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M&C Fwd: GVB Board Meeting Agenda - July 11, 2019

1 message

Thu, Jul 11, 2019 at 4:33 PM

Speaker's Office <speaker@guamlegislature.org>
To: Clerks Office <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>
Bcc: Tina Muna Barnes <tinamunabarnes@gmail.com>

07-11-19	4:10 PM	07-11-19 Board Meeting Agenda - July 11, 2019.*	Guam Visitors Bureau	35GL-19-0741
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Sinsenru yan Minagâhet,

Office of the Speaker • Tina Rose Muña Barnes
Committee on Public Accountability, Human Resources & the Guam Buildup

35th Guam Legislature
I Mina'trentai Singko na Lihestaturan Guâhan

Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910
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35GL-19-0741
Speaker Tina Rose Muña Barnes

JUL 11 2019
Time 4:08 (AM) PM
Received By: Meff

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Guamai pribilehu yan konfendensia este siha na mensâhi. Solo espesiatmente para hâgu ma extensiona pat ma aturisa para unrisibi. Sen prubidu kumu ti un ma aturisa para manribisa, na'setbe, pat mandespâtcha. Yanggen lachi rinisibu-mu nu este na mensâhi, put fabot ago' guatu gi I numa'huyong gi as speaker@guamlegislature.org yan despues destrosa todû siha I kopian mensâhi. Si Yu'os ma'âse'.

----- Forwarded message -----

From: Yolanda Bordallo <yolanda.bordallo@visitguam.org>

Date: Thu, Jul 11, 2019 at 4:08 PM

Subject: GVB Board Meeting Agenda - July 11, 2019

To: Speaker's Office <speaker@guamlegislature.org>, Senator Therese Terlaje <senatorterlajeguam@gmail.com>, Pilar Laguana <pilar.laguana@visitguam.org>, Bobby Alvarez <bobby.alvarez@visitguam.org>

Hâfa Adai Speaker and Senator:

Please see attached agenda. Apologies for the late notice.

Senseramente,

Valerie Sablan

Yolanda Bordallo
Executive Secretary

GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
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Agenda 07-11-2019.pdf
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2019 JUL 11 PM 4:39

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BOARD OF DIRECTORS REGULAR MEETING
Thursday, July 11, 2019 – 3:30 p.m.
Guam Visitors Bureau Main Conference Room

AGENDA

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Approval the minutes of the previous Board of Directors meeting dated June 13, 2019.

III. CHAIRMAN'S REPORT

- Ethics Training- July 9, 2019
- Air Service Development

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT

Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS

- RFP 2019-002 Legal Services
- TEC Partnership and Funding
- Testimony for Pass Thru Appropriation

C. RESEARCH/MEMBERSHIP & COMMUNITY OUTREACH

D. NEW MARKETS DEVELOPMENT

Committee minutes dated Tuesday, July 2, 2019

Exhibit C

E. DESTINATION MANAGEMENT /VISITOR SAFETY & SATISFACTION

F. CULTURAL & HERITAGE

Unification Celebration and US-Guam Chamorro Dance Academy

Motion to approve travel for the CHC Chairwoman, GVB Cultural Heritage Officer, Master of Chamorro Dance Frank Rabon and two assistants to participate in the Unification Celebration and to conduct the US-Guam Chamorro Dance Academy in Seattle, Washington from August 6-12, 2019. (Estimated cost up to \$20,639.75 from Acct No. DM-CPO002).

Airfare	5	\$2,000.00		\$10,000.00
Per Diem				
Lodging	4	\$257.00	6	\$6,168.00
M&IE	4	\$76.00	7	\$2,128.00
TA Lodging	1	\$321.25	3	\$963.75
TA M&IE	1	\$95.00	4	\$380.00
Pro Fee				
Musician	1	\$100.00	5	\$500.00
Assistants	2	\$50.00	5	\$500.00
				\$20,639.75

Background: GVB participated in the 2018 Unification Celebration hosted by the Sons and Daughters of Guam Club, Inc. in San Diego. This event was created to honor and celebrate our vibrant culture through fellowship, song, and dance. This year, the celebration will be held in Washington to bring together more of our Chamorros throughout the United States to celebrate and unite as one people. Guma' Imahe has been asked to take the reign in hosting the 2nd Annual Unification Celebration and Ceremony. Chamorros from Washington and beyond will come together for this family-friendly event. Attendees will be able to see a presentation of our Chamorro songs and dances, hands on arts and craft activities, vendors, and experience the aromas and tastes of our delicious Chamorro delicacies.

Prior to the celebration, the Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy.

Issue: Board approval required for all travel.

G. SPORTS & EVENTS

Committee minutes dated Tuesday, June 5, 2019

Exhibit D

H. AIR SERVICE DEVELOPMENT

Committee minutes dated Tuesday, June 19, 2019

Exhibit E

I. KOREA

Committee minutes dated Wednesday, June 19, 2019

Exhibit F

20th Boryeong Mud Festival

Motion to approve travel for KMC Vice Chairman or designee, GVB President & CEO or designee, and one (1) Marketing Staff to participate in the Boryeong Mud Festival Closing Ceremony on July 28, 2019. Travel dates are from July 27 -29, 2019. Total cost is approximately \$4,437.00 from Acct # KO-SMD023.

