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

BOARD of DIRECTORS PRESENT:
Chairman Baldyga
Judith Guthertz
Eduardo “Champ” Calvo
Robert Hofmann
Theresa Arriola

Vice Chairman Kloppenburg
Bartley Jackson
Norio Nakajima
Nathan Taimangio

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:
Jennifer Camacho - Off-Island, Business
Annamarie Muna - Off-Island, Business
Oscar Miyashita - Off-Island, Business
Milton Morinaga - Off-Island, Meetings/Festival in Kashiwa, Japan (GVB)

GVB MANAGEMENT & STAFF PRESENT:
Kari Pangelinan
Colleen Cabeda
Felix Reyes
Brian Borja
Elaine Pangelinan
Laurette Perez

Pilar Laguana
Nadine Leon Guerrero
Ana Cid
Dee Hernandez
Nakisha Onadera
Mark Manglona

Joshua Tyquiengco
Kraig Camacho
Regina Nedlic
June Sugawara
Gina Kono

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. Exhibiting 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:**
  - General Manager dissected the FY2015 proposed budget, as approved by the Executive Committee on July 22nd.

<table>
<thead>
<tr>
<th>Description</th>
<th>TOTAL</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2015 TAF Projection</td>
<td>$34,500,000.00</td>
<td>100%</td>
</tr>
<tr>
<td>FY 2015 GVB Budget</td>
<td>$23,700,000.00</td>
<td>69%</td>
</tr>
<tr>
<td>Direct Appropriations</td>
<td>$2,741,485</td>
<td>8%</td>
</tr>
<tr>
<td>Bond Payments</td>
<td>$6,997,819.00</td>
<td>20%</td>
</tr>
<tr>
<td>Balance</td>
<td>$1,060,696.00</td>
<td>3%</td>
</tr>
</tbody>
</table>

- GVB Budget
- Bond Payments
- Balance
- Direct Approp.
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.
### GVB Budget Summary

<table>
<thead>
<tr>
<th></th>
<th>FY 2014 REQUEST</th>
<th>FY 2014 BUDGET</th>
<th>FY 2015 MGMT REQUEST</th>
<th>% DIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>2,917,120.00</td>
<td>2,917,120.00</td>
<td>3,200,000.00</td>
<td>9.7%</td>
</tr>
<tr>
<td>Marketing</td>
<td>10,478,000.00</td>
<td>10,420,000.00</td>
<td>15,502,000.00</td>
<td>48.8%</td>
</tr>
<tr>
<td>Non-Marketing</td>
<td>2,150,014.00</td>
<td>2,150,014.00</td>
<td>2,998,000.00</td>
<td>3.9%</td>
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<tr>
<td>(Research, Source,</td>
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<td>Guam Visitor, algae,</td>
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<tr>
<td>&amp; Codification)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Improvement</td>
<td>?</td>
<td>940,000.00</td>
<td>915,000.00</td>
<td>-2.7%</td>
</tr>
<tr>
<td>Projects</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance</td>
<td>?</td>
<td>1,060,000.00</td>
<td>1,085,000.00</td>
<td>2.4%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>18,043,134.00</td>
<td>17,467,134.00</td>
<td>23,700,000.00</td>
<td>35.5%</td>
</tr>
</tbody>
</table>

### GVB Budget

<table>
<thead>
<tr>
<th>FY 2014 BUDGET</th>
<th>TOTAL: $17,487,134.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>7%</td>
</tr>
<tr>
<td>Non-Marketing</td>
<td>60%</td>
</tr>
<tr>
<td>Capital</td>
<td>9%</td>
</tr>
<tr>
<td>Improvement</td>
<td>8%</td>
</tr>
<tr>
<td>Projects</td>
<td>5%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY 2015 BUDGET Request</th>
<th>TOTAL: $23,700,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>7%</td>
</tr>
<tr>
<td>Non-Marketing</td>
<td>55%</td>
</tr>
<tr>
<td>Capital Improvement</td>
<td>9%</td>
</tr>
<tr>
<td>Projects</td>
<td>4%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>4%</td>
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</tbody>
</table>
**GV*B BUDGET - ADMINISTRATION**

