

Minutes of the Meeting

Date: Oct. 15, 2021

General Membership Meeting

Time ended: 12:04PM

DETAILS
Liz Ortiguera; Ed, Victoria, Paula, Curtis, Lou, Beverly, Anastasia, Freda, Stephanie, Priscilla, Denise, trade and investment, Douglas, Ron, Francis, Monty, Melissa
Agenda 3.0 -Review the approval of the previous minutes -Dec 20 gen membership -approved
CEO of PATA -Liz Ortiguera -the network is so vast -American Express for 18 years -4 to 5 years to Start-Ups -wants to be an F.A. -R&D in Merck -1st work -education for poverty -Travel is very impactful -8 point plan -crisis resource center -collaborating with UNICEF for Covex -healthy and safety vs livelihood -4B in the world are unvaccinated (2B unvaccinated in Asia Pacific) -150 webinars; more workshops (PR and marketing tips) -Digital marketing -Save the Date: 1st Physical meeting: Russell Cyma (outside Dubai): March 21-24 -To be the most sustainable city in UAE by 2025 -commitment -Dubai Expo: Micronesia Pavillion: 607 islands -ceo@pata.org
-should we be form a relationship with the government or form a private sector relationship -There are stratification in different cultures -PATA 3 different speeds (academic (years), multi-national networks (months), start-up (days) -There is a strength and challenge to combine this 3. -The strength of PATA is to combine the public and private
What do you see for Asia Travel?

- Asia the sleeping Giant
- Benefit: Consumer trend around: Health, Wellness and Nature-Based Tourism
- People are more open to exploring -if there is a safety
- Most successful destination during the pandemic is the Maldives
- Leverage the tourist interest, prepare the destination and avoid the pitfalls of over-tourism

Chair: Paula
 Vice-Chair: Priscilla
 Secretary: Luciano
 Treasurer: Carlos
 Board Alternate: Ed

GENERAL MEETING

Madam Chair
 -Electronic Newsletter was launched
 -Madam Vice Chair- representing Palau in Pearl of Wisdom
 -Jelly fishes and little fishes were back
 -To improve the infrastructure, safe guard our our natural environment and develop a plan that will satisfy both the demands of the visitors as well as the people, environment and culture.
 -Agenda: Treasurer's Report, Committee Updates,
 -We need all the support from all of the members to make it successful.
 -Education, Cultural Heritage, Environment and Marketing committee will be having the very first pearls of wisdom

Treasurer:
 -Sent the report to Madam Vice Chair
 -Quick Update:
 *Online Banking very soon -From Bank of Guam
 *Easy looking for transactions and Bank Statements
 *Beginning of the year the balance is \$77,275.
 *Membership Dues: \$1900; Waived membership fees for this year.
 *Will soon be collecting registration/ membership fees because the balance has been going down.
 *Bank Charges: \$117. \$13 monthly
 *Post Office Box Rental: \$432 (Usually \$290)
 *Guam Web: discounted
 *2018 Audit: not yet paid. will be paying this year
 *Revenue: \$67,011.80
 *Balance: 68, 616.18
 *Approved budget for Committees

-Will still be getting the bank statements for this year and hopefully in a week or 2 we can do that electronically

Madam Chair

Madam Chan

- We still approved some budget for the remaining month of 2021
- From general meeting to forum this afternoon
- Each committee budget reviewed

Lou

-September \$68,000+, with the approval of committee budget now left \$42,000. To generate revenue for the chapter? When? For the calendar year 2022, are we sending invoices at the end of this year?

-The treasurer is not sure how the process takes place

-Mark: prepare and send them our December and January to meet the payments

- *encourage people to do it online

- *easy to track those who pay online (PayPal)

- *Can be thru bank deposit and provide a copy of the deposit slips

-The membership fee is the way to address the budget issue

-No opposition in Treasury Report

Committee Update

Cultural Heritage and Environment Committee

- *\$600 public education week series and related fees -boards approved

- *Put together a regional speaker series

- *Connection and sharing amongst each other

- *They are developing content for the e-newsletter.

- *Collaborate with Education Committee for the outreach programs.

- *Expanding: thru online market via Guam PDS gift shop

- *25-35 thousand unique visitors per month -Guam PDS gift shop

- *Started as a Socio Enterprise to raise funds for the non-profit organization.

- *Operation: 8 years

- *Selling educational products like books helps the organization.

