



REGULAR BOARD MEETING  
GVB MAIN CONFERENCE ROOM - 4:00PM  
THURSDAY; February 27, 2014

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga	Milton Morinaga
Theresa Arriola	N. Oscar Miyashita
Judith Guthertz	Norio Nakajima
AnnMarie Muna	Nathan Taimanglo

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:

Vice Chairman Bruce Kloppenburg	Off-Island
Bartley Jackson	Off-Island
Robert Hofmann	Off-Island
Eduardo "Champ" Calvo	Off-Island
Jennifer Camacho	

GVB MANAGEMENT & STAFF PRESENT:

Karl Pangelinan	Nathan Denight	Colleen Cabedo
Debi Phillips	Mark Manglona	Nadine Leon Guerrero
Laurette Perez	Josh Tyquiengco	Meriza Peredo
Ana Cid	Doris Ada	Brian Borja
Kraig Camacho	June Sugawara	Elaine Pangelinan
Nakisha Onedera	Dee Hernandez	

GUESTS:

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❖ Proceedings:

Meeting called to order at 4:29 p.m. by Chairman Mark Baldyga.

Review of the previous Regular Board minutes dated February 13, 2014.

Exhibit A

Motion made by Director Guthertz, seconded by Director Arriola, to approve the minutes of February 13, 2014.

Motion approved (subject to correction).

❖ Chairman's Report:

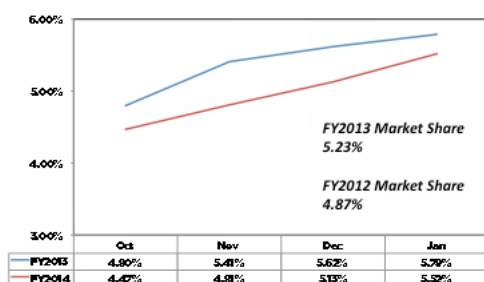
- Chairman Baldyga thanked those that came to the work session to discuss the China plan.
- For those that missed the meeting:
  - The China plan is being refined.
  - The board suggested lowering the amount, tightening it up, and making it more performance-based.
  - There was a suggestion made to consider incentives for the Japan market, given the decline in that market, and to reserve some money for KAL pax, bus shelters, and more.
  - The board would like to tap but not drain the account.
  - The board suggested funding 18 months, as compared to the initial plan of 6 months. After seeing the funding for the 18-month commitment, they determined that we might not be able to afford the commitment. Instead, the board determined that perhaps the China plan should be made up of a strong 2-tiered 6-month commitment. The first tier will be funded by GVB and the second tier (which represents continuation of a strong 6-month plan) will hopefully be incorporated into the 2015 budgeting for funding by the Legislature based on performance.
  - Staff will make revisions of the plan and hopefully it will be set in 30 days for board approval.
- Reported that GM, Ed Untalan (GIAA), and himself, are hoping to meet with Korean Airlines to gain support for a China route.
- Met with the GM, Vice Chairman Kloppenburg, and Doris Ada about defining and refining the scope of work and tasks of TIR and Destination Management.
- Would like to work with management to put together a five-year task plan that corresponds to the strategic plan.
- Discussed issues with trolley and amount to fix bus stops and advised that these funds will be required this fiscal year. He would like the board to think if GVB should fund the bus stops and keep the advertising space or lease out ad space or whether should GVB do an RFP for a third party to build and maintain the bus stops and for them to keep or sell the advertising space.
- Reported that he will be off-island next board meeting and in his place will be Vice Chairman Kloppenburg.
- Would like to have a representative from GPD or GIAA to be a guest speaker for an upcoming board meeting.



