



REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM - 4:00PM
THURSDAY; July 24, 2014

BOARD of DIRECTORS PRESENT:

Chairman Baldyga	Vice Chairman Kloppenburg
Judith Guthertz	Bartley Jackson
Eduardo "Champ" Calvo	Norio Nakajima
Robert Hofmann	Nathan Taimanglo
Theresa Arriola	

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:

Jennifer Camacho - Off-Island, Business
Annmarie Muna - Off-Island, Business
Oscar Miyashita - Off-Island, Business
Milton Morinaga - Off-Island, Meetings/Festival in Kashiwa, Japan (GVB)

GVB MANAGEMENT & STAFF PRESENT:

Karl Pangelinan	Pilar Laguana	Joshua Tyquiengco
Colleen Cabedo	Nadine Leon Guerrero	Kraig Camacho
Felix Reyes	Ana Cid	Regina Nedlic
Brian Borja	Dee Hernandez	June Sugawara
Elaine Pangelinan	Nakisha Onedera	Gina Kono
Laurette Perez	Mark Manglona	

GUESTS:

Stephanie G. Flores - Chief of Staff, Tina Muna Barnes' Office

❖ Proceedings:

Chairman Baldyga called the regular meeting of the board to order at 4:23 p.m.

Approval of previous board minutes dated July 10, 2014.

Exhibit A

Motion made by Director Jackson, seconded by Director Guthertz, to approve the minutes of July 10, 2014.

Motion approved (subject to correction).

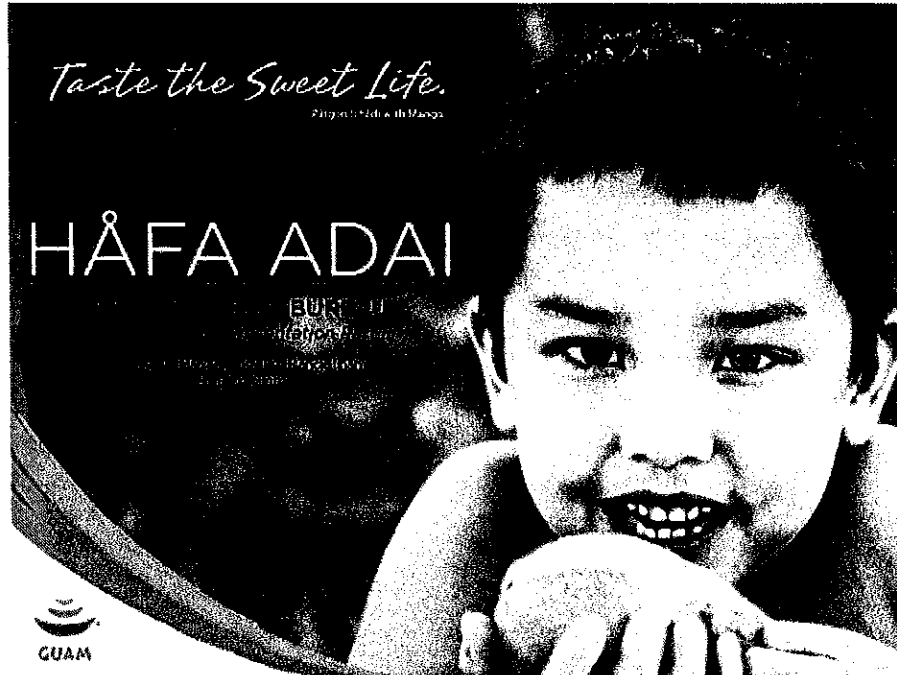


❖ Chairman's Report:

➤ Chairman Baldyga skipped his report.

❖ General Manager's Report:

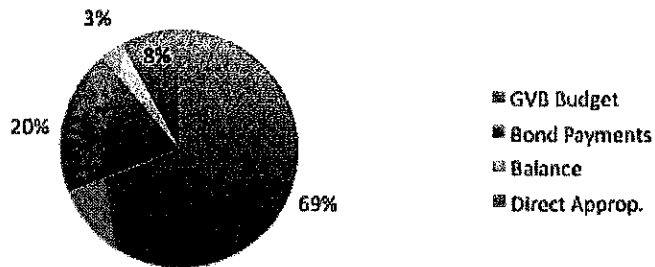
Exhibit B



➤ General Manager dissected the FY2015 proposed budget, as approved by the Executive Committee on July 22nd.

TAF FY2015 BREAKDOWN

	TOTAL	% of Total
FY 2015 TAF Projection	\$34,500,000.00	100%
FY 2015 GVB Budget	\$23,700,000.00	69%
Direct Appropriations	\$2,741,485	8%
Bond Payments	\$6,997,819.00	20%
Balance	\$1,060,696.00	3%



TAF COLLECTIONS



FY2011 - June 2014 Hotel Occupancy Taxes

	2011	2012	2013	2014
October	\$1,995,270.65	\$1,813,320.21	\$2,229,314.45	\$2,394,048.32
November	\$1,248,525.32	\$1,531,689.28	\$1,959,839.78	\$1,729,579.43
December	\$1,862,134.98	\$1,644,146.64	\$1,848,254.12	\$1,829,500.75
1st Quarter	\$4,905,930.95	\$4,989,156.13	\$6,037,408.35	\$5,953,128.50
January	\$2,021,235.50	\$2,703,694.50	\$2,624,702.41	\$3,349,662.45
February	\$2,418,005.07	\$2,697,697.61	\$2,832,715.29	\$3,128,965.37
March	\$2,304,894.86	\$2,292,825.58	\$2,629,475.48	\$3,688,994.55
2nd Quarter	\$6,742,175.43	\$7,694,217.69	\$8,086,893.18	\$10,167,622.37
April	\$2,062,094.17	\$2,424,740.37	\$2,705,727.25	\$3,100,809.86
May	\$1,512,829.67	\$1,710,483.38	\$1,965,832.45	\$2,361,488.43
June	\$1,554,241.98	\$1,737,013.72	\$1,894,239.16	\$2,404,283.49
3rd Quarter	\$5,129,165.82	\$5,872,237.47	\$6,565,798.86	\$7,856,581.78
July	\$1,304,006.04	\$1,785,367.33	\$2,057,586.60	\$2,057,586.60
August	\$1,980,407.69	\$2,214,837.44	\$2,544,554.07	\$2,544,554.07
September	\$2,816,696.74	\$3,498,639.13	\$3,313,955.15	\$3,313,955.15
4th Quarter	\$6,101,100.47	\$7,498,863.90	\$7,916,095.82	\$7,916,095.82
FYTD (Oct-Jun)	\$16,777,272.20	\$18,555,611.29	\$20,890,100.39	\$23,787,332.65
FY TOTAL	\$22,878,372.67	\$26,054,475.19	\$28,606,196.21	\$31,703,428.47

Source: Division of Account, Department of Administration, Government of Guam. Figures are unaudited estimates.

- By the end of the year we project that we will collect \$32,000,000 by the end of the fiscal year. By the looks of it, we are on track.
- Reported that our TAF projection for FY15 seems to be higher than what he last reported. With the recent opening of the Lotte Hotel and the awaited opening of the Dusit Thani Hotel, we project the FY 15 TAF to be \$34,500,000, which is quite conservative.

TAF ANALYSIS

	TAF	YOY DIFF
2011	\$22,878,373	
2012	\$26,054,475	\$3,176,103
2013	\$28,606,196	\$2,551,721
2014	\$32,000,000	\$3,393,804
2015	\$34,500,000	\$2,500,000

*Example of additional TAF contributions in 2014 & 2015

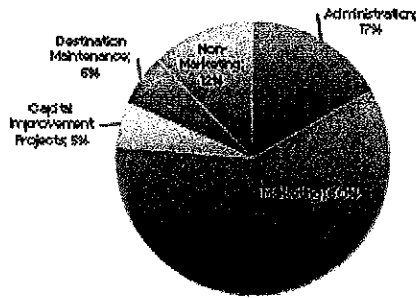
	LOTTE HOTEL	DUSIT THANI
Rooms	222	417
Room Nights	81,030	152,205
Avg Room Rate	\$200	\$200
Occupancy	70%	70%
Hotel Occupancy Tax	\$1,247,862 (1 year)	\$1,171,979 (6 months)

GVB BUDGET SUMMARY

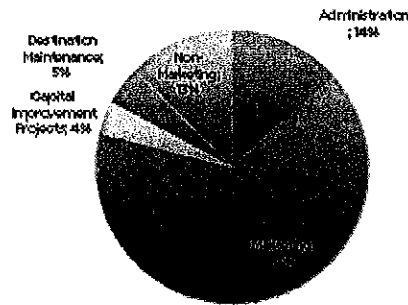
	FY 2014 REQUEST	FY 2014 BUDGET	FY 2015 MGMT REQUEST	% DIFF
Administration	2,917,120.00	2,917,120.00	3,200,000.00	9.7%
Marketing	10,478,000.00	10,420,000.00	15,502,000.00	48.8%
Non-Marketing (Research, Sports & Events, CH&CO, Visitor Safety & Satisfaction)	2,150,014.00	2,150,014.00	2,998,000.00	3.9%
Capital Improvement Projects	?	940,000.00	915,000.00	-2.7%
Destination Maintenance	?	1,060,000.00	1,085,000.00	2.4%
TOTAL	18,045,134.00	17,487,134.00	23,700,000.00	35.5%

GVB BUDGET

FY 2014 BUDGET
TOTAL: \$17,487,134.00



FY 2015 BUDGET Request
TOTAL: \$23,700,000.00



GVB BUDGET - ADMINISTRATION

	FY 2014	FY 2015 BUDGET REQUEST
TOTAL ADMINISTRATION	\$2,917,120	\$3,200,000

- Increase of \$282,880 over FY2014
- Additional personnel costs due to increments, merit bonuses, Medicare contributions and health insurance benefits.
- Increase in power and water costs
- Addition of 4 more new positions (FTEs)

GVB BUDGET - MARKETING

	FY 2014	FY 2015 BUDGET REQUEST
TOTAL MARKETING	\$10,420,000	\$15,502,000

- FY2014 Forecast: 1.35 Million Visitors
 - FY2015 Projection: 1.427 Million
 - **Refocus on Japan**
 - \$2.3M Budget Increase to \$8M
 - FY15 Goal: 940,000 pax
 - Conduct low season promotions targeting family and group
 - Continue working with JGTC to improve yield
 - Improve share of voice from .5% to 1% with Co-op and TV advertising
 - **Continued Growth in Korea**
 - \$600K Budget Increase to \$2M
 - FY15 Goal: 280,000 pax
 - Build Brand Awareness through marketing campaigns
 - Additional Air Carriers and Gateways
- Noted that most of the increased marketing dollars are to reposition us in the Japan market and to execute our promotions in the new China market. The rest of the remaining monies are scattered to help out the other markets.
- Also noted that we have included Printing Promotion in the Marketing overall budget.

GVB BUDGET - MARKETING

	FY 2014	FY 2015 BUDGET REQUEST
TOTAL MARKETING	\$10,420,000	\$15,502,000

- **Diversify: Russia**
 - Russia budget increased by \$220K to reach \$700K
 - Russia Goal: 15,000 pax
 - Foster relationship with airlines to provide regular direct air service
 - Increase Guam awareness through continued advertising & key campaigns
 - Participate in MITT and PITE 2015

- **Diversify: China**
 - China budget decrease by \$592,500 to \$2M
 - China Goal: 25,000 pax
 - Increase direct air service
 - Comprehensively enhance Chinese travelers' awareness of Guam through travel trade, eye-catching advertisement campaigns, exhibitions and sales incentive programs.
 - Joint promotion with TAs and MICE companies

GVB BUDGET - MARKETING

	FY 2014	FY 2015 BUDGET REQUEST
TOTAL MARKETING	\$10,420,000	\$15,502,000

- **Hong Kong**
 - Budget status quo at \$215K
 - FY15 Goal Pax: 14,000
 - Engage in Joint Promotions, market development and increase media exposure in wedding/honeymoon, education, sports, and cultural tourism

- **Philippines**
 - Budget increased by \$70K to \$220,000
 - FY15 Goal Pax: 12,450
 - Increase Guam awareness through a sustained year-round publicity program and Media Fam Tours
 - Cultivate MICE market through Guam Product Seminars to corporate incentive planners and partnering with corporate account managers for Airlines and TAs
 - Engage airlines and travel agents for partnership in promotions and trade-related industry events
 - Increase GVB Philippines' social networking reach

GVB BUDGET - MARKETING

	FY 2014	FY 2015 BUDGET REQUEST
TOTAL MARKETING	\$10,420,000	\$15,502,000

- **North America/ Military**
 - Budget increase by \$40K to \$220K
 - FY2015 Goal Pax: 80,231
 - Attend LA Times Travel Show, LA Adventure & Travel Show & Che'lu Inc's Cultural Festival
 - VFR - Visiting Friends & Family: Expand outreach
 - 7th Liberation Day activities and travel
 - Attend Scuba Show and DEMA in June 2015
 - Social Media - Show Us Your Chamorro Campaign
- **Cruise Shipping**
 - FY2015 Goal Pax: 3,500
 - Work with the Port Authority to improve port arrival/departure experience, as well as MCA and regional ports to extend incentives
 - Create a cruise dedicated website with the MCA & sample cruise itinerary packages
 - Micronesia Roadshow w/ PATA MIC and other cruise events

GVB BUDGET - MARKETING

	FY 2014	FY 2015 BUDGET REQUEST
TOTAL MARKETING	\$10,420,000	\$15,502,000

- **Pacific/Micronesia/Australia/Europe**
 - Budget increase by \$22K to \$120K
 - FY15 Goal Pax: 41,800
 - Integrate & develop campaigns with MicronesiaTour.com with GVB Website
 - Increase Guam's Dive Market in Australia/Micronesia as a world class destination
 - PATA meetings and conferences. link in FestPac 2016/ GMIF
 - AIDE/Asia Dive Expo 2014
 - Bi-Annual Micronesian Chief Executive's Summit (MCES)
- **Taiwan**
 - Budget increase by \$117K to \$487K
 - FY15 Goal Pax: 54,338
 - Increase social media outreach efforts (i.e. facebook page to over 60,000 likes)
 - Promote M.I.C.E Market and key campaigns (Destination Weddings, Sports Tourism/ MICE ,ITF/FESTPAC 2016)

GVB BUDGET - MARKETING

	FY 2014	FY 2015 BUDGET REQUEST
TOTAL MARKETING	\$10,420,000	\$15,502,000

- **Global Website: \$330,000**
 - In FY2014, GVB launched the new global website in English and will launch Japan and Mainland China by the end of the Fiscal Year. In FY 2015, GVB will launch the Russian, Korean and Traditional Chinese websites.
 - Showcase Chamorro Culture & What Guam has to offer visitors.
 - Cater to growing online audience seeking information about Guam.
 - Optimized Tablet and Smart Phone sites
 - Highlight Villages of Guam, history and cultural events.
 - Connect local businesses directly with the consumer.
 - Launch Microsites for specific campaign related events (i.e. ShopGuam, BBQ Block Party)

GVB BUDGET - MARKETING

	FY 2014	FY 2015 BUDGET REQUEST
TOTAL MARKETING	\$10,420,000	\$15,502,000

- **Social Media Support: \$290,000**
 - Budget remains the same.
 - Advanced software to monitor social media channels in 6 different markets.
 - Ability to respond, monitor or respond to complaints and trending topics.
- **Branding: \$470,000**
 - Budget increased by \$20K
 - Continue success of Háfa Pledge Program & Háfa Adai Rate Program
 - Support Guam Brand development
 - Provide community outreach on benefits of tourism
- **Printing Promotion: \$450,000**
 - Budget increased by \$188K
 - Supply promotional materials to key source markets and local campaigns about Guam.

GVB BUDGET - Research

RESEARCH	FY2014 Approved	FY2015 Request
TOTAL REQUEST	\$430,014	\$448,000

- Slight Increase (4%)
- Include Russia & China Exit Surveys

- Noted to the board, that we have made their request to make Research, CHaCO, Sports & Events, and Visitor Safety & Satisfaction, their own line items. Also, per the board's request to ease confusion, we have forgone the title Destination Development.

GVB BUDGET - CHaCO

Cultural Heritage & Community Outreach (CHaCO)	FY2014 Approved	FY2015 Request
TOTAL REQUEST	\$720,000.00	\$750,000.00

- Continuation of Guam Chamorro Dance Academy Program into Japan & North America markets
- Development of hotel outreach with cultural activities (i.e. weaving, language and dance)

GVB BUDGET- Sports & Events

Sports & Events	FY2014 Approved	FY2015 Request
TOTAL REQUEST	\$750,000.00	\$850,000.00

•Additional (\$50,000) to support the 3rd Annual Guam International Marathon April 2015.

- Increase awareness, marketing and promotional support in Japan and Korea about Guam's leading Sports signature event
- 2014 overseas participants: 1,310
- 2015 overseas goal: 2,000
- 2015 projected economic impact: \$4.6 Million

(Smart Goal: Focus resources on bigger impact Signature Events)

•2015 Pleasure Island BBQ Block Party (\$15,000)

- Funding needed to execute 2015 BBQ event
- Included Art exhibit (GAXVII) in 2014
- Grow international field of grillers to compete
- Include eating contest in 2015
- Market and promote activities in our major source markets

(Smart Goal: Add another Signature event which highlights Guam's unique qualities)

GVB BUDGET- Visitor Safety & Satisfaction

Visitor Safety & Satisfaction	FY2014 Approved	FY2015 Request
TOTAL REQUEST	\$250,000.00	\$950,000.00

•TOURISM TRAINING INSTITUTE

•Support the launch of a tourism training facility to further enhance the visitor experience.

•AIRPORT AMBASSADOR PROGRAM

•This program is meant to provide passengers additional services at Customs & Quarantine/ Customs & Border Patrol during the peak arrivals period.

