



GUAM VISITORS BUREAU

50th ANNIVERSARY · 1963 - 2013

REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM, 4:00PM
TUESDAY; May 23, 2013

Board of Directors Present:

Chairman Mark Baldyga
Eduardo "Champ" Calvo
Judith Guthertz
Milton Morinaga
Norio Nakajima

Vice Chairman Bruce Kloppenburg
Jennifer Camacho
Bartley Jackson
Annmarie Muna
Nathan Taimanglo

Board of Directors Present Telephonically:

Board of Directors Absent:

Therese Arriola
Robert Hofmann
N. Oscar Miyashita

GVB Management and Staff Present:

Karl Pangelinan
Rose Cunliffe
Antonio Muna
Laurette Perez

Nathan Denight
Dee Hernandez
Elaine Pangelinan
June Sugawara
Haven Torres

Kraig Camacho
Nadine Leon Guerrero
Meriza Peredo

Guests:



Proceedings:

Meeting called to order at 3:36 p.m. by Chairman Mark Baldyga.

- Review of the previous Regular Board minutes dated May 09, 2013.

Motion made by Director Guthertz, seconded by Director Camacho,
to approve the
minutes of May 09, 2013.

Motion approved (subject to correction)

Exhibit A

❖ Chairman's Report:

- Chairman Baldyga reported on an interview article featured in the Nikkei Business magazine with Governor Calvo and Chairman Baldyga regarding the handling of the 2/12 Incident. Chairman Baldyga's confident that it is a positive article if translation was done right.
- Chairman Baldyga will be off island for 5 weeks and in his place will be Vice Chairman Kloppenburg.

❖ General Manager's Report

Exhibit B

- GM Pangelinan reported that although we were aware that Golden Week wasn't going to be good as past years, numbers are still tracking at 7% above last year. This is due to large insurance incentive groups from Korea. GHRA is hopeful that Japan market will be up in July. Russia and Korea markets also look very promising in June.
- GM Pangelinan reported on medial tourism due to an angle that will be beneficial and worth looking into. He met with Medical City marketing director and made the commitment to explore the medical tourism angle. There was a lot of positive feedback and interest during the meetings with JGTC that he and Director Morinaga attended. The lack of hospital facilities to cater to the Silver market has always been an issue and concern.
 - Set up a task force that focuses solely on medical tourism
 - Strategize and create a plan
 - Anti-aging recovery
 - Guam's climate conducive to recovery
 - Extended stay
 - Anonymity during recovery
 - Foreign language speaking doctors / staff
 - Surgeons in residence facility for a month
 - Bring in their own clients

Total: 44,520 (6.9%)

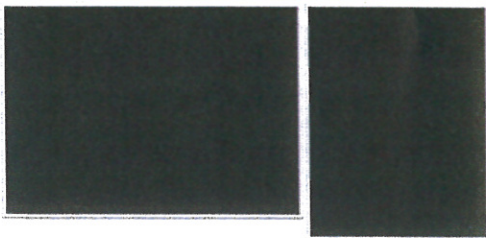
Percentage	Country	Year	% of U.S.
61.1%	Japan	28,992	44.9%
29.3%	Korea	8,433	36.3%
4.5%	U.S./Taiwan	1,927	32.0%
3.1%	Taiwan	1,455	31.5%
0.7%	China	292	55.9%
0.7%	Russia	319	74.6%

JAPAN - GOLDEN WEEK (JOT)

Country (ESTIMATES)	2013	2012	Change to 1Y
Korea	114,000	128,000	-8.1%
China	78,000	96,000	-18.8%
Hong Kong	24,000	26,000	-7.3%
Taiwan	40,000	39,000	+2.6%
Thailand	34,000	33,000	+3.0%
Singapore	14,000	13,000	+7.7%
US Mainland	43,000	42,000	+2.4%
Hawaii	46,000	43,000	+7.0%
Countries (ACTUAL)	2013	2012	Change to 1Y
Guam	26,730	29,114	-8.2%