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>FY 2015 BUDGET REQUEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL ADMINISTRATION</td>
<td>$2,917,120</td>
<td>$5,200,000</td>
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- 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)

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**GV*B BUDGET - MARKETING**

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>FY 2015 BUDGET REQUEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL MARKETING</td>
<td>$10,420,000</td>
<td>$15,502,000</td>
</tr>
</tbody>
</table>

- FY2014 Forecast: 1.35 Million Visitors
- FY2015 Projection: 1.427 Million

- Refocus on Japan
  - $2.3M Budget Increase to $8M
  - FY15 Goal: 040,000 pax
  - Conduct low season promotions targeting family and group
  - Continue working with JOTC 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**

<table>
<thead>
<tr>
<th>TOTAL MARKETING</th>
<th>FY 2014</th>
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</tr>
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<td>$10,420,000</td>
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</table>

- **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

- **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

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>FY 2015 Budget Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Marketing</td>
<td>$10,420,000</td>
<td>$15,502,000</td>
</tr>
</tbody>
</table>

- **North America/Military**
  - Budget increase by $40K to $220K
  - FY2015 Goal Pac: 80,231
  - Attend LA Times Travel Show, LA Adventure & Travel Show & Che1u 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 Pac: 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

### Pacific/Micronesia/Australia/Europe
- Budget increase by $22K to $120K
- FY15 Goal Pac: 41,600
- 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 Pac: 4,328
- Increase social media outreach efforts (i.e., Facebook page to over 60,000 likes)
- Promote MICE Market and key campaigns (Destination Weddings, Sports Tourism/ MICE, ITF/FESEPAC 2016)
## GVB BUDGET - MARKETING

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>FY 2015 BUDGET REQUEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL MARKETING</td>
<td>$10,420,000</td>
<td>$15,502,000</td>
</tr>
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</table>

- **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)

- **Social Media Support: $280,000**
  - 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 Hååå Pledge Program & Hååå Adai Rate Program
  - Support Guam Brand development
  - Provide community outreach on benefits of tourism

- **Printing Promotions: $450,000**
  - Budget increased by $188K
  - Supply promotional materials to key source markets and local campaigns about Guam.
**GVB BUDGET - Research**

<table>
<thead>
<tr>
<th>RESEARCH</th>
<th>FY2014 Approved</th>
<th>FY2015 Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL REQUEST</td>
<td>$430,044</td>
<td>$448,000</td>
</tr>
</tbody>
</table>

- 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**

<table>
<thead>
<tr>
<th>Cultural Heritage &amp; Community Outreach (CHaCO)</th>
<th>FY2014 Approved</th>
<th>FY2015 Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL REQUEST</td>
<td>$720,000.00</td>
<td>$750,000.00</td>
</tr>
</tbody>
</table>

- 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 ($35,000)
  - 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 | $250,000.00

- Tourism Training Institute
  - Support the launch of a tourism training facility to further enhance the visitor experience.

- Airport Ambassador Program
  - PR program aimed to provide passengers additional services at Customer Service & Quarters / Customer & Border P RCMP during the peak departure period.

- Uoguide Certification Program
  - Public Law 24-374 requires the training and subsequent certification of all Guam tour guides and establish guidelines for the conduct and operations of tour companies, inclusive of personnel.

- Excellence in Tourism Awards
  - The program was implemented in 1991 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 FRY2015 Guam partnered with GTRA to put on what is known as the Golden Leisure Awards.

- Welcome Service
  - GVB’s Welcome Service Program extends a true “Hi’s” (Hi’s) welcome for airport and cruise ship passengers as well as for inaugural flight passengers, media and other special groups and events.

- Visitor Safety/Satisfaction Projects
  - In FRY2015 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 ($500).

- Director Arriola noted that the legislature would ask for justification for why the budget has increased $700,000.

- 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).
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.

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.

