



REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM - 4:00PM
THURSDAY; February 13, 2014

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga
Theresa Arriola
Judith Guthertz
Robert Hofmann
Norio Nakajima
Nathan Taimanglo

Vice Chairman Burce Kloppenburg
N. Oscar Miyashita
Eduardo "Champ" Calvo
Jennifer Camacho
Bartley Jackson

BOARD of DIRECTORS TELEPHONICALLY:

AnnMarie Muna Off-Island

BOARD of DIRECTORS ABSENT:

Milton Morinaga Off-Island

GVB MANAGEMENT & STAFF PRESENT:

Karl Pangelinan
Rose Cunliffe
Pilar Laguana
Ana Cid
Kraig Camacho
Nakisha Onedera

Colleen Cabedo
Mark Manglona
Josh Tyquiengco
Doris Ada
June Sugawara

Felix Reyes
Nadine Leon Guerrero
Regina Nedlic
Brian Borja
Elaine Pangelinan

GUESTS:

Senator Brant McCreadie
Matthew Baza
Joann Camacho
Germard Zimmer
Jason Lin

32nd Guam Legislature
Senator Brant McCreadie's Office
DFS Galleria
Accor Hotels
Talent Basket

❖ Proceedings:

Meeting called to order at 4:10 p.m. by Chairman Mark Baldyga.

Review of the previous Regular Board minutes dated January 23, 2014.

Exhibit A

Motion made by Chairman Baldyga, seconded by Director Guthertz, to approve the minutes of January 23, 2014.

Motion approved (subject to correction).

❖ Chairman's Report:

- Reported that the launch of Tourism 2020 went very well.
- Reported that General Manager, Karl Pangelinan, and himself are reaching out for further media coverage.
- Pacific Daily News (PDN) has volunteered to have him write a series about the Tourism 2020 plan.
 - Would like to make it a 10 part series; for which, each part will cover an objective in the Tourism 2020 plan.
- In the near future he would like to take the 2014 GVB Smart Goals and have it tied more closely to the Strategic Plan.
- In closing, introduced Senator Brant McCreadie.

Guest Speaker #1: Senator Brant McCreadie

- Introduced bill no. 272-32 that seeks to protect visitors by increasing harsher punishment for misdemeanors.
 - This bill will increase the time spent in jail to a minimum of 60 days, rather than an immediate release or overnight stay.
 - Those that are convicted of the crime will not be eligible for parole and suspended sentence.
- The bill is parallel to what the Guam Code Annotated already has. The Attorney General has supported and has contributed to the bill.
- Would like to use Tumon as a crime-free zone.
- Asked the Board and GVB staff for support and feedback.
- Since GVB does a good job with disseminating information, he would like to educate the public about what the bill entails and the penalty for violating victims to prevent future crimes.

Discussion:

- In response to Senator Brant McCreadie's bill, Chairman Baldyga added that GVB has been looking to having a tourism court where there can be expedited legal processing of depositions for those who were subjected to crimes while on vacation.
 - Senator Brant McCreadie recommended that GVB should seek for grants by the court.
- Senator Brant McCreadie reported that Senator Frank Aguon Jr. and his committee scheduled a public hearing for the bill for February 25.
- Vice Chairman Kloppenburg commented that JGTA should also review the bill.
- The Board generally supports the bill and will look to work towards preparing a letter of support.



PRELIMINARY FYTD Visitor Arrivals
October 2013 - January 2014
Total: 445,099 (-0.6%)

% Market Mix	Origin	Pax	% to LY
62.7%	Japan	279,167	-9.3%
21.7%	Korea	96,677	23.6%
4.3%	US/Hawaii	19,028	2.0%
3.6%	Taiwan	15,836	17.0%
1.1%	China	4,917	96.1%
1.2%	Russia	5,552	128.8%

PRELIMINARY JANUARY 2014 VISITOR ARRIVALS
Total: 117,076 (0.4%)

% Market Mix	Origin	Pax	% to LY
59.1%	Japan	69,141	-12.3%
24.4%	Korea	28,590	24.5%
4.5%	US/Hawaii	5,214	7.0%
4.2%	Taiwan	4,912	46.1%
1.8%	China	2,114	287.9%
0.5%	Russia	587	72.6%

