Speaker's Office <speaker@guamlegislature.org>

MC Fwd: Agenda for GVB regular board meeting 04-25-2019

1 message

Speaker's Office <speaker@guamlegislature.org> Wed, Apr 24, 2019 at 3:40 PM
To: Clerks Office <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>
Bcc: Tina Muna Barnes <tinamunabarnes@gmail.com>

04-24-19	3:12 PM	04-24-19	Agenda for GVB regular board meeting 04-25-2019 *	Guam Visitors Bureau	35GL-19-0413

35GL-19-0413
Speaker Tina Rose Muña Barnes

APR 24 2019
Time 340 ( )AM / PM
Received By:

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 Liheslaturan Guåhan

Guam Congress Building | 163 Chalan Santo Papa | Hagatna, GU 96910
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Gumai pribilehu yan konfedensia este siha na mensåhi. Solo espesiåtmente para hågu ma entensioña pat ma aturisa para unrisibi. Sen prubidu kumu ti un ma aturisa para manribisa, na'setbe, pat mandespåtcha. Yanggen lachi rinisibu-mu nu este na mensåhi , put fabot ago' guatu gi I numa'huyong gi as speaker@guamlegislature.org yan despues destrosa todu siha I kopian mensåhi. Si Yu'os ma'åse'.

---------- Forwarded message ---------
From: **Yolanda Bordallo** <yolanda.bordallo@visitguam.org>
Date: Wed, Apr 24, 2019 at 3:12 PM
Subject: Agenda for GVB regular board meeting 04-25-2019
To: Yolanda Bordallo <yolanda.bordallo@visitguam.org>

Hafa Adai,

Please see the attached Agenda for GVB regular board meeting 04-25-2019 at 3:30pm in the main conference room.

Kindly,

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Yolanda Bordallo
Executive Secretary

GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
yolanda.bordallo@visitguam.com | visitguam.com

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BOD Agenda 04-25-2019.pdf
174K

2019 APR 24 PM 3:55

0413

BOARD OF DIRECTORS REGULAR MEETING
Thursday, April 25, 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 of minutes of the previous Board of Directors meeting dated April 11, 2019.

III. CHAIRMAN'S REPORT

- Working Committees

IV. PRESIDENT & CEO'S REPORT

- MVA/GVB Joint Meeting
- FY2019 Travel Motions

V. TREASURER'S REPORT — Exhibit B

VI. REPORT OF THE BOARD COMMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS

C. RESEARCH

D. CULTURAL & HERITAGE

E. DESTINATION MANAGEMENT

F. SPORTS & EVENTS

G. RUSSIA & NEW MARKETS

H. KOREA

I. JAPAN

Committee minutes dated Tuesday, April 16, 2019

GUAM VISITORS BUREAU JAPAN OFFICE OPERATIONS: TEMPORARY SUPPORT STAFF IN JAPAN

Motion to approve travel for one GVB Marketing Manager – Japan to travel to Tokyo, Japan from May 8-15, 2019 to provide in-market support to the GVB Japan operations. Estimated total cost is $4,254.00; Account # JA-SMD008.

Transportation:	Airfare: $1,000 x 1 pax					$1,000.00
	Bullet Train:	Roundtrip Tokyo-Nagoya-Tokyo: $230.00				$500.00
		Roundtrip Tokyo-Osaka-Tokyo: $270.00				
Per Diem:		Lodging	Nights	M&IE	Days	
	Nagoya	$311.00	1	$127.00	1	$438.00
	Osaka	$288.00	1	$154.00	1	$442.00
	Tokyo	$278.00	0	$229.00	6	$1,374.00
Miscellaneous (Business Communication / Excess Baggage):						$500.00
Total:						$4,254.00

Goal
Provide key support to GVB Japan operations by assigning GVB Marketing Manager – Japan, Russell Ocampo, more time in-market to work directly to GVB's Country Manager – Japan.

Direct Supervisor	Location
• GVB President & CEO Hours • Weekdays Monday - Friday 9:00am-6:00pm (JST)	• GVB JAPAN TOKYO OFFICE Kokusai Building, 2F 3-1-1 Marunouchi Chiyoda-ku, Tokyo Japan 100-0005

Description of Tasks

- Serves as staff to oversee an assigned tourism source market.
- Maintains effective internal communications to ensure that all relevant partners are kept informed of marketing objectives.
- Works with marketing team to develop and prepare the Bureau's overseas programs and promotional activities.
- Supervises the implementation of fiscal year marketing plans and budget with designated overseas marketing representative.
- Review with the team on correspondence, proposals and other materials related to their designated market areas and submits recommendations to the President & CEO on proposed course of action.
- Coordination of international projects and promotions.
- Coordinate travel arrangements and local logistics for all visiting international media, travel agents, and other industry partners.
- Reviews correspondences for projects, marketing committee meeting minutes, project proposals and budgets, and other reports; recommends approval to President & CEO
- Check on monthly inventory levels and production needs for promotional materials.