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

<table>
<thead>
<tr>
<th></th>
<th>FY2014 Approved</th>
<th>FY2015 Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist District Infrastructure Improvement</td>
<td>$640,000.00</td>
<td>$750,000.00</td>
</tr>
<tr>
<td>Tumon &amp; Hapuna Day Surveillance System Phase II</td>
<td>$150,000.00</td>
<td>$140,000.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$790,000.00</strong></td>
<td><strong>$890,000.00</strong></td>
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</tbody>
</table>

* Significant increase for Surveillance System improvements
## Destination Maintenance

<table>
<thead>
<tr>
<th></th>
<th>FY2014 Approved</th>
<th>FY2015 Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tumon &amp; Hagåtña Beach Cleaning &amp; Maintenance</td>
<td>$150,000.00</td>
<td>$218,777.00</td>
</tr>
<tr>
<td>Tumon Landscape &amp; Maintenance</td>
<td>$100,000.00</td>
<td>$351,000.00</td>
</tr>
<tr>
<td>Island Roadway Maintenance</td>
<td>$280,000.00</td>
<td>$299,000.00</td>
</tr>
<tr>
<td>Holiday Illumination Project</td>
<td>$140,000.00</td>
<td>$140,000.00</td>
</tr>
<tr>
<td>Contract Administration &amp; Inspection Services</td>
<td>$300,000.00</td>
<td>$80,000.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,000,000.00</strong></td>
<td><strong>$1,086,000.00</strong></td>
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</table>

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 Ballyga 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 recurring 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.

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**Treasurer's Report: (O. Miyashita)**

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: $1,182,547.55
Accounts Receivable FY2014: $6,439,586.45
Accounts Payable to Date: $6,230,498.75

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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 quite, 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:

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 & GOVT 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 GMEC 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

- 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

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:
- Media Fam Group one (7 pax representing print media)
  - June 21 -25, 2014
- Media Fam Group Two (16 pax representing print & online media)
  - June 26 – 30, 2014
- 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 Taimanglo 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)

Chairman Baldyga 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 Baladyga 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.
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<td>2,570,313</td>
<td>2,725,313</td>
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<td>Cultural, Heritage and Community Outreach</td>
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<td>Visitor Safety and Satisfaction</td>
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<td>TOTAL NON-MARKETING</td>
<td>1,724,424</td>
<td>1,862,289</td>
<td>2,036,514</td>
<td>2,062,314</td>
<td>2,051,120</td>
<td>2,042,200</td>
<td>2,032,200</td>
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<td>4,088,497</td>
<td>4,301,314</td>
<td>4,606,827</td>
<td>4,787,627</td>
<td>4,782,240</td>
<td>4,759,420</td>
<td>4,763,320</td>
<td>4,724,320</td>
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<td>TAF Special Projects/Destination Maintenance</td>
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<td>Capital Improvement Projects (CIP)</td>
<td>1,172,802</td>
<td>1,308,054</td>
<td>1,215,835</td>
<td>1,230,000</td>
<td>1,230,000</td>
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<td>TOTAL OVB BUDGET</td>
<td>5,261,299</td>
<td>5,609,368</td>
<td>5,824,882</td>
<td>6,017,627</td>
<td>6,012,240</td>
<td>6,010,420</td>
<td>6,013,320</td>
<td>6,012,320</td>
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Summary of the changes made since the original FY15 request (committee/management):

- **Administration**: up $182,880, to fund for 4 additional FTEs.
- **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.
- **Sports & Special Events**: up $35,000
  - To enhance our signature events.
- **CHA::CO**: up $30,000
  - The board decided to give more funds to prepare for FestPac 2016.
- **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.
- **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 streetlighs and crosswalks at the Kmart intersection.
EXECUTIVE SESSION

No executive session.

ANNOUNCEMENT

Next Board Meeting:
  o 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 Cabello, Executive Secretary

Action Items:

BY MANAGEMENT

  o 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).

  o Chairman would like to have an update on the Tumon Flooding Mediation Plan and all capital projects. (2/27/14)

  o 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)

  o General Manager Pangelinan to come up with a plan and budget to improve the welcoming experience at the airport. (7/10/14)

  o Chairman Baldyga requested that GVB craft a letter of support to the Lotte Hotel. (7/24/14)
PRELIMINARY Visitor Arrivals
July 2014
Total: 109,735 (-1.4%)