Airfare	\$800 x 3 pax	\$2,400.00
Per Diem (Incheon Rate)		
Lodging		
BOD + President & CEO	\$153 x 2 nights x 2 pax x 25%	\$765.00
Marketing Staff	\$153 x 2 nights x 1 pax	306.00
M&IE		
BOD + President & CEO	\$92 x 3 days x 2 pax x 25%	\$690.00
Marketing Staff	\$92 x 3 days x 1 pax	\$276.00
Total		\$4,437.00

Background: The Guam Visitors Bureau (GVB) has been invited by Mayor Kim Dong Il of Boryeong City and Chairman of Boryeong Festival and Tourism Foundation to attend their historic 20th Boryeong Mud Festival.

On July 14, 2018, a MOU was signed between GVB and Boryeong City to develop cultural exchange opportunities that would mutually benefit and promote both Guam and Boryeong City.

As a part of the MOU, GVB invited delegates from Boryeong to participate in last year's MBC Music KPOP Concert on Guam and United Guam Marathon Fair. In turn, Boryeong City has invited GVB participate at their largest event that welcomes over 600,000 guests during their 10-day festival.

GVB looks forward to participate by exhibiting with a Guam booth, conduct media interviews and attend the closing ceremony on July 28, 2019.

J. JAPAN

Committee minutes dated Tuesday, June 18, 2019

Exhibit G

TRAVEL TRADE MEETINGS

Motion to approve travel for the GVB Chairman of the Board, GVB President & CEO, and one (1) marketing staff to participate in travel trade meetings in Tokyo, Japan from July 24-26, 2019. Estimated cost is \$7,649.00 from account # JA-SMD008.

Airfare:	\$1,200 x 3 pax					\$3,600.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB Chairman of the Board	\$347.50	2	\$286.25	2	\$1,267.50
	GVB President & CEO	\$347.50	2	\$286.25	2	\$1,267.50
	GVB Marketing Staff	\$278.00	2	\$229.00	2	\$1,014.00
Miscellaneous Expenses:	Business meetings / communications costs					\$500.00
Total						\$7,649.00

Background: The Japan market conditions remain challenging for Guam's tourism. GVB's first focus, as it has been for the past few years, is to develop and maintain current air service. In order to battle the challenges that remain, we must first address access to our island. Japan outbound travel trends continue to grow and shift in terms of demographics and business processes. This requires the Japan marketing team to have innovative and fast-moving plans integrated to sales, marketing and public relations.

With these conditions and aggressive processes, GVB senior management and Japan marketing staff must participate in face-to-face meetings often with the GVB Japan marketing team, as well as external trade partners. Meetings have been scheduled with travel agents and airline partners. These meetings will be a collaborative effort to strategize market improvements.

Issue: Board approval required for travel.

KASHIWA FESTIVAL

Motion to approve travel for a delegation of seven (7) listed below to attend the Kashiwa Festival from July 26-28/30, 2019. Estimated cost of travel \$16,855.25; \$11,358.50 from Account # JA-SMD008 and \$5,496.75 from Account #DM-CPO001.

Airfare:	\$1,200 x 1 pax					\$1,200.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	GVB Chairman of the Board	\$347.50	2	\$286.25	3	\$1,553.75
	GVB President & CEO / Designee	\$347.50	1	\$286.25	1	\$633.75
	GVB Marketing Staff / Designees (2 pax)	\$278.00	2	\$229.00	3	\$2,486.00
Marketing Total:						\$5,873.50

Airfare:	\$1,200 x 2 pax					\$2,400.00
Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	Cultural & Heritage Committee Chair / Designee	\$347.50	2	\$286.25	3	\$1,553.75
	Miss Guam	\$278.00	2	\$229.00	3	\$1,243.00
Miss Guam Professional Fees				\$100.00	3	\$300.00
CHaCO Total:						\$5,496.75

Grand Total						\$11,370.25
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Background: The Guam Visitors Bureau (GVB) regularly attends the Kashiwa Festival as a reciprocating effort of the Friendship Agreement signed in 1991 between Guam and Kashiwa. Each year, students from Kashiwa visit Guam to participate in cultural and educational exchanges. More recently, Kashiwa's Young Entrepreneurs Group (YEG) began visiting Guam and working with local agencies to develop and promote commerce exchanges. This festival serves as an annual opportunity to reinforce



Guam's showing of support for Kashiwa and longstanding commitment to the Friendship Agreement.

For this year's event, GVB plans to exhibit with a booth space and by inviting local industry partners to co-exhibit. Invitations have been extended to GVB members as well as the Guam Young Professionals and the University of Guam, two entities the YEG signed MOUs with during their exchange project in Guam last year.