PRELIMINARY MTD Visitor Arrivals
February 1 - 6, 2014
Total: 23,060 (5.6%)

% Market Mix	Origin	Pax	% to LY
58.6%	Japan	13,503	-16.9%
19.3%	Korea	4,459	63.7%
4.1%	US/Hawaii	946	20.1%
5.7%	Taiwan	1,305	60.5%
6.7%	China	1,537	238.5%
1.1%	Russia	253	99.2%

Japan Visitor Profile* FY2014

*As reported by participating visitors as they depart at the Guam ABWP International Airport

	Oct 2013 (n=351)	Nov 2013 (n=350)	Dec 2013 (n=350)	FYTD2014 (n=1,051) (±3.02)
Age				
18-24	24%	31%	22%	26%
25-34	39%	40%	37%	39%
35-49	26%	23%	32%	27%
50+	11%	6%	10%	9%
First Timers	52%	43%	50%	53%
Repeaters	48%	57%	50%	47%
Length of Stay (mean)	2.79 days	2.82 days	2.97 days	2.86 days
Prepaid Per Trip (per person)	\$679.73	\$686.70	\$671.09	\$679.18
Local Per Trip (per person)	\$500.98	\$499.47	\$483.86	\$494.78

Korea Visitor Profile* FY2014

*As reported by participating visitors as they depart at the Guam ABWP International Airport

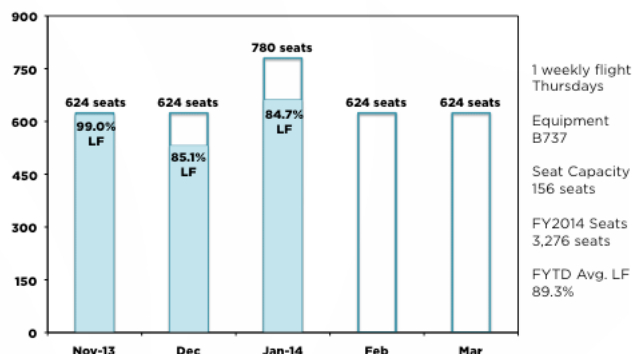
	Oct 2013 (n=350)	Nov 2013 (n=350)	Dec 2013 (n=)	FYTD2014 (n=)
Age				
18-24	5%	10%	n/a	n/a
25-34	39%	56%	n/a	n/a
35-49	32%	31%	n/a	n/a
50+	3%	4%	n/a	n/a
First Timers	89%	86%	n/a	n/a
Repeaters	11%	14%	n/a	n/a
Length of Stay (mean)	3.7 days	3.7 days	n/a	n/a
Prepaid Per Trip Per Person	\$943.60	\$948.79	n/a	n/a
Local Per Trip Per Person	\$491.34	\$436.92	n/a	n/a

Russia Visitor Profile* FY2014

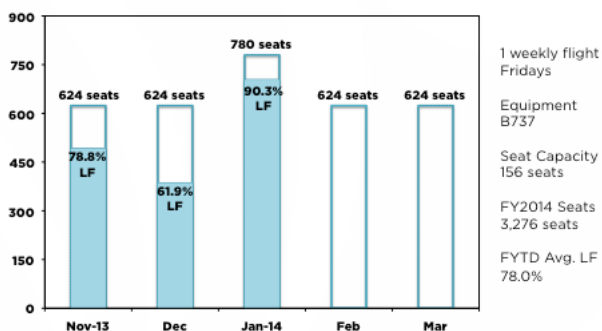
*As reported by participating visitors as they depart at the Guam ABWP International Airport

	1 st QTR FY2014	2 nd QTR FY2014	3 rd QTR FY2014	4 th QTR FY2014
Age	(n=151)	(n=)	(n=)	(n=)
18-24	4%	n/a	n/a	n/a
25-34	20%	n/a	n/a	n/a
35-49	43%	n/a	n/a	n/a
50+	33%	n/a	n/a	n/a
First Timers	91%	n/a	n/a	n/a
Repeaters	9%	n/a	n/a	n/a
Length of Stay (mean)	11.8 days	n/a	n/a	n/a
Prepaid Per Trip Per Person	\$1,844.57	n/a	n/a	n/a
Local Per Trip Per Person	\$1,614.15	n/a	n/a	n/a