**PRELIMINARY MTD Visitor Arrivals**  
February 1 - 20, 2014  
Total: 80,306 (-4.7%)

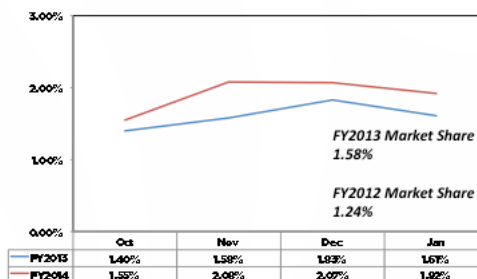
% Market Mix	Origin	Pax	% to LY
64.7%	Japan	51,951	-13.4%
20.2%	Korea	16,235	32.0%
3.9%	US/Hawaii	3,094	25.6%
3.8%	Taiwan	3,022	-16.1%
2.3%	China	1,851	-30.4%
1.2%	Russia	962	192.4%

**FY2014 Japan Market Share**



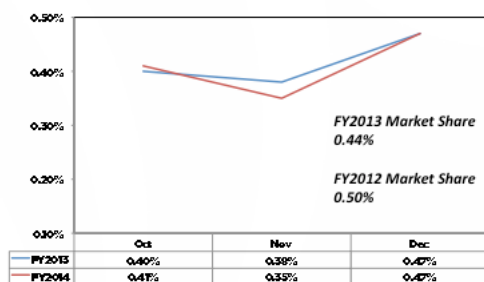
Source: Japan National Tourism Organization

**FY2014 Korea Market Share**



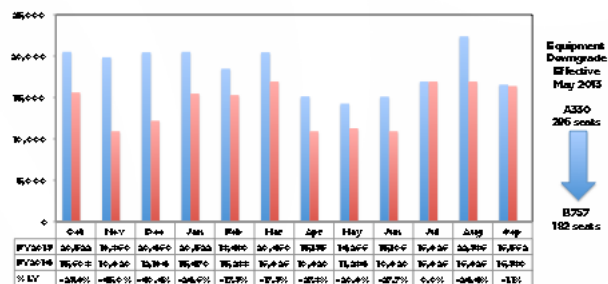
Source: GVB Korea, TLK Marketing

**FY2014 Taiwan Market Share**



Source: Tourism Bureau, Ministry of Transportation & Communications

**FY2014 NARITA SEAT CAPACITY  
DELTA AIRLINES**



Note: February 2014 - September 2014 is forecasted

## Japan Marketing News

### Karatsu City Visit from Feb. 17-19, 2014

- Delegation to participate in GMIF.
- 11 Karatsu delegates met on environmental issues and recycling of tires.
- Karatsu food tasting.
- GVB hosted dinner reception for the delegation on Feb. 18 at Reef Hotel.



## Japan Marketing News

### Kashiwa

- Meeting with Mr. Shizuki Nagao
- President Kashiwa Football Association
- President of Kashiwa Citizen Newspaper
- President of Yomiuri Shinbun Hiroshima Hanbai

- Encouraging economic development between our long standing Friendship City
- Mayor of Kashiwa encouraging evolution of relationship to Sister City



## Japan Marketing News

### Japan Advertising

- Train advertising in Tokyo, Nagoya, Osaka and Fukuoka
- Major train/subway lines
- Includes Train TV, big station posters and Stairway posters and train jacks



## Japan Marketing News

### PR Status as of Feb. 17, 2014

Program Title	Title of Media	Type of Media	Frequency	Number of Spots	Length (seconds)	Rate	Cost	ROI
Feb. 17-19, 2014	TBS	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%
Feb. 17-19, 2014	TV	TV	2/14-16	5/14,000	30 sec	\$1,140,000	\$5,700,000	107.1%

#### Summary

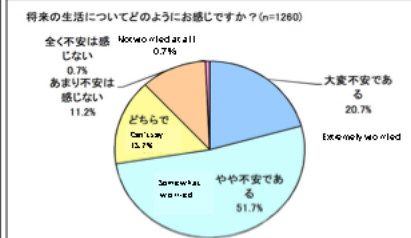
- Coverage in 9 different media
- GVB Cost: \$138,095.61
- Ad Value: \$5,357,504.36
- ROI: 38.8:1

## Japan Marketing News

How do you feel your future life after consumption tax hike ?