- Stagnation of bookings for April and May due to 2/12 incident, Yen Rate, Price of package for Golden Week
- Overall JOT expected to decrease (Yen Rate)
- Trend: domestic travel
- Higher prices for Guam (air, hotel) agents asked airlines to reduce price for GW
- YA reduced Guam promotions due to 2/12 incident

MEDICAL TOURISM



JAPAN - MARKETING NEWS

Promotion with ACE Luggage
Guam in-store display at 17 major shops in Kanto
June 1 - Aug 31



JAPAN - MARKETING NEWS

Week	Types	Name/Title of Media	Type of Media	Conventional Distribution Channels	New (Pegged) Distribution Channels	Est. Value	Budget	ROI
Prev	Print	"Guest Guide Book (TIG)" + "Diversity"	Travel Guide/Reference Book	16,000 copies 172,000 copies	4250*	\$20,304	\$20,276	
	Web	"Up & Live on Your Website"	Catalogue	60,000 copies 100,000 TV	4250* 4000	\$330,424	\$330,176	13%
	Rec'd	"Movie Menu"	Phone Magazine	115,000 copies 500,000 TV	4250* 4000	\$200,240	\$177,200	45%
June	Print	"Sampan Travel"	Travel Book	50,000 copies 100,000 copies	4250*	\$267,427	\$260,800	2%
July	Print	"J&N"	Gift Catalogue	100,000 copies 120,000 copies	4250*	\$160,427	\$160,343	
	Web	"Diner"	Dining Menu	100,000 copies 100,000 TV	4250*	\$160,427	\$160,343	
	Print	"Johns"	Phone Magazine	420,000 copies 1,000,000 TV	4250*	\$160,427	\$160,343	
Aug	Print	"TV + 2000 TV Menu"	Menu Book	1,000,000 1,000,000 TV	4250*	\$160,427	\$160,343	
	Print	"The/Champion's Tournament"	Rec'd TV	20,000 20,000 TV	4250*	\$160,427	\$160,343	
	Print	"TV + 2000 TV Menu"	Rec'd TV	2,500,000 2,500,000 TV	4250*	\$160,427	\$160,343	
Sept	Print	"TV + 2000 TV Menu"	Rec'd TV	2,500,000 2,500,000 TV	4250*	\$160,427	\$160,343	
	Print	"TV + 2000 TV Menu"	Rec'd TV	2,500,000 2,500,000 TV	4250*	\$160,427	\$160,343	
	Print	"TV + 2000 TV Menu"	Rec'd TV	2,500,000 2,500,000 TV	4250*	\$160,427	\$160,343	
Oct	Print	"TV + 2000 TV Menu"	Rec'd TV	2,500,000 2,500,000 TV	4250*	\$160,427	\$160,343	
	Print	"TV + 2000 TV Menu"	Rec'd TV	2,500,000 2,500,000 TV	4250*	\$160,427	\$160,343	
	Print	"TV + 2000 TV Menu"	Rec'd TV	2,500,000 2,500,000 TV	4250*	\$160,427	\$160,343	

JAPAN - MARKETING NEWS

Month	No. of Media and types	Ad Value US\$	GVB Costs
May	3 Print	\$420,643	\$32,647
June	1 Print	\$361,627	125,565
July	3 Print	\$379,206	\$35,860
Aug	3 TV, 1 Print	\$23,325,977	\$150,969
Sep	2 TV	\$493,045	\$62,561
TOTAL as of 5/17/13		\$24,980,499	\$416,102

KOREA - 3 MONTH FORECAST

Month	Forecast Plus	Last Year	%Change	Smart Forecast, TS	Smart Data, TS	%Change Smarts
May	16,900	11,613	42.1%	21,159	15,212	40.2%
June	17,000	15,110	12.4%	22,582	18,174	24.7%
July	18,500	17,594	5.4%	29,529	20,835	45.2%