Background: GVB is still in the process of restructuring the Japan office operations. In the interim, while GVB operates without full-time staff and to support the Country Manager – Japan, one Marketing Manager will be assigned to the Tokyo office to assist with day-to-day operations and participate in the quarterly JGTC meetings for Kanto, Chubu and Kansai. GVB is the Secretary for JGTC and administers its quarterly meetings with its members. Furthermore, by having one full-time employee physically present in the Tokyo office will provide financial checks and balances for monthly payment of GVB Japan's bills. Extended

travel for this period is required to ensure continued smooth and timely operations of GVB Japan.

Per diem allowances for meals and incidentals as well as airfare is kindly requested for inclusion to the cost of this travel. Tokyo accommodations will be secured as agreed upon by the traveler and M&IE allowances are requested only for the working days. Travel calendar is depicted below.

MAY 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1 RSO GUAM	2 RSO GUAM	3 RSO GUAM	4
Golden Week (April 29 - May 6, 2019)						
5 *Golden Week (April 29 - May 6, 2019)*	6 RSO GUAM	7 RSO GUAM	8 RUSSELL IN JAPAN	9 RUSSELL IN JAPAN BOD MEETING (Brian will attend) JGTC Kanto Tokyo, Japan	10 RUSSELL IN JAPAN JGTC Chubu Nagoya, Japan	11 RUSSELL IN JAPAN
12 RUSSELL IN JAPAN	13 RUSSELL IN JAPAN JGTC Kansai Osaka, Japan	14 RUSSELL IN JAPAN	15 RUSSELL IN JAPAN	16 RUSSELL IN JAPAN KIX TRAVEL FAIR	17 RUSSELL IN JAPAN *KIX TRAVEL FAIR*	18 RUSSELL IN JAPAN KIX TRAVEL FAIR
19 RUSSELL IN JAPAN KIX TRAVEL FAIR	20 RSO GUAM	21 RSO GUAM JMC Meeting	22 RSO GUAM	23 RSO GUAM BOD MEETING	24 RSO GUAM	25
26	27 *Memorial Day Holiday*	28 RSO GUAM	29 RSO GUAM	30 RSO GUAM	31 RSO GUAM	1

Issue: Board approval required for travel.

KANKU TABIHAKU (KIX TRAVEL FAIR)

Motion to approve travel for the GVB Chairman of the Board/designee and the GVB Director of Tourism Research/designee to participate in the KIX Travel Fair in Osaka, Japan from May 17-20, 2019. Estimated total cost is $5,978.00; $3,210.00 from account # JA-SMD008 and $2,768.00 from account # RE-RES104.

Airfare:	$1,000 x 2 pax					$2,000.00
Per Diem:	Osaka	Lodging	Nights	M&IE	Days	
	GVB Chairman of the Board/Designee	$360.00	4	$192.50	4	$2,210.00

	GVB Director of Tourism Research/Designee	$288.00	4	$154.00	4	$1,768.00
					Marketing Total:	$3,210.00
					Research Total:	$2,768.00
					Grand: Total:	$5,978.00

Background: Organized by Kansai Airports, Kanku Tabihaku is a travel fair focusing on outbound travel from the Kansai area. The travel fair consists of consumer participation with booth exhibits and dedicated travel seminars for destinations or other travel-related businesses. GVB annually participates with the Japan team, Miss Guam, and in-country Chamorro Gumas who represent Chamorro culture through performances at the main stage.

Kansai remains an important source region for Japan market with majority of school and group travel originating from Osaka. As such, GVB will organize cohesive participation in this annual event by arranging business meetings with airlines and group travel agents. The Chairman of the Board, President & CEO, Director of Tourism Research, and marketing team will participate in meetings with high-level executives from JTB, HIS, and T'way Air.

Tourism Research, another vital component of travel in the Japan market, becomes increasingly important with the current challenges Guam is facing. In addition to attending the aforementioned strategic meetings, GVB's Research team will conduct consumer surveys at the Guam booth throughout the two-day event. Data from these questionnaires aids the Bureau in developing the most effective marketing strategies for the Japan market and provides insight into the current trends of travelers originating from the Kansai region.

Travel for the GVB President & CEO, two marketing staff, one culture staff, one Miss Guam, and two entertainers to participate in this overseas mission was previously approved by the Board of Directors on November 8, 2018. In light of the recent appointment of new Board members and senior management, it is critical for the bureau's leadership to establish rapport with the overseas travel trade community. This initial introduction will instill confidence that GVB's work will continue and trust that Guam values their partnership.

Issue: Board approval required for travel.

J. NORTH AMERICA & PACIFIC MARKETS

K. GREATER CHINA

Committee minutes dated Friday, April 12, 2019

L. MEMBERSHIP & COMMUNITY OUTREACH

M. VISITOR SAFETY & SATISFACTION

VII. EXECUTIVE SESSION

VIII. OLD BUSINESS

IX. NEW BUSINESS

X. ANNOUNCEMENTS

- Thursday, May 9, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room

- Thursday, May 23, 2019 at 3:30pm, GVB BOD Board Meeting @ Main Conference Room

XI. ADJOURNMENT