does the 12th director have? Director of Destination Development replied that the membership election is scheduled for January 7th so the 12th director only has the December meetings to attend.
- Chairman Chiu mentioned that the next board meeting is scheduled for December 5, “so if there is any recommendation, or does the board feel like there is a need for the 12th. We are talking about serving for three weeks. Okay, so unfortunately, we needed to have 11 members before we elect 12 and it took us a while to get to 11. I mean, it’s our duty to elect, but we can wait till the new board is in place, after the election, if we can wait till then as well as the new legislative directors if there’s a change. I think that would be good to elect the 12th, even though if she serves for only three weeks. It’s something we can check off.”
- Chairman Chiu suggested proceeding with making a recommendation and vote on it, if so in the next meeting. Whomever is recommended still must accept it to make it finalized.
- Director Hofmann recommended Marie Guerrero who used to be a GVB board director. She used to be with Planet Hollywood and is now the owner of Three Squares. Director Nault recommended Jovyna Lujan who used to be with the Rolex.
- Chairman Chiu recommended the board members to take this under consideration. We have two nominees, and to think about it, no discussions after the meeting. Thanked both Director Hofmann and Director Nault for making the nominations.
- The election of the 12th board director has been tabled to the next Board meeting on December 5.

VI. EXECUTIVE SESSION

- Chairman Chiu recessed the regular board meeting at 1:35 p.m. for the Executive Session.
- Chairman Chiu called the regular board meeting back to order at 2:25 pm.

VII. ACTION BY THE BOARD, PART 2

- Discussion on Possible Leadership Transition and Possible Action
 - Chairman Chiu announced the resignation of former President & CEO, Carl Gutierrez

- Director Ada suggested forming an executive or a search committee made up of perhaps several board members to go through the process of seeking a new President/CEO. Director Hofmann recommended having a committee of three. One from the Governor's appointee, one from the Legislative appointee and one membership director so that there is a balance and within that group to select a chairperson.
- **Director Hofmann made a motion, seconded by Director Ada, to create a search committee for the job of President & CEO for GVB, consisting of one member from each of the represented group at the table which would include Governor appointee, Legislature appointee, and Membership elected. Motion Approved.**
- Possible Temporary Appointment of Deputy GM as Acting GM
 - No discussion was made.
- Possible Initiation of RFP Process for CEO Recruitment
 - In the interest of time and having things move quickly, Vice Chairman Cook suggested making a motion to move forward with the RFP.

Vice Chairman Cook made a motion, seconded by Director Ada, to initiate an RFP process for the possible recruitment of the new President & CEO/General Manager, to fall under the purview of the search committee. Motion Approved.

VIII. RECOVERY PLAN DISCUSSION

- Discussion on Possible Motions for Action on the Recovery Plan

KOREA Mission Trip Overview:

- Director Eun discussed the fruitful meetings with the different airline CEO's and executives.
- An MOU was formed to collaborate effort to market Guam for Korean 35 million card holders under Shenzhen financial institution.
- Director Eun announced the need for more airline capacity for Korea market and to make the mission possible, Governor Leon Guerrero made the decision to add additional funding to the Korea Market.

- Chairman Chiu proposes and recommends getting the funding that's allocated and is available now for Matapang beach, to be moved over to the airline incentives for Korea based upon numbers mentioned. Chairman expressed working with the appropriate agency to issue hot bonds to get enough funding for the infrastructure improvement that's needed for Matapang and overall Destination improvement for Guam within the island.

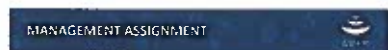
Director Yanagisawa made a motion, seconded by Director Ada to approve the allocation of up to \$8 million for airline incentives from the ARP funds allocated to the Matapang Project and management to work with GEDA for the hot bond and to be able to get additional funding for the infrastructure improvements that are needed for tourism recovery. Motion Approved.

IX. OLD CORPORATION BUSINESS

- Discussion on GICC Property, if needed
 - No discussion was made

X. NEW CORPORATION BUSINESS

- Discussion on the merged recovery plan prepared by management
 - Acting President Gerry Perez presented an update on the GVB Recovery Plan Progress
 - Report can be found on GVB's website



- Review on going GVB recovery activities
- Incorporate industry-partners initiatives
- Combined Recovery Plan
 - Airline Incentives
 - Targeted marketing campaigns
 - Destination Development & Maintenance
 - Private sector product improvements
 - Community engagement & support



- Thanks Director Cecil, convening industry stakeholders, hold productive meetings
- Contributing industry members
 - Alan Salgado
 - Jim Beghizer
 - Bob Francisco
 - Melissa Almaraz
 - David Allen
 - Sam Strousure
- GVB Staff & Management
 - Gerry Perez
 - Nathan Jean Beaman
 - Joe Bordele
 - Dale Hernandez



- Open communication, unvarnished state of industry, factual info
- Focused execution & collaboration of initiatives
- Clear, actionable management objectives (SMART Goals)
- Need major financial investments in marketing & events
- GVB, industry and community collaboration
- Improving Guam's destination appeal



- Wrap up discussion, GVB management draft
- Details to be provided at the next board meeting - December 11th
- GVB board review and action



- Chairman Chiu wanted to re-emphasize and to take this opportunity to thank and commend the staff and management of GVB despite the misinformation that's going out there and that the board truly appreciates all the hard work, efforts and capabilities. "There's no way, shape or form, do we think anything less of your performances that you have done thus far."
- Vice President Perez thanked the chairman. "I think the staff would really appreciate that, because despite all the noise that goes on, the staff here actually continue to function and that's the important thing."
- Discussion and possible vote on the Tottenham Resolution
 - Chairman Chiu discussed the possibility to table Tottenham Resolution and submit when a new board is formed and the new season in place.
 - Vice Chairman Cook understands that at this point, there is a lot of competing priorities that the board is dealing with. He tasked management to communicate with the Hotspurs counterparts and the reason for the delay.

Vice Chairman Cook made a motion, seconded by Director Hofmann, to table the Tottenham Resolution and tasked management to communicate with the Tottenham Hotspur on an update of things that has happened and reason for tabling.
Motion Approved

XI. OTHER BUSINESS

- United Taipei to Guam Flights:
 - Director Morinaga announced that flights from Guam to China will start on April 2, 2025, and will be twice a week on Wednesdays and Saturdays
- Philippines:
 - Vice Chairman Cook proposed a point of consideration to spend resources on marketing to the Philippine community and Filipino

nationals that have US Visas. Vice Chairman expresses the need to reach those who currently obtain US Visas.

XII. AGENDA ITEMS FOR THE NEXT MEETING

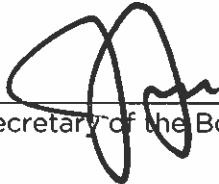
- Action on the Recovery Documents
- Possible election of the 12th Board Director

XIII. ANNOUNCEMENTS

- Upcoming Board Meeting:
December 5, 2024

XIV. ADJOURNMENT

Director Ada made a motion, seconded by Director Hofmann to adjourn the board meeting at 3:28 p.m. **Meeting adjourned.**



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes respectively submitted by Kadence Wusstig, Assistant to the Executive Assistant and Board Secretary