Key	Key	Key
*K6 Flight: Incheon 7 per week = 6,771 17:10-20:00 (TH-TO-2)	*K6 Flight: Incheon 7 per week = 6,250 17:20-20:00 (TH-TO-2)	*J4 Flight: Incheon 7 per week = 6,460 17:10-20:00 (TH-TO-2)
*Jin Air: Incheon 7 per week = 5,930 17:10-18:00	*Jin Air: Incheon 7 per week = 6,400 17:10-18:00	*Jin Air: Incheon 7 per week = 5,830 17:10-18:00
*Jin Air: Incheon 7 per week = 6,768 17:10-18:00	*Jin Air: Incheon 7 per week = 5,360 17:10-18:00	*Jin Air: Incheon 7 per week = 5,768 17:10-18:00
*Jin Air: Incheon 7 per week = 6,242 17:10-18:00	*Jin Air: Incheon 7 per week = 5,360 17:10-18:00	*Jin Air: Incheon 7 per week = 5,768 17:10-18:00

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Total 21.18%

Total 22,962

Source: U.S. Census Bureau.

KOREA - OUTBOUND MARKET SHARE

		Apr	Feb	Mar	Apr	May	Apr	Jul	Aug	Feb	Oct	Nov	Nov
	ATTORNEY	140,000	204,000	181,000	179,000	160,000	200,000	200,000	200,000	175,000	190,000	190,000	190,000
	Chairman	60,000	80,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000
	Executive Director	80,000	120,000	120,000	120,000	100,000	140,000	140,000	140,000	115,000	130,000	130,000	130,000

• **Stable** = no change

KOREA - MARKETING NEWS

GMIF Bloggers
6 PAX

Dongbu Insurance Incentive Group
320PAX



TAIWAN - MARKETING NEWS - GMIF FAM Tour



NAP - PATA Meeting; Saipan, MP



Main Highlights - Saipan Meeting

- MCA Meeting held May 14
- Courtesy visit to Gov. Eloy Inos
- Launch of www.visitguam.com
- Additional 40 members recruited to the Micronesia chapter (30 to 71 members)
- Training Session in Yap on May 23
- 2nd Tri-Annual Meeting in Yap (August 12 & 13)
- MCA Meeting in Yap on August 11

NAP - PATA/United Booth - GMIF



NAP - Palau Delegation Visit



L-R: Regina Nedlic, GVB Marketing Officer II; Nono Nakajima, GVB Board of Director; Therese Annala, GVB Board of Director; Milton Morinaga, GVB Board of Director; Eyoa Rudimich, Spak and PVA Board of Director; P. Umeh Senegebau, Minister of Natural Resources, Environment & Tourism; Mark Baldyga, GVB Chairman of the Board of Directors; and Annmarie Muna, GVB Board of Director

CHINA OUTBOUND TRAVEL MARKET SYMPOSIUM



CHACO - GUAM MICRONESIA ISLAND FAIR



GUAM BBQ BLOCK PARTY



❖ Report of the Treasurer:

Exhibit C

Cash Position Report:

Cash report as of May 20, 2013.

Total cash in banks report (as of 05/20/13) \$15,740,428.60

Total allotment received to date: \$10,505,884.55

Motion to accept cash position.

Motion approved.

❖ Report of the Board Committees:

A. EXECUTIVE COMMITTEE

USTA International Pow Wow 2013 Motion

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson to ratify Executive Committee's approval of additional airfare funding for travel of the GVB General Manager, Marketing Manager, and Marketing Officer II to attend the 45th U.S. Travel Association International Pow Wow in Las Vegas, Nevada during June 8-12, 2013. (Travel cost approximately \$3,800.01; Acct. #US-TTC044)

Motion approved.

Airfare	\$1,266.67 x 3 pax	\$3,800.01
	TOTAL	\$3,800.01

Background:

As the largest generator of travel to the USA with more than \$3.8 billion in future travel booked each year, the U.S. Travel Association's Int'l Pow Wow is incredibly important to the economic well-being of its participating 1,200 U.S. travel organizations, especially Guam.

Approximately 5,500 delegates, including international and domestic buyers from 70 countries and across the U.S. will attend this 43rd Anniversary International Pow Wow. Between 350 - 400 travel journalists from around the globe will also be attending so GVB is anxious and eager to meet up with as many of these trade/travel professionals as possible to push Guam.