Time spent in-country is valuable and should be maximized, especially in light of the restructuring of the Japan office and the appointment of GVB's new leadership team. As such, several meetings have been scheduled in Japan during this travel period. The GVB Chairman of the Board, GVB President & CEO and one (1) marketing staff will travel to Japan prior to other delegates to participate in travel trade meetings with JTB, HIS, and airline partners. Thereafter, they will join the delegation to participate in the festival and attend meetings with the Kashiwa Chamber of Commerce, the Kashiwa International Relations Association, and other government officials. The marketing staff will remain in Tokyo after the festival to continue the orientation for the GVB Japan Marketing Representative. A meeting has also been scheduled with the Sugiyama C.P.A. Office to discuss their role as GVB Japan's accounting firm and other financial matters related to Japan operations. These meetings will increase GVB's return on investment for the overall mission by providing valued facetime with GVB's leadership team, GVB staff, industry partners, government officials, GVB Japan representatives, and GVB Japan's accounting firm.

Issue: Board approval required for all travel

K. NORTH AMERICA & PACIFIC MARKET

Committee minutes dated Wednesday, June 19, 2019

Exhibit H

L. GREATER CHINA MARKET

Committee minutes dated Friday, June 14, 2019

Exhibit I

GUAM DELICACY EVENT

Motion to approve travel for (1) Marketing Staff, the Destination Specialist – Sports & Events, (1) Local Guam Chef, and (1) Chef Assistant to attend the Guam Delicacy Event in Taipei, Taiwan for 7 days in early August (TBC). [Cost is approximately \$10,098.00 of which \$7,152.00 to be taken from Account No. TA-SMD-019, and \$2,946.00 from Account No. AS-ESP-001].

Airfare	\$1,000 x 4 pax			\$4,000.00
Per Diem:				
	Lodging	M&IE	Days/Nights	
(1)Marketing Staff (1) Destination Specialist - Sports & Events	\$174.00	\$104.00	7	\$3,892.00
(1) Chef (1) Chef Assistant	N/A	\$104.00	7	\$1,456.00
Professional Fees:				
Chef: \$100 per day x 5 days				\$500.00
Chef Assistant: \$50 per day x 5 days				\$250.00
TOTAL				\$10,098.00

Background: As part of GVB’s initiative to increase visitor arrivals from Taiwan during Mid-Autumn Festival also known as Moon Festival, the Guam Delicacy Event is one of several plans to promote travel to Guam during this season. Mid-Autumn Festival is a public holiday where families and friends get together to enjoy outdoor fun and barbeque. This year, the holiday falls on a Friday in Taiwan, allowing a three-day weekend for Taiwanese to travel off-island. Guam known for its barbeque, the Guam Delicacy Event is designed to showcase Guam’s culinary delicacies including barbeque dishes and using this medium to promote mid-autumn travel packages themed for food travel in September.

Nationwide broadcast of the Guam Delicacy Event is being arranged to include additional 30 travel trade and food media. GVB Taiwan is also working closely with top travel agencies to sell Guam packages onsite.

It is the intent to select a celebrity Guam chef and one chef’s assistant particularly an award-winning Chef from the upcoming BBQ Block Party to travel to Taiwan to work and prepare dishes in cooperation with Hilton Taipei Sinban who will sponsor the Chefs accommodations and food ingredients and also distribute a press release, provide free venue usage, and promote the program to their in-house clients and on their social media platforms. Restaurant patrons and general consumers estimated at 200 pax per day (around 100pax for lunch and 100pax for dinner) would be offered a taste of Guam with the aim to entice travel to Guam.

During the Guam Delicacy Event, we will also extend the 75th Liberation theme of “peace and friendship”.

Issue: Board approval for travel required.

VII. EXECUTIVE SESSION

VIII. OLD BUSINESS

IX. NEW BUSINESS

GVB RFP 2019-002 LEGAL SERVICES



Motion to authorize the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2019-002 LEGAL SERVICES, and if successful, to enter into a contract.

Background: GVB requires the professional services of an attorney to advise on legal matters to which the GVB is a party or in which the GVB is legally interested and may represent the GVB in connection with legal matters before the Guam Legislature, boards, agencies of Guam and before courts of competent jurisdiction.

The initial contract term begins upon completion of the contract through the end of the current fiscal year (September 30, 2019), with three one-year options to renew. The contractual obligation of both parties in each fiscal period succeeding the first is subject to the appropriation and availability of funds. Upon expiration of the contract term, the President & CEO may have the option to extend contract for a period not to exceed [90 days] from the ending term date, or until such time GVB is able to secure a new contract.

Issue: Board approval required.

X. ANNOUNCEMENTS

- Thursday, July 25, 2019 at 3:30pm, GVB Regular BOD Board Meeting @ Main Conference Room
- Thursday, August 8, 2019 at 3:30pm, GVB Regular BOD Board Meeting @ Main Conference Room

XI. ADJOURNMENT