FY2014 SEAT CAPACITY & LOAD FACTOR KHABAROVSK



FY2014 SEAT CAPACITY & LOAD FACTOR VLADIVOSTOK



Japan Marketing News

JTB PRESIDENT HIROMI TAGAWA VISIT

- On Guam from January 31 - February 2, 2013 for 5th JTB Koncha Golf Cup
- Accompanied by JTB Directors Shinya Kurosawa and Toru Furusawa, and PMT President Mr. Kanamaru. Local PMT operator Mr. Echikawa and Mr. Akigami escorted the group.
- Brief meeting with GVB held on February 1st at Nikko lobby lounge.



Japan Marketing News

GUAM LIVE PRESENTATION Sapporo, Japan January 31 - February 2, 2014



- Guam delegation included Japan staff and cultural entertainers
- Courtesy visits with Sapporo City Mayor Ueda and Sapporo Tourist Association Chairman Mr. Hoshino that included a short cultural performance
- Media interviews with Hokkaido Newspaper and Nikkan Sports Newspaper and also with FM North Wave live radio program
- 2-day cultural live performance shows, quiz shows and distribution of promotional materials at Mitsui Outlet Park

Japan Marketing News

2/12 Incident Anniversary - Media Report

Japan Media:

- Interview with Yokota Family on Nikkei
- Wife intends to return to Guam once healed. She was given a rosary on Guam that she treasures and was holding it during her interview
 - Appreciative of the people of Guam's kindness
 - "It's not the people of Guam's fault. I would like to visit Guam once again"
 - "Hating the defendant will not bring my husband back. I tend to think that he had an accident rather than an incident"
- Coverage in approximately 8 different media sources (Naver Matone, TBS News, TBA N-STA, Nikkei Online, Yomiuri Online, Mainichi Online, Inter FM, NTV)
- Most media focused on the winter Olympics

China Marketing News

10 Lunar New Year charter flights bring over 1,700 from Beijing, Shanghai, & Chengdu



Korea Marketing News

Korea Outbound Travelers - Guam Market Share

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
K Cultural	1,368,007	1,399,635	1,404,076	1,407,407	1,394,400	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	13,680,700
Guam Hotel	1,368,007	1,399,635	1,404,076	1,407,407	1,394,400	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	13,680,700
Hotel Share	1.1%	1.2%	1.2%	1.2%	1.1%	1.2%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.2%
K Cultural	1,368,007	1,399,635	1,404,076	1,407,407	1,394,400	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	13,680,700
Guam Hotel	1,368,007	1,399,635	1,404,076	1,407,407	1,394,400	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	13,680,700
Hotel Share	1.1%	1.2%	1.2%	1.2%	1.1%	1.2%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.2%
K Cultural	1,402,500	1,399,635	1,404,076	1,407,407	1,394,400	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	13,680,700
Guam Hotel	1,402,500	1,399,635	1,404,076	1,407,407	1,394,400	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	13,680,700
Hotel Share	1.6%	1.6%	1.6%	1.6%	1.6%	1.7%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.7%
K Cultural	1,402,500	1,399,635	1,404,076	1,407,407	1,394,400	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	13,680,700
Guam Hotel	1,402,500	1,399,635	1,404,076	1,407,407	1,394,400	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	1,399,911	13,680,700
Hotel Share	1.9%	1.8%	1.8%	1.9%	1.8%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	1.8%

• Blue K outbound projection

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
 - Feb.: KRT, Online
 - Mar.: YB
 - Apr.: Redcap, Very Good
 - On cable TV for an 1 hour
- MICE Group
 - Feb.: Webon - 100 pax (new)
 - Mar.: Easy well fare - 200 pax (new), Loreal - 350 pax, Bundang International Middle School - 120 pax (new)
 - Apr.: Met Life - 1,700 pax (new)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Pax:	150												150

Korea Marketing News

3 month Activities/Programs

- KE Sales Contest with KGMC agents for Mar. & Apr.
- Golf Tournament on Guam:
- Feb.: Yeobaekhoe - 100 pax
- KE Busan Fam Tour
- Mar. 9 - 13, with Busan Agents 15 pax
- Daegu wedding planner Fam Tour
- Mar. 9 - 13, with 11 pax