•TOUR GUIDE CERTIFICATION PROGRAM

•Public Law 23435 requires the training and consequent certification of all Guam tour guides and establish guidelines regulating the conduct and operations of tour companies, inclusive of personnel.

•EXCELLENCE IN TOURISM AWARDS

•This program was implemented in 1992 as the Excellence in Tourism Awards. The intent of the program is to recognize outstanding industry employees and organizations for their contribution to Guam's largest economic contributor.

•IN FY13, GVB partnered with GHRA to put on what is now known as the Golden Lane Awards.

•WELCOME SERVICE

•GVB's Welcome Service Program extends a true, Hafo, Afohi welcome for airport and cruise ship passengers as well as for inaugural flights dignitaries, media and other special groups and events.

•VISITOR SAFETY /SATISFACTION PROJECTS

• In FY2015 GVB intends to accomplish the following goals: Security Camera System, Visitor Safety & Awareness Program, Industry Training, Tourism Safety Message Campaign and the Visitor Safety Officer Pilot Program (VSO).

- o Director Arriola noted that the legislature would ask for justification for why the budget has increased \$700,000.
- o General Manager Pangelinan replied by saying that this is not an exact comparison from the year before. This is due to shifting around projects into capital improvement and destination maintenance. However, he noted that the \$700,000 increase is due to the funding of the VSO program (\$400,000) and a GVB Tourism Training Institute (\$300,000).

- o The board discussed what the difference might be from the proposed GVB Tourism Training Institute and GCC's hospitality program. Chairman Baldyga had in mind an institute where people can get specific training, workshops, seminars, i.e., learning basic multi-language greetings, and cultural sensitivity awareness, among others. Chairman Baldyga would like to take time with the board to discuss the kinks of the training institute. Perhaps GVB can work in conjunction with GCC, maybe after the board decides on the direction they want to take the training program, GVB and GCC can meet to try to accomplish a way to work together. Next board meeting, Chairman Baldyga would like to spend a portion of the time to discuss the Training Institute.

- o The board also discussed capital projects. Director Calvo shined a light on the how dangerous the Kmart intersection is. He went on to mention that the intersection as well as further downwards, is poorly lit. He asked if we could do something about funding money to pay for a new crosswalk and streetlights along the area. Some of the directors discussed if there's a possibility if Kmart would be willing to co-op on the project. Some board members were a bit skeptical if they would, but suggested that we should try to send a letter to meet with the General Manager of Kmart to ask. Director Arriola and Director Taimanglo agreed that there should be a bridge to cross over the Kmart intersection, but the board mentioned that we don't have the funds to do it.

- o Director Hofmann mentioned to the board that we can adopt a streetlight if we want to. We would have to pay an initial fee of \$750, but every month after that would cost \$35. He also mentioned that there are streetlights at every intersection, but are not turned on, because they can't be brighter than the traffic light. Chairman Baldyga requested that General Manager Pangelinan get in contact with Carl Dominguez for answers.

Capital Improvement Projects

	FY2014 Approved	FY2015 Request
Tourist District Infrastructure Improvement	\$640,000.00	\$575,000.00
Tumon & Hagafna Bay Surveillance System Phase II	\$150,000.00	\$340,000.00
TOTAL	\$790,000.00	\$915,000.00

• Significant Increase for Surveillance System Improvements

Destination Maintenance

	FY2014 Approved	FY2015 Request
Tumon & Hagatña Beach Cleaning & Maintenance	\$250,000.00	\$218,777.00
Tumon Landscape & Maintenance	\$300,000.00	\$351,223.00
Island Roadway Maintenance	\$280,000.00	\$295,000.00
Holiday Illumination Project	\$140,000.00	\$140,000.00
Contract Administration & Inspection Services	\$90,000.00	\$80,000.00
TOTAL	\$1,060,000.00	\$1,085,000.00

Goals:
 Continue Island Beautification Projects
 Continue Holiday Illumination Project

- The board went around the table to see how they would split the additional projected TAF of \$1.5 between capital projects or Japan. The board agreed to do both. After going around the table asking each director their breakdown of how much they would split to Japan and into capital improvement projects, Chairman Baldyga asked how much it would cost to fund for the improvements at the Kmart intersection. Director Hofmann replied that would cost at least \$500,000.
- Director Taimanglo made a compelling comment, mentioning that every year the board talks about improving the destination and every year it's always a reoccurring issue. Now we have the opportunity to reinvest in the product. He noted that extra funding for marketing would provide for more promotions and travel, but with capital projects we can actually see where our investments are. Not only does it benefit our visitors, it also benefits our local community and us.
- Adding on to what Director Taimanglo had to say, General Manager mentioned that word of mouth says more and can spread like wildfire. He would love to see visitors come back to Guam after 2-3 years and notice the change that we are making.
- Director Arriola went on to mention that we could justify the increase because the Kmart intersection is currently dangerous for the JFK students and drivers.

❖ Treasurer's Report: (O. Miyashita)

Exhibit D

Cash Position Report:

Cash report as of July 22, 2014.

Total cash in banks report (as of 7/22/14) \$12,979,361.41

Total allotment received to date: \$11,822,547.55

Accounts Receivable FY2014: \$6,439,586.45

Accounts Payable to Date: \$6,230,498.75

- General Manager Pangelinan reported on the Treasurer's report on behalf of Director Miyashita's absence.
- General Manager Pangelinan addressed concerns about our cash in bank, noting that everyone is watching it closely. He reassured the board that we would be getting back our 10% hold, according to Governor's CFA Bernadette Artero. He also noted that the release of our 10% hold should be coming out the time as our expected \$1.3 million (out of \$1.7 million) allotment. He also mentioned that Senator Tina Muña Barnes confirmed that we would have access to the lapse monies of FY13. Furthermore, General Manager Pangelinan assured the board that the 10% hold would go back to all of the accounts it had been taken out from.
- A few board members were a bit concerned about our receivables getting higher and that our collections are not up-to-date.

2/12 Memorial Case Update:

- General Manager reported that the jury is still under deliberation and that the verdict would be made any day now.
- Mentioned to the board that there would be a press conference once the verdict comes out. The A.G.'s office invited GVB to be present, so we will make sure to prepare for any questions that may be asked.
- Some directors asked how the coverage on the case is doing in Japan. Director Nakajima replied by saying that it seems pretty quiet, not much is being said about the case. He supposes that there would be more coverage once the verdict comes out. MO2 Nadine Leon Guerrero mentioned that we have a Japan media coverage report on the Chad DeSoto case. Chairman Baldyga requested that the board get a copy of it.

PDN FOIA Request Update:

- The FOIA Request had been released to all media, not just PDN. The A.G.'s office had also received a FOIA request from PDN. General Manager Pangelinan noted that our numbers match up.

❖ Report of the Board Committees:

A. EXECUTIVE COMMITTEE (B. Kloppenburg)

Vice Chairman Kloppenburg made a motion, seconded by Director Guthertz, to ratify Executive Committee's approval for GVB's FY2015 budget ceiling request of \$23,700,000.00.

Motion Approved.

Background: The Guam Legislature Committee on Appropriations, requests GVB's FY2015 budget documents.

Issue: Board approval required.

B. ADMINISTRATION & GOV'T RELATIONS (J. Guthertz)

- Nothing to report.

C. JAPAN MARKETING (N. Nakajima)

- Director Nakajima reported that Director Morinaga is currently in Kashiwa, Japan attending meetings and the city's festivities with GVB's DGM, Nathan Denight.
- Mentioned in the last board meeting, **Chairman Baldyga requested that GVB craft a letter of support to the Lotte Hotel.**
 - Adding on, General Manager Pangelinan reported that he had met with RIM Architects earlier in the day. He mentioned to the board that RIMS would be pitching to GMCC within the coming month and is looking for personal endorsement. When the time comes, we will put together an endorsement for them.
 - They are planning to build an annex in Tumon, to include a little over 300 rooms. They are looking to cater to business and upper-class consumers. They are also planning to build employee housing on the backside as well.

D. KOREA MARKETING (O. Miyashita)

Committee Minutes dated July 15, 2014

Exhibit D

- Nothing to report.

E. NORTH AMERICA & PACIFIC MARKETS (A. Muna)

- Director Arriola mentioned to the board that the Liberation Day Parade and its festivities were really nice and well enjoyed. She acknowledged the staff for their hard work during the holiday celebration.
- Chairman Baldyga chimed in, noting that it was nice that we got to bring back the liberators. He had a great time listening to their stories during the liberator's breakfast at the office.

F. GREATER CHINA MARKETING (B. Kloppenburg)

Committee Minutes dated July 11, 2014

Exhibit E

- I. VisitUSA China: Wuhan Road Show
 - a. Pilar & Brian are currently participating in the VisitUSA China: Wuhan Roadshow. They are meeting with 17 US suppliers of travel products and have some engagements with media.
 - b. Met with the foreign commercial service in Wuhan yesterday.
 - c. Tomorrow they will be traveling to Beijing to meet the five hard block agents selling DYA direct flights. They will also be meeting with the US Embassy in Beijing to discuss ongoing issue with Visa processing.
- II. C-Trip Joint Promotion
 - a. GVB is currently engaged in a joint promotion with Ctrip to promote the Dynamic Air five-hour direct flight from Beijing to Guam. The promotion links interested visitors to Guam packages from Dynamic Airways' 5 key travel agents and provides information and selling points about the island. Interested

travelers are invited to join C-Trip's SNS campaign where they submit and share with friends, an itinerary of ideal things on Guam. One respondent will be chosen to win a trip to Guam. Dynamic Airways will sponsor airfare and GVB will sponsor ground services.

- III. Advertisements for Dynamic Air direct flights begin this month, GVB is working with media buyer: Carat.
- IV. Dynamic Airways Media Familiarization Tours
Media groups accompanied the first three Beijing-Guam flights to provide valuable media exposure of the regularly scheduled direct air service. The media groups were as follows:
 - o Media Fam Group one (7 pax representing print media)
 - June 21 -25, 2014
 - o Media Fam Group Two (16 pax representing print & online media)
 - June 26 - 30, 2014
 - o Media Fam Group Three
 - July 1-5, 2014 (23 pax representing print, tv, radio, and online media
 - Media impressed by Guam's pristine environment, shopping, and food.

G. RUSSIA & NEW MARKETS (B. Jackson)

- Director Jackson mentioned to the board that the issue in Ukraine, regarding speculated Pro-Russian radicals shooting down Malaysia Airline flight 17, seems to have no impact on arrivals. Mentioned that the word in Russia is that the U.S. is picking on them when Russia had nothing to do with it. Whatever the case may be, the arrival numbers seem to be good with Russia.

H. DESTINATION MANAGEMENT (R. Hofmann)

- Nothing to report.

I. CULTURAL HERITAGE & COMMUNITY OUTREACH (T. Arriola)

- Director Arriola reported that there are many things going on. To start, the U.S. Dance Academy launch in Seattle would be in August. They are getting in contact with several Chamorro clubs and dance settlements to be apart of this launch, however the venue they have secure, seems to not have enough space for everyone, but are working on the issue. NAP would be working on packages for FestPac 2016, for which the committee still needs to discuss. They are planning ahead, so we can ensure that we have charters coming in for FestPac 2016.
- Some directors discussed the jellyfish warning that had been announced earlier in the week. Some directors noted that the Department of Agriculture that issues the warning Jelly Fish. The board members mentioned that they are here to spawn and Tumon bay has a washer machine effect, due to its currents, which keeps the jellyfish around.

J. SPORTS & EVENTS (N. Taimanglo/J. Camacho)

- General Manager Pangelinan announced to the board that the Shop Guam campaign had won on its promotional work from PATA. On the topic of Shop Guam, there have been questions from membership regarding the reason why we have the campaign during our busiest time of the year. Membership had questioned why the campaign doesn't occur during shoulder months, when the campaign could be more beneficial for them.
- The board discussed and General Manager defended that the reason why we have it during the holidays, is to give visitors a sense of the "American" shopping experience, to witness Black Friday sales, the holiday season (Christmas), and New Years. Also noted that this year we will not be doing the Shop Guam/Taste Guam Block Party like last year.

K. MEMBERSHIP DEVELOPMENT (J. Camacho)

- Chairman Baldyga mentioned that the Membership Meeting was nice and that we had good speakers.
- General Manager Pangelinan mentioned that the key takeaway from that membership meeting is that Dynamic Airlines is committed and excited about working with us in the long-run. Pointed out to the board that although load factors are currently low, Dynamic Airlines is coming up with creative ways to promote Guam and get seats filled. We are all looking for the flights to normalize so we can adjust an incentive for them for next year.

L. RESEARCH (N. Taimanglo)

- Director Taimaglo reported that they have initiated to change the size of the font for the exit surveys.

❖ OLD BUSINESS

- Action Items had been cleaned out.
 - ~~Management to consider a revised China incentive program and to provide a recommendation to the board (4/10/14).~~
 - Chairman Baldyga mentioned that he would like to set meetings with GVB management and senators regarding the Tourism 2020 plan and 2015 budgets (4/10/14 and 2/27/14).
 - The board asked Ms. Stephanie Flores, Senator Tina Muña Barnes COS, when their budget hearing would be. Ms. Flores said that GVB will not be issued a date until GVB submits their budget documents to Senator Tina Muña Barnes' Office. Once received by her office, GVB's hearing would be scheduled sometime in August, before the new fiscal year starts on Sept. 1st.
 - With that in mind, Chairman Baldyga requested the General Manager Pangelinan urgently schedule meetings with the senators.

- ~~Chairman Baldyga asked management to create a Destination Management Task List with quarterly goals (4/10/14).~~
- Chairman would like to have an update on the Tumon Flooding Mediation Plan and all capital projects. (2/27/14)
 - General Manager Pangelinan mentioned that he would have had the updates on the capital projects, but the last PMO meeting at GEDA was cancelled due the island-wide Bank of Guam bomb scare last week. He said that he will be sure to go to the next one and will have a better report by next board meeting.
 - On the topic of capital projects, he gave an update on upcoming projects. He reported that the bus shelter turn-offs should go out to bid within a week. He also noted that the bus shelter turn-offs and bus shelter design are a different project. The bus shelter design will be going out for RFP soon.
 - He also gave an update on the PDS protest. He mentioned that there would be a hearing tomorrow and mentioned to the board we should be getting closer to finalize a compromise.
- Chairman Baldyga requested to create an online community calendar or to create a new page for a community events calendar in the GVB website. (5/8/2014)
 - Chairman Baldyga mentioned that this was Vice Speaker B.J. Cruz's request.
 - General Manager Pangelinan reported that we already have local events on our website and there is an ability for membership to include their events.
- ~~Chairman Baldyga requested the Task Management create a message to deliver to the media before June 9. (5/8/14)~~
- General Manager Pangelinan to come up with a plan and budget to improve the welcoming experience at the airport. (7/10/14)
 - Chairman Baldyga illustrated for on this action item. Chairman Baldyga requested that General Manager Pangelinan look Island-wide for public signage that needs to be updated.
 - The board discussed icon signage like they do in the states. However, the board felt that the icons used in the states may not be recognizable to our local residents. It could be a waste of funds, but if it's a federal issue, then maybe we don't have a say on it.
 - According to Madam Wu from United she stressed that signage is very important for the Chinese consumer. If signs are in English and in the destination's native language (being Chamorro), then it would be fine, however if signage is in multi-languages, exclusive of Chinese, the Chinese consumer would probably take an offense to it. So, once again Chairman Baldyga stressed that signage should be appropriately implanted to be in English and Chamorro, perhaps even have graphics with multi-languages in small font.
 - Moreover, Chairman Baldyga requested General Manager Pangelinan to be creative and list some public signs and crosswalks that needs improvement.

- On the topic of signs, specially about improving the welcoming experience/signage at the airport, Director Arriola brought to the attention of the board that there needs to be better camaraderie and transparency between the GIAA and GVB boards. We don't want to make it seem that GVB is picking on GIAA. We need to develop a better relationship; perhaps some GVB and GIAA heads can get together for a game of golf or something along those lines. We should get together with GIAA to have them aware of the tasks we have and to make sure they understand where we are coming from.
- On the topic of GIAA Director Calvo mentioned that GIAA has a capital improvement project to restore and build an additional floor. They are obtaining a bond for this project worth \$1.4 billion. He talked about some improvements that they would be making, such as getting rid of some patricians to ease traffic. There are talks about having a corridor of culture, for which the design is currently taking place. The 3rd floor would be built around and would penetrate into the bridge, so those that are arriving can see an orientation of how things would look like when they leave.

❖ NEW BUSINESS

FY2015 Budget

Chairman Baldyga made a motion, seconded by Director Taimanglo, to break down the FY2015 budget, to the following categories: Administration - \$3,200,000.00, Total Marketing (Inclusive of all markets, including Branding, Social Media Support, Global Website, and Printing Promotion) - \$14,417,000.00, Total Non-Marketing (inclusive of Research, Sports & Special Events, Cultural Heritage & Community Outreach, and Visitor Safety & Satisfaction) - \$2,998,000.00, Total Operations Budget - \$20,615,000.00, Destination Maintenance - \$1,085,000.00, and Capital Improvement Projects - \$2,000,000.00, to total \$23,700,000.00.

Motion Approved.