Motion for travel to the USTA Int'l Pow Wow was previously approved by the board at the April 11, 2013 meeting. To ensure they arrive in time to prepare for the event, and because of the long haul nature of the destination, the GVB delegation wanted to ensure the procured airfare allows for itinerary changes should they become necessary at no cost to GVB, including cancellation, traveler change, date change, etc. This motion is to authorize additional airfare funding and up to \$3,800.01.

Issue:

Board approved for travel required.

- GM Pangelinan reported that they will also be meeting with Brand USA and will discuss the ESTA fee.

B. CULTURAL HERITAGE & COMMUNITY OUTREACH (CHaCO)

International Travel Expo & MICE (ITE)

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson to approve travel for the Deputy General Manager and six (6) Cultural Entertainers to attend the 27th International Travel Expo (ITE) & MICE from June 12-17, 2013 in Hong Kong, SAR. (Cost approximately \$25,216.25 from the FY2013 Account No. DM-CPO007).

Motion approved.

Airfare:	\$800.00		7 pax	\$5,600.00
Per Diem				
DGM Lodging:	\$447.50	5 nights	1 pax	\$2,237.50
DGM M&IE	\$173.75	5 days	1 pax	\$868.75
Lodging:	\$358.00	5 nights	6 pax	\$10,740.00
M&IE	\$139.00	5 days	6 pax	\$4,170.00
Honorarium	\$100.00	4 days	2 Musicians	\$800.00
	\$50.00	4 days	4 Dancers	\$800.00
TOTAL EXPENSE				\$25,216.25

Background:

ITE & MICE is Hong Kong's largest travel expo that focuses on both travel trade and consumer audiences. On June 13 and 14, the Expo will open only to travel trade and MICE industry professionals. June 15 and 16 will feature open doors to consumers. ITE & MICE 2012 drew from 54 countries and regions worldwide 665 international exhibitors, 85% of which from abroad; 12,175 regional buyers and trade visitors with 27% from mainland China and abroad; and 70,430 visitors in public days with 80% prefer traveling FIT / tailor-made tour.

By attending ITE & MICE 2013, GVB will maximize the opportunity to promote Guam, especially with the increase in flight service by United from HKG to GUM. Furthermore, Guam will continue to build relationships with professionals in the MICE business in order to identify opportunities for Guam to gain a share in this lucrative market as well as overcome challenges that may currently exist.

Issue:

Board approval required for all travel

C. GREATER CHINA:

International Travel Expo & MICE (ITE)

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson to approve travel for two (2) GVB Marketing staff to attend the 27th International Travel Expo (ITE) & MICE from June 12-17, 2013 in Hong Kong, SAR. (Cost approximately \$6,648.00 and will come from the FY2013 ITE 2013 Account HK-TTC078.)

Motion approved.

Description	Breakdown	Total
Airfare:	\$800 x 2 pax	\$1,600.00
GVB Marketing Staff (2 pax):	Lodging: \$358.00 x 5 nights x 2 pax = \$3,580.00 M&IE: \$139.00 x 6 days x 2 pax = \$1,668.00	\$5,248.00
	Total	\$6,848.00

Vice Chairman Kloppenburg made a motion, seconded by Director Guthertz to amend cost in previous motion to state \$6848.00 due to a typo error that read \$6640.00.

Motion approved.

Background:

ITE & MICE is Hong Kong's largest travel expo that focuses on both travel trade and consumer audiences. On June 13 and 14, the Expo will open only to travel trade and MICE industry professionals. June 15 and 16 will feature open doors to consumers. ITE & MICE 2012 drew from 54 countries and regions worldwide 665 international exhibitors, 85% of which from abroad; 12,175 regional buyers and trade visitors with 27% from mainland China and abroad; and 70,430 visitors in public days with 80% prefer traveling FIT / tailor-made tour.

By attending ITE & MICE 2013, GVB has will maximize the opportunity to promote Guam, especially with the increase in flight service by United from HKG to GUM. Furthermore, Guam will continue to build relationships with professionals in the MICE business in order to identify opportunities for Guam to gain a share in this lucrative market as well as overcome challenges that may currently exist.