Future life

(図 4 将来の生活について)



## Korea Marketing News

### 3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '14	Seat Data '13	% Change Seats
February	22,000	18,979	15.9%	29,800	29,756	0.1%
March	21,000	16,327	28.6%	31,147	27,251	14.3%
April	19,500	15,254	27.8%	29,894	20,364	46.8%

#### Eliahs

##### February

- KE Flight : Incheon 7 per week = 8,112 (8777-000, 8777-000)  
 - Busan/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)

Total 29,800

##### March

- KE Flight : Incheon 7 per week = 8,724 (8777-000, 8777-000)  
 - Busan/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)

Total 31,147

##### April

- KE Flight : Incheon 7 per week = 10,950 (8777-000)  
 - Busan/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)  
 - Incheon/Seoul : Incheon 7 per week = 5,040 (8777-000)

Total 29,894

## North America Marketing News

16<sup>th</sup> Los Angeles Times Travel Show  
January 17-19, 2014



- 25,000+ visitors and 1,500 travel trade professionals attended the event over the three days.
- The GVB booth won the "Best in Show" award.
- Twenty (20) enthusiastic Chamorro volunteers came out to help with the show.

## North America Marketing News

LA Times Show – Los Angeles



## North America Marketing News

Los Angeles Travel & Adventure Show – Long Beach  
February 8-9, 2014



- More than 32,000 visitors to the event over two days.
- The GVB cultural group won the "Best Cultural Dance Performance" award
- Affluent region of California and close to Chamorro population base.

## Philippines Marketing News

21<sup>st</sup> PTAA Travel Tour Expo  
February 14 – 16, 2014

GVB Delegation: Nathan Denight, Gina Kono, Haven Torres,

Co-exhibitors: Entertainment from Jesse & Ruby & (6) Cultural Dancers

- President Benigno Aquino gave opening remarks
- GVB won the "Best Booth" and "Best Overall Performance" awards.
- 80K Attendees at Expo.



## Philippines Marketing News



Philippine Airlines Courtesy Call  
February 12, 2014



GVB & United Product Update Seminar  
February 13, 2014  
85 travel agents present

\*Guam's Maria Perdon is United Airline's Country Manager in the Philippines.

## Pacific Marketing News

### PATA Micronesia Chapter Meeting in Palau

- February 10-12, 2014
- Guest Speaker: Therese Arriola, FESTPAC 2016
- Next meeting scheduled for July 23-25, 2014 - Pohnpei





## Guam Events Press Conference

Friday, March 7, 2014 at Hyatt Regency, 11:30 a.m.

- Detailed information on GVB Signature Events for 2014 including:
  - Ko'ko' Kids Run
  - Guam International Marathon
  - Guam Micronesia Island Fair
  - Ko'ko' Half Marathon & Ekiden Relay
  - 2015 Guam Long Ride/Tour of Guam
- Sports tourism/ Sports grants
- Village festivals update



### Discussion:

- Discussed issue with hotel room availability.
- MOII Japan, Nadine Leon Guerrero, reported that price to Guam is similar to Hawaii, differing by \$200.
- Hotel prices have gone up; which, Director Morinaga reported as an increased yield in hotels.
- Director Nakajima reported that travel agents are not getting as much business.
- GIM attendees don't have seats, due to cuts in seating capacity in Delta flights.
- Chairman Baldyga requests to see load facts and seat availability of Delta flights out of Japan.
- GM reported that in April consumer tax increase (from 5% to 8%) in Japan will take effect, in which 72.4% are either somewhat worried/extremely worried how it will affect their lifestyle.
- Director Morinaga added that in 2015 the consumer tax will increase to 10%. This may teach Japanese to see the value of buying goods on Guam. Director Guthertz comments that this information should be advertised.
- Director Guthertz would like to see the clip from LA Times Show be advertised (YouTube, local media).
- Director Arriola reported that Palau has made a commitment to bring a full contingent to Guam for FESTPAC 2016.

