



## REGULAR BOARD OF DIRECTORS MEETING MINUTES

Monday, December 23, 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 1:42 p.m.

### II. ROLL CALL

In-person: George Chiu, Jeff Jones, Ho Eun, William Nault, Ken Yanagisawa, Michelle

Merfalen, Michael Sgro, Milton Morinaga

Absent: Robert Hofmann, Joaquin Cook, Sonny Ada

### III. MINUTES OF THE PREVIOUS MEETING

**Director Yanagisawa made a motion, seconded by Director Nault, to approve the previous Board of Directors meeting minutes dated December 05, 2024, subject to changes. Motion Approved.**

### IV. ACTION BY THE BOARD

- No action was made by the Board.

### V. CHAIRMAN'S REPORT

Chairman Chiu thanked GVB Management and Staff for all their hard work and working with the board during 2024. The chairman also thanked GVB Management and employees for showing up to the tourism forum and working on the recovery plan with stakeholders. Chairman Chiu informed the board of the new chairwoman for GHRA, Sophia Chu, and sent her a congratulatory email stating that GVB looks forward to working closely with GHRA. Chairman Chiu announces the membership election to take place at Royal Rhiga on January 7, 2025, and encourages GVB members to attend.

### VI. MANAGEMENT'S REPORT

- Approval of FY2025 Purchase Orders
  - No motion made



**JAPAN: UA COOP**

GVB provides sales support throughout the year to maximize conversion to UA, which has a seat capacity of over 90%.

Client goal is to increase existing business to United UA through the year

GVA promoting United UA and UA Fall and Spring 2023

Promote early booking for putting UA's brand after UA's brand to be recognized as support to UA's Spring and Fall

Accounting team to inventory officers in or when to book UA's Spring and Fall



**JAPAN: JAL COOP**

GVB is also providing sales support for JAL in the same way as for UA. In FY23, we held a time-limited sale in November, which was very successful, but next time we will hold it from mid-January to support sales during the slow season. We have also heard that JAL's load factor will continue to rise until March next year.



**TAIWAN**

- United Air tickets now on sale
- Ticket sales began Dec 18
- Sharing information with medical community

Flight No.	Origin	Class	Depart	Time	Frequency
UA 165	Guam	YQ	7:00 a.m.	9:20 a.m.	Monday and Saturday
UA 161	Taipei (TPE)	YQ	10:20 a.m.	1:50 p.m.	Wednesday
UA 165	Taipei (TPE)	YQ	11:00 p.m.	4:50 p.m.	Saturday



**Destination Development**

**Adana 5, New Year Guam 5 Japan Cruise**

- The arrival date is on December 30, 2024, and will be stocked from 6 a.m. to 10 p.m.
- 300 crew members and 750 passengers aboard
- Holiday Tours Increases Tour Agent
- Bus transportation is available from the Port Authority Guam to 7 Outlets



**Destination Development**

**GVB Board of Directors Election**

- APCA Royal Leisure Guam Floor
- Timing: January 7, 2025, 9 a.m. - 11 a.m.
- Eight voters will be able to vote for four (4) seats to nominate a qualified candidate




**VII. REPORT OF THE BOARD COMMITTEES**

- No committee reports were made.

**VIII. OLD CORPORATION BUSINESS**

- Report and discussion of Search Committee and possible action
  - Chairman Chiu thanked the Search Committee and expressed the need to move GVB forward. The chairman requested to get the job announcement out as soon as possible.
  - Chairman Chiu also expressed the need to find a permanent President & CEO for GVB to lead this organization with the board here to provide guidance and support.
- Report and update on Recovery Documents from Chairman of the Recovery Committee
  - Chairman Chiu wanted to give credit to GVB Management and Staff for putting the plan together, as well as Chairman of the

recovery committee, Vice Chairman Cook expressed his excellent work with his presentation.

- The Tourism Recovery Plan can be found on GVB's website.
- **Director Yanagisawa made a motion, seconded by Director Nault, to approve the current proposed recovery plan, subject to further changes. Motion approved**

#### **Questions & Discussion:**

- Director Yanagisawa expressed the need for a Japan Guam travel council that should be reinstated. Director of Global Marketing, Nadine Leon Guerrero informed that during the pandemic, the JGTC decided to disband and ultimately "One Guam" was created. Ms. Leon Guerrero described having the essence of JGTC in a different format and due to the lack of participation in the Japan Guam Tourism Council, "One Guam" was created to help stay cohesive and share Guam's information. Chairman Chiu expressed the need to revisit the idea and find a way to get the message out to all marketing committees.
- Board Directors discuss the need for better maintenance within the parks, restrooms, and tourist attraction areas around the island.
- Director Sgro shared the limited facilities to host sports tourism, educational tourism, and events. He expresses the abundance of opportunities due to Guam's weather and location, additionally, Director Sgro shared the possibilities to reintroduce different sports packages and flight incentives.

#### **IX. EXECUTIVE SESSION**

- None

#### **X. OTHER BUSINESS**

- None

#### **XI. AGENDA ITEMS FOR THE NEXT MEETING**

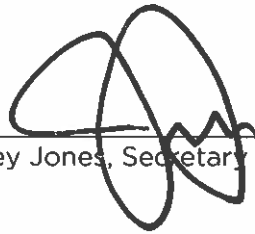
## XII. ANNOUNCEMENTS

### Upcoming Board Meetings:

- January 9, 2025

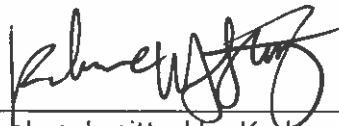
## XIII. ADJOURNMENT

Director Jones made a motion, seconded by Director Sgro to adjourn the board meeting at 2:42 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