Issue:

Board approval for travel required.

9th International Forum on Chinese Outbound Tourism (IFCOT)

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson to approve travel to for five (5) delegates to attend the 9th International Forum on Chinese Outbound Tourism (IFCOT) from June 23-26, 2013 in Beijing, China and two (2) GVB Marketing Staff to conduct meetings and sales calls in Shanghai, China with U.S. Consulate Shanghai, Korean Airlines and United from June 27-28, 2013. (Cost approximately \$13,719.00 and will come from the FY2013 IFCOT 2013 Account CI-TTC075.)

Motion approved.

Description	Breakdown	Total
Airfare:	\$1,000 x 5 pax	\$5,000.00
Government Official or GVB Chairman:	Lodging: \$322.50 x 3 nights = \$967.50 M&IE: \$148.75 x 4 days \$595.00	\$1,562.50
GVB Senior Management:	Lodging: \$322.50 x 3 nights = \$967.50 M&IE: \$148.75 x 4 days \$595.00	\$1,562.50
GVB Marketing Staff (2 pax):	Beijing Lodging: \$258.00 x 3 nights x 2 pax = \$1,548.00 Beijing M&IE: \$119.00 x 4 days x 2 pax= \$952.00 Shanghai Lodging: \$237.00 x 2 nights x 2 pax = \$948.00 Shanghai Lodging: \$93.00 x 2 days x 2 pax = \$372.00	\$3,820.00
GVB China Symposium Delegate:	Lodging: \$258.00 x 3 nights = \$774.00	\$774.00
Miscellaneous expenses:	Visa, excess baggage fees etc.	\$1,000.00
Total		\$13,719.00

B

a

Background:

Since 2003, the Beijing Tourism Administration, UNWTO, PATA China Association of Travel Services, and Ivy Alliance Tourism Consulting Co., Ltd have successfully organized IFCOT. In its 9th year, IFCOT continues to build a common platform for tourism organization and industry counterparts in Beijing and abroad to discuss and execute programs to capture the rapid development of Chinese outbound tourism within the past 10 years. IFCOT promises a high-end industry summit with a unique platform for public and business relations to: (1) catch up with the latest trends and explore successful experiences in Chinese outbound tourism market, (2) conduct practical and effective business networking and detect cooperation opportunities, (3) learn and share the authoritative outbound tourism data/market research report, and (4) draw lessons from other organizations or companies who have rich experiences with Chinese outbound tourism market.

As a major support of IFCOT 2013, GVB will be participating with the organizing committee to arrange an afternoon theme session to solely promote Guam, entitled " Island Leisure Tourism & U.S.A. Guam," which will include keynote

speech, panel discussion, introduction of Guam tour products, etc. Attendees of this session will include top managers who currently sell U.S.A. products, especially island travel destinations as well as travel agencies who are interested in developing the Guam product for their clients.

Furthermore, GVB has an opportunity for face-to-face discussion with CNTA on the hot issues in China outbound travel market, share opinions and experiences and build up business relationships. Other participants are senior officials from China National Tourism Administration, Beijing Tourism Administration, China Tourism Association; China Association of Travel Services; UNWTO; PATA; presidents or general managers from leading tourism groups (i.e. CCT, CITS, CTS, CYTS, GZL, etc.) in China, general managers and outbound department managers from leading outbound tour operators and travel agencies all around China, senior officials from the tourism ministry or tourist boards of approved tourism destinations for Chinese citizens, China outbound tourism quality service suppliers and about travel trade, financial and popular media.

Shanghai - Due to recent updates in U.S. visa processing, GVB head office has the opportunity to meet with the U.S. Consulate in Shanghai to discuss updates in faster processing and reduced costs for Chinese residents to travel to U.S. destinations. Furthermore, in light of this scheduled meeting in Shanghai, GVB will meet with VIP partners from tour wholesalers as well as wedding companies and, most importantly, airlines such as Korean Airlines and United to renew commitment in increasing Chinese visitor arrivals to Guam and, consequently, business growth.

Issue:

Board approval for travel required.