Korea Marketing News

3 month Activities/Programs

Guam International Marathon package - Mode & Airtel.com (Jeju Air)



Taiwan Marketing News

3 Month Forecast

Month	Forecast Pax	%Change	Last Year	Seat Forecast 14	Seat Data 13	% Change Seats
February	3,333	-26.8%	4,552	4,761	6,074	-21.6%
March	3,409	6.1%	3,212	5,013	4,714	6.2%
April	3,296	8.7%	3,031	4,708	4,614	2.0%

- Since 2013 CNY Holiday was in Feb., and 2014 CNY was started from Jan., there is a big increase in Jan. when comparing to the same period in 2013, vice versa. On the other hand, it is heard that the United States military will be deployed in Guam in February. The sales rate in Guam might be affected as hotel rooms are limited to travel agents.

Flight / Seat breakdown

Month	Forecast Pax	%Change	Last Year	Seat Forecast 14	Seat Data 13	% Change Seats
February	3,333	-26.8%	4,552	4,761	6,074	-21.6%
March	3,409	6.1%	3,212	5,013	4,714	6.2%
April	3,296	8.7%	3,031	4,708	4,614	2.0%
February						
- CI Flight : Taipei 2x per week = 2,440 (305 seats)						
- EVA Air : Taipei 2x per week = 2,016 (252 seats)						
- Q Air charter flight *1 = 305 (Feb. 1st) (305 seats)						
				Total 4,761		Total 4,708
March						
- CI Flight : Taipei 2x per week = 2,745						
- EVA Air : Taipei 2x per week = 2,268						
				Total 5,013		

Taiwan Marketing News

January

Events : My Dream Vacation USA – Spring Theme Press Event

- DA held a press event on Jan 6th at 5pm at International Hall, 2nd floor of the Ambassador Hotel.
- Information was shared on Long Ride and Guam International Marathon for Guam.
- Trade reporters were also invited to participate in the activities



Taiwan Marketing News

January

SGF 2013/ Trade incentive

- GVB Taiwan held award presentations separately with China Airlines and EVA Airways, for the top 3 TAs for SGF sales on Jan. 15 & 16.



#GuamLove Campaign

1. #GuamLove campaign has launched & runs until March 15, 2014.
2. Campaign celebrates Valentine's Day & Japanese White Day.
3. Streetlight banners and lights along Tumon on display.
4. #GuamLove event & Hafa Adai Pledge signing on February 15* at GuamLove Light Park in Tumon (across from Hyatt) at 5:30 p.m.
5. Social media contest on GVB facebook page being promoted.
6. Fireworks on February 14 at 9:00 p.m.



Discussion:

- Management reported that GVB is in the process of translating the Tourism 2020 plan to Japanese.
- Introduced Jason Lee to present on GVB Social Media

Guest Speaker #2: Jason Lin

- Gave a 10-minute quarterly report on GVB social media.
- Reported what each market segment has been talking about online, where the conversations have been taken place, growth with Facebook coverage, competitive trends, and review/results of Shop Guam 2013.
- Reported that there is more coverage with Facebook as compared to last year.
- Also reported that the Shop Guam app did well with 6,500 downloads.

Guest Speaker #3: Gerhard Zimmer

- Spoke about his experience working on Guam and being in GVB Board in the 80's.
- Spoke about the potential of the Chinese market on Guam.
- Vice Chairman mentioned that he would like to meet with Mr. Zimmer to talk about some China initiatives.

❖ Report of the Treasurer:

Exhibit C

Cash Position Report:

Cash report as of February 10, 2014.

Total cash in banks report (as of 2/10/14) \$13,913,876.71

Total allotment received to date: \$5,345,390.00

Accounts Receivable FY2014: \$12,916,744.00

Accounts Payable to Date: \$5,538,151.79

- Director Miyashita reported that GVB is looking financially healthier compared to last year.
- Also reported that the audit report is finalized.
- Would like auditors to come next meeting and talk about it in-depth.

❖ Report of the Board Committees:

A. EXECUTIVE COMMITTEE

- Nothing to report.