<table>
<thead>
<tr>
<th>% Market Mix</th>
<th>Origin</th>
<th>Pax</th>
<th>% to LY</th>
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<tbody>
<tr>
<td>55.0%</td>
<td>Japan</td>
<td>60,357</td>
<td>-13.5%</td>
</tr>
<tr>
<td>24.1%</td>
<td>Korea</td>
<td>26,413</td>
<td>18.5%</td>
</tr>
<tr>
<td>5.2%</td>
<td>US/Hawaii</td>
<td>5,733</td>
<td>2.9%</td>
</tr>
<tr>
<td>6.8%</td>
<td>Taiwan</td>
<td>7,466</td>
<td>25.6%</td>
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<tr>
<td>1.7%</td>
<td>China</td>
<td>1,814</td>
<td>126.8%</td>
</tr>
<tr>
<td>2.3%</td>
<td>Russia</td>
<td>2,494</td>
<td>488.2%</td>
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### PRELIMINARY FYTD Visitor Arrivals
October 2013 – July 2014
Total: 1,095,393 (0.1%)

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<th>% Market Mix</th>
<th>Origin</th>
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<tbody>
<tr>
<td>61.1%</td>
<td>Japan</td>
<td>669,758</td>
<td>-9.9%</td>
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<td>22.1%</td>
<td>Korea</td>
<td>242,533</td>
<td>27.7%</td>
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<td>4.8%</td>
<td>US/Hawaii</td>
<td>52,427</td>
<td>7.9%</td>
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<td>3.9%</td>
<td>Taiwan</td>
<td>42,291</td>
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<td>China</td>
<td>11,687</td>
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<td>1.6%</td>
<td>Russia</td>
<td>17,958</td>
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### PRELIMINARY CYTD Visitor Arrivals
January - July 2014
Total: 767,370 (0.5%)

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<td>59.9%</td>
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<td>22.7%</td>
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<td>174,446</td>
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<td>5.0%</td>
<td>US/Hawaii</td>
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<td>China</td>
<td>8,864</td>
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<td>1.8%</td>
<td>Russia</td>
<td>13,792</td>
<td>226.9%</td>
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PRELIMINARY MTD Visitor Arrivals
August 1 - 13, 2014
Total: 56,809 (0.3%)

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<td>21.4%</td>
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<td>China</td>
<td>553</td>
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<tr>
<td>1.0%</td>
<td>Russia</td>
<td>562</td>
<td>207.1%</td>
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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 cancelation
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

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<th>Month</th>
<th>Forecast Pax</th>
<th>Last Year</th>
<th>%Change</th>
<th>Seat Forecast ’14</th>
<th>Seat Data ’13</th>
<th>% Change Seats</th>
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<td>August</td>
<td>28,000</td>
<td>23,145</td>
<td>21.0%</td>
<td>32,877</td>
<td>27,051</td>
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<td>September</td>
<td>23,000</td>
<td>19,845</td>
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<td>39,643</td>
<td>22,668</td>
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<td>October</td>
<td>24,000</td>
<td>19,247</td>
<td>24.7%</td>
<td>31,672</td>
<td>20,204</td>
<td>56.8%</td>
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Notes

August
- HL: Incheon 7 per week = 13,251 (3/37-600)
- KE Extra: Wed, Thu, Sat, Sun: 19,643 = 2,932 (3/37-600)
- Incheon: Mon, Tue, Thu, Sat, Sun = 2,582 (3/37-600)
- JL Air: Mon, Tue, Thu, Sat, Sun = 5,500 (3/37-600)
- UK AI: Incheon 14 per week = 11,932 (3/37-600)
- KE AI: Incheon 14 per week = 10,350 (3/37-600)

September
- KE: Incheon 7 per week = 10,053 (3/37-600)
- HL: Incheon 7 per week = 5,500 (3/37-600)
- Incheon: Mon, Tue, Thu, Sat, Sun = 11,691 (3/37-600)
- JL Air: Incheon 14 per week = 11,932 (3/37-600)

October
- KE: Incheon 7 per week = 11,553 (3/37-600)
- HL: Incheon 7 per week = 5,500 (3/37-600)
- Incheon: Mon, Tue, Thu, Sat, Sun = 11,517 (3/37-600)
- JL Air: Incheon 14 per week = 11,932 (3/37-600)
- KE AI: Incheon 14 per week = 11,932 (3/37-600)
- JL Air: Incheon 14 per week = 11,553 (3/37-600)
- HL: Incheon 7 per week = 11,553 (3/37-600)
Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
  - Aug.: Lotte JTB, Jau
  - Sep.: Hanjin, Online
  - Oct.: Tour Baksan, Interpark
  - On cable TV for an 1 hour