- Chairman Baldyga suggested looking into increasing GVB's presence and analyze the cost of the event if we wanted to step it up in the future.

D. JAPAN MARKET:

Exhibit D

Director Morinaga made a motion, seconded by Director Jackson to approve travel for the GM and JMC Chairman to attend the Kanto JGTC meeting from June 3-5, 2013 in Tokyo, Japan. (Estimated cost of travel is \$ 4,690.00 from account # SMD008)

Motion approved.

Traveler	Per Diem Rate	No. of Days	Budget
General Manager	\$515.00 (\$412.00 +25%)	3	\$1,545.00
JMC Chairman	\$515.00 (\$412.00+25%)	3	\$1,545.00
Air Fare GUM-NRT- GUM	\$800.00 x 2 pax		\$1,600.00
TOTAL BUDGET:			\$4,690.00

Background:

JGTC meeting held quarterly and this time is in Kanto. The new Chairman of JGTC, Mr. Tezuka, is inviting the General Manager and JMC Chairman to attend the meeting in Tokyo.

Issue:

Board approval required for travel.

Director Morinaga made a motion, seconded by Director Jackson, to approve travel for Jesse and Ruby to attend the UA Nagoya's 30th Anniversary from June 6-7, 2013 in Nagoya, Japan. (Estimated cost of travel is \$812.00; Account #SMD008)

Motion approved.

Traveler	Per Diem Rate	No. of Days	Budget
Jesse Bais	\$356.00	1	\$ 356.00
Ruby Santos	\$356.00	1	\$ 356.00
\$50 x 2 pax			\$ 100.00
TOTAL BUDGET:			\$ 812.00

Background:

United Airlines is celebrating its 30th Anniversary of flights to Guam from Nagoya. GVB received a request from UA to bring entertainers, Ruby and Jesse, for their Guam Anniversary reception. Airfare will be provided by UA and GVB will pay the tax.

Issue:

Board approval required for travel.

Director Morinaga made a motion, seconded by Director Jackson, to approve travel for Senator Barnes and JMC Chairman to attend the funeral for Mr. Hitoshi Yokota, victim of 2-12 Incident, from June 15-17, 2013. (Estimated cost of travel is \$3,701.20; Account: 2/12 Memorial Fund)

Motion approved.

Traveler	Per Diem Rate	No. of Days	Budget
Senator Barnes	\$535.60 (\$412.00+30%)	2	\$1,071.20
JMC Chairman	\$515.00 (\$412.00+25%)	2	\$1,030.00
Economy Air Fare: GUM-TYO-GUM	\$800 x 2 pax		\$ 1,600.00
TOTAL BUDGET:			\$3,701.20

Background:

Mr. Hitoshi Yokota's funeral date was pending until the wife was well enough to attend her husband's funeral. GVB were informed the date has been set for June 16, 2013. JMC Chairman and Senator Barnes attended the funeral for Mrs. Sugiyama and Mrs. Uehara earlier this year.

Issue:

Board approval required for travel.

- Director Morinaga reported that the mayor of the prefecture is trying to put together a resolution that will assist the family with finances.

Director Morinaga made a motion, seconded by Director Jackson, to approve additional travel days for the previously approved Kashiwazaki motion and add the Special Assistant to the Governor to the delegation to attend the Karatsu City Friendship Signing Ceremony, Kashiwazaki Gion Festival and meetings in Tokyo schedule. (Estimated additional travel costs \$7,503.66)

Motion approved.

Background:

On May 9, 2013, the Board approved travel for a delegation of five to attend the Kashiwazaki Gion Festival followed by meetings in Tokyo. Since the Board's approval, the Governor's office requested that the Bureau assist with arrangements in a Friendship Signing Ceremony between Guam and Karatsu City. The Karatsu Government will host the Governor and the Guam delegation during their stay. The Karatsu Government will also fund the airfare for the delegation to continue travel to Niigata.

Japan Prime Minister Abe communicated with Governor Calvo and expressed an interest in further developing friendly relations between Japan and Guam. Based upon this letter, the Bureau, working with the Consul General's office is trying to arrange a meeting between Governor Calvo and Prime Minister Abe.