	FY 2011 BUDGET	FY 2012 BUDGET	FY 2013 REQUEST	FY 2013 BUDGET	FY 2014 REQUEST	FY 2014 ACUTUAL	FY 2015 Orig REQUEST	Request FY 2015 REQUEST
Administration	2,138,248	2,436,026	2,526,313	2,526,313	2,917,120	2,917,120	3,017,120	3,200,000
Marketing								
Japan	5,416,654	5,416,654	7,000,000	5,650,000	6,000,000	5,700,000	7,000,000	8,000,000
Korea	951,105	1,027,886	1,027,886	1,060,000	1,250,000	1,400,000	2,000,000	2,000,000
Taiwan	231,245	334,339	370,000	350,000	370,000	370,000	386,400	487,000
Pac/Micro/Aus/Eur	75,405	75,405	98,000	78,000	98,000	98,000	120,000	120,000
U.S./North America	48,271	148,000	170,000	155,000	180,000	180,000	220,000	220,000
China/Hong Kong	687,125	-	-	-	-	-	-	-
China/Russia		599,302	900,000	480,000	480,000	530,000	2,000,000	2,000,000
Russia		223,512	900,000	480,000	480,000	480,000	557,000	700,000
Hong Kong		182,367	208,200	190,000	190,000	190,000	215,000	215,000
Philippines	103,823	121,578	175,000	130,000	150,000	150,000	212,000	250,000
Branding	350,000	350,000	430,000	370,000	350,000	450,000	470,000	700,000
Social Media Support	147,610	273,550	300,000	287,698	290,000	290,000	290,000	250,000
Global Website					320,000	320,000	330,000	330,000
Printing Promotion	238,769	262,715	500,000	320,000	320,000	282,000	250,000	500,000
TOTAL MARKETING	8,330,307	9,015,908	12,079,086	9,550,698	10,478,000	10,420,000	14,050,400	18,102,000
Research	374,834	406,014	430,014	424,000	430,014	430,014	448,000	475,000
Sports & Special Events	575,000	575,000	675,000	591,373	750,000	750,000	815,000	850,000
Cultural, Heritage and Community Outreach	642,790	642,790	881,500	660,000	720,000	720,000	720,000	750,000
Visitor Safety and Satisfaction	132,000	239,085	400,000	270,000	250,000	250,000	250,000	680,000
TOTAL NON-MARKETING	1,724,624	1,862,889	2,386,514	1,945,373	2,150,014	2,150,014	2,233,000	2,855,000
TOTAL OPERATIONS BUDGET	10,054,931	10,878,797	14,465,600	11,500,071	12,628,014	12,570,014	16,283,400	20,957,000
TAF Special Projects-Destination Maintenance	988,446	1,172,802	1,308,054	1,215,855	2,500,000	2,000,000	915,000	815,000
Capital Improvement Projects (CIP)							915,000	815,000
Destination Maintenance							1,085,000	1,085,000
TOTAL GVB BUDGET	11,043,377	12,051,600	15,773,654	12,715,926	15,128,014	14,570,014	17,298,400	21,842,000

Summary of the changes made since the original FY15 request (committee/management):

- o Administration: up \$182,880, to fund for 4 additional FTEs.
- o Marketing: up \$366,600
 - Japan: up \$166,600
 - The board agreed that Japan needs all the help it can get, due to double-figured percent declines for the past 9 months. The Japan needs to kick up its promotions in order to neutralize and strengthen our core source market.
 - Printing Promotion: up \$200,000
 - Initially Printing Promotion wasn't apart of Marketing. Since the board's working session on July 22nd, the board agreed to put Printing Promotion in with Marketing after learning from Marketing Manager Pilar that the department uses it.
 - Printing Promotion had increased, due to learning that many of the markets still prefer printed materials. She addressed to the board that historically the funds in printing promotion wouldn't be enough and they would often fund for more printed material out of the marketing budget.
- o Sports & Special Events: up \$35,000
 - To enhance our signature events.
- o CHaCO: up \$30,000
 - The board decided to give more funds to prepare for FestPac 2016.
- o Visitor Safety & Satisfaction: up \$700,000
 - July 17: During the board working session, they decided to bump the budget \$400,000 more for the VSO pilot program that would be launching soon.
 - July 22: Executive Committee voted to approve an additional \$300,000 to fund for a new GVB Tourism Training Institute.
- o Capital Improvement Projects (CIP): up \$1,085,000
 - The board agreed to improve our destination, ensuring the safety of our visitors. The board has specific projects in mind, such as lighting up and fixing up the streetlights and crosswalks at the Kmart intersection.

❖ EXECUTIVE SESSION

- No executive session.

❖ ANNOUNCEMENT

Next Board Meeting:

- Thursday, August 14, 2014 at 4:00PM, GVB Main Conference Room

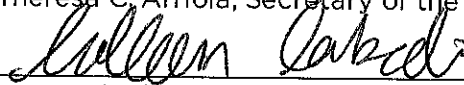
❖ ADJOURNMENT

Director Calvo made a motion, seconded by Vice Chairman Kloppenburg, to adjourn the meeting. Meeting adjourned at 6:12 p.m.

Motion Approved.



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



Board Minutes respectively submitted by Colleen Cabedo, Executive Secretary

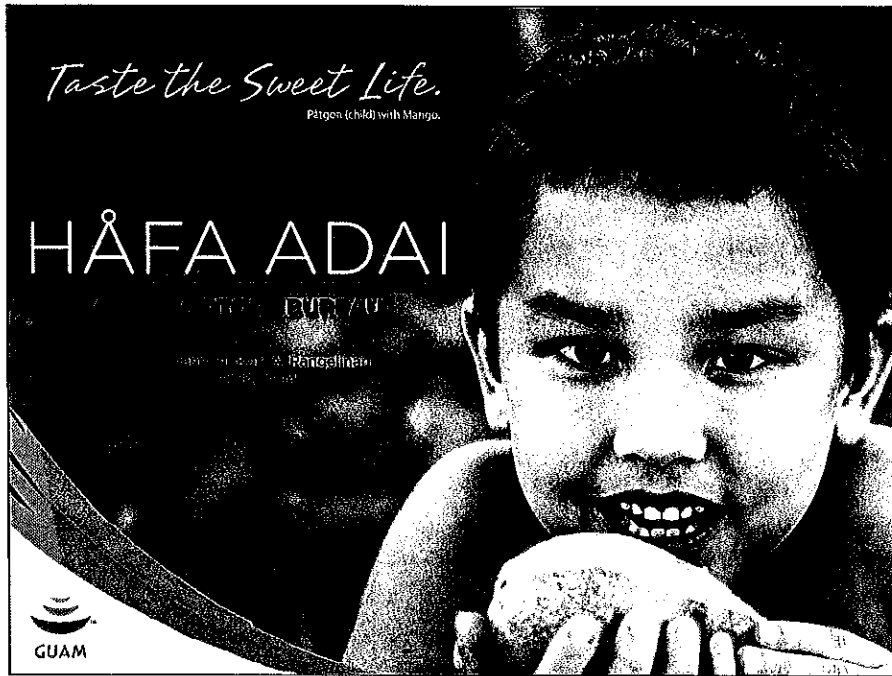
Action Items:

BY MANAGEMENT

- Chairman Baldyga mentioned that he would like to set meetings with GVB management and senators regarding the Tourism 2020 plan and 2015 budgets (4/10/14 and 2/27/14).
- Chairman would like to have an update on the Tumon Flooding Mediation Plan and all capital projects. (2/27/14)
- Chairman Baldyga requested to create an online community calendar or to create a new page for a community events calendar in the GVB website. (5/8/2014)
- General Manager Pangelinan to come up with a plan and budget to improve the welcoming experience at the airport. (7/10/14)
- Chairman Baldyga requested that GVB craft a letter of support to the Lotte Hotel. (7/24/14)

(B)

8/14/14



**PRELIMINARY Visitor Arrivals
July 2014
Total: 109,735 (-1.4%)**

% Market Mix	Origin	Pax	% to LY
55.0%	Japan	60,357	-13.5%
24.1%	Korea	26,413	18.5%
5.2%	US/Hawaii	5,733	2.9%
6.8%	Taiwan	7,466	25.6%
1.7%	China	1,814	126.8%
2.3%	Russia	2,494	488.2%

PRELIMINARY FYTD Visitor Arrivals
October 2013 - July 2014
Total: 1,095,393 (0.1%)

% Market Mix	Origin	Pax	% to LY
61.1%	Japan	669,758	-9.9%
22.1%	Korea	242,533	27.7%
4.8%	US/Hawaii	52,427	7.9%
3.9%	Taiwan	42,291	9.0%
1.1%	China	11,687	36.8%
1.6%	Russia	17,958	208.2%

PRELIMINARY CYTD Visitor Arrivals
January - July 2014
Total: 767,370 (0.5%)

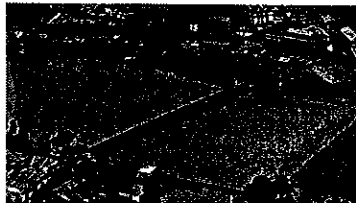
% Market Mix	Origin	Pax	% to LY
59.9%	Japan	459,732	-10.7%
22.7%	Korea	174,446	29.5%
5.0%	US/Hawaii	38,613	11.0%
4.1%	Taiwan	31,367	9.6%
1.2%	China	8,884	35.0%
1.8%	Russia	13,792	228.9%

PRELIMINARY MTD Visitor Arrivals
August 1 - 13, 2014
Total: 56,809 (0.3%)

% Market Mix	Origin	Pax	% to LY
66.5%	Japan	37,785	-4.6%
21.4%	Korea	12,146	10.8%
3.5%	US/Hawaii	1,989	20.1%
3.2%	Taiwan	1,832	15.3%
1.0%	China	553	48.3%
1.0%	Russia	562	207.1%

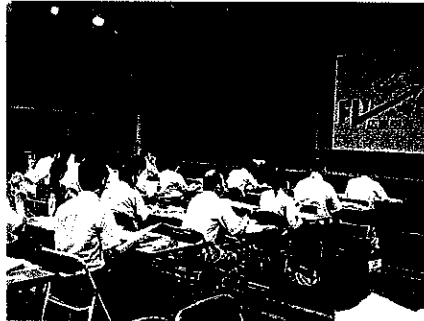
Japan Marketing News

- TS Halong
 - Approximately 700 pax cancelled due to weather conditions between July 30 - August 2
- Typhoon Halong reached Daito, Japan Thurs, Aug 7
- Reached Kochi Prefecture on Sunday, Aug 10
 - Over 46 inches of rain in a 3-day period
 - Massive flooding causing flash floods and landslides
 - Domestic air and rail travel cancelled
 - Pending info from JGTA on pax cancellation



Japan Marketing News

- School Seminars in Hiroshima
 - Promoting connectivity through Narita
 - Other educational activities aside from student exchange
 - Estimating 10 teachers considering Guam next year



Korea Marketing News

3 Month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '14	Seat Data '13	% Change Seats
August	28,000	23,145	21.0%	32,977	27,051	21.9%
September	23,000	19,686	16.8%	30,043	22,988	30.7%
October	24,000	19,247	24.7%	31,672	20,204	56.8%

Flights

August

- KE : Incheon 7 per week = 11,251
(8747-400)
- KE Extra : Wed, Thru, Sat, Sun (~8/24) = 1,932
(8737-800)
- Busan KE: Wed, Thur, Sat, Sun = 2,682
(8737-800)
- Jin Air : Incheon 7 per week = 5,580
(8737-800)
- Jeju Air : Incheon 14 per week = 11,532
(8737-800)

Total 32,977

September

- KE : Incheon 7 per week = 10,950
(8747-400)
- Busan KE: Wed, Thur, Sat, Sun = 2,533
(8737-800)
- Jin Air : Incheon 7 per week = 5,400
(8737-800)
- Jeju Air : Incheon 14 per week = 11,160
(8737-800)

Total 30,043

October

- KE : Incheon 7 per week = 11,103
(8747-400)
- Busan KE: Wed, Thur, Sat, Sun = 2,682
(8737-800)
- Jin Air : Incheon 7 per week = 5,580
(8737-800)
- Jeju Air : Incheon 14 per week = 11,532
(8737-800)
- UA : Incheon 7 per week (10/27~) = 775

Total 31,672

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
 - Aug. : Lotte JTB, Jau
 - Sep. : Hanjin, Online
 - Oct. : Tour Baksa, Interpark
 - On cable TV for an 1 hour
- MICE Group
 - Aug. : KB - 200 pax
 - Oct. : Ace Insurance - 250 pax, Church - 130 pax

MICE Monthly Total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	550	850	1,200	3,500	1,160	1,125	1,825						10,210
2013	1,820	790	910	2,050	1,390	1,250	1,430						9,630

Korea Marketing News

3 month Activities/Programs

- Golf Tournament
 - Aug. : Hana Golf - 100 pax
 - Sep. : Lee Dong Soo Golf - 80 pax, KB VIP Golf - 80 pax
- Roadshow on Sep. 15 in Daegu, Sep. 16 in Busan
- Mode International Travel Show on Oct. 30 - Nov. 2
- UA Inauguration Flights Guam Study Tour
 - Hana Tour 20 pax on Oct. 29 - Nov. 2
 - Mode Tour 20 pax on Nov. 26 - 30

Korea Marketing News

KKRR Promotions

Jin Air airtel
World Travel
Jeju Air airtel
Airtel.com

Korea Marketing News

July 23 - Aug 11, 2014

- **Press Release (PR) and Feature Stories (FS)**
 - ✓ [July 23] **Lotte Duty Free** unveils retail transformation at Guam Int'l Airport
 - ✓ [July 28] **Guam Sports Events Inc** is unveiled
 - ✓ [Aug 06] **Guam International Marathon** builds momentum in third year
 - ✓ [Aug 11] Korean tourist numbers to Guam continue to soar
- **Media Exposure Value in July: 101 articles and 1 TV program**

\$832,526 July	
\$822,551 Consumer	\$9,975 Trade

Korea Marketing News

KPRGT(Korean PR Managers' Meeting for Guam Tourism)

- **Inaugural Meeting** on August 1: PHR, Hyatt Regency, DFS, Lotte Duty Free, Korean Air, Jeju Air, United Airlines attended.
- Meeting for PR managers of Guam tourism(hotels, airlines and operators) in Korea to share information, update activities/products and build networks and to work together for Guam tourism in terms of PR.
- Briefed on Guam arrival figure, Guam Tourism 2020, Ko'ko half marathon and Ekiden Relay, Shop Guam Festival 2014 . Meeting will be held quarterly.



Taiwan – 3 Month Forecast

Month	Forecast Pax	%Change	Last Year	Seat Forecast 14	Seat Data 13	% Change Seats
August	4,241	2%	4,156	6,525	5,013	30.1%
September	3,565	-28%	4,949	4,456	5,623	-12%
October	4,161	1.3%	4,107	5013	5,013	0%

The reason for the decrease in seats in September is due to CI Flights offered 2 charter flights during September last year.

Flight / Seat breakdown

August

- CI Flight : Taipei 2x per week = 2,745
 - EVA Air : Taipei 2x per week = 2,268
 - *EVA extra flight*6=1,512(332 aircraft /252 seats)
- Total 6,525

September

- CI Flight : Taipei 2x per week = 2,440
 - EVA Air : Taipei 2x per week = 2,016
- Total 4,456

October

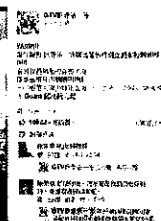
- CI Flight : Taipei 2x per week = 2,745
 - EVA Air : Taipei 2x per week = 2,268
- Total 5,013

Taiwan Marketing News

July-Aug.

Gala Television (GTV) Cooperation

- Gala Television Corporation (GTV) filmed TV show 'Taste the World' on Guam from Jul. 2-10.
- The host posted some Guam photos on his FB fan page
- GTV plans to have 2 whole episodes (120 mins) for Guam.
- The first episode covered BBQ Block Party, Lina'la Park/restaurants on Guam
- The second episode will introduce wedding chapels and various outdoor activities in Guam.
- Airing Date: Aug 7 & 14



Taiwan Marketing News

August-November

ITF - Taipei International Travel Fair 2014

- November 7 - 10, 2014 (World Trade Center)
- 4 booths (TA & Media Seminar/Itinerary Preparation/SM)



September-December

Shop Guam Festival 2014 - November 1 - January 12, 2015



- Press Release/Social Media
- Follow & Shop' campaign
 - Invite 5-6 bloggers to the pre-SGF fam tour in Oct. and help them develop their own shopping routes or ways to explore Guam.
- Global media fam tour/Advertising on FB other Ad campaigns

Pacific Marketing News

PATA Micronesia Chapter Tri-Annual Membership Meeting (Guam - August 28-29, 2014)

August 27

Arrivals from Yap/Palau
6:30 p.m. - Welcome Reception @ Sheraton Laguna Resort

August 28

Committee Meeting Days (All Day GVB Main Conference Room)
Marketing/Education/Membership/Executive
MCA Meeting @ 12:00 noon

August 29

10 a.m. - PATA Micronesia Chapter General Membership Meeting - Latte of Freedom
6:30 p.m. - Farewell Dinner Reception (Location: TBA)

PATA Executive Board Meeting - September 19-21, 2014

General Manager - Executive Board Member
Phnom Penh, Cambodia

PATA Travel Mart - September 17-19, 2014

Phnom Penh, Cambodia
•Marketing Attendance x 2 pax
•3 booths
•Guam/Palau participating for the Micronesia Region

Pacific Marketing News

PATA Gold Awards 2014

Guam Visitors Bureau receives an Award
Category: Marketing Media - Consumer Travel Brochure
"Shop Guam Festival Travel and Shopping"

•Gold Awards given by PATA, supported/sponsored by Macau Government Tourist Office

•Yearly award given to 20 separate organizations and individuals for 19 years.

•Open to both PATA and non-PATA members, this year's awards attracted a total of 181 entries from 66 travel and tourism organizations

•Palau Visitors Bureau won the Category of Environment - Environmental Education Programme "My Land, My Water, My Home"

•GVB GM will receive the award during the PATA Executive/PATA Travel Mart 2014 in Cambodia



China Marketing News

VisitUSA China Road Show - Wuhan, China



WoW! Family Fun
全家游美国!
Family Products Road Show

China Marketing News

Beijing Business Meetings



Lifestyle Magazine • BTV • Youku

Hard-block Travel Agents in Beijing

Tour and Visit LA

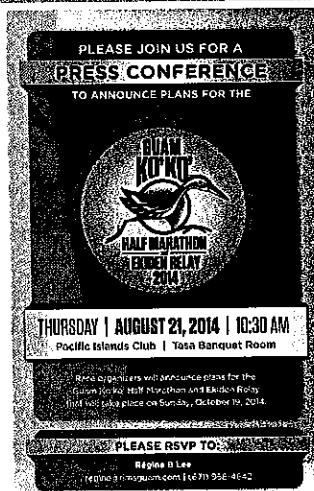
PATA Regional Director - Gregor K...