- MICE Group
  - Aug.: KB - 200 pax
  - Oct.: Ace Insurance - 250 pax, Church - 130 pax

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<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
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<th>Nov</th>
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<tbody>
<tr>
<td>2014</td>
<td>955</td>
<td>690</td>
<td>1,300</td>
<td>3,536</td>
<td>1,450</td>
<td>1,120</td>
<td>1,000</td>
<td>1,395</td>
<td>1,120</td>
<td>1,000</td>
<td>1,430</td>
<td>4,113</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>1,220</td>
<td>790</td>
<td>910</td>
<td>2,650</td>
<td>1,450</td>
<td>1,050</td>
<td>1,430</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8/14/14

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

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

<table>
<thead>
<tr>
<th>$832,526 July</th>
</tr>
</thead>
<tbody>
<tr>
<td>$832,551 Consumer</td>
</tr>
<tr>
<td>$9,975 Trade</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast Pax</th>
<th>%Change</th>
<th>Last Year</th>
<th>Seat Forecast '14</th>
<th>Seat Data '13</th>
<th>%Change Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>4,241</td>
<td>2%</td>
<td>4,156</td>
<td>6,525</td>
<td>5,013</td>
<td>30.1%</td>
</tr>
<tr>
<td>September</td>
<td>3,585</td>
<td>-28%</td>
<td>4,949</td>
<td>4,456</td>
<td>5,623</td>
<td>-12%</td>
</tr>
<tr>
<td>October</td>
<td>4,181</td>
<td>1.3%</td>
<td>4,107</td>
<td>5,013</td>
<td>5,013</td>
<td>0%</td>
</tr>
</tbody>
</table>

*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" (332 aircraft /252 seats)
  Total 6,525

**September**
- CI Flight: Taipei 2x per week = 2,440
- EVA Air: Taipei 2x per week = 2,015
  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 (220 mins) for Guam.
- The first episode covered BBQ Block Party, Lina'le 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 – Lotte 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
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

Please join us for a PRESS CONFERENCE to announce places for the 2015 Guam International Marathon. Tuesday, August 26, 2014, 12:30 PM Pacific Yacht Club 1 Yoa Avenue Tutuila

Please RSVP to 472-0032.

Guam International Marathon 2015
Si Yu’os Ma’ase!
CASH, RECEIVABLES, & PAYABLES POSITION
FY 2013 & FY 2014 COMPARATIVE REPORT

<table>
<thead>
<tr>
<th>FY 2013 (08/06/2013)</th>
<th>FY 2014 (08/11/2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITIBANK OPERATION</td>
<td>$428,604.52</td>
</tr>
<tr>
<td>BANK OF GUAM</td>
<td>$9,502,627.50</td>
</tr>
<tr>
<td>FIRST HAWAIIAN BANK - Membership</td>
<td>$32,788.50</td>
</tr>
<tr>
<td>RESONA BANK</td>
<td>$267,167.23</td>
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<tr>
<td>CITIBANK - TAF</td>
<td>$67,947.73</td>
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<tr>
<td>BOG - TAF ACCOUNT</td>
<td>$57,050.00</td>
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<tr>
<td>BOG - RAINY DAY FUND</td>
<td>$1,617,594.18</td>
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<tr>
<td>BOG - FESTPAC Trust Account</td>
<td>$900,022.33</td>
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<tr>
<td>MORGAN STANLEY - CD **</td>
<td>$2,505,151.24</td>
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<tr>
<td>BOG - 2/12 Memorial Fund</td>
<td>$132,344.82</td>
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<tr>
<td>**TOTAL CASH IN BANKS AS OF 08/06/2013</td>
<td>$18,417,318.43</td>
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<tr>
<td>**Morgan Stanley CD Market value as of 08/30/13 (value if withdrawn prior to maturity - Maturity Date October 2013)</td>
<td></td>
</tr>
</tbody>
</table>