B. ADMINISTRATION & GOV'T RELATIONS

- Chairman Baldyga requested that Director Guthertz, General Manger Karl Pangelinan, and himself, to hand deliver the Tourism 2020 to each senator over the next two weeks.

C. KOREA MARKETING

Exhibit D

- Director Miyashita reported that JGTA meeting has been postponed.
- KMC trying to address the exit survey by simplifying it with more accurate information.
- Korea MICE group coming in April 3-16 (1,700pax)
- Next KMC meeting is scheduled for February 18.

D. NORTH AMERICA & PACIFIC MARKETS

Director Guthertz made a motion, seconded by Director Jackson, to approve travel for the GVB Marketing Manager and four Marketing Officers, to attend the 46th U.S. Travel Association IPW in Chicago, Illinois during April 5-9, 2014. Travel cost is approximately \$19,315.00 and will come out of the following accounts: US-TTC044 (\$7,726.00), CI-SMD023 (\$3,863.00) and JA-SMD003 (\$7,726.00).

Motion Approved.

Airfare	\$2,250.00 x 5 pax	\$11,250.00
Per Diem (Lodging)	\$186/Night x 6 Nights x 5 Pax	\$5,580.00
Per Diem (M&IE)	\$71/Day x 7 Days x 5 Pax	\$2,485.00
	TOTAL	\$19,315.00

Background: The U.S. Travel Association is the official marketing arm of the United States. 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 (IPW) 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 46th Anniversary IPW. Between 350 - 400 travel journalists from around the globe also participate, so GVB is anxious and eager to meet up with as many travel/trade professionals as possible to push Guam. U.S. Embassy and U.S. Commercial Service representatives from around the world will attend IPW and GVB will take advantage of this rare annual opportunity to meet with them.

GVB will also attend the Women In Travel and Tourism International (WITTI) held at the same time as IPW. WITTI is an organization that works to enhance the success of women in the travel and tourism industry through peer-to-peer networking, mentoring, lead sharing, and giving back to the community in meaningful ways to serve women in travel. They hold their annual meetings to coincide with IPW.

GVB plans to send the Marketing Manager and key marketing staff to this very important and strategic event to maximize one-on-one appointments with key media, buyers and trade professionals from our source markets and from around the world.

More than 500 appointments are expected during the travel/trade event.

While in Chicago, the team plans to meet with senior United executives to discuss Guam and regional opportunities, especially since Palau and Yap has become more United focused over Guam. They will also discuss the following issues and opportunities with United:

- Guam and regional packages
- Suggestive package rates for Guam's 70th Liberation celebration
- Charters for FESTPAC 2016
- Guam and regional support for signature events, including GMIF

Action: Board approval for travel required.



Director Guthertz made a motion, seconded by Director Calvo, to approve travel for the Marketing Manager to meet with Crystal Cruise's management in Los Angeles and to attend the Simpleview Summit in Tucson, Arizona from April 22 - May 1, 2014. Cost is approximately \$4,518.00 and will come from the FY2014 North America Sales Marketing Development Acct# SMD023.

Motion Approved.

Airfare (\$2,500 x 1 pax)	\$ 2,500.00
Per Diem (\$1,768 x 1 pax)	\$ 1,768.00
Unanticipated expense (Meetings, Misc.)	<u>\$ 500.00</u>
TOTAL:	\$ 4,768.00

Background: The Simpleview Summit gathers hundreds of the world's greatest destination marketing professionals for inspiring and informative networking events, cutting edge training, along with dozens of in-depth sessions of the latest trends and developments in online tourism marketing and sales. This rare opportunity to spend the week with Simpleview experts, along with industry peers is essential for learning about real-life tourism marketing experiences, best practices and tips. As such, this is an especially important year for the Marketing Manager to keep abreast with web technology and digital marketing trends to keep GVB on the cutting edge.

Reasons to attend:

1. New and soon-to-be-released products, updates and services.
2. Hands on pre and post-conferences and one-on-one meetings with account managers and other team members to cover topics that relate specifically to GVB.
3. Chances to network - meet, connect and share experiences with peers from more than 150 Destination Management Organizations (DMOs).
4. In-depth sessions on industry best practices and Simpleview solutions to gain skills to succeed in the marketing using the latest technology.