The complete Guam Delegation will be Governor Calvo, First Lady Calvo, Special Assistant to the Governor A. Clark, Governor's Security, JMC Chairman and GVB General Manager.

Issue:

Board approval required for travel.

E. NORTH AMERICA & PACIFIC (NAP)

- Chairman Baldyga requested that the planning for the hotel investment conference in October start now. GM Pangelinan stated there is a collective effort with GEDA to create a package that can be presented to potential investors for this conference.
- Director Muna reported the next committee meeting is scheduled for June 5.

F. RUSSIA & NEW MARKETS DEVELOPMENT

- Director Jackson reported on a meeting in Vladivostok with Avia Charters.
 - Avia Charters expressed a definite intention to fly directly to Guam from Vladivostok effective in October. To some extent, it will be contingent on the financial assistance we may be able to give.
 - Director Jackson requested that staff look into what kind of assistance GVB had given in the past to encourage new airlines as he doesn't want to set a new precedence. Vice Chairman Kloppenburg stated that we have done things in the past to encourage airlines in partnership with GIAA on reducing landing fees or overnight parking fees.

G. ADMINISTRATION / GOVERNMENT RELATIONS

- Director Guthertz asked if the Board can consider disbanding the committee of Administration / Government relations and instead using the one man show as the liaison. It is historically an as needed basis lobbyist with the Legislature. Management will look into this.

H. SPORTS & EVENTS:

- Director Taimanglo reported that the GMIF was successful with a great turnout on all three days.
- Director Camacho reported on the meeting with a Russian group as well as the pro Chris . She is confident they left with a very positive impression and had just received a thank you letter expressing their warmest appreciation of the hospitality.

I. MEMBERSHIP DEVELOPMENT

- Vice Chairman Kloppenburg reported the next Quarterly Membership meeting is scheduled for June 28 at the Nikko hotel. The membership will be amending the bylaws and so 2/3 of membership or 433 votes are needed to pass. The issues relating to the membership fee have been taken out and will be assessed after this meeting. Proposed bylaws will be sent out to Board of Directors for review and then will be sent out to membership.
- Vice Chairman Kloppenburg also stated that Yuji suggested bringing in Matoko Ishi (lighting designer from Japan) to be the guest speaker at this membership meeting. Chairman Baldyga also suggested inviting Rick Egged from Hawaii who he's been communicating with regarding urban planning and possibly using Waikiki's business development association as a model for Guam to follow.

J. DESTINATION MANAGEMENT:

- GVB's Doris Ada reported that she has been communicating with JGTA / Guam Sanko regarding the beach safety signs that have raised concerns with JGTA. Ritidian is establishing a kiosk that will explain and instruct visitors of the precautionary measures and information about Ritidian point. Multilingual (6 languages) material will be made available. The target date for completion is July 15.

❖ OLD BUSINESS

- None

❖ NEW BUSINESS

- None

❖ EXECUTIVE SESSION

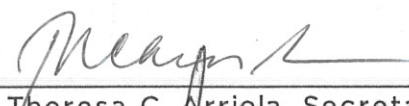
- None

❖ ANNOUNCEMENTS

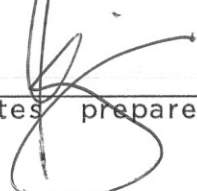
- Director Guthertz commended GVB management and staff for a job well done with the China Symposium. She added that she was quite disappointed with the media coverage and the lack of significant information.
- Chairman Baldyga brought up the issue of media coverage and the unnecessary damage it does to tourism (citing the shark attack). GM Pangelinan will meet with both PDN / Marianas Variety and ask to be more mindful of accuracy in their writing. The Board will look into drafting a resolution if needed.

❖ ADJOURNMENT:

Motion made by Director Calvo, seconded by Vice Chairman Kloppenburg to adjourn the meeting. Meeting adjourned at 5:15 p.m.
Motion approved.



Ms. Theresa C. Arriola, Secretary of the Board of Directors



Board Minutes prepared by Meriza Peredo, Executive Secretary