**FY 2013 BUDGET P.L. 31-233**

- OPERATIONS - $4,022,284.00
- TAF Special Projects - $2,585,000.00
- PASS THRU APPROPRIATIONS - $700,000.00

<table>
<thead>
<tr>
<th>OPERATIONS</th>
<th>TAF Special Projects</th>
<th>Pass-thru</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/15/13</td>
<td>$1,420,199.55</td>
<td>$121,585.00</td>
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<tr>
<td>12/17/12</td>
<td>$1,362,755.00</td>
<td>$121,585.00</td>
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<tr>
<td>01/14/13</td>
<td>$1,011,749.00</td>
<td>$121,585.00</td>
</tr>
<tr>
<td>02/14/13</td>
<td>$842,725.00</td>
<td>$121,585.00</td>
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<tr>
<td>03/11/13</td>
<td>$1,602,217.00</td>
<td>$121,585.00</td>
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<td>04/16/13</td>
<td>$1,891,749.00</td>
<td>$121,585.00</td>
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<td>05/17/13</td>
<td>$1,262,742.00</td>
<td>$121,585.00</td>
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<tr>
<td>06/13/13</td>
<td>$2,000,915.00</td>
<td>$121,585.00</td>
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<tr>
<td>06/19/13</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>07/12/13</td>
<td>$945,075.00</td>
<td>$142,893.39</td>
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<tr>
<td></td>
<td>$1,520,199.55</td>
<td>$1,151,573.39</td>
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</table>

Total Allotment Received to Date: $1,072,682.95
Accounts Receivable FY 2013 $1,945,556.15

<table>
<thead>
<tr>
<th>FY 2013 ACCOUNTS PAYABLE as of 08/08/13</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asatsu Invoices Dec12 - Jun13</td>
<td>$1,773,325.47</td>
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<tr>
<td>Japen Miscellaneous Invoices</td>
<td>$1,867.56</td>
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<tr>
<td>Guam Miscellaneous Invoices</td>
<td>$650,900.93</td>
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<tr>
<td>FY 2011/2012 Pass-thru appropriations</td>
<td>$554,641.27</td>
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<tr>
<td>FY 2013 Pass-thru appropriations</td>
<td>$3,542.00</td>
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<tr>
<td>Encumbered Contracts (not yet incurred)</td>
<td>$2,907,168.43</td>
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<tr>
<td>Encumbered Purchase Orders (not yet incurred)</td>
<td>$83,575.66</td>
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<td>FESTPAC Trust Account</td>
<td>$900,022.33</td>
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<tr>
<td><strong>Total Payables to date</strong></td>
<td>$6,958,189.64</td>
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</table>

<table>
<thead>
<tr>
<th>FY 2014 BUDGET P.L. 32-068</th>
<th>$18,282,134.00</th>
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<tbody>
<tr>
<td>OPERATIONS</td>
<td>$15,487,134.00</td>
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<tr>
<td>TAF Special Projects</td>
<td>$2,000,000.00</td>
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<tr>
<td>PASS THRU APPROPRIATIONS</td>
<td>$775,000.00</td>
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</table>

<table>
<thead>
<tr>
<th>OPERATIONS</th>
<th>TAF Special Projects</th>
<th>Pass-thru</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/14/13</td>
<td>$1,161,535.00</td>
<td>$150,000.00</td>
</tr>
<tr>
<td>11/15/13</td>
<td>$1,161,535.00</td>
<td>$150,000.00</td>
</tr>
<tr>
<td>11/23/13</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>12/11/13</td>
<td>$1,161,535.00</td>
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<td>12/24/13</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>01/10/14</td>
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<tr>
<td>01/21/14</td>
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<tr>
<td>02/11/14</td>
<td>$365,100.00</td>
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<tr>
<td>02/17/14</td>
<td>$1,938,970.00</td>
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<tr>
<td>04/17/14</td>
<td>$1,290,535.00</td>
<td>$150,000.00</td>
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<tr>
<td>05/09/14</td>
<td>$649,017.55</td>
<td>$150,000.00</td>
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<tr>
<td>06/19/14</td>
<td>$1,161,535.00</td>
<td>$150,000.00</td>
</tr>
<tr>
<td>08/04/14</td>
<td>$1,161,535.00</td>
<td>$150,000.00</td>
</tr>
<tr>
<td></td>
<td>$11,102,833.55</td>
<td>$1,500,000.00</td>
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</tbody>
</table>