### ❖ Report of the Treasurer:

Exhibit C

#### Cash Position Report:

Cash report as of February 24, 2014.

Total cash in banks report (as of 2/24/14) \$13,872,334.98

Total allotment received to date: \$6,895,740.00

Accounts Receivable FY2014: \$12,366,394.00

Accounts Payable to Date: \$5,374,735.99

- More money in Cash in Bank, but \$1 million is committed to FESTPAC.
- There is \$2 million more in the budget from the prior year and Accounting has been collecting more in payables.
- YTD total revenue has increased and total operational expense has decreased.

- Change in net asset has increase, due to the budget.
- Director Miyashita reported that GVB is looking financially healthier compared to last year.
- Thanked Controller, Rose Cunliffe, and Accountant III, Laurette Perez, for explaining the variations for better understanding.
- Director Arriola questioned if GVB is up-to-date on allotments. Laurette Perez reported that GVB is behind about a month.
- GM reported that he and Controller, Rose Cunliffe, have already met with the Governor's Chief Fiscal Advisor, Bernie Artero, and has assured that although there is a government-wide holdback, there were direct instructions from her to DOA and BBMR to release the TAF as a special fund.

❖ Report of the Board Committees:

**A. EXECUTIVE COMMITTEE**

**Guangzhou International Travel Fair (GITF)**

Director Miyashita made a motion, seconded by Director Taimanglo, to ratify the Executive Committee's approval for the travel of two (2) marketing delegates: to attend the Guangzhou International Travel Fair (GITF) in Guangzhou, China from February 24 - March 01, 2014. (Cost approximately \$7,136.00 from GITF Account)

Motion Approved.

Travel Expense:

Transportation Costs:		\$100.00
Airfare:	Roundtrip: GUM/HKG/GUM: \$800 x 2 pax	\$ 1,600.00
Per Diem:		
02/24/14 - 03/01/14	1. GVB Marketing Staff HK Lodging: \$358.00 x 3 nights = \$1,074.00 HK M&IE: \$139.00 x 4 days = \$556.00 CI Lodging: \$243.00 x 2 nights = \$486.00 CI M&IE: \$176.00 x 2 days = \$352.00	\$2,468.00
02/24/14 - 03/01/14	2. GVB Marketing Staff HK Lodging: \$358 x 3 nights = \$1,074.00 HK M&IE: \$139.00 x 4 days = \$556.00 CI Lodging \$243.00 x 2 nights = \$486.00 CI Lodging \$176.00 x 2 days = \$352.00	\$2,468.00
Miscellaneous Expenses:	Excess baggage, Communication costs, etc.	\$500.00
<b>Total</b>		<b>\$7,136.00</b>



**Background:** Guangzhou International Travel Fair (GITF) is the one of the most influential B2B fairs focusing on outbound travel, inbound travel and M.I.C.E. GITF receives wide attention among the tourism industry since its first session 21 years ago. It is recognized as a best way to get into the vast China market as well as a gate to diversified international markets by rooting in Guangdong, the largest tourist-source market of China.

This will be the first time that Guam reps will be in the market to discuss the aggressive marketing plan, alongside discussing promotions with United Airlines and the annual GVB signature event Shop Guam Festival.

**Issue:** Board approval for travel required.

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#### **Strategic Meeting with Korean Airlines**

Director Miyashita made a motion, seconded by Director Taimanglo, to ratify the Executive Committee's approval for the travel of GVB Chairman and GIAA Chairman to attend a VIP meeting with Korean Airlines' head office to discuss strategic direct air service opportunities to Guam in Seoul, Korea from March 2, 2014 - March 4, 2014. (Cost approximately \$3,650.00 from China SMD Account CI-SMD-023)

Voted to Amend.

Director Miyashita made a motion, seconded by Director Guthertz, to amend said motion to include [up to two GVB representatives, including GVB Chairman].

Amended Motion Approved.