GIM Press Conference



- Press Conference held for 2015 Guam International Marathon on August 5, 2014.
- Third annual GIM will take place on Sunday, April 12, 2015.
- 2000 Sydney Games Olympic gold medalist, Naoko Takahashi will be event Ambassador.
- GIM will have revamped post-race Finisher's Festival & event expo.

Ko'ko' Press Conference





9

**CASH, RECEIVABLES, & PAYABLES POSITION
FY 2013 & FY 2014 COMPARATIVE REPORT**

FY 2013 (08/06/2013)	Balance
CITIBANK OPERATION	\$428,604.52
BANK OF GUAM	\$9,502,627.50
FIRST HAWAIIAN BANK - Membership	\$52,788.55
RESONA BANK	\$267,187.23
CITIBANK - TAF	\$67,947.73
BOG - TAF ACCOUNT	\$671,850.33
BOG - RAINY DAY FUND	\$1,817,594.18
BOG - FESTPAC Trust Account	\$980,122.33
MORGAN STANLEY - CD **	\$2,505,151.24
BOG - 2/12 Memorial Fund	\$123,445.82
TOTAL CASH IN BANKS AS OF 08/06/2013	\$16,417,319.43

**Morgan Stanley CD Market value as of 06/30/13 (value if withdrawn prior to maturity - Maturity Date October 2013)

FY 2013 BUDGET P.L. 31-233	\$16,018,239.00
GVB - \$15,238,239.00	
OPERATIONS - \$14,022,384.00	
TAF Special Projects - \$1,215,855.00	
PASS THRU APPROPRIATIONS - \$780,000.00	

	OPERATIONS	TAF Special Projects	Pass-thru
11/15/12	\$1,420,199.55	\$121,585.00	\$ 55,253.00
12/17/12	\$1,362,725.00	\$121,585.00	\$ 55,253.00
01/14/13	\$1,011,749.00	\$121,585.00	\$ 19,834.00
02/14/13	\$ 842,725.00	\$121,585.00	\$ -0-
03/13/13	\$1,602,237.00	\$121,585.00	\$ 55,253.00
04/16/13	\$1,891,749.00	\$121,585.00	\$ 55,253.00
05/17/13	\$1,262,725.00	\$121,585.00	\$ 19,834.00
06/12/13	\$2,060,995.00	\$121,585.00	\$ 97,756.00
06/19/13	\$ -0-	\$ -0-	\$ 14,126.00
07/12/13	\$ 945,975.00	\$142,893.30	\$190,552.00
	<u>\$12,401,079.55</u>	<u>\$1,115,573.30</u>	<u>\$556,030.00</u>

Total Allotment Received to Date:	\$14,072,682.85
Accounts Receivable FY 2013	\$1,945,556.15

FY 2013 ACCOUNTS PAYABLE as of 08/06/13	Amount
Asatsu Invoices Dec'12 - Jul'13	\$1,773,325.47
Japan Miscellaneous Invoices	\$4,807.56
Guam Miscellaneous Invoices	\$650,990.93
FY 2011/2012 Pass-thru appropriations	\$554,641.27
FY 2013 Pass-thru appropriations	\$3,542.00
Encumbered Contracts (not yet incurred)	\$2,907,163.43
Encumbered Purchase Orders (not yet incurred)	\$83,575.65
FESTPAC Trust Account	\$980,122.33
Total Payables to date	\$6,958,168.64

FY 2014 (08/11/2014)	Balance
BANK OF GUAM	\$6,167,258.60
FIRST HAWAIIAN BANK - Membership	\$51,689.18
RESONA BANK	\$274,208.90
BOG - TAF ACCOUNT	\$1,113,414.94
BOG - RAINY DAY FUND	\$1,827,040.98
BOG - FESTPAC Trust Account	\$1,501,492.57
MORGAN STANLEY - CD **	\$2,510,944.95
BOG - 2/12 Memorial Fund	\$690.60
TOTAL CASH IN BANKS AS OF 08/11/2014	\$13,446,740.72

**Morgan Stanley CD Market value as of 07/31/2014

FY 2014 BUDGET P.L. 32-068	\$ 18,262,134.00
OPERATIONS - \$15,487,134.00	
TAF Special Projects - \$2,000,000.00	
PASS THRU APPROPRIATIONS - \$775,000.00	

	OPERATIONS	TAF Special Projects	Pass-thru
11/14/13	\$1,161,535.00	\$ 150,000.00	\$ 58,125.00
11/15/13	\$1,161,535.00	\$ 150,000.00	\$ 58,125.00
11/29/13	\$ -0-	\$ -0-	\$ 7,500.00
12/11/13	\$1,161,535.00	\$ 150,000.00	\$ 63,750.00
12/24/13	\$ -0-	\$	\$ 3,750.00
01/10/14	\$1,032,535.00	\$ 150,000.00	\$ 26,250.00
01/21/14	\$ -0-	\$ -0-	\$ 2,500.00
02/11/14	\$ 386,100.00	\$ 150,000.00	\$ 22,500.00
03/17/14	\$1,936,970.00	\$ 150,000.00	\$ 96,000.00
04/17/14	\$1,290,535.00	\$ 150,000.00	\$ 80,250.00
05/09/14	\$ 649,017.55	\$ 150,000.00	\$ 56,250.00
06/19/14	\$1,161,535.00	\$ 150,000.00	\$ 56,250.00
08/04/14	\$1,161,535.00	\$ 150,000.00	\$ 56,250.00
	<u>\$11,102,832.55</u>	<u>\$1,500,000.00</u>	<u>\$ 587,500.00</u>

Total FY 2014 Allotment Received to Date:	\$13,190,332.55
Accounts Receivable FY 2014	\$5,071,801.45

FY 2014 ACCOUNTS PAYABLE as of 08/11/2014	Amount
Asatsu Invoices June 2014	\$1,089,110.57
Japan Miscellaneous Invoices	\$6,396.29
Guam Miscellaneous Invoices	\$467,204.41
FY 2011/2012/2013 Pass-thru appropriations	\$292,842.24
FY 2014 Pass-thru appropriations	\$4,875.00
Encumbered Contracts (not yet incurred)	\$2,376,108.43
Encumbered Purchase Orders (not yet incurred)	\$213,845.57
FESTPAC Trust Account	\$1,501,492.57
Total Payables to Date	\$5,951,875.08

**NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING
MINUTES
WEDNESDAY, JUNE 4, 2014, 10:30 A.M.
GVB Main Conference Room**

PRESENT:

John Calvo, WPRFMC
Norman Aguilar, Guam Community College
Jacob Leon Guerrero, Pacific Islands Club
Katie Black, Mystical Tours & Adventure
Barbara Taitano, Mystical Tours & Adventure

ABSENT:

Chairwoman Annmarie Muna, A.M. Insurance
Co-Chairwoman Judith Guthertz, GVB Board Member
Ana Marie Franquez, Pactours, Inc.
Liza Marie Diaz, Sheraton Laguna Guam Resort
Amilyn Salas, Sheraton Laguna Guam Resort
Jennifer Chae - Hotel Nikko Guam
Terry Chung - DFS Guam
Soo Oftana - Gwa Marriott Resort & Spa
Rolenda Faasumalie - GIAA
Michael Perrin, Hertz Rent-A-Car
Nathan Taimanglo, ASC Trust Corp.
Monte Mesa, Guam Premier Outlets
Amilyn Salas, Sheraton Laguna Guam Resort
Ana Marie Franquez, Pactours, Inc.
Janet Wong Shmull, Outrigger Guam Resort

GVB STAFF:

Pilar Laguaña
Regina Nedlic
Haven Torres
Mark Manglona
Gina Kono
Felix Reyes

I. CALL TO ORDER

Due to the N. America/Pacific Committee Chairwoman Ann Marie Muna off-island, Marketing Manager Pilar Laguana called the meeting to order at 10:47 a.m.

Chairwoman Muna conveyed her regrets for not being able to attend the meeting and requested to have the meeting chaired by Ms. Laguana.

II. MINUTES OF THE MARCH 5, 2014 MEETING

Mr. John Calvo followed up on his previous inquiry about the Philippines Market. Mr. Calvo wanted to know if the Philippine arrival numbers are inclusive of those traveling with a visa.

Ms. Laguana shared that the GVB Research department does not conduct any exit surveys to answer his specific questions regarding the Philippine market travelers, however, if he would like make it a formal request from the committee he can address his request in the form of a motion and management will advise the committee's request for FY2015.

**NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING
MINUTES**

WEDNESDAY, JUNE 4, 2014, 10:30 A.M.

GVB Main Conference Room

Upon no further discussions, a motion was made by Mr. Calvo, and seconded by Mr. Jacob Leon Guerrero to approve the minutes of the March 5, 2014 North America & Pacific Meeting, subject to any corrections. Motion was approved.

III. REPORT OF THE CHAIRWOMAN

GVB Marketing Manager thanked the members for attending the meeting and advised that due to Chairwoman Muna traveling off island and Co-Chairwoman Judi Guthertz, she will Chair the meeting for the NAP Committee.

She also advised that management has notified the bureau of budget requests for Fiscal Year 2015 and advised that each of the committees will be presenting their FY2015 Budget requests for discussion and approval.

IV. REPORT OF MANAGEMENT

PATA TRAVEL MART 2014

Moved by Mr. Calvo, seconded by Mr. Norman Aguilar to approve travel for the GVB Marketing Manager and GVB staff to attend the PATA Travel Mart 2014 in Cambodia from September 17-19, 2014. (Cost is approximately \$8,205.00 from the FY2014 Pacific Sales & Marketing Development Acct# SMD026). Motion approved.

Airfare (\$2,000 x 2 pax)	\$4,000.00
GVB Staff - Per Diem (\$227/day x 7 days x 1 pax)	\$ 1,589.00
MM - Per Diem (\$227/day x 8 days x 1 pax)	\$ 1,816.00
Unanticipated expense (excess baggage, miscl.)	<u>\$ 800.00</u>
TOTAL:	\$8,205.00

Background:

The PATA Travel Mart (PTM) 2014 is scheduled to take place from September 17-19, 2014 in Cambodia at the Diamond Island Convention and Exhibition Centre.

The travel mart brings together outbound tour operators, wholesalers, travel agents and tourism offices from all over the world. Exhibitors have the opportunity to engage in meetings with pre-scheduled appointments.

PTM 2013 in Chengdu, China attracted 550 seller and 473 buyer delegates with over 10,000 business appointments over the duration of the show. That is a 25% and 44% increase, respectively from the previous year.

This year's PTM is anticipated to be even busier and bigger and organizers are expecting another successful event.

The motion calls for additional days for Ms. Laguana to attend the PATA Executive Board meeting in Cambodia with the General Manager from September 19-21, 2014.

**NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING
MINUTES**

WEDNESDAY, JUNE 4, 2014, 10:30 A.M.

GVB Main Conference Room

PATA EXECUTIVE BOARD MEETING

Moved by Mr. Aguilar, seconded by Mr. Calvo, to approve travel for GVB General Manager, Karl Pangelinan, to attend the PATA Executive Board Meeting in Cambodia from September 19-21, 2014. (Cost is approximately \$3,618.75 from the FY2014 Pacific Sales & Marketing Development Acct# SMD025). Motion approved.

Airfare (\$2,000 x 1 pax)	\$2,000.00
Per Diem (\$227/day x 5 days x 25%)	\$ 1,418.75
Unanticipated expense (excess baggage, miscl.)	<u>\$ 200.00</u>
TOTAL:	\$3,618.75

Background:

GVB General Manager, Karl A. Pangelinan sits in the PATA's Executive Board and is Chairman of the Government/Destinations Committee.

PATA has scheduled an Executive Board and regular Board Meeting for September 19-21, 2014 in Cambodia, immediately after the PATA Travel Mart 2014.

Mr. Pangelinan will be representing GVB and the region of Micronesia during this event. He will be bringing up any travel-related concerns of the region to PATA and will also be taking back valuable information from travel industry experts.

FY2015 Budgets for Pacific/Philippines/US Market

Each of the committee's presented their FY2015 budgets:

FY2015 BUDGET FOR PACIFIC/PHILIPPINES/NORTH AMERICA MARKETS

Moved by Ms. Calvo, seconded by Mr. Aguilar to approve FY2015 Budgets for the following markets:

- Pacific - \$120,000
- Philippines - \$212,000
- U.S. - \$220,000
- Total: \$552,000

(FY2015 PACIFIC/PHILIPPINES/NORTH AMERICA BUDGET)

After discussion, the committee approved the total amount of \$552,000 for the following markets to be presented to the board. Motion approved.

Each of the Marketing Officers presented their budgets to the committee members.

All three markets presented their budgets with increases to support the work that the bureau will be taking on to promote the 2016 FESTPAC. GVB being the main marketing component of FESTPAC, all three markets felt the need to increase their budgets and program funds to support what each market will be doing to bring awareness and to increase arrivals for the upcoming event.

The Philippine market increased their budget in anticipation of Cebu Pacific to begin their services to Guam in 2015.

**NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING
MINUTES
WEDNESDAY, JUNE 4, 2014, 10:30 A.M.
GVB Main Conference Room**

The North America budget also requested the increase in their budgets to support the Social Media work that will be conducted in the respective US Markets to promote FESTPAC, the Shop Guam Festival, LA Times and Adventure Show, Scuba Show, DEMA 2015 and all others programmed for FY2015.

The committee members discussed the increases in each of the markets and understood the need for the additional funds for each of the markets.

In addition, the committee agreed to have all the budgets approved and requested for FY2015, once all budgets are approved, to have each of the markets come back to the committee with post reports of each event and to only approve travel requests.

In addition, Mr. Aguilar also requested for management to consider having committee members attend various shows to get the hands on experience of our marketing efforts in each of the promotions.

Ms. Laguana said she will seek management advise and see if the upcoming PATA Travel Mart in Cambodia can include a NAP Committee member to attend the event.

V. OLD BUSINESS

None

VI. NEW BUSINESS

Moved by Mr. Calvo, seconded by Mr. Aguilar, to have the GVB Research Department conduct Exit Surveys for the Philippine Market. Motion approved.

Mr. Calvo requested to have the Research Department conduct exit surveys in the Philippine market especially since they anticipate additional airlines for 2015. It would be good for the committee to know the specific type of travelers from the Philippines to have a better understanding of what our Philippine visitors look forward to with their travel experience to Guam.

The committee agreed that if funding permits, exit surveys should be considered for the Pacific and North America market as well.

VII. ANNOUNCEMENT(S)

Next NAP Meeting is at 10:30 AM on Wednesday, July 2, 2014.

VII. ADJOURNMENT

Upon no further discussion, motion was made by Mr. Calvo and seconded by Mr. Mesa, to adjourn the meeting at 12:05 p.m. Motion was approved.

MINUTES PREPARED BY:

_____/s/
Regina Nedlic, Marketing Officer I

REVIEWED/APPROVED BY:

_____/s/
Nadine Leon Guerrero, Acting
Marketing Manager

The Greater China Marketing Committee Meeting Minutes

EXHIBIT *AE*

August 8, 2014, 11:00AM
GVB Main Conference Room
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Attendance:

- Joanne Camacho, Director of Marketing Development, DFS Guam
- Jenny Cheon, Sales Manager, Holiday Resort Guam
- Terry Chung, Sales & Marketing Manager, DFS Galleria
- Tomoyuki Goto, VP of Sales & Marketing, SandCastle, Inc.
- Hyong Yi, Sales Manager, Outrigger
- Janeen Kang, Director of Sales & Marketing, Underwater World (observer)
- Jenny Kim, Sales & Marketing, Holiday Resort Guam (observer)
- Kiyoshi Kawano, General Manager, Holiday Resort Guam (observer)

GVB Staff:

- Karl Pangelinan, General Manager
- Pilar Laguaña, Marketing Manager
- Brian Borja, Marketing Officer II
- Regina Nedlic, Marketing Officer II
- Nakisha Onedera, Marketing Officer I

Absent:

- Bruce Kloppenburg, General Manager, Kloppenburg Enterprises, Inc. and Committee Chairman
- Charlene Chen, Chinese Sales Manager, PIC
- Paula Monk, Director of Sales, United Airlines
- Carl Quinata, Industry Specialist, GEDA
- Cris Gamboa, Director of Sales & Marketing, Onward Beach Resort
- Christina Garcia, Business Development & Marketing Manager, GEDA
- Gerald Perez, Managing Director, Leading Edge
- Elisha Lee, Senior Sales Manager, Lotte Hotel Guam
- Terry Chung, Sales & Marketing Manager, DFS Galleria
- Vic Lo, Vice President, Micronesia Mall
- Rolenda Faasuumalie, Marketing Administrator, GIAA
- Sanghee Yoon, International Sales Manager, Westin
- Johnny Lee, Sales Manager, Hilton Guam Resort & Spa

AGENDA

I. CALL TO ORDER

In the absence of Committee Chairman Bruce Kloppenburg, Ms. Joanne Camacho called the meeting to order at 11:05AM

II. APPROVAL OF PREVIOUS MEETING MINUTES

Motion to approve the minutes of 07.11.14 was made by Mr. Terry Chung & seconded by Mr. Tomoyuki Goto. The committee unanimously approved minutes.