Total FY 2014 Allotment Received to Date: $13,190,332.65
Accounts Receivable FY 2014 $5,071,801.45

<table>
<thead>
<tr>
<th>FY 2014 ACCOUNTS PAYABLE as of 08/11/2014</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Asatsu Invoices June 2014</td>
<td>$1,089,310.67</td>
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<tr>
<td>Japen Miscellaneous Invoices</td>
<td>$6,396.29</td>
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<tr>
<td>Guam Miscellaneous Invoices</td>
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<td>$4,875.00</td>
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<td>Encumbered Contracts (not yet incurred)</td>
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<tr>
<td>Encumbered Purchase Orders (not yet incurred)</td>
<td>$253,645.57</td>
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<tr>
<td>FESTPAC Trust Account</td>
<td>$1,500,492.57</td>
</tr>
<tr>
<td><strong>Total Payables to Data</strong></td>
<td>$9,951,875.08</td>
</tr>
</tbody>
</table>
NORTH AMERICA & PACIFIC (NAP) MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, JUNE 4, 2014, 10:30 A.M.
GVB Main Conference Room

PRESENT:
John Calvo, WPRFM
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 Oftena – Gua Marriott Resort & Spa
Rolanda Faasumalio – 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 Laguana
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.

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airfare ($2,000 x 2 pax)</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>GVB Staff - Per Diem ($227/day x 7 days x 1 pax)</td>
<td>$1,589.00</td>
</tr>
<tr>
<td>MM - Per Diem ($227/day x 8 days x 1 pax)</td>
<td>$1,816.00</td>
</tr>
<tr>
<td>Unanticipated expense (excess baggage, misc.)</td>
<td>$800.00</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$8,205.00</strong></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airfare ($2,000 x 1 pax)</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Per Diem ($227/day x 5 days x 25%)</td>
<td>$1,418.75</td>
</tr>
<tr>
<td>Unanticipated expense (excess baggage, misc.)</td>
<td>$200.00</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$3,618.75</strong></td>
</tr>
</tbody>
</table>

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. Laguna 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

August 8, 2014, 11:00AM
GVB Main Conference Room
Page 1 of 7

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 Laguña, 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, Micronesian Mall
- Rolenda Faasumalie, 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
(No report)

IV. REPORT OF GVB MANAGEMENT

VISITOR ARRIVALS UPDATE

Marketing Manager Pilar Laguana elaborated on the latest snapshot 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.

<table>
<thead>
<tr>
<th></th>
<th>Fiscal Year To Date</th>
<th>Calendar Year To Date</th>
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<tr>
<td></td>
<td>FYTD 2013</td>
<td>FYTD 2014</td>
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<tr>
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<td>38,799</td>
<td>42,291</td>
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<td>HONG KONG</td>
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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
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 Intl 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.
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.

<table>
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<tr>
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<th>Forecast Pax</th>
<th>%Change</th>
<th>Last Year</th>
<th>Seat Forecast 14</th>
<th>Seat Data 13</th>
<th>% Change Seats</th>
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<td>4,241</td>
<td>2%</td>
<td>4,156</td>
<td>6,525</td>
<td>5,013</td>
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<td>September</td>
<td>3,565</td>
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<td>4,949</td>
<td>4,456</td>
<td>5,623</td>
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<td>October</td>
<td>4,161</td>
<td>1.3%</td>
<td>4,107</td>
<td>5013</td>
<td>5,013</td>
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</table>
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.
The Greater China Marketing Committee Meeting Minutes

August 8, 2014, 11:00AM
GVB Main Conference Room
Page 6 of 7

- 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
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 turfl & 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 Chedera (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.
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 Pangelinan, 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 Pangelinan 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 Pangelinan, 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". Mariana 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:

[Signature]
Kraig Camacho
Community Development Officer

Reviewed by:
[Signature]
Jon Nathan Denight
Deputy General Manager
Exhibit "A

FY2015 Budget

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<th>Project Code</th>
<th>Description</th>
<th>Proposed FY2015</th>
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<td>GRA001</td>
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<td>THI002</td>
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<td>BBQ Block Party</td>
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<td>Guam International Marathon</td>
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<td>Guam Ko'ko' Road Race 9th Annual Event</td>
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<td>GMF001</td>
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<td>&gt; Annual Guam Music Festival (2nd Annual Event)</td>
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GENERAL INFORMATION