The Simpleview Summit will provide unique opportunities for Pilar Laguaña, especially in her capacity as Marketing Manager, to be exposed to unique networking opportunities that will connect the Bureau with Simpleview users from similarly sized travel destination organizations who's marketing professionals will be counter-parted with GVB. Additionally, the Marketing Manager will be able to get answers to specific marketing questions relative to Guam by Simpleview's pool of professionals.

Ms. Laguaña will also pursue ways to discover how to leverage the capabilities and power of Simpleview products and services; making the most of our own resources to maintain a level field with our peers. The following three items come closest at this time:

- a. Shop Guam Festival 2014
- b. China Aggressive Marketing Plan
- c. GVB's Calendar of Signature Events, including FESTPAC 2016

Action: Board approval required for travel.



Director Guthertz made a motion, seconded by Director Calvo, to approve travel for two (2) GVB Marketing staff to attend the 20th Asia Dive Expo in Singapore from April 11-13, 2014. (Cost approximately \$8,000.00 and will come from the FY2014 Pacific Travel/Trade/Consumer Shows Account TTC053.

Motion Approved.

Airfare (\$900 x 2 pax)	\$1,800.00
Per Diem - Lodging, M&IE (\$453 x 6 days x 2 pax)	\$5,436.00
Miscellaneous/Unanticipated Expenses (excess luggage, taxi, booth materials, etc.)	\$764.00
Total	\$8,000.00

Background: The Asia Dive Expo (ADEX) is the largest scuba diving event in Singapore. The event is scheduled to take place from April 11-13, 2014 at the Marina Bay Sands Expo. ADEX is sponsored by Scuba Diver magazine, Asia Dive Expo and Asian Diver, the three most trusted scuba entities in Asia Pacific and are sure to provide extensive coverage of the event.

This year's ADEX is dedicated to the coral reef. The event brings together dive operators, enthusiasts, marine conservationists and all those with a passion for the underwater world. In addition, the show invites thousands of dive enthusiasts from around the region looking for new and exciting destinations to explore.

Last year the show received another record-breaking attendance with 38,342 visitors. Because of the large number of attendance and exhibitors, ADEX has been touted as the best dive show in the world. This year, organizers are anticipating breaking last year's record attendance.

The Guam Visitors Bureau will be inviting its dive partners on Guam and from the Micronesia region to participate or provide collateral materials that will be distributed during the event. In addition to this, at last year's event, United supported GVB by offering special packages to Guam from Singapore and committed to providing the same support this year. The fact that Malaysia and Singapore are part of the Guam-CNMI Visa Waiver Program, there is an opportunity to increase visitor arrivals from these markets.

Action: Board approval required for travel.

E. GREATER CHINA MARKETING

- Presented a 30-minute brief run-through of the Aggressive China Marketing Plan.
- Since the GVB is proposing to invest millions on the China plan, Chairman Baldyga requested to extend the plan for 18-months as compared to the presented 6-months.
- The China marketing team will work on the request and report back next week during the Board working session.

F. RUSSIA & NEW MARKETS

- Director Jackson will present on Russia next Board meeting.

G. DESTINATION MANAGEMENT

Exhibit E

Director Hofmann made a motion, seconded by Director Guthertz, to approve San Vitores median improvement plan (Proa, Hyatt, Reef, JFK, DFS) and tree trimming of 3 large flame trees at GVB office. Services to be performed by GVB's current Tumon Landscaping Contractor, LMS Guam.

Chairman Baldyga made a motion, seconded by Vice Chairman Kloppenburg, to amend the motion by adding at the end [to be paid for by GEDA].

Motion Approved.

Background: Reinvestment requirements by the Guam Economic Development Authority are tourism specific and aim at enhancement of Guam's tourism infrastructure. Examples of previous improvements were: painting of Ypao amphitheatre, graffiti removal school.

Issue: Board approval required. GEDA will issue payment directly to LMS for the benefit of GVB.

Discussion:

- Chairman Baldyga commented the he would like to meet next week with Vice Chairman Kloppenburg, General Manager Pangelinan, Doris Ada, and Meriza Peredo, to clearly define specific tasks under destination management, and divide tasks.
- Chairman Baldyga also added that he would like to clean-up banners on a contract basis and start working on the revised draft of the signage law.

