



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, December 05, 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 1:38 p.m.

II. ROLL CALL

In-Person: George Chiu, Joaquin Cook, Sonny Ada, Ho Eun, Michelle Merfalen, Jeff

Jones, Ken Yanagisawa, William Nault, Milton Morinaga, Robert Hofmann

Online: Mike Sgro

III. MINUTES OF THE PREVIOUS MEETING

Director Ada made a motion, seconded by Director Nault, to approve the previous Board of Directors meeting minutes dated November 21, 2024, subject to minor changes. Motion Approved.

IV. ACTION BY THE BOARD

- No action was made

V. CHAIRMAN'S REPORT

- Chairman Chiu expressed his excitement with the meeting and wanted to thank GVB Management and Staff for working closely with the recovery committee that is led by Vice Chairman Cook, who will be presenting the recovery committee plan in the meeting today.
- Acting President & CEO, Gerry Perez, was excused from this Board Meeting on December 5, 2024.

VI. MANAGEMENT'S REPORT

- Approval of FY2025 Purchase Orders
 - No motion was made
- Nadine Leon Guerrero, Director of Global Marketing, presents the Management's report that can be found on GVB's website.

VII. REPORT OF THE BOARD COMMITTEES

- A. Executive Committee
- B. Administration & Government
- C. Destination Management / Visitor Safety & Satisfaction
- D. Cultural Heritage & Community Outreach
- E. Research
- F. Sports & Events
- G. Japan
 - Nothing to report
- H. Korea
 - Nothing to report
- I. Taiwan
 - Director of Global Marketing, Nadine Leon Guerrero, presents the announced flight services from Taiwan to Guam and expresses the excitement within the people and agencies.
- J. North America, Pacific, Philippines & New Markets
 - Nothing to report
- K. Membership
 - January 7 General Membership Election Meeting/discussion on election of new directors
 - Chairman Chiu announces a friendly reminder of the General Membership meeting on January 7.

VIII. OLD CORPORATION BUSINESS

- Discussion and appointment of Search Committee
 - The Search Committee was made for the position of President & CEO at GVB, consisting of one member from each of the represented groups at the table which would include Governor appointee, Legislature appointee, and Membership elected.
 - The group includes Director Ada from the Governor appointee, Director Eun from the Legislative appointee, and Director Yanagisawa from the Membership elected.

IX. NEW CORPORATION BUSINESS

- Possible election of the 12th Board Director
 - Unable to vote for 12th Board Director due to not having the 11th director present.

- Report on Recovery Documents from Chairman of the Recovery Committee and Possible Action
 - Chairman of the recovery committee, Vice Chairman Cook, presents the Guam Tourism Recovery Plan created by GVB Board, Management, Staff, and industry stakeholders.
 - Vice Chairman Cook reports, the Tourism recovery plan is a short-term tactical plan with the focus being on actions that can start immediately for impact in 2025.
 - An updated long-term strategic plan will be done by Management and the Board next year.
 - Vice Chairman Cook thanks Governor Lou Leon Guerrero, GVB Board Directors, GVB Management and Staff, those who participated in the recovery committee meetings, and industry leaders who all contributed to the plan.
 - Vice Chairman presents the next steps for the Tourism Recovery Plan
 - 1. Develop smart goals for Management to follow
 - 2. Engage a marketing advisor
 - 3. Hold working group sessions to seek additional input
 - 4. Most importantly - Identify funding sources
 - GVB Board Directors are very supportive and pleased with the initial report of the Tourism recovery plan and commend the Recovery Committee.
 - Director Cook and Chairman Chiu thanked GVB Management and Staff, Mark Baldyga, Jim Bigley and all industry stakeholders who all participated to make the plan.
 - Tourism Recovery Plan can be found on GVB's Website

- Question and Discussions:
 - Director Ada inquired “The slide before showed engaged marketing advisor, what does that entail? Because each of the countries have our own advisors.” Director of Global Marketing, Nadine Leon Guerrero responded, “In the past we actually had the strategist, unfortunately we cancelled that contract, so I would love to bring that back.” Director Ada asked, “So it would be for Guam in all markets?” Ms. Leon Guerrero responded “yes”. Director Ada asked, “How does that mesh with the agencies we have on our budget in Japan and Korea?” Nadine responded, “it was a separate budget” Director Ada asked, “How is that gonna work?”. Nadine responded, “Generally speaking they’ll come up with a plan and we all work together to figure out how to make that plan work, whether its in Guam or all the other campaigns in the past.” Director Eun responded, “It is a matter of execution and strategist, but we probably want to have somebody that’s a fresh eye on the suggestion of the idea.”
 - Board Directors discussed the idea of reducing money from Destination management improvement to move to airline incentives. This will act as an investment and assist in the need for more seat capacity in the Korea market.
 - Vice Chairman Cook presents the new HOT Bond project that will be issued in 2025. The goal is to utilize funds for needed upgrades separate from the budget of the recovery plan.
 - Director Eun questioned if the three HOT bond projects are included in the \$60 million budget, Ms. Leon Guerrero and Vice Chairman Cook both responded it is not. Director Cook informed that the HOT bond is primarily focused on Tumon upgrades, whereas the \$14 million included in the budget, would be dedicated to improvements for sightseeing developments around the island.
 - Director Eun requested to solidify details in the project before presenting. Director Cook expressed the plan has more details than shared and are included in the full recovery plan, though “There still needs to be more work done with timeline, actual cost, and execution dates.