Travel Expense:		
Air Fare	Roundtrip: GUM/ICN/GUN \$800 x 2 pax	\$1,600.00
Per Diem	GVB Executive	
	KO Lodging: 287.50 x 2 nights = \$575.00	
	KO M&IE: \$150.00 x 3 days = \$450.00	\$1,025.00
	GVB Executive	
	KO Lodging: 287.50 x 2 nights = \$575.00	
	KO M&IE: \$150.00 x 3 days = \$450.00	\$1,025.00
<b>Total:</b>		<b>\$3,650.00</b>

**Background:** The Guam Visitors Bureau and Guam International Airport Authority (GIAA) will be conducting a meeting with senior management from Korean Airlines to discuss future direct air service from Guam's tourism source markets to include Mainland China and other markets. Face-to-face discussion is required along with GIAA executives to develop a feasible and strategic approach to garnering direct air service, which will help Guam open more tourism source markets in order to diversify the island's visitor arrival mix. Current outbound travel trends are aligned with GVB's Tourism 2020 plan and present opportunity for Guam to aggressively pursue the addition of direct air service to the island.

**Issue:** Board approval for travel required.

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### **Routes Asia 2014**

Director Miyashita made a motion, seconded by Director Guthertz, to ratify the Executive Committee's approval for the travel of (1) GVB staff to attend the Routes Asia 2014 Conference in Malaysia from March 9-11, 2014. Travel cost is approximately \$3,500.00 and will come out of China Account no. CI-SMD023.

### **Motion Withdrawn.**

Director Miyashita made a motion, seconded by Director Guthertz, to approve the travel of GVB board member or staff to attend the Routes Asia 2014 Conference in Malaysia from March 9-11, 2014. Travel cost is up to \$4,000.00 and will come out of China Account no. CI-SMD023.

### **Motion Approved.**

Airfare for one (1) pax	\$2,000.00
Per Diem: Lodging: \$126.00 x 5 days	\$630.00
Per Diem: M&IE: \$62.00 x 6 days	\$372.00
Miscellaneous: Excess baggage, transportation, taxes, meetings, etc.	\$498.00
<b>Total:</b>	<b>\$3,500.00</b>

**Background:** Routes Asia forms the essential event for all aviation-based companies who wish to conduct business to, from, and within the region. The event brings together a range of airlines, airports, and tourism authorities –including some of the largest carriers from the entire Asia region, which offers the opportunity to meet with some of the most influential aviation professionals from across the world.

This year, over 800 aviation professionals, 90 airlines, 230 airports, several high level speakers, and tourism authorities will meet from March 9-11, 2014 in Malaysia to set up what is sure to be another successful event.

The Guam International Airport Authority (GIAA) will also be attending Routes Asia 2014. Together with the Guam Visitors Bureau (GVB), the delegation will be looking for opportunities to increase seat capacity and bring new airlines to service Guam. GVB in particular with its aggressive plans for China and aims to establish relationships with Chinese airlines to explore opportunities for additional charter or direct flight services to Guam.

**Issue:** Board approval for travel required.

## **B. ADMINISTRATION & GOV'T RELATIONS**

- Chairman reminded that he would like Senator Guthertz, GM, and himself to hand deliver the Tourism 2020 plan to senators to seek support for TAF funds.
  - Would like to do this during his brief time back on Guam; between March 20 - April 1.
- Chairman proposed that management should recommend the Guam Museum Foundation to make an RFP for private management contract services to professionally manage, run, and deal with tour agencies.
  - Director Arriola reported that from her understanding this is being worked on.
- GM will follow-up with GEDA on efforts made with the Guam Museum.
- Chairman requested for the GM to find out the potential over-runs for the museum.
- Chairman would like to have an update on the Tumon Flooding Mediation Plan.
- Director Guthertz reported GVB should be cautious that GCC is looking for more money for their tourism program and Culinary Arts.

## **C. NORTH AMERICA & PACIFIC MARKETS**

- Director Muna reported that she will be attending a cruise conference next week.
- Next NAP meeting will be next week Wednesday, March 5 at 10:30am.