H. CULTURAL HERITAGE & COMMUNITY OUTREACH

Director Hofmann made a motion, seconded by Vice Chairman Kloppenburg, to approve travel for the CHaCO Chairwoman Theresa Arriola, one CHaCO staff, Master Frank Rabon and 2 assistants to attend the US-Guam Chamorro Dance Academy in Los Angeles and San Diego, the 5th Chamorro Cultural Festival and Uno Hit Conference in San Diego from March 26 – April 1, 2014. (Estimated cost up to \$23,000.00, Acct No. DM-CPO006).

Motion Approved.

Background: The US-Guam Chamorro Dance Academy workshop will be launched on March 27th in Long Beach, California and in San Diego on March 28th. Various active stateside Chamorro dance groups are in need of more training to be qualified for FestPac 2016. To help achieve this objective and as part of the preparations for the FestPac 2016, the Bureau will be working closely with the stateside based cultural groups.

Also, the Bureau will be attending the 5th Chamorro Cultural Fest (CCF) at which time the cultural groups that attended the US-GCDA will be performing on the main stage. The

CHaCO Chairwoman, also a guest speaker at the 2nd Uno Hit Conference, will be giving an update on FestPac 2016.

Airfare	\$2,000.00	5 pax	\$10,000.00
Per Diem			
Therese Arriola			
San Diego Lodging	\$173.75	4 nights	\$695.00
San Diego M&IE	\$88.75	5 days	\$443.75
Los Angeles Lodging	\$172.25	2 nights	\$344.50
Los Angeles M&IE	\$88.75	2 days	\$177.50
GVB CHO, Dance Master & 2 asst.			
San Diego Lodging	\$139.00	4 nights	\$2,224.00
San Diego M&IE	\$71.00	5 days	\$1,420.00
Los Angeles Lodging	\$133.00	2 nights	\$1,064.00
Los Angeles M&IE	\$71.00	2 days	\$568.00
Professional Fee			
Dance Master	\$100.00	5 days	\$500.00
2 Assistants	\$50.00	5 days	\$500.00
Misc Expenses			
Workshop Venue	\$1,000.00	4 days	\$4,000.00
Car Rental	\$100.00	6 days	\$600.00
Excess Baggage	\$70.00	4 baggage	\$280.00
Unanticipated Expense			\$183.25
TOTAL:			\$23,000.00

Discussion:

- Director Arriola commented that it is the launching of the Japan Guam Chamorro Dance Academy in the United States.

I. SPORTS & EVENTS

- Nothing to report.

J. MEMBERSHIP DEVELOPMENT

- Director Camacho accepted the role to be the Chairwoman of Membership.
- Reported that Membership will be holding their first meeting February 20.
- March 28 will be their first quarterly meeting. (venue TBD)
- Reported that her and TIR, Meriza Peredo, are excited about getting things going this year.
- Reported that there is currently 291 GVB members and would like to have a target goal set.

K. RESEARCH:

- Nothing to report.

L. JAPAN MARKETING

Director Nakajima made a motion, seconded by Vice Chairman Kloppenburg, to approve travel for GVB Japan Web Coordinator, Ms. Kaori Hata, to travel to Guam to participate in new GVB Website (CSM) Training scheduled for February 18-21, 2014. (Estimated Cost: \$1,287.50 from Account SMD004)

Motion Approved.

Travel Expenses

Airfare (1 pax):	\$ 740.00
Per Diem (\$62.50 x 3 days):	\$ 187.50
Lodging (\$120.00 x 3 nights):	<u>\$ 360.00</u>
TOTAL:	\$ 1,287.50

Background: With the launch of GVB's new Website, travel is necessary to attend scheduled training sessions on Guam.

Issue: Board approval required for travel.

Discussion:

- Next JMC meeting is scheduled for February 19.
- Chairman Baldyga added that he received an email from H.I.S. and LamLam Tours asking for feedback regarding the bus stops.

❖ **OLD BUSINESS**

- No old business.

❖ **NEW BUSINESS**

- Voted unanimously to support and work with Senator Brant McCreadie and his office on the 272-32 bill "Vulnerable Victims Act 2014".
- Marketing Manager, Pilar Laguana introduced to the Board a 30-minute run-through of the Aggressive China Plan.
- Chairman Baldyga requests to finish the draft of the new signage law.
- Chairman Baldyga requests management to get in contact with GPD to ask how many crimes against tourists were there.