- *They have secured a Covid grant to upgrade and support Guams culture producers

- *In the process of redesigning and upgrading of the online gift shop (in-process)

- *Outreach and promotion network

- *800+ monthly subscribers to the e-newsletters

- *3200- Instagram followers; *6200 Facebook followers

- *How it structured, Guam PDS manages the private presentation on the gift shop lines and the promotions and Sales transactions. Just charge an administration fee for the processing.

- *Partnered with cultural producers- responsibility is to keep and manage their own inventory. Manage the packaging and shipping.

- *4,000 years of cultural heritage.

- *Look back at what happened before. Know who we are and where we come from.

- *Island wisdom: rooting 4000 years of voyaging.

- *Wellness workshop: physically, emotionally, mentally fit

- *Guampedia -educational website

- *Cultural Connecting- virtual series. Featured this summer is Dr. David Sanchez.

- *Sustainability of Island Nations (Title of the Program); 10 engineering students signed-up
- *July 30-August 13- partnered with different universities
- *All about Guam Cultural heritage, Natural Environment, and Sustainability.
- *They are planning again for next year.
- *Educational Tourism- one of the ways in learning and enhancing knowledge.
- *Look at travel as self-improvement. Learning can be fun and learning is for all ages.

Sandra Okada- Vice-Chair of the Committee (Cultural Heritage and Environment Committee)

- *Tradition and Values sustain us.
- *Learn from these challenges
- *Globally, this will strengthen us. -Pandemic

Committee Update

Education Committee

Chair- Denise Mendiola

- *Approved Budget: \$2000
- *Now looking for a total budget of \$1,500
- *Initially proposed activity but need to revise and remove the dates down
- *Request United Airlines with the possibility of another MOU or MOA for the next year.
- *Plan to have another survey towards the end of this year
- *Doing casual survey to the members thru Facebook re: training
- *After the survey, will do an assessment to see if the topic is relevant and useful.
- *Pearls of Wisdom is a virtual forum. Same link.
- *Back story: Provide value training- plans that laid out addressing Covid-19 pandemic.
 - *Partnered with Cultural and Heritage Committee and Marketing Committee.
 - *Micronesia Voyage to Recovery Series
 - *Marketing report that the Islands are being the Pearls of Micronesia
 - *A lot of it comes from Wisdom and it comes to experience
 - *Invited Guam, CNMI, and Palau
 - *Challenges, Best stories, and Best practices
- *Show agenda of the Pearl of Wisdom

Past President- Pilar (is online)

Committee Update

Marketing Committee

Ed Arriola

Mark

- *Board approved: \$10,000
- *Resources:
 - *Taking advantage of what resources are available
 - *Take advantage of the associations (PATA.com)
 - *When they attend conferences -they do not just represent Guam but also the region of Micronesia
 - *Can watch the recorded version of the webinar in Youtube. Type Pacific Asia Travels Association
 - *Part of the support is putting in the Micronesia Pavilion so we could stand up and exhibit as a

- *Part of the support is putting in the Micronesia Pavilion so we could stand up and exhibit as a region to compete with larger destinations
- *Shift to virtual environment
- *PATA - luxury travel- October 20-22; virtual event
- *PATA destination marketing form -virtual -next month
- *The platform is very easy to use
- *State of the Travel Industry, Forecast of the Asia Pacific, Outlook of Tourism in Asia Pacific etc
- *PATA international members -free
- *PATA Chapter members- free or discounted price

Micronesian Pavilion and Tradeshow: Dubai
 Palau will be submitting and exhibition: next 6 months
 Ask to share more details about these.

Virtual GMIF
 Visit guam.com/gmif2021
 -Content: photos and videos

Committee Update

Membership Committee

Victoria Blas and Beverly

- *Approved Budget: \$3200
- *Based on the headcount. Requesting an additional amount of \$653.75.
- *Breakdown: 1500-disposable facemask and hand sanitizers; 654.50-guyuria (3.50 each) (3.74) is for the magnet (notes: wash your hand, wear your mask, etc); 1075.25 Micronesia logo in an environment-friendly bag (reusable, washable, and lightweight); 250 delivery and packaging.
- *Each bag with Holiday message from Ms. Paola Monk
- *Token holiday gift bag and will be delivered to each representative
- *Guam website directory. People listed there, companies, businesses, NGOs, and government.

Come up with 10 island nations country groups.