III. REPORT OF THE CHAIRMAN

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(No report)

IV. REPORT OF GVB MANAGEMENT

VISITOR ARRIVALS UPDATE

Marketing Manager Pilar Laguana elaborated on the latest snap shot of visitor arrivals for the month of July. For fiscal year to date, Taiwan has seen an increase of 9.0%, China has seen an increase of 36.8%, and Hong Kong has seen a decrease of -3.8%. For calendar year to date, Taiwan has seen an increase of 9.6%, China has seen an increase of 35.0%, and Hong Kong has seen a decrease of -4.3%.

Hong Kong numbers are struggling because although we are seeing more flights in the market, we are not having luck in getting more seat blockages for the travel agents. This is one component that the travel agents are asking of the carrier. GVB is also working on ongoing campaigns. The committee approved \$20,000.00 for campaigns that were requested by United and some are still in the planning process.

	Fiscal Year To Date			Calendar Year To Date		
	FYTD 2013	FYTD 2014	% DIFF	CYTD 2013	CYTD 2014	% DIFF
	Oct '12- July, 2013	Oct '13- July 2014		January- July 2013	January - July 2014	
TAIWAN	38,799	42,291	9.0%	28,624	31,367	9.6%
CHINA, P.R.C.	8,543	11,687	36.8%	6,581	8,884	35.0%
HONG KONG	7,742	7,451	-3.8%	4,962	4,750	-4.3%

CHINA MARKET UPDATE

Upcoming Familiarization Tours

Mr. Brian Borja, Marketing Officer II reported that the Guam Visitors Bureau will be hosting the following familiarization tours in the coming weeks.

Pretty Woman” Beijing Filming Project | August 10-14, 2014

- Largest lifestyle TV program in Mainland China - Media value: \$644,700
- 11 pax delegation including two celebrity hosts

United Shanghai Travel Agency FAM Tour | September 1-5, 2014

- 10 TA representatives, 2 United representatives, & 1 GVB Shanghai representative

Travel Agency Executives Beijing FAM Tour | September 9-13, 2014

- 21 pax delegation including TA representatives and GVB representative

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United Shanghai Media FAM Tour | September 9-13, 2014

- 7 pax including print & magazine covering general news and lifestyle

Shenyang Guam Promotion Seminar - August

Mr. Borja reported that GVB is scheduling a Guam promotion seminar in Shenyang. Our GVB Beijing Office Representative will be flying to Shenyang to conduct a Guam promotional seminar. GVB is also partnering with the US Consulate in Shanghai to include the foreign commercial service section as well as the consular section. In addition GVB is partnering with Liaoning Merchant Int'l Travel Service as well as DFS.

Beijing Advertising

Mr. Borja reported that over the next few months GVB will be doing a huge advertising campaign in Beijing that is worth over USD\$200,000.00. The advertising campaign features LED advertisements as well as web banners and features on qunar.com, an online travel agency. Additionally the campaign will feature electronic digital mailers sent out over several databases and print advertisements in TimeOut Beijing, the Chinese version. These advertisements serve to promote Guam as a destination, promote the direct flights from Dynamic Airways, and promote the travel agents that are selling the Guam product. This campaign will be complemented by an ongoing online promotion with Ctrip, China's largest online travel website.

Time Out Magazine

630x1326px

Guam, USA

Where America's Day Begin

Dynamic Airway

Beijing

5 hr, direct flight

Name of TAs and phone number

Online Booking: Ctrip and names of the packages
 (not all of them has online sales website, so we put Ctrip to encourage some sales)

Contact info of GVB office in Beijing and Shanghai

GVB social media channels, eg Weibo, Wechat

Guam, USA

Where America's Day Begin

Dynamic Airway

Beijing

5 hr, direct flight

Online Booking: package details and hyperlinked to Ctrip for to purchase online
 (not all of them has online sales website, so we put Ctrip to encourage some sales)

Name of TAs and phone number

Contact info of GVB office in Beijing and Shanghai

GVB social media channels, eg Welbo, Wechat

Netease EDM

August 8, 2014, 11:00AM
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TAIWAN MARKET UPDATE

Ms. Regina Nedlic, Marketing Officer II reported on the 3 month forecast for the Taiwan market. Ms. Nedlic explained that the reason for the decrease in September is because CI flight offered 2 charter flights in Sep. last year.

<u>Month</u>	<u>Forecast Pax</u>	<u>%Change</u>	<u>Last Year</u>	<u>Seat Forecast 14</u>	<u>Seat Data 13</u>	<u>% Change Seats</u>
August	4,241	2%	4,156	6,525	5,013	30.1%
September	3,565	-28%	4,949	4,456	5,623	-12%
October	4,161	1.3%	4,107	5013	5,013	0%

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International Travel Fair

Ms. Nedlic reported that GVB will be participating in the International Travel Fair from November 7-10, 2014. GVB has secured 4 booths and is currently preparing booth designs, itinerary arrangements, media interview arrangements, as well as advertising & NRs preparation, social media program preparation, and trade gathering preparation. Marketing Manager Pilar Laguana encourages businesses to take a look at participating in this promotion as it is the largest travel trade show in Asia and commanded over 255,000 people at last years three day show.

Shop Guam Festival 2014 - Draft Plan

Ms. Nedlic touched based on Taiwan's marketing plan for SGF2014; it is as follows:

Press Release

- *Issued SGF 2014 PR in late October*

Social Media

- *Continuous use of GVB Taiwan's social media (including Facebook, Blog and Website) to strengthen event awareness.*

'Follow & Shop' campaign

Invite 5~6 bloggers to the pre-SGF fam tour in Oct. and help them develop their own shopping routes or ways to explore Guam.

Global media fam tour

- *Increase the media exposures by inviting the media to experience everything themselves.*

Advertising

- *Trade and online media advertising campaign*
- *FB ADs*

HONG KONG MARKET UPDATE

Joint Support for UOG Education Program

Mr. Brian Borja reported that a group of 8 underprivileged children, accompanied by escorts and media will be arriving on Guam on August 17, 2014 to attend the fisheries and eco camp at the University of Guam. They are part of Lotus Tours and GVB is providing joint support by organizing airport greeting services, a Chamorro cultural tour, and a welcome lunch.

Watabe Wedding Joint Promotion

Mr. Borja reported the following details regarding the Watabe Wedding joint promotion.

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- Date: Aug, Sept, and Oct
- GVB investment: USD 6,190.00
- Partners: Watabe Wedding, Cocoon (high-end bridal and evening gown company), I-Primo (Japan bridal ring specialty brand), and Jensen Holiday (full service travel agency)
- Promotion plan: eDMs, banner ads, Watabe database
- Wedding party and wedding gown show on Sept 13
- Invite couples to attend and promote Guam wedding packages
- Target: 25 wedding couples to Guam within 3 months

V. OLD BUSINESS

Marketing Manager Pilar Laguana reported on the recent GVB overseas mission to Wuhan. Ms. Laguana stated that the VisitUSA China: Wuhan Roadshow was a very well executed event and the Guam Visitors Bureau received great exposure and generated great interest from the travel agents and media in attendance. In addition, Ms. Laguana and Marketing Officer II Brian Borja were able to begin networking with the US Commercial Service officers in the region, which is very important due to the fact that the United States will soon have a US Consulate in the area.

Ms. Laguana stated that at the conclusion of the roadshow they were able to travel to Beijing where they were able to meet with PATA China Director Bo Wu to discuss future collaboration on upcoming projects. The GVB delegation also met with the hard block agents for Dynamic Air to hear current state of challenges. The travel agents brought up two strong points: The first issue is the need for Guam to do more to get our product known in market. Ms. Laguana stated that this is already being addressed by our advertising campaign. The second issue is the Visa rejection rate, Ms. Laguana reports hearing a surge of visa rejection rates out of Beijing. GVB General Manager Karl Pangelinan interjects that this issue is being seen in other destinations with rejection rates up to 40%. Ms. Laguana addressed this concern to the US Embassy in Beijing and was advised to have the travel agents be more engaging in helping potential travelers fill out their visa application forms. Ms. Laguana reported that she was also advised that there has been a glitch in the visa system, affecting visa processing worldwide and to date the issue has not yet been resolved.

VI. NEW BUSINESS

The deadline for the Shop Guam Festival 2014 Co-op agreement is August 11, 2014.

VII. ANNOUNCEMENTS

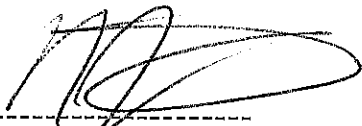
- The next GCMC Meeting will be held on September 12, 2014 at 11am in the GVB Main Conference Room
- Industry Announcements

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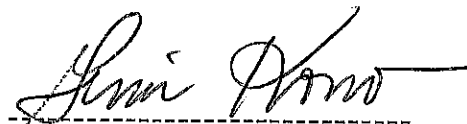
- i. Mr. Tomoyuki Goto - Ride the Duck attraction opened since April and a new pavilion will be constructed at the Beach Bar.
- ii. Mr. Hyong Yi - Construction begins this week for the connecting tunnel to the Dusit Thani.
- iii. Ms. Janeen Kang - Dinner under the sea for the Underwater World was launched this year offering a four course turf & surf dinner.
- iv. Ms. Jenny Cheon - Will be relocating to Nikko Hotel, new sales manager is Ms. Jenny Kim. Holiday is offering a special meal package to travel agents that has been very popular.
- v. Mr. Terry Chung - Sales ongoing at DFS
- vi. Mr. Kawano - Preparing to open a new property near Home Depot in January as a hotel and long term apartment. Total 78 units.
- vii. Chinese exit surveys are being conducted for the Dynamic Air Beijing flights.

VIII. ADJOURNMENT

Meeting adjourned at 12:00pm.



Minutes Prepared by:
Nakisha Onedera (Marketing Officer I)



Reviewed and approved by:
Gina Kono (Acting Marketing Manager)

Destination Management Committee meeting
August 7, 2014 - 10:00AM
Guam Visitors Bureau

Present: (DMC Chairman) Mayor Robert Hofmann; DGM Nathan Denight (GVB); Doris Ada (GVB); Meriza Peredo (GVB); Director Carl Dominguez (DPW); Mike Elliott (GPD); Lloyd Cubacub (Lt. Gov's Office - IBTF); Joann Camacho (DFS); Takemitsu Noguchi (JGTA/Guam Sanko); Jason Fukuda (Fukuda Enterprises)

Meeting called to order: 10:09 AM

1. Tumon Bay Lighting Improvement

- Bid will be awarded to Z4
- Bid came up to right under \$400,000
 - \$325,000 to replace wiring and junction boxes in the poles
 - \$75,000 to replace banner poles
- Scheduled to begin in the next couple months
 - Need to get the as built drawings and approval from the project manager

2. Assessment of the sidewalks/crosswalks/ major potholes

- TGE will be doing the scope of work
- Phase 1: sidewalks and crosswalks
- Phase 2: Asphalt
- Joann Camacho (DFS) reported that there is a repair that needs to be done at the Plaza / DFS crosswalk
- Carl Dominguez (DPW) reported that the road is still not prepared from the Dusit Thani water line. He did a drive through on San Vitores and has also noted more cracking on the crosswalks from the water and sand. They will only do temporary repairs for now. He also suggested that he and GM Pangelinan will need to meet with Simon Sanchez to discuss these issues. Doris Ada will pull the photos on file from the previous assessment
- Joann Camacho (DFS) requested for a crosswalk to be added at the Sandcastle / DFS side for safety reasons. Carl Dominguez referred Kin Blas of DPW's highway division.

- The concern of streetlights at the Kmart is also an issue that needs to be addressed because of the heavy foot traffic and the hazard the darkness poses on our visitors. Joann suggested having only one corner to cross to Kmart from the JFK side.

7. Bus Stop Shelters

- DGM reported that the scope of work is being worked on
- Joann Camacho (DFS) stated that DFS would like to partner up with this project as well as other community projects.

8. CCTV cameras

- Still in the protest process but should have a ruling from the OPA by August 10.

9. Visitors Safety Officer Program

- DGM announced the VSO program has been awarded to G4S and began on August 1.
- It is a hybrid of a security guard and tour guide. They will patrolling the beaches and San Vitores down to Carlos Camacho road. This program is meant to augment GPD services and provide presence and security for our visitors. They will have their own uniforms and badges.
- Mike Elliott (GPD) stated that GPD is concerned about this program in regards to how this may affect their budget requests for more manpower down in Tumon.

10. DMC / TIR Budget

- DGM Denight reported that the budget was submitted to the Legislature and the hearing is scheduled for next Thursday. GM and DGM have been doing a roadshow with the Legislature to explain the goals and objectives of the Bureau.
- DMC budget request was \$2 million
- TIR budget request was \$950,000
- DGM Denight explained that some programs that were initially started under Special Projects will be moved to TIR. There is also a plan to develop a tourism institute that will fold into the existing GCC/UOG/GHRA programs.
- The DMC budget will include the landscaping, beach cleaning, roadway maintenance, Illumination project, and Contract Administration inspection. It will also to be to make an investment in the capital improvements.



GUAM VISITORS BUREAU

50th ANNIVERSARY · 1963 - 2013

Exhibit G

SPORTS & EVENTS COMMITTEE MEETING
TUESDAY, AUGUST 5, 2014 at 2:00 P.M.
GVB CONFERENCE ROOM

MINUTES

Members Present: Joe McDonald & Sally Malay
GVB staff present: Karl Pangélinan, Jon Nathan Denight & Kraig Camacho
Special Guests: Mark Baldyga, GVB Board Chairman & Jon Tuck, UFC Guam Mixed Martial Arts Fighter

CALL TO ORDER

Co-Chairman Nathan Taimanglo apologized that he was unable to attend the meeting due to a last minute urgent matter concerning his employment.

REPORT OF CHAIRPERSON

Karl Pangélinan chaired the meeting in absence of both Sports Co-Chairs Nate Taimanglo and Jen Camacho. Mrs. Camacho was sick and unable to attend the meeting.

REPORT OF MANAGEMENT

Mr. Kraig Camacho, shared the following update:

2015 Budget Recap:

Mr. Camacho shared the attachment proposed budget breakdown as Exhibit "A". Mr. Camacho shared the document because the original amount requested by the Sports Committee was increased by GVB Board of Directors during the last Board of Director's meeting.

Mr. Jon Nathan Denight shared that during the last board meeting GVB Board of Directors was kind enough to approve an increase of the amount requested by the Sports Committee from \$815,000 to \$850,000. The increase, according General Manager Karl Pangélinan, means an increase of \$10,000 for the Guam International Marathon adjusted from the proposed \$50,000 by the Sports Committee. Mr. Denight also shared that the additional increase if approved by the Legislature will also help to fund the annual BBQ Block Party each year at \$50,000.

Mr. Camacho said that he would make the following changes to the attached proposed 2015 breakdown to add \$10,000 to the Guam International Marathon as per management's direction.

Final Project Report review:

Coco's Crossing see attached final report labeled as Exhibit "B": Mr. Jon Nathan Denight shared that there was lack of information with the final report submitted by the Cocos Crossing event organizer and recommended that the committee does not approve the release of the 25% balance until information that was requested by Mr. Kraig Camacho is provided to GVB. Information such as collection on admissions, a breakdown of overseas and local swimmers, photos of the event, and a detailed breakdown of expenses has been requested by the Bureau.

Marianas Cup Beach Volleyball see attached final report labeled as Exhibit "C". Maraianas Cup was approved the release of the 25% balance per the committee. Mr. Camacho shared that the Guam Volleyball federation has been reduced to \$10,000 this year in financial support and hopes that the federation is successful is developing its own beach volleyball tournament in the near future. Marianas cup will now receive the 25% balance of the \$10,000 approved by the committee which amounts to \$2,500.

Guam Live International Musical Festival

Mr. Denight shared that the Bureau is finalizing the final report for Guam Live International Music Festival and will be presenting to the GVB Board of Directors next week Thursday during its regularly schedule meeting. Mr. Denight shared that the presentation will be shared with the meeting after it is presented.

During the meeting, Mixed Martial Arts athlete Jon Tuck was visiting the Guam Visitors Bureau during the time of the meeting and was invited into the meeting to meet with the Sports Committee. Mr. Tuck shared that he was selected to fight on the upcoming Ultimate Fighting Championship Fight Card.

Mr. Pangelinan along with the committee congratulated Mr. Tuck on his successes and accomplishments in the UFC and thanked the MMA athlete for introducing Guam to a global audience. Mr. Denight shared that the viewership is huge not only to a pay per view audience but also on FOX sports.

Mr. Tuck shared that he will be on Guam til next week Tuesday, August 12th and will be returning to Arizona to resume training camp in preparation for the upcoming September fight.

NEW BUSINESS

None.

OLD BUSINESS

Mr. Camacho shared that the East Asian Football Federation's request for financial support was approved by GVB Management up to \$10,000 for the Men's and Women's tournament along with the Governor's Fitness Awards which was also approved for \$1,500 per the results of the committee's recorded tally of responses gathered. Please see attached tally, which was recorded via email labeled as Exhibit "D".

ANNOUNCEMENTS

None.

ADJOURNMENT

- Meeting was adjourned at 3:35p.m.