### *Discussion:*

- Chairman Baldyga requested that when Director Muna comes back from the cruise conference, to prepare a list of requirements that they needed from Guam and our neighboring islands.

## **D. GREATER CHINA MARKETING**

### **Diving & Resort Travel Expo Shanghai**

Chairman Baldyga made a motion, seconded by Director Morinaga, to approve travel for one GVB marketing staff to participate in the Diving & Resort Travel Expo (DRT) in Shanghai, China from March 26, 2014 - March 31, 2014. (Cost approximately \$3,043.00 from FY2014 China Sales Market Development Account, CI-SMD023)

### **Motion Approved.**

#### **Travel Expense:**

Air Fare	Roundtrip: GUM/SHANGHAI/GUM \$1,000 x 1 pax	\$1,000.00
Per Diem	GVB Marketing Staff	
	Shanghai Lodging: \$237.00 x 5 nights = \$1,185.00	
	Shanghai M&IE: \$93.00 x 6 days = \$558.00	\$1,743.00
Miscellaneous Expenses:	Excess baggage fees / business communication	\$300.00

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**Total:** **\$3,043.00**



**Background:**

DRT Show Shanghai is the only professional diving exhibition in China and is the only show dive show endorsed by the Trade Development Bureau of China. Overall, it is a professional show that focuses on introducing diving, diving-related business, and traveling services to the public. The show will cover travel agencies and destinations, hotels and resorts, dive institutions, major dive equipments, safety gear, ocean sport and publications. Top visitors to the show include dive masters, diving instructors, distributors/agents, retail dive stores tourism boards and dive equipment manufacturers.

In pursuant of the niche market segment of diving adventure travelers from Mainland China, GVB will exhibit Guam's world-class diving destinations and other water sports tours alongside Micronesia partners such as Palau and Yap.

**Issue:**

Board approval for travel required.

*Discussion:*

- GM reported that Marketing Manager, Pilar Laguana, and MOII, Gina Kono, are in Guangzhou for the GITF.

**E. RUSSIA & NEW MARKETS**

- GM reported that it isn't official, but charters are looking to extend beyond April.

**F. DESTINATION MANAGEMENT**

Exhibit E

Chairman Baldyga made a motion, seconded by Director Arriola, to approve authorization of the General Manager as Chief Procurement Officer of the Bureau to negotiate and enter into a contract with the lowest responsible bidder of GVB 2014-002MS, CCTV Surveillance Systems Project.

Motion Approved.

**Background:**

P.L. 31-270 appropriated funding to GVB for the repair of the outdated and inoperable security system along Pale San Vitores Road and for the installation of a new security camera system along Governor Carlos Camacho Road.

**Issue:**

Board approval required.

#### G. CULTURAL HERITAGE & COMMUNITY OUTREACH

- Director Arriola reported that there was no CHaCO meeting in February.
- Dee Hernandez, Cultural Heritage Officer, was at the LA Times Show and GVB won the *Best in Show* title.
- The programs that are out of CHaCO and the launch of the U.S. dance academies will strengthen even further the groups in the states, so that they can assist in promotions when GVB is there.
- In March, Director Arriola reported that she will be attending and will be speaking at their conference, which will be the following day after the Chamorro Fest.

#### H. SPORTS & EVENTS

- Had the Guam International Marathon press conference at the PIC earlier in the day, which was well attended by all the sponsors.
- Next Sports & Events meeting will be next week Thursday at 2:00pm.

#### I. MEMBERSHIP DEVELOPMENT

- GM reported that they are still debating who will be the speaker for the membership meeting. Staff talked about getting the Secretary of Tourism from Philippines to speak.
- Chairman Baldyga suggested having a speaker who specializes in social media.
- GM suggested a representative from Trip Advisor.

#### J. RESEARCH:

- Nothing to report.