*99 membership accounts. Australia-2; Chuuk- 3; CNMI-7; Guam- 37; Kosrae- 7; Palau-13; Pohnpei- 13; Marshall islands-13; Yap (?) -1; USA- 3

*Breakdown by sector; type of membership

- *Australia- 1 private individual and 1 private business; Headcount: 4
- *Chuuk- 2 private businesses and 1 public (government); Headcount: 10
- *CNMI- 2 private individuals, 4 private businesses and 1 public NTO/STO: Headcount: 10
- *Guam- 23 private individuals, 9 private businesses, 2 non profit, 2 education, 1 NTO and 1 public government. Headcount: 52
- *Kosrae- 4 public businesses, 2 public government, 1 public NTO/STO. Headcount: 13
- *Palau- 4 private individuals, 5 public businesses, 2 public government, 1 public business, 1 public NTO. Headcount: 29
- *Pohnpei- 1 private individual, 7 private businesses, 2 public government, 2 public NTO/STO, 1 public education. Headcount: 32
- *Marshall- 1 private individual, 6 private businesses, 3 non-profit, 1 public education, 1 public government, 1 public NTO/STO. Headcount: 30
- *Yap- 1 public NTO/STO. Headcount: 2
- *US- 1 private individual, 2 private businesses. Headcount: 3

*Grand total: based (2019-2020-2021): 187

*Druhag... can be part of the gift... need to be agreed; just to say thank you... to resign up

Drybag- can be part of the gift -need to be agreed, just to say thank you. -to resign up

Facemask and hand sanitizers- in eco-friendly containers, disposable

Sign-up

Will set up an offline meeting with the Membership Committee for the additional budget request.

Committee Update

Public Relations Committee

Mr. Curtis and Lou

*Supposedly meeting: Pohnpei

*Disseminate the press release thru online

*Press release- January 2021 -announcement of new board and committees

*Press release- May 2021- congratulatory and farewell to PATA CEO Dr. Mario.

*Press release- September 2021- announcement of general meeting, membership meeting, and chapter forum

*Lou coordinated with Guam media

*Newsletter was produced for chapter members, local, national, and international

*New member: Anastasia

*2 issues: (1) update on each region (2) different types of media to be more engaging

*Audience outreach

*Newsletters were disseminated in different media outlets. Also shared in PATA headquarters, chapter, social media platforms.

*Instagram account: coconut wireless (chapter highlights were seen here)

*Lou on the budget

*Budget: \$400 (layouts)

*Implementation of the Plan: 4 press releases, 2 newsletters, and 1 member recruited

*what's to come: 1-2 press releases and 1 newsletter

*Guam webs- digital newsletters

*Continue to practice the greetings of each island

NTO/STO updates

***Marshall Islands**

*Upcoming local event: October 16- breast cancer event

*presidents day

*night market (3rd time)

*Gospel Day (thanks giving day)

*Christmas Parade (Dec 12)

*Yacht Committee (decorate the Yacht)

*Capital Building (Christmas contest -decorate houses)

*New Years Eve Black Party

*No international plan

*Trade Fair (join)

*Latest news: Mada island: sailing event

*Fishing tournament: Sept 13

*awarded funding to 2 women (My homeland)

*Book launched (Ocean Promise)

- *Applying for state tourism grant
- *October 8- 80% vaccinated and 90% before 2021 ends
- *announcement: Microneasian games (depend)
- *Ms. Marshall Islands -pursuing master's degree -advocate for the youth
- *2nd Ms. Marshall islands- April 2022
- *RMI day- later part of March

NTO/STO updates

Kosrae

- *not in the call
- *Ed Arriola presented
- *Kosrae fair event on November 4th
- *Thanks Giving Holiday
- *Christmas Day
- *No plan overseas promotion at the moment due to pandemic
- *Latest: Cultural Day on the 30th of September 2021
- *Multiple Tour Sites: Interesting points

- *Road signing projects
- *Open house on 2021
- *Show center and receiving house for the visitors
- *Repatriation for Kosrae citizen
- *Not collected any visitor data until today
- *Misc: Border are open but only for repatriation of contract workers and residents

NTO/STO updates

Chuuk

- *special election on a region due to death
- *special election due to a resignation of a politician
- *Overseas: due to pandemic Chuuk unavailable to go out
- *GMIF- submitted digital material
- *Partner in Japan. Exchanging materials.They are promoting Chuuk in Japan market.
- *Sept 30- Inauguration for the new administration
- *Oct. 1- __ celebration
- *Covid Vaccination- \$150 incentive
- *September- 60 person
- *International travel- nearby -emergency declaration
- *Next month- first repatriation flights
- *Visitors arrivals- 2020- 1777 (Jan-March 15, 2020)
- *Visitors arrivals 2021- 0