Summarized and Submitted by:


Kraig Camacho
Community Development Officer

Reviewed by:

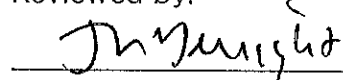

Jon Nathan Denight
Deputy General Manager

Exhibit "A"

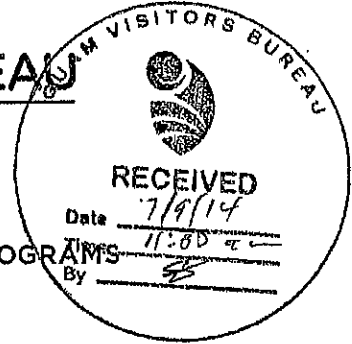
FY2015 Budget

FY2015

		Proposed FY2015	5%
GRA001	> Sports Grants	\$ 110,000.00	\$ 100,000.00
THI002	> Tropical Fantasy Fireworks	\$ 25,000.00	\$ 25,000.00
ESP002	> 20th Annual Friendship Junko Baseball Tournament	\$ 5,000.00	\$ 5,000.00
ESP005	> Professional Teams Training Camps	\$ 15,000.00	\$ 15,000.00
ESP001	> Event Support	\$ 150,000.00	\$ 117,500.00
MAR001	> 2015 GVB Signature Events	\$ 250,000.00	\$ 250,000.00
	<i>BBQ Block Party</i>	\$ 50,000.00	\$ 50,000.00
	<i>Xterra Guam Championship</i>	\$ 15,000.00	\$ 15,000.00
	<i>Guam International Marathon</i>	\$ 50,000.00	\$ 50,000.00
	<i>Guam Ko'ko' Road Race 9th Annual Event</i>	\$ 135,000.00	\$ 135,000.00
GMF001	> Guam Micronesia Island Fair (27th Annual Event)	\$ 145,000.00	\$ 145,000.00
	> Annual Guam Music Festival (2nd Annual Event)	\$ 150,000.00	\$ 150,000.00
		\$ 850,000.00	\$ 807,500.00



GUAM VISITORS BUREAU
50th ANNIVERSARY · 1963 - 2013



DESTINATION DEVELOPMENT & MAINTENANCE PROGRAMS
FINAL PROJECT REPORT FORM

GENERAL INFORMATION

- A. Name of Organization: 24TH ANNUAL INTERNATIONAL (MANUKAI ATHLETIC INVITATIONAL ODDS CROSSING) Telephone: 687-6918 CLUB
- Mailing Address: 874 E.P. SANDS ST. TALOFORO, GU. 96915
- Email Address: naomi.guahan@gmail.com
- B. Project Title: 24TH ANNUAL INTERNATIONAL INVITATIONAL ODDS CROSSING
- C. Start Date of Project: JUNE 1, 2014 End Date: JUNE 1, 2014

PROJECT EVALUATION

1. How did the project differ from what was proposed in the application?
2. What activities took place? (Identify dates, location and participants)
3. What are the positive results or effects of the project?
4. What were the projects strengths and weaknesses?



BALANCE \$ _____
Cash on Hand

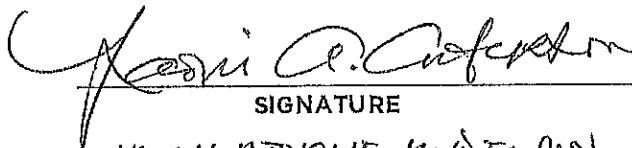
CHECKLIST OF ENCLOSURES

Programs, publicity, and/or promotional materials showing funding credit to the Guam Visitors Bureau. YES NO

Verification of funds received outside of Guam Visitors Bureau Grant. YES NO

CERTIFICATION

I certify that the information contained in this report, including all attachments and supporting materials, is correct to the best of my knowledge.



SIGNATURE

NAOMI ADOIGUE ANDERSON

PRINT NAME

JULY 9, 2014

DATE

COORDINATOR

TITLE



24th Annual International Invitational Cocos Crossing
Final Project Form

PROJECT EVALUATION

1. How did the project differ from what was proposed in the application?

It did not differ from the GVB application.

2. What activities took place? (Identify dates, location and participants)

The Cocos Crossing took place on Sunday, June 1, 2014 at the Merizo Pier, Guam. There were two courses that ran, the 2.5 mile swim which started from Cocos Island and ended at Merizo Pier, Guam and the 5 mile swim that started at the Merizo Pier to Cocos Island and ended back at the Merizo Pier, Guam. Both races started at 7:00 am.

This year there were 251 registered participants. There were 12 no shows and only 2 participants were pulled out of the water from exhaustion. 237 participants finished.

3. What are the positive results or effects of the project?

Overall the event was successful. We received many positive results from the participants, volunteers and spectators. There was also positive feedback from the off-island competitors especially from repeat competitors. One of the off-island participants competing for the first time complimented by saying that it was the best organized event he has ever competed in.

4. What were the projects strengths and weaknesses?

The event had more off-island competitors and participants were happy with the conditions, course and overall event.

The event may have needed more refreshments as in food for the participants. We plan on getting sponsors that will help with food donation or also help monetarily so that we may buy the extra food to feed the participants.

The event also needs a marker or banner for the competitors so they can see some visual marker when swimming. We were looking into getting a banner made, but it was not in the budget. We also have asked GVB to help with setting up their big inflatable arch, but we were told it couldn't be provided.

ACTUAL CASH EXPENSES	DESCRIPTION	TOTAL
Graphics	Artwork	\$500
T-Shirts	Printing	\$2,230.00
Posters, Certificates, Registration Forms	Printing	\$360.00
Map Printing	Map Printing	\$78.00
Trophies and Medals	Order and Production	\$1,768.00
Timer	Timing of Event	\$300
Rentals	Canopies	\$300.00
Caps	Shipping	\$132.00
Registration Fees	Hornet Fees for Registration	\$164.00
Ferry Transportation	Transportation of Participants	\$2,299.00
Insurance	Event Insurance	\$1,020.00
USPS	Postage and Handling	\$30.00
Fuel/ Labor Work	Boat Fuel and Set-up	\$250.00
Fruits	Extra food/ refreshments	\$162.98
Advertising	Marianas Variety Ads	\$301.89
TOTAL		9,895.87

ACTUAL CASH INCOME CONTRIBUTIONS		
Admissions		\$0
Contract Services Revenue		\$0
Corporate Sponsorship	Guam Telephone Authority	\$250.00
	Lyon	\$500.00
Other Revenue		\$0
Applicant Cash		\$0
TOTAL		\$750.00

ACTUAL IN-KIND INCOME CONTRIBUTIONS		
Admissions		\$0
Contract Services Revenue		\$0
Corporate Sponsorship		\$3,830.00
Other Revenue		\$0
Applicant Cash		\$0
TOTAL		\$3,830.00

ACTUAL CASH EXPENSES		
Personnel		\$0
Travel		\$0
Supplies		\$412.98
Printing		2,668.00
Postage and Handling		\$30.00
Equipment Rental		\$100.00
Facilities Rental		\$0
Advertising		\$301.89
Other (Specify)		\$0
TOTAL		\$3,512.87

ACTUAL TOTAL IN-KIND CONTRIBUTIONS	\$3,830.00
ACTUAL TOTAL CASH INCOME	\$750.00
GRAND TOTAL CASH INCOME	\$750.00
GRAND TOTAL CASH EXPENSES	\$3,512.87
BALANCE CASH ON HAND	\$0



Guam Visitors Bureau
Setbision Bisitan Guahan

DESTINATION DEVELOPMENT & MAINTENANCE PROGRAMS
FINAL PROJECT REPORT FORM

GENERAL INFORMATION

- A. Name of Organization: Guam Volleyball Federation Telephone: 727-4999
 Mailing Address: PO Box GV, Hagatna, GU 96910
 Email Address: jonpcramer@gmail.com Fax No: _____
- B. Project Title: 22nd Annual Marianas Cup Beach Volleyball Festival
- C. Start Date of Project: 2/13/14 End Date: 3/1/14

PROJECT EVALUATION

1. How did the project differ from what was proposed in the application?

Not much differed from the proposal.

2. What activities took place? (Identify dates, location and participants)
- Clinics took place on February 11th and 13th on Guam, Feb. 19th on Saipan
 - Marianas Junior Cup, Feb. 15-16, 2014, Guam
 - Marianas Pro/Am Cup, Feb. 21-23, 2014, Saipan
 - Marianas Kids' Cup, March 1, 2014, Guam and Saipan

Total players: Kids'/Hotel Clinics +200, Junior Cup 32(16 teams), Pro/Am Cup 90(45 teams), Kids' Cups 156(34 teams)

3. What are the positive results or effects of the project?

The event helped increase awareness for beach volleyball and for Guam as a destination for this type of activity. FIVB and AVC, the governing bodies for volleyball in the region and world saw that Guam could host a major volleyball event and are supportive of GVBFB and GVB hosting such an event. Several players came to the event from within our region and even some from as far away as Los Angeles. The event got good exposure through the local media and social media. Funds raised from the event helped support sending two teams to compete in the Youth Olympic Games Beach Volleyball Qualification Tournament. At the event, the players got excellent exposure to high quality play, and the coaches were able to meet with top level officials and have conversations and lay ground work for a pro level event on Guam in the near future.

4. What were the projects strengths and weaknesses?

Strengths – good turnout of athletes and spectators, good exposure to local and other audiences, inspirational for youth volleyball, firm building block for next year and future events to grow from, volunteers worked well together and local sponsors came through with great support

Weaknesses – difficult to find hotel rooms

ACTUAL BUDGET – CASH INCOME AND IN-KIND CONTRIBUTIONS (Please attach a detailed summary of actual cash revenue. For in-kind contributions, list volunteer services, donated supplies, etc., contributed to the project by outside parties at no cash cost to you and essential to the project's completion.)

	ACTUAL CASH INCOME	ACTUAL IN-KIND CONTRIBUTIONS
Admissions	\$377	_____
Contract Services Revenue	\$ _____	_____
Corporate Sponsorship	\$2,450	<u>12,300</u>
Government Support	\$10,000 (rec'd 7,500)	_____
Other Revenue	\$982	_____
Applicant Cash	\$ _____	_____
ACTUAL TOTAL	\$13,809	12,300
Cash Income		

ACTUAL BUDGET – EXPENSES (Please attach a summary detail of actual cash expenses, receipts and actual in-kind contributions.)

Cash Income

t shirt sales/entry	377
cash donations	12,450
\$ for tickets from NMIVA	<u>982</u>
	13809

expenses

tickets	\$2,262.92
entertainment(pros/volunteers)	\$251.25
per diem	\$780.00
medals	\$408.00
t-shirts	\$1,622.50
banquet	\$1,380.00
hotel	\$500.00
Car insurance	\$416.90

\$7,621.57

Major In Kind

	Valued at:
(15) Hotel room nights	\$3,600.00
(4) Rental Cars	\$2,000.00
(5) Airline Tickets	<u>\$6,700.00</u>
	\$12,300.00

**ACTUAL CASH
EXPENSES**

See Above

ACTUAL TOTAL
Cash Expenses \$7,622

ACTUAL TOTAL
In-kind Contributions \$12,800

ACTUAL TOTAL
Cash Income \$13,809

GRAND TOTAL
Cash Income \$13,809

GRAND TOTAL
Cash Expenses \$7,622

BALANCE
Cash on Hand \$6,187

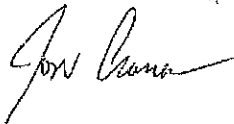
CHECKLIST OF ENCLOSURES

Programs, publicity, and/or promotional materials showing funding credit to the Guam Visitors Bureau. YES NO

Verification of funds received outside of Guam Visitors Bureau Grant. YES NO

CERTIFICATION

I certify that the information contained in this report, including all attachments and supporting materials, is correct to the best of my knowledge.



SIGNATURE

Jon Cramer

PRINT NAME

5/31/14
DATE

DATE

Vice President
TITLE

TITLE

Tickets

Jac Jones	\$259.00
Kauli Salzman	\$288.29
Jeff Carlucci	\$315.65
Evan Silberstein	\$159.00
Megumi Murakami	\$190.40
Manny Guarin	\$253.29
Miki Oyama	\$723.71
Angela Ishida	\$10.00
Hitoshi Murakami	\$775.50
Yasuo Nakaya	\$775.50
Shinako Tanaka	\$775.50
Tickets Total	\$4,525.84
50% NMIVA to pay	\$2,262.92

T-Shirts paid by NMIVA	\$872.50
Medals paid by NMIVA	\$408.00
NMIVA owes for tickets	<u>\$982.42</u>

Major In Kind Valued at:

(15) Hotel room nights	\$3,600.00
(4) Rental Cars	\$2,000.00
(5) Airline Tickets	\$6,700.00
	<u>\$12,300.00</u>

Cash Income

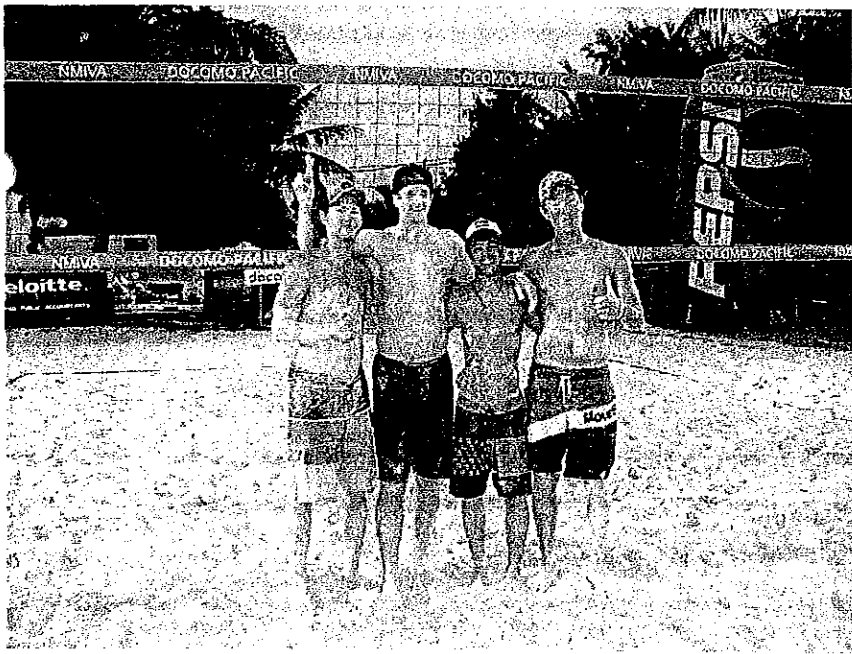
entry/t shirt sales	\$377.00
cash donations	\$12,450.00
NMIVA for tickets	<u>\$982.42</u>
	<u>\$13,809.42</u>

Expenses

tickets	\$2,262.92
entertainment(pros/volunteers)	\$251.25
per diem	\$780.00
medals	\$408.00 Paid by NMIVA
t-shirts	\$1,622.50 Paid by Matson/NMIVA
banquet	\$1,380.00
hotel	\$500.00
Car insurance	\$416.90

\$7,621.57

Equipment funds	\$2,500.00
Donation to YOG Team	\$3,000.00
2015 M Cup	\$687.85



Pro/Am Men's Finalists



Pro/Am Women's Finalists



Pro/Am Champ refereeing Kids' Cup game with GVB banner on display.



Kids' Cup Guam players.

For more photos please go to https://www.facebook.com/marianascup/photos_stream.



Junior Cup top three men and women

For more photos please go to https://www.facebook.com/marianascup/photos_stream.

2014 EAFF

2014 Governors Fitness Awards & TAFISA Sport for All Leadership Event

	EAFF	Gov's Fitness Awards
Jen C.	Deny	Support \$1,500
Sally M.	Support \$10K	Support \$1,500
Joe M.	Support \$10K	Support \$1,500
Nathan T.	Support \$10K	Support \$1,500
Logan R.	Support \$10K	Deny
Jude B.	Deny	Deny

JAPAN MARKETING COMMITTEE SPECIAL MEETING - WEDNESDAY, JULY 16, 2014

JMC MEMBERS PRESENT: Milton Morinaga, Norio Nakajima, Satoru Murata, Hideki Sakai, Yuta Yokoyama, Kiyoshi, Kawano, Kazunori Atsuta, Yoshihisa Otani, Michiru Sato

OBSERVERS/GUESTS PRESENT: Chie Takase, Terry Debold, Bunichi Yamashita, Nozomi Saito, Tomoyuki Goto, Maho Quinene

ABSENT: Tadashi Echikawa, Masanori Kanasugi, Ken Yanagisawa, Yuji Katagiri, Mitsunori Takahashi, Masaaki Kawanabe, Jae Hong Park, Norman Aguilar

GVB: Karl Pangelinan, Nadine Leon Guerrero, June Sugawara, Elaine Pangelinan
Koichi Hoshino-ADK, Taichi Harada-ADK

CALL TO ORDER

The meeting was called to order at 10:04 A.M.

APPROVAL OF MINUTES

1. June 18, 2014
2. June 24, 2014

Motion made by Mr. Nakajima and seconded by Mr. Sato to approve the JMC Minutes of June 18 and June 24, 2014 meetings. Minutes approved.

REPORT OF CHAIRMAN


- GVB BOD scheduled a working session on Thursday, July 18 at 4pm to review and discuss GVB's overall FY2015 budget requests before taking official action.
- City of Okayama Friendship Citizen Guam Tour was held July 3-6, 2014. Okayama City has been advocating recycling and has donated 30 recycling bins to Guam last year. A recycling lecture and reception was held on July 5th at the Reef Hotel that was well attended. Guests included the Lt. Governor Tenorio, Senator Tina Barnes, UOG President Robert Underwood, GCC President Mary Okada, Mayor Savares, members of the JGTA and recycling bin adopters representatives.
- Guam now seeing a good share of group tours (MICE). GVB also actively contributing time and assistance during group receptions/awards ceremonies.
- GVB Quarterly Membership Meeting will be held this Friday, July 18 at 11am at PIC Hotel. Keynote address by Dynamic Air.
- Membership notice for this year's JATA has gone out. GVB hoping for more participation.
- Two new JMC observers were welcomed at today's meeting, Mr. Yamashita of Arluis Wedding and Ms. Chie Takase of Underwater World. To the contrary two JMC members will be leaving, Masanori Kanasugi of NTA will be leaving Guam at the end of August and Mr. Michiru Sato of Outrigger. Their replacement will be announced at a later time.
- JMC Chairman Morinaga will be attending Kashiwa Festival from July 24-27, 2014 along with GVB staff. Kashiwa and GVB has held a friendship relationship for over 20 years and GVB has been invited each year to participate in the festival.
- News from the hotel industry: Lotte Hotel held its opening recently; Nikko completed its room renovations and added a larger club lounge; Hilton completed its first phase of renovations. These are all positive indicators of where the industry is leading. Product improvement also aims to bring in new visitors as well as entice repeat visitors.