#### K. JAPAN MARKETING

Director Morinaga made a motion, seconded by Director Arriola, to approve travel for JMC Chairman and Deputy General Manager to attend meeting with airlines to discuss Haneda Charters in Japan from March 24-26, 2014. (Estimated cost of \$4,540.00 from Japan Budget Acct#SMD008)

(7 out of 8 directors; Director Guthertz voted not to withdraw)  
Motion Withdrawn.

Director Guthertz made a motion, seconded by Director Arriola, to approve travel for JMC Chairman and Deputy General Manager to attend meeting with airlines to discuss Haneda Charters in Japan from March 24-26, 2014. (Estimated cost of \$4,540.00 from Japan Budget Acct#SMD008)

Motion Approved.



Airfare	\$800.00 x 2 pax	\$1,600.00
Per Diem		
JMC Chairman	\$490.00 x 3 days	\$1,470.00
Deputy GM	\$490.00 x 3 days	<u>\$1,470.00</u>
Total:		\$4,540.00

#### **Background:**

Negotiation with airlines is necessary for summer charters from Haneda airport with minimum operational cost. Japan Government is talking about nine slots for day charters. The Bureau will join GIAA in meetings for charter slots in July and August.

#### *Discussion:*

- Director Morinaga reported that the Guam Live presentation will be held in Nagoya, March 14 & 16, and Fukuoka, March 28 & 31.
- JGTA & KTAG will have a meeting on March 9.

#### **L. KOREA MARKETING**

- Director Miyashita reported that there will be a meeting with Jeju Air on Monday, March 3 at the GVB Office.

#### **❖ OLD BUSINESS**

- No old business.

#### **❖ NEW BUSINESS**

- No new business.

#### **❖ EXECUTIVE SESSION**

- No executive session.

#### **❖ ANNOUNCEMENTS**

##### **Next Board Meeting:**

- Thursday, March 13, 2014 at 4:00pm, GVB Main Conference Room

##### **GVB Events:**

- Saturdays, March 1 & 8 - #GuamLove Fireworks in Tumon @ 9:00pm
- February 28 - March 2, 2014, Guam Discovery Day - Umatac by the Sea
- March 7 - 9, 2014, Guam Discovery Day - Umatac by the Sea (Cont'd)
- Guam Events 2014 Press Conference- Hyatt Regency Guam, March 7 @ 11:30am





## ADJOURNMENT

Chairman Baldyga made a motion, seconded by Director Miyashita, to adjourn the meeting. Meeting adjourned at 5:10PM.

Motion approved.

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

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Board Minutes prepared by Colleen Cabedo, Executive Secretary

**Action Items 02/27/14:**

1. Mid year Committee review
2. MEMBERSHIP
  - Find a speaker for membership meeting. (2/27/14)

3. ACCOUNTING

➤ JAPAN

➤ DMC

- Chairman Baldyga wants a letter written to private businesses regarding the graffiti issues. (10/24)
- For the 1<sup>st</sup> 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

- Finish revisions for China Plan and to prepare for approval of the board within 30 days. (2/27/14)

➤ 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 1<sup>st</sup> 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

- Chairman Baldyga would like Director Muna to list requirements needed by Guam and other neighboring islands while she attends the cruise conference. (2/27/14)
- 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)
  - Would like to work with management to put together a five-year plan that matches the strategic plan. (2/27/14)
  - GM will follow-up with GEDA on efforts made with the Guam Museum. (2/27/14)
  - Chairman requested the GM to find out the potential over-runs for the museum. (2/27/14)
  - Chairman would like to have an update on the Tumon Flooding Mediation Plan. (2/27/14)
  - Chairman reminded that he would like Senator Guthertz, GM, and himself to hand deliver the Tourism 2020 plan to senators to seek support for TAF funds. (2/27/14)
  - Director Guthertz would like to see the clip from LA Times Show be advertised (YouTube, local media). (2/27/14)
- 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)
  - Chairman Baldyga requests to see load facts and seat availability of Delta flights out of Japan. (2/27/14)