NTO/STO updates

Guam

- *Upcoming: GBB-relaunched photo and video contest. Prize: \$100/week

*Promotion of Guam

*Recent and upcoming: Virtual travel... 1 on 1 virtual meeting with travel buyers

*Vaccination efforts, struggles we had

*Luxury Travel Conference next week- PATA members

*Latest news: South Korea-we have some development in airflights. Source markets

*Taiwan- completed landing permit application

*Protocols- those arriving in Guam via air or sea are subject to quarantine but if tested negative on Day 5-6, they are not subject to isolation protocols.

*If fully vaccinated or with RT PCR test (72hrs)- no longer to be kept in government facility

*Vaccination efforts: vaccine with incentive. Goals is to have herd immunity.

*July 21st Guam Liberation Day

*Tagline: Liberate Guam right

*late July 2021- reached 90% vaccination population over aged 60; 88%- eligible over aged 12.

*scale vaccination: work with local clinics and public health

*hotels, malls, shopping facilities, public facility, etc

*Vaccine win- brand new car and \$10,000 every week → Guam's Liberation Day

*Visitors arrivals: 5,000+ arrivals. Increase from last year same time frame

*Calendar year: Sept 2021-5000, Jan-Sept 2021- 53,330; last year 319,000; Sept-October over 60,000, last year 70,500.

Precovid 2019- 1.6 M visitors. 6.9% increase from the year before 1.2M visitors

*GVB- digital academies/ help transform industry into a more digital environment

*Ecommerce 101, introduction to sustainable tourism, Guam Green road, etc.

*Plan to launched monthly digital academies as well. For free.

NTO/STO updates

CNMI

*Oct 21-24- Festival Ground in Tinian

*October 31- Halloween Trick of Treat event

*December- Christmas. Saipan

*February 19-22- Tinian Hot pepper festival

*March 2022- Saipan Marathon

*May 2022- Taste of Marianas

*Pacific Mini-Games- 200 days from now. Saipan.

*June 2022- Saipan, Rota and Tinian

*lots of flags, etc

*July 2022- Hafa Adai Roast festival

*September 2022- Cultural Heritage

*Japan Association of Travel Agents has an online travel mark.

*November 4-30, 2021

*Latest News: aug 2021- Beef, Beer and Band Festival in Tinian

*August: taste of Marianas - held in Garapan Fishing based

*Eating competition

*Covid-19 Safety Protocols: Mandatory temp test and mask

*World Tourist Day- September -celebration on all the main islands of CNMI.

- *Beach clean up and free tours- Northern Marianas
- *Cultural Presentations and Demonstrations of coconut oil, candy, etc.
- *Sunset Run
- *Visita Luta -October 8 -Rota
 - *Rota delicacies and beauty
 - *domestic travel
 - *showcase hunting and culinary skills
 - *night of music and performances

- *Covid Vaccination: Oct 11- 82% -available in 3 islands for ages 12 and over.
- *Since March 2020- total of 281 confirmed cases with 3 unfortunate deaths
- *Travel requirements in CNMI- effective Sept 24, 2021:
 - *all inbound originating on level 3 who are not fully vaccinated are required to 7 days quarantine on designated government facility.
 - *if with negative RT PCR test submitted within 48hrs, or
 - *10 days quarantine if no submitted negative RT PCR Test within 48 hrs
 - *fully vaccinated travelers regardless of travel origin is required to quarantine for 5 days on designated government facility.
- *5365- visitors of CNMI

NTO/STO updates

Yacht Visitors Bureau (YVB)

- no representative
- *Presented by Ed
- *Taste of Yacht Christmas Night -Museum -will be held Dec 21-25
- *Monthly island markets at the Yacht Living museum
- *No upcoming events due to pandemic
- *Budget is severely restricted
- *Remains Covid free
- *Visitors: Only repatriated and workers

- *To update the PR to be included in the upcoming newsletters
- *Working closely with Guam webs

NTO/STO updates

Palau and Pohnpei- did not give any report

- General Membership Meeting- 1st week of December
- week of Dec 6
- *move to Tuesday or Thursday meeting from Friday
- *Reminder: Voyage to Recovery Series at 1:30PM