REPORT OF MANAGEMENT

- Welcomed new JMC observers and as Chairman Morinaga mentioned earlier, JATA is now being promoted and GVB is hoping to get more members to participate. Last year, GVB hosted a 50th Anniversary Reception during JATA to show Guam's appreciation and to recognize the industry for all the support received over the past 50 years. GVB has realized an industry appreciation is relevant in maintaining strong relations with our trade partners in Japan and therefore, we will be hosting a hospitality night every year during JATA.
- Announced that a new non-profit Guam Sports Events Incorporated (GSEI) was recently formed and as President, he had just returned from Tokyo seeking a new PR firm to promote international sports events such as the Guam International Marathon and Tour of Guam. The GSEI hopes to contract a firm shortly.
- As Chairman Morinaga mentioned earlier, a BOD working session will be held to go over the FY2015 budget requests from all the marketing committees. We have some challenges ahead but Japan being our number one market, management is 100% behind the committee's request of \$7 million. We have seen some sliding numbers in the Japan market and we're all aware of the different factors and conditions leading to the declining numbers and therefore this budget aims to accelerate our aggressive plans as you will see in today's presentation by ADK that we hope will bring our numbers back up. He recommended to the JMC to assist in getting through the first step of the budget approval process to call on any of the BOD's they may know to further rally for support of Japan's budget request as well.


REPORT OF ADK

Mr. Hoshino reported the following presentation:




GUAM

JMC Meeting FY 15 Plan




ANA
Asafuku Inc.
July 16, 2014



GUAM

Market Overview

Short summary of the last JMC




GUAM

Overseas Travel Market

◆ Shifting to Short & domestic destinations

- The overseas travel market had been shrinking due to factors such as a weaker yen, regional territorial squabbles, slow recovery from the Tohoku disaster, and rebound from the 2012 market. Thanks to Abenomics, the market is on a slight upswing, primarily with Asian destinations leading the recovery.
- However, the still murky economic outlook and increased consumption tax dampen demand, prompting a shift to neighboring Asian destinations and domestic travel.



GUAM

Domestic Travel soared

Shifted to domestic travel



- As indicated by the data below, the Japanese travel market shifted to local domestic destinations in 2013.
- Okinawa: 6,413,700 visitors, up 15.4%
- Hokkaido: 5,600,000 visitors, up 5.0%

July - September 2013 Domestic Travel Indices (JNTO)

- Overnight & day-trip tourism: 4.1 trillion yen, up 9.7%
- Overnight & day-trip tourists: 130 million persons, up 15.8%

Domestic package tour business by major agencies (JATA, April 2013 - March 2014)

- Money base: 107.1%
- No. of users: 103.7%





GUAM

Guam Market

◆ Competing with Hawaii, Asian and domestic destinations

- Discount sales have become less common. Guam is now competing with Asian beach destinations in a higher price zone.
- However, Guam's value for money image is shrinking relative to domestic destinations such as Okinawa and Hokkaido.
- Guam, for keeping its pricing steady, is now being seriously judged to provide quality worth the cost.



GUAM

Guam Market

Opportunities

- While there are worrisome factors such as the increased consumption tax and the flagging performance of mid ~ smaller businesses, the Japanese economy is recovering overall. Demand remains strong for high-quality vacations in close range.
- As indicated by the success of Asian and domestic destinations, Guam is attractive for being just 3.5 hours away.
- By promoting Guam's rising quality, it should be possible to take business from domestic and Asian competitors.
- The Premium Campaign, which has been underway since last year, is thematically timely and pertinent.

GUAM

FY15 Marketing Goal

GUAM Market Objective (FY15)

✓ Obtain 5.3% Market Share

CY2013 Guam Share=5.1%

JPN Visitors in 2013 = 893,118
 JPN Oversea Travelers in 2013 = 17,472,748

GUAM Market Objective (FY15)

✓ 940,000 pax
 5.3% Market Share

Supposing JPN Oversea Travelers In
 2015 = 17,725,998, - 4.3% of that of 2013

GUAM

FY 15 Communication Plan

GUAM Strategy

• 2014-2016 Campaign Theme

Premium Guam

Guam is always growing and developing.

By communicating its charms as topical news with attention-grabbing surprises, we will create a new image of Guam targeting more visitors and increasing their travel spending.

GUAM FY15 Theme

- Strongly push "Premium Guam" to clearly establish new position of Guam in accordance with "Guam 2020".
- In FY15, we will illustrate more "experiences" of Premium Guam.

2013 → 2015 → 2020

Challenge Cheap → Quality for Value → Quality

Pay to enjoy Premium Guam

Theme Declare "Premium Guam" → Experience/Share "Premium Guam"

FY16 Theme

Year I
 プレミアムなグアムはじまる
 The Premium Guam has begun

↓

Shift proclamation to Experiential stage

Year II
 すぐそばにあるプレミアム
 The Premium (Experience) That's So Accessible


Communication Strategy

- To convey the message, 'The Premium that's so accessible' with strong impact'
- Differentiate Guam more sharply from Hawaii and other Asian beach destinations and key domestic destinations as well

Communication Strategy

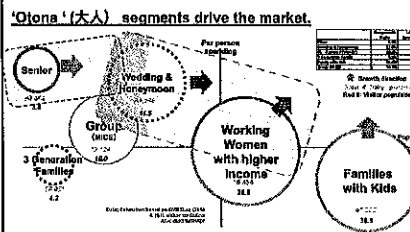
Guam's Key differentiator

Guam is the premium, year-round tropical resort destination with just 3.5 hours flight from Japan



Target Strategy: Summary FY2015

'Otona' (大人) segments drive the market.



Segment	Share of Voice	Market Share
Senior	2.8%	1.2%
Wedding & MICE	1.2%	1.2%
Group (Growth)	1.2%	1.2%
3 Generation Families	1.2%	1.2%
Working Women with higher income	34.8%	34.8%
Families with Kids	38.8%	38.8%
TOTAL	100%	100%

Target Strategy: Segmentation

- Primary target:**
 - So called 'Otona' (大人), grown-ups
 - Plus affluent senior people (over 60)
- Tactical target:**
 - Wedding & MICE
- Volume target:**
 - Families with kids and 3 generation families

Destination Advertising


Key Destinations' Share of Voice and Market Share Jan-Dec. 2013

Destination	Share of Voice	Market Share
Guam	0.5%	0.5%
Hawaii	14.2%	14.2%
Japan	0.1%	0.1%
Korea	10.0%	10.0%
China	4.9%	4.9%
Taiwan	8.0%	8.0%
Singapore	4.3%	4.3%
Malaysia	5.6%	5.6%
Thailand	4.0%	4.0%
Australia	4.0%	4.0%
Others	41.0%	41.0%
TOTAL	100%	100%

Note:
 1. Figures generated by ANA Ad Spending Navigation System. For equal comparison, promotion and production cost not included.
 2. Specific destination based spend data included.
 3. Airlines destination ads only. Does not include business class ads, in-flight campaigns, etc. Excludes destination PR and promotion.

GUAM Communication Strategy

■ To raise the noise level of Guam effectively with the limited budget among competitive market



Focus on TV Advertising

18

GUAM Communication Strategy

CPM by Medium
 Cost for reaching 1,000 target consumers.

TV	US\$ 13
Newspaper	US\$ 42
Magazine	US\$ 22
Radio	US\$ 12
Transit	US\$ 14

CPM is estimated based on Kanto Area/M+F30+
 US\$1.00 = ¥100
 As of April 2014

GUAM Communication Strategy

■ **TV CM by type and timing**

	October 2014	New Year Holiday 2015	February 2015
Otona OL	Meeting		Meeting
Senior	Traffic Jam	Traffic Jam	Traffic Jam
Family		Cold	Cold

20

GUAM

■ **CM performance**

- Area: Kanto
- Target: Otona OL
- Senior
- Family with kids less than 6 year old
- Period: 3 flights in a year
 - 2 weeks in October
 - 1 week in New Year Holiday
 - 2 weeks in February
- CM length: 15 sec.
- CM volume: 800 - 1400 GRP per flight
- No. of CMs: 100 CMs - 175 CMs per flight
- Reach: over 90% = 36 million people per flight
- Frequency: 10 - 15 times per flight

➢ The above conditions are subject to change

21

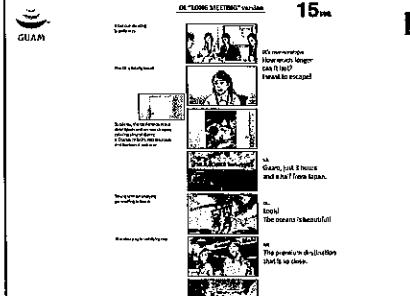
GUAM

TV CM Ideas

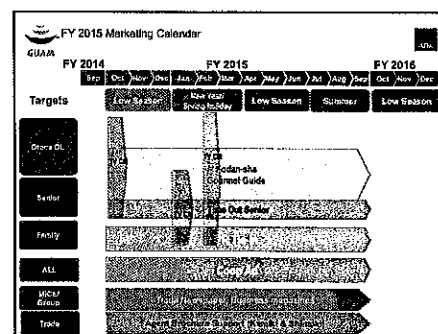
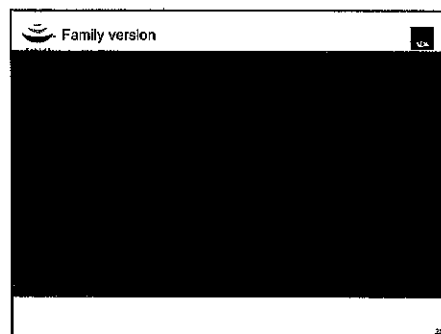
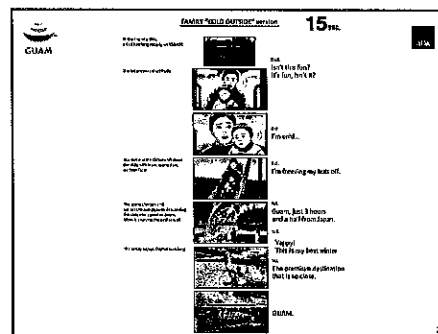
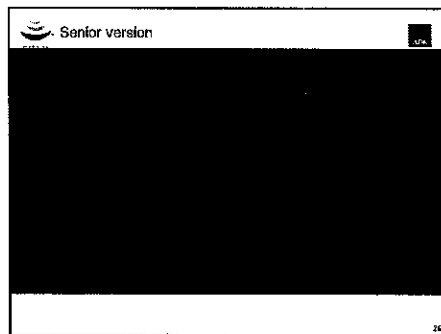
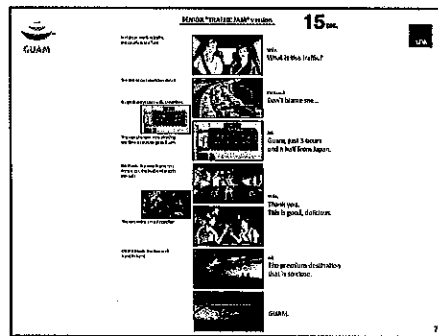
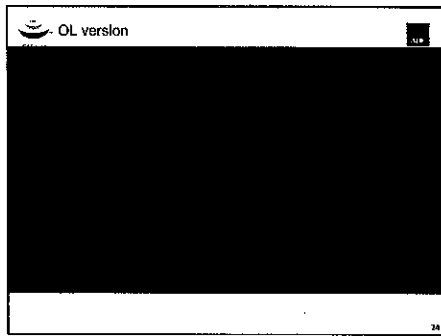
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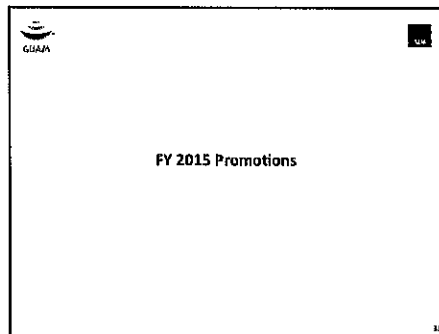
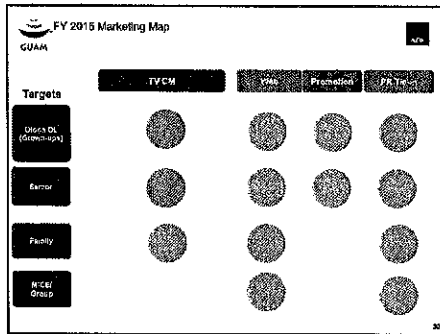
GUAM

OL "LONG SLEEP" 15sec



23





Idea: Campaign (Seniors)

"TIME OUT OTONA GUAM"
 ~ Guam to be Enjoyed Over a Week ~

- The third collaboration with Time Out. This time, a slow, relaxing stay in Guam will be promoted.
- A collaborative feature on the theme of Guam that can be enjoyed by adults and seniors over stays of 4 nights to a week. A showcase of strategically selected hotels, tourist spots, activities, restaurants, and local shops.

Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov

Idea: Campaign (Seniors)

"Otonano Gourmet Guide"

- "Dining" is the top reason for seniors to travel. An alliance can be forged with Kodansha to address this opportunity.
- Specifically, a collaboration can be arranged with Kodansha's Otona no Shuusaijū ("Grown-up's Weekend"), which is recognized for its restaurant information. Food specialists will thoroughly examine Guam's restaurants and identify those that are suitable for Japanese seniors.
- Moreover, collaborations will be arranged with Guam restaurants to develop special menus matched to the palates of Japanese seniors, giving seniors motivation and reasons to visit Guam.
- The feature article will be printed separately as booklets (30,000 copies).

Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov

Idea: Campaign (Seniors)

"Otonano Gourmet Guide"

Issue Date:
 October and November

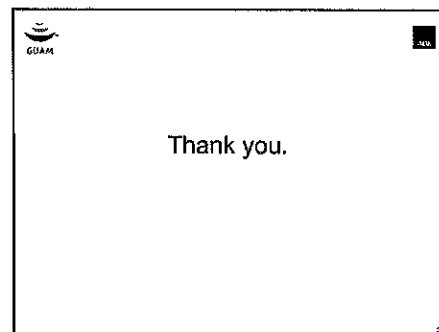
Volumes:
 6 pages x 2 issues = Total 12 pages

Supplement as Guam Special Gourmet Guide
 30,000 copies available in December 2014

Contents:

- Guam Gourmet Guide
 Around 20 restaurants will be covered by Kodansha's inspectors who pretend to be just normal customers. GVB will review the candidate restaurant list before finalization.
- Foodies Project
 Introduce Foodies source original to Guam as a healthy food and cover a variety of original menus using Foodies.

Final research:
 June 27 - 12th
 Second research and shooting
 Middle of June (TBD)



- Japanese travel trend now shifting to short and domestic destinations; domestic travel soaring.
- Based on meetings with several key travel agents, they are changing their strategy to sell higher priced packages to proper level, which now means Guam is competing with Asian beach destinations such as Cebu or Phuket. Also, compared to domestic destinations like Hokkaido and Okinawa, Guam is losing value for money image which means Guam is seriously judged to provide quality worth with increased cost.
- Demand remains strong for high quality destinations in close range that makes Guam an opportunity and its close proximity remains key and attractive.
- The Premium Guam campaign that was initialized last year is to promote Guam's rising quality and should still be continued.
- Current Guam tagline is "Premium Guam has begun. Next year's communication strategy will convey the Premium that is so accessible with strong impact.
- Guam's key differentiator: Guam is the premium, year-round tropical resort destination with just 3.5 hours flight from Japan. Year-round is element to differentiate Okinawa and Guam. Tropical resort experience in Okinawa is limited to the months of June-October; 3.5 hours flight differentiates Guam from Hawaii and other longer ranged beach destinations. These are Guam's strong messages.
- Guam's share of voice or money spent in advertising in the marketplace is very low at 0.5%. Therefore, marketing efforts should now be focused to more advertising for exposure.
- FY2015 communication strategy will focus on TV advertising. Radio is the cheapest medium followed by TV, magazine and newspaper but in radio, the audience number in Japan is limited. TV has a greater reach. The ideal strategy is to cover all mediums however; due to budgetary limitations TV advertisement will be focused in Kanto area.
- Besides TV commercials, "Time Out Otona Guam" and "Otono Gourmet Guide" would be produced by October and used throughout the year to target senior market.

Discussion:

- Question was raised to define "Money Base" and "Users" under Domestic package tour business by major agencies in slide #3. Mr. Hoshino clarified that money base means company gross sales per packages and users stand for participants. He corrected stats to indicate gross sales increased by 7.1% and not 107.1% and that the number of users be corrected to indicate 3.7% and not 103.7%.
- Based on advertising Medium on slide #19, Mr. Debold inquired as to where is web-base?
 - Mr. Hoshino explained it is difficult to calculate cost for web advertising.
 - Mr. Pangelinan commented, a lot of the medium we use could actually direct consumers to the GVB Website.
 - Ms. Leon Guerrero added, we've tried social media campaigns before and the only time it really worked is when we used transit ads to promote and direct inquiries to go to the social media campaign site.
 - Mr. Kawano agreed that web-based should be considered for future marketing as his hotel received very good results through online booking.
 - Mr. Hoshino commented he understands online marketing and will show internet performance at another time but the point to understand is internet is very effective for hotel and airline bookings but the function of GVB is to create or raise the demand for travel.
 - Mr. Pangelinan remarked that this is the point he is trying to make in that the internet is very versatile so whatever medium we decide to use, we could load those on our website to get multiple views. This works the same way for any images or other content we produce all of which could be loaded up to our website. In terms of the use of the Internet, the Internet is a game changer in all of our business.
 - Mr. Pangelinan added, GVB is looking to bring experts out on this subject matter such as Trip Advisor to talk about how relevant your website content is. As an example, based on PATA stats, consumers who go to a website based on a particular destination they are looking at, about 42% of the time a change in their decision based on what is presented on the internet.
 - Chairman Morinaga encouraged the members to take advantage of the GVB website.