❖ **EXECUTIVE SESSION**

- No executive session.



❖ ANNOUNCEMENTS

GVB Events:

2/15/14 (Sat) - 5:30pm - 7:30pm = Guam Love Light Village

GVB Sponsored Events:

Marianas Cup Beach Volleyball Tournament

2/14/14 (Fri) - 4:00pm - 6:00pm = Pro Beach Volleyball Clinic at The Beach

2/15/14 (Sat) - 9:00am - 3:00pm = Marianas Junior Cup

6:00pm = Dinner Party with players

2/16/14 (Sun) - 9:00am - 3:00pm = Marianas Junior Cup

4:00pm = Exhibition Matches

❖ ADJOURNMENT

Chairman Baldyga made a motion, seconded by Director Arriola to adjourn the meeting.
Meeting adjourned at 5:39PM.

Motion approved.

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

Board Minutes prepared by Colleen Cabedo, Executive Secretary

Action Items 02/13/14:

- Decide whether a motion must be made to move 2/12 account back into rainy day fund. (1/23/14)

- 1. Mid year Committee review

- 2. MEMBERSHIP

- 3. ACCOUNTING

- JAPAN
 - Japan MOII Nadine Leon Guerrero, will report back the percentage of seats that will be cut effective February for Delta flights. (1/9/14)

- DMC
 - Chairman Baldyga wants a letter written to private businesses regarding the graffiti issues. (10/24)
 - For the 1st Quarter Smart Goals, Chairman would like to see Destination Management create a system that attacks:
 - (1) Drafting of a new signage law,
 - (2) Abolishing graffiti and,
 - (3) The new Visitor Safety Patrol. (12/12)
 - In addition to DMC Smart Goals for 2014, Chairman Baldyga advises to act upon the construction of bus stops. (12/12)
 - Chairman Baldyga requested to make a detailed master task list on excel to prioritize all tasks and to set by quarter to be completed. (1/23/14)

- KMC
 - **Awaiting Response:** Vice Chairman Kloppenburg asked to find out what percentage comes out of the Korea market vs Japan market in regards to the \$5 facility fee paid to GIAA. (10/10)
 - **Ongoing:** Chairman Baldyga requests the KMC to come up with creative ideas to support flightship carriers. (11/27)

- GREATER CHINA

- RUSSIA AND NEW MARKETS
 - Set up Medical Tourism task force
 - Chairman Baldyga and Director Jackson will meet this week about the Medical Task Force. (7/11)
 - Followup with US consulate regarding sisterhood agreement. (10/10)
 - Chairman Baldyga suggests that GVB encourage its members to provide Russian language product brochures, signage, menus, etc. to help Russian tourists. (11/27)

- Chairman Baldyga suggested that the 1st Quarter Smart Goals for the Russia Committee, include sending out a letter to membership giving suggestions to aid in their promotions to the Russia market. (12/12)
- NAP
- ADMINISTRATION / GOVERNMENT RELATIONS
 - Director Guthertz requests that the Board write a letter recommending Chamorro Village management, under the Department of Affairs, to prioritize the Traditional Chamorro Masters, by providing them two units within Chamorro Village to have demonstrations and to display their craftsmanship. (12/12)
 - General Manager will send a letter out to the President of Department of Chamorro Affairs. (1/9/14)
 - In response to the Tourist Crime Court brought up by Director Guthertz, Deputy General Manager will follow up with Josh Tyquiengco on research of the amount of crimes that were made on tourists. (1/9/14)
 - Chairman Baldyga requested the Deputy General Manager, Nathan Denight, to get details from the General Manager, Karl Pangelinan, in regards to an issue made by GovGuam retirees and to possibly go into Executive Session for the next board meeting. (1/23/14)
- SPORTS & EVENTS
 - Director Morinaga recommends providing information to GHRA about sports cycling. (11/27)
- CULTURAL HERITAGE & COMMUNITY OUTREACH
- EXECUTIVE COMMITTEE
- RESEARCH
 - For visual clarification, Chairman Baldyga requested to include expenditures of per day and per stay, within the Exit Survey. (12/12)