X. EXECUTIVE SESSION

- Chairman Chiu recessed the regular board meeting at 2:55 p.m. for the Executive Session.
- Chairman Chiu called the regular board meeting back to order at 3:24 p.m.

Director Jones made a motion, seconded by Director Hofmann to ratify going into executive session. Motion Approved.

XI. OTHER BUSINESS

- As needed

XII. AGENDA ITEMS FOR THE NEXT MEETING

- Update on the continuation of the Recovery Committee plan
- Search Committee Report

XIII. ANNOUNCEMENTS

Upcoming Board Meetings:

- January 9, 2025

XIV. ADJOURNMENT

Director Jones made a motion, seconded by Director Nault to adjourn the board meeting to Tuesday, December 16, 2024, at 1:00 p.m. Motion Approved.



REGULAR BOARD OF DIRECTORS MEETING MINUTES PART II

Monday, December 09, 2024, at 1:30 p.m.

GVB Conference Room and Teleconference - GoToMeeting

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

ROLL CALL

In-person: Ken Yanagisawa, Sonny Ada

Absent: Ho Eun

VIII. OLD CORPORATION BUSINESS

Search Committee:

- Continuation of the previous Board of Directors meeting, call to order at 1:00 p.m., to discuss matters related to the position of the President & CEO.
- Three directors have been appointed as Search Committee members, consisting of one member from each of the represented groups at the table. This includes Governor appointee, Legislature appointee, and Membership elected. Search Committee is co-chaired by Director Yanagisawa, Director Ada, and Director Eun.
- Acting President & CEO, Gerry Perez, explains and presents the open job announcement that was created and existing from 20 years ago. These elements are the same and relevant from when he was asked to apply for the position about 20 years ago. Director Ada raised an issue on whether there are any updates related to HR and legal issues. Mr. Perez states that there are no updates as the position serves as the complete pleasure of the board.
- Director Yanagisawa expressed the job description is well written but the areas he questions are under "Qualification and Requirement" and further explained that the target is to hire. Director Yanagisawa inquires on the section of the job announcement that indicates the need for a valid US passport and driver's license, and states "Is that the scope of the requirement and regulation?". Acting President & CEO Perez explains it was a requirement because the position required extensive travel at the time. Mr. Perez expresses "It's up to the board whether to make that requirement", due to the listing being aged.

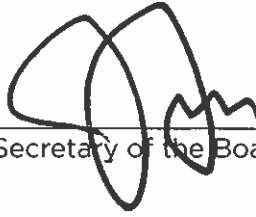
- Director Yanagisawa expresses he wants to widen the field regarding the hiring process, to make sure that person can come up with a strategy or develop and can connect every idea into one. Acting President Perez restated Director Yanagisawa's concern, they are looking for someone who is a good strategic thinker for the industry, someone who can marshal resources financially as well as the stakeholders.
- Director Yanagisawa rephrased the description towards the end of the posting stating the application being available at the GVB main office during office hours as well as online. Director Yanagisawa also wanted to ensure applicants were able to access the application through the website and that it was posted on social media. Acting President Perez stated "From what I understand, they can download the application, but a hard copy has to be sent in. It's not like federal government that you fill in electronically."
- Search Committee discussed the need to figure out ways to gain exposure of the application and what media source would be best fit to.
- Director Ada inquired if referrals were appropriate to make for the position, and further explained it may help limit the possibility of conflict. Acting President Perez expresses "everyone has an opportunity to share."
- Perez restates the three things needed to do that was requested in meeting made:
 - Restate the strategic reason for this
 - Come up with the mechanical process of applying and rather than taking that electronically
 - Share a list of media through which the announcement will be made

The Search Committee agreed the next step will be finalizing the job description.

The board meeting has been adjourned at 1:50pm to resume on Monday December 16, at 1:00 pm

The board meeting on December 16, 2024, HAS BEEN CANCELLED BY CHAIRMAN OF THE BOARD

On December 23, 2024, Chairman Chiu announced the December 5, 2024, board meeting to adjourn.



Jeffrey Jones, Secretary of the Board of Directors



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