- Mr. Debold lastly commented that although traditional medium was presented we should also consider the Internet as another source of Medium for advertisement in the future.
 - ADK to prepare a presentation on how the Internet is used with GVB at the next meeting.
 - Mr. Yokoyama suggested incorporating safety components or message in the family TV Ad, as this is a primary factor in travel decisions for Japanese travelers.
 - Mr. Kawano suggested having some sort of comparison Ad to show for example Hawaii or other beach destinations that have cold weather during certain months of the year whereas Guam is a warm tropical destination year round.
 - Ms. Saito commented that primarily OL travels for relaxation and suggested the Ad should include a spa scene or shopping as opposed to jet skiing as shown in the presentation.
 - Mr. Hoshino advised a Celebrity would not be used in TV Ads due to budget limitations.
 - When asked if TV Ads will be aired outside of Kanto area, Mr. Hoshino explained this is dependent if more funds become available. If the area is to be expanded based on the current budget the total number of spots will be reduced by 2/3 in order to spread out.
 - It was noted that the wedding market was not to be covered in the TV Ad mock up. Mr. Hoshino explained that TV Ads would not cover the wedding aspect but with the budget allocated for PR tie-in, this would be used for co-op programs with wedding magazines and perhaps TV programming focusing on wedding.
 - Chairman Morinaga lastly commented that the TV Ad concepts presented today are agreeable we all look forward to seeing the final Creative's.
- Discussion ended.

OTHER BUSINESS

- Mr. Kawano expressed concerns about the increase in flight cancellations and the rumor about United Air discontinuing flights to Guam from 3 secondary cities. GVB needs to address this issue especially with the money being invested to promote the destination. It was suggested that GVB provide some support to the airlines.
 - Ms. Leon Guerrero advised that GVB conducts Guam Live Presentations (GLP) in cooperation with the airlines and travel agents throughout cities that have direct flights to Guam and that these promotions resulted in increased bookings. Unfortunately, it is too costly to schedule more GLP's but GVB is trying its best to reach out to the consumers.
 - Chairman Morinaga mentioned that GVB along with GIAA went on a mission to Tokyo a few months ago to meet with airlines (United, Delta, Korean Air, ANA and Vanilla Air) and to discuss the opportunity at Haneda Airport. Issue is that ANA already filled most of Haneda slots. The time slots that were available were not favorable for the Guam return flight. Also, the yield was not there. In the case of United they were competing with other airlines out of Haneda. Delta was also planning summer charter flights but that info was not revealed then. Vanilla Air was very interested but they did not know Guam and this is the point why Guam needs to have more presence. Vanilla Air has no station in Haneda as they operate out of Narita so they would need to figure this out logistically. Chairman Morinaga summed this up by saying Guam needs to continue dialogue with the airlines. Should the mass transit (JR) in Haneda increase its service to 24 hours then the possibility of having direct flights out of Haneda to Guam be open once again but Guam needs to be in constant communication and continue to push for air service.
 - Chairman Morinaga also brought up the point we need to continue to push foreign travelers to use ESTA. With the establishment of Global Entry as well as EPIC Entry on Guam, more lines can be opened up for ESTA clearance that should speed up entry process.
 - It has been announced that United will start direct service out of Incheon to Guam.
- Chairman Morinaga requested an update on the bus stop changes most particularly in the Sandcastle area with the congestion being caused and potential danger he's observed.
 - Mr. Pangelinan advised the bus stop changes are in effect. The biggest challenge was getting the two major bus companies to agree to the stops. The next step is to construct all the cutouts with new shelters. Money is already set-aside for this.

- Chairman Morinaga further commented that we should put safety first and until such time the new cutouts and structures are complete we should use the existing stations.

ADJOURNMENT

Moved by Mr. Nakajima seconded by Mr. Yokoyama, to adjourn the meeting at 11:21 p.m.

Minutes prepared by:

Elaine Pangelinan, Marketing Officer I

Minutes approved by:

Nadine Leon Guerrero, GVB Marketing Officer II

RUSSIA & NEW MARKETS COMMITTEE MEETING MINUTES OF AUGUST 5, 2014

MEMBERS PRESENT: Bartley Jackson, Hyong Yi, Olga Blocksom, Neil Urbano, Jane Koo, Jenny Cheon, Alexandria Sanchez, & Ju Hee Kim

ABSENT: Sanghee Yoon, Terry Chung, Marie Page, Elisha Lee, Vasili Mladinov, Amilyn Salas, Anna Mamaeva-Lujan, Rita Jackson, Jennifer Chae, Mari Buensuceso, Rolenda Faasumali, Ioulia Safer, Ekaterina Sablan, Andre Green, Roman Cherniavskii, & Oxana Banes

GVB: Pilar Laguana & Haven Torres

I. CALL TO ORDER

Chairman Bart Jackson called the meeting to order at 10:10AM.

II. APPROVAL OF PREVIOUS MINUTES

Motion made by Mr. Neil Urbano, seconded by Mr. Hyong Yi to approve the minutes of June 10, 2014. Motion approved by acclamation. (Subject to correction)

III. REPORT OF THE CHAIRMAN

Chairman Jackson shared that Russian arrivals have been very good. We have set a new standard and the Russian guests are staying in lots of different places.

Chairman Jackson mentioned that the beginning of the Aviacharters flights and their expansion into three additional cities has really made a big difference in the industry. There are few Russian flying on Korean Air than before.

Chairman Jackson shared that he received notification within the last 10 days that there would be some flight cancellations. Cancellations in Petropavlovsk-Kamchatsky, Yuzhno-Sakhalinsk, and Blagoveschensk are halted for August, September, and October. However flights from Vladivostok and Khabarovsk will continue through the end of August. There will be no charter flights from any cities for the month of September. Aviacharter is planning to resume flying in late October, early November through the end of year.

Chairman Jackson would like to have a better idea of why there are cancellations so GVB can respond more appropriately. If the issue is demand, then GVB can assist by generating more demand. If the issue is hotel rooms, then moving forward in FY15, GVB can respond accordingly. If it is an inter-company issue, which is helpful to know so that GVB does not take action that is not productive to the market and the industry.

Mr. Urbano mentioned that he is in communications with Aviacharter and will be sharing with GVB, Aviacharter's revised flight schedule for August and September. Mr. Urbano further mentioned that if he finds out more information about the cancellation of flights, he would definitely pass that along to GVB.

GVB Home Office has sent an email our Russian representatives asking them to find out the latest information on the Aviacharter flight cancellations.

IV. REPORT OF GVB MANAGEMENT

Month to Date Arrival Comparison July 1-28, 2014



MONTH-TO-DATE ARRIVAL COMPARISON
 JULY 2014

	2013	2014	% frm LY
Japan	69,381	60,008	-13.5%
Korea	22,292	26,369	18.3%
Taiwan	5,946	7,468	25.6%
China, P.R.C.	800	1,814	126.8%
U.S. Mainland	3,612	3,934	8.9%
Hawaii	840	853	10.9%
GNM	1,691	1,507	-10.9%
Palau	383	354	-7.6%
FSM	1,004	928	-7.6%
RMI	105	71	-32.4%
Philippines	886	848	-4.3%
Australia	254	198	-22.0%
Canada	52	64	23.1%
Europe	183	153	-16.4%
Hong Kong	600	637	6.2%
Thailand	29	14	-51.7%
Vietnam	19	9	-52.6%
Russia	424	2,494	488.2%
Other	783	430	-43.6%
Total	109,064	108,151	-0.8%

Note: July 2014 daily arrivals reflect Civilian Air arrivals only.
 Source: Guam Customs Declaration Forms, Customs & Quarantine Agency.
 Processed by the Guam Visitors Bureau.



FISCAL YEAR-TO-DATE ARRIVAL COMPARISON
 JULY 2014

	FISCAL YEAR 2013	FISCAL YEAR-TO-DATE OCTOBER - JUNE*			MONTH-TO-DATE JULY 1 - 31			FISCAL YEAR-TO-DATE OCTOBER - JULY 31		
		2013	2014	% frm LY	2013	2014	% frm LY	2013	2014	% frm LY
Japan	912,093	673,935	609,401	-9.6%	69,381	60,008	-13.5%	743,316	669,409	-9.9%
Korea	232,850	167,701	216,120	28.9%	22,292	26,369	18.3%	189,993	242,489	27.6%
Taiwan	47,904	32,853	34,825	6.0%	5,946	7,468	25.6%	38,799	42,291	9.0%
China, P.R.C.	10,384	7,742	9,873	27.5%	800	1,814	126.8%	8,543	11,687	36.8%
U.S. Mainland	48,876	35,875	37,219	3.7%	3,612	3,934	8.9%	39,487	41,153	4.2%
Hawaii	9,670	7,125	9,475	33.0%	840	853	10.9%	7,795	10,328	33.0%
GNM	15,905	11,132	11,571	3.9%	1,691	1,507	-10.9%	12,823	13,076	2.0%
Palau	3,021	2,154	2,097	-2.6%	383	354	-7.6%	2,537	2,451	-3.4%
FSM	10,052	7,236	6,755	-6.7%	1,004	928	-7.6%	6,242	7,883	-6.8%
RMI	903	645	597	-8.1%	105	71	-32.4%	750	768	2.4%
Philippines	10,564	8,171	9,392	14.9%	886	848	-4.3%	9,057	10,240	13.1%
Australia	3,265	2,515	2,968	18.0%	254	198	-22.0%	2,769	3,166	14.3%
Canada	961	731	887	21.3%	52	64	23.1%	783	951	21.5%
Europe	2,101	1,654	1,491	-9.9%	183	153	-16.4%	1,837	1,644	-10.5%
Hong Kong	8,936	7,142	6,814	-4.6%	600	637	6.2%	7,742	7,451	-3.8%
Thailand	382	264	338	28.0%	29	14	-51.7%	293	352	20.1%
Vietnam	92	53	28	-43.4%	19	9	-52.6%	72	85	18.1%
Russia	6,134	5,122	14,601	185.1%	424	2,494	488.2%	5,546	17,095	208.2%
Other	6,394	4,352	5,349	22.6%	783	430	-43.6%	5,125	5,778	12.8%
Sea Arrivals	717	6,953	5,709	-17.9%	n.a.	n.a.	n.a.	6,953	5,709	-17.9%
TOTAL	1,337,665	983,368	983,658	0.2%	109,064	108,151	-0.8%	1,092,432	1,093,608	0.1%

Note: July 2013/4 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. * Preliminary

Discussion: Chairman Jackson shared Japan is down 10%, China is 36%, and Russia is up over 200%. Russia is having its best year ever.

Russian Travel Agents Fam Tour - July 1-7, 2014

GVB TRIP REPORT: ¶ Travel Agent Familiarization Tour ¶ July 1-7, 2014 ¶

¶
GVB Delegation: ¶
Pilar Leguana, GVB Marketing Manager ¶
Gina Kono, GVB Marketing Officer II ¶
Brian M. Borja, Marketing Officer II ¶
Olga Gerasimova, Head of Guam Team - Vladivostok Office ¶
Anastasia Trigubenko, Manager of Guam Team - Vladivostok Office ¶

¶
Travel Agents: ¶
Ms. Natalia Bosankova, Zhara ¶
Ms. Svetlana Boyko, Soby ¶
Ms. Natalia Ivanova, Amist ¶
Ms. Anna Padbornova, Mandarin ¶
Ms. Irina Denisanko, Solnechny Veter ¶
Ms. Valentina Baikina, DalnTourist ¶
Ms. Natalia Suslova, Biletour ¶
Ms. Larisa Vaschenko, Irkutsk-Baikal-Intertours ¶
Ms. Gennady Ilyin, Collections of Travel ¶
Ms. Irina Che, Classic Tour ¶
Ms. Olga Solomaha, VladDiscovery ¶

¶ Trip Objectives: ¶

- → To introduce TAs with Guam destination ¶
- → To increase awareness of TAs about Guam and its products ¶
- → To arrange hotel inspection for TAs to show them hotels and their occupation capacity ¶
- → To arrange sightseeing tours for TAs to increase their understanding of what they can offer to tourists ¶
- → To increase the inbound form Russia to Guam ¶
- → To update travel/trade agents about the latest products Guam is offering ¶
- → Continue to establish working relationships with the travel trade in Far East and Siberia ¶
- → Continue building the Guam brand awareness among TAs of the Far East and Siberia and strengthen our marketing efforts of promoting Guam in Russia ¶

¶ How Objective was accomplished: ¶

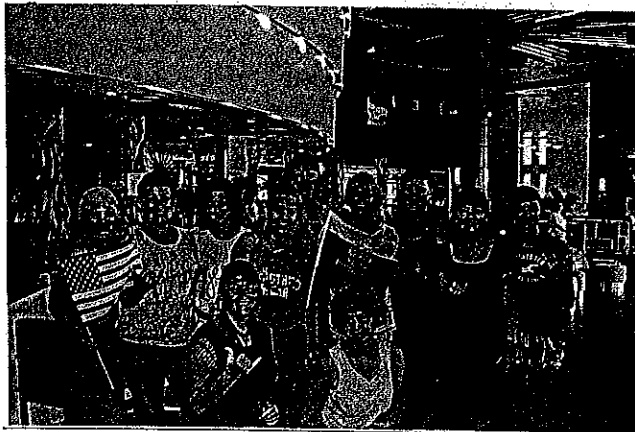
- → The strong awareness of Guam brand among TAs during FAM tour in June 2014 were achieved ¶
- → TAs feel more confident in selling Guam tour packages ¶
- → TAs know the advantages and disadvantages of Guam destination and know how to work with tourists' disagreements ¶
- → All the TAs from FAM tour recommend Guam as a destination. ¶

¶ SUGGESTIONS/RECOMMENDATIONS ¶

1. → Continue arranging FAM tours to Guam for tour companies ¶
2. → Continue to invite Guam local operators to cooperate in FAM tour and show Guam. ¶
3. → Continue to invite travel agents to develop Guam packages. To arrange more hotel inspections for TAs during FAM tour. ¶

¶
→ Need to marketing representative office to do the following: ¶

- ↳ Continue to establish relationship and provide useful tool or support to generate sales leads to agents ¶
- ↳ Plan next FAM tour for the agents in October ¶
- ↳ Continue to collaborate with various TAs to generate awareness of Guam ¶



Guam BBQ Block Party w/ Russian Chefs - July 3-7, 2014

GVB TRIP REPORT: ¶
2nd Annual Guam BBQ Block Party ¶
July 5, 2014 ¶
Pleasure Island, Guam ¶

GVB Delegation: ¶
Aleksandra Karptsova, GVB Marketing Representative - Vladivostok Office ¶

Participating Chefs: ¶
Georgii Cholaki - Syndicate restaurant Chef, Vladivostok (Team Captain) ¶
Roman Grigorev - Mayak restaurant Chef, Vladivostok (Assistant) ¶

Trip Objectives: ¶
Participation of Russian Team in annual BBQ Competition on Guam became a newsbreak to promote Guam in Russian media. Participation of Russian chefs in a competition aimed to increase interest of Russian tourist for 2nd annual BBQ Block Party. ¶

- ¶ -> To introduce Russian tourists to the 2nd annual BBQ Block Party through pre-campaign with announcing of participation of Russian team ¶
- ¶ -> To increase interest of visiting the 2nd annual BBQ Block Party among Russian tourists ¶
- ¶ -> To increase awareness of the event through post-campaign in Russian media ¶
- ¶ -> To increase awareness of the Guam through pre-campaign and post-campaign in Russian media. ¶

How Objective was accomplished: ¶
Team from Russia cooked 35 pounds of Pork, 35 pounds of beef and 35 pounds of chicken and distributed BBQ among visitors of the exhibition. Russian team participated in BBQ competition as a part of 2nd Guam BBQ Block. BBQ made by chefs from Russia received many rave reviews from visitors of the Festival. ¶

July 3, 2014 ¶
Participation of Russian team in press conference dedicated to BBQ Competition. Networked with the Korean team and members of MCA. ¶

July 4, 2014 ¶
Preparation for the competition: shopping for spices, meat pickling. Meeting with members of MCA. ¶

July 5, 2014 ¶
Participation in 2nd Guam BBQ Block Party. ¶
Participation in 2nd Guam BBQ Block Party gave an ability to communicate in informal way with Russian tourists on Guam for better understanding of their opinion about the event in particular and Guam as a tourist destination in general. Participation of Russian chefs in the Festival increased interest for the event among tourists from Russia. Participation of Team from Russia allowed to create a newsbreak to promote event in Russian media. ¶
Chefs from Russia got an ability to exchange experience with teams from Guam, Islands of Micronesia and Korea. ¶

SUGGESTIONS/RECOMMENDATIONS ¶

1. -> To prepare badges for press conference and BBQ competition. ¶





Shop Guam Festival 2014 - November 1, 2014 to January 12, 2015

Mr. Torres shared the Shop Guam Festival 2014 Retail Co Op Fact Sheet with the committee members.

The Shop Guam Festival (SGF) began in 2012 as a global campaign by GVB that aimed to create an interactive shopping experience highlighting Guam as a modern, fashionable, and diverse destination to shop. It has now become an annual GVB signature event.

Mr. Torres shared photos of SGF billboards in Petropavlovsk-Kamchatsky, Yuzno-Sakhalinsk, and Khabarovsk. He also shared the SGF scrollers at 5 gasoline stations in Khabarovsk and 10 gasoline stations in Vladivostok. Both outdoor advertising will run from August 1st to September 1st.

Mr. Torres shared the SGF Co Op Agreement with the committee members and encouraged them participate in this year's SGF campaign.

V. OLD BUSINESS

None