A. Name of Organization: 24TH ANNUAL INTERNATIONAL INVITATIONAL OCEAN CROSSING
   Telephone: 697-0718
Mailing Address: 874 E A SANTOS ST, TALOFOKO, GU 96915
Email Address: naomi.guahan@gmail.com

B. Project Title: 24TH ANNUAL INTERNATIONAL INVITATIONAL OCEAN 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 project's 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

[Signature]

print name

Naomi A. Atogwe Anderson

Print Name

July 7, 2014

date

July 7, 2014

Coordinator

[Title]
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 is was the best organized event he has ever competed in.

4. What were the project's 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.
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### ACTUAL CASH EXPENSES

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<tr>
<td>Personnel</td>
<td>$0</td>
</tr>
<tr>
<td>Travel</td>
<td>$0</td>
</tr>
<tr>
<td>Supplies</td>
<td>$412.98</td>
</tr>
<tr>
<td>Printing</td>
<td>$2,668.00</td>
</tr>
<tr>
<td>Postage and Handling</td>
<td>$30.00</td>
</tr>
<tr>
<td>Equipment Rental</td>
<td>$100.00</td>
</tr>
<tr>
<td>Facilities Rental</td>
<td>$0</td>
</tr>
<tr>
<td>Advertising</td>
<td>$301.89</td>
</tr>
<tr>
<td>Other (Specify)</td>
<td>$0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,512.87</strong></td>
</tr>
</tbody>
</table>

### 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
GENERAL INFORMATION

A. Name of Organization: Guam Volleyball Federation
   Telephone: 787-4999
   Mailing Address: PO Box 6V, Hagatna, GU 96910
   Email Address: jonpccamer@gmail.com
   Fax No: ____________________________

B. Project Title: 22nd Annual Marianas Cup Beach Volleyball Festival

C. Start Date of Project: 2/18/14 End Date: 8/1/14

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 4200, 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 GVBF and GV host 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.)

<table>
<thead>
<tr>
<th>ACTUAL CASH INCOME</th>
<th>ACTUAL IN-KIND CONTRIBUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions</td>
<td>$877</td>
</tr>
<tr>
<td>Contract Services Revenue</td>
<td>$</td>
</tr>
<tr>
<td>Corporate Sponsorship</td>
<td>$2,450</td>
</tr>
<tr>
<td>Government Support</td>
<td>$10,000 (reqd 7,600)</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$982</td>
</tr>
<tr>
<td>Applicant Cash</td>
<td>$</td>
</tr>
<tr>
<td><strong>ACTUAL TOTAL</strong></td>
<td><strong>$18,800</strong></td>
</tr>
<tr>
<td><strong>Cash Income</strong></td>
<td></td>
</tr>
</tbody>
</table>

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

**Cash Income**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>t shirt sales/entry</td>
<td>377</td>
</tr>
<tr>
<td>cash donations</td>
<td>12,450</td>
</tr>
<tr>
<td>$ for tickets from NMIVA</td>
<td>982</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13809</strong></td>
</tr>
</tbody>
</table>

**Expenses**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>tickets</td>
<td>$2,262.92</td>
</tr>
<tr>
<td>entertainment (pros/volunteers)</td>
<td>$251.25</td>
</tr>
<tr>
<td>per diem</td>
<td>$780.00</td>
</tr>
<tr>
<td>medals</td>
<td>$408.00</td>
</tr>
<tr>
<td>t-shirts</td>
<td>$1,622.50</td>
</tr>
<tr>
<td>banquet</td>
<td>$1,380.00</td>
</tr>
<tr>
<td>hotel</td>
<td>$500.00</td>
</tr>
<tr>
<td>Car insurance</td>
<td>$416.90</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,621.57</strong></td>
</tr>
</tbody>
</table>

**Major In Kind**

<table>
<thead>
<tr>
<th>Item</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(15) Hotel room nights</td>
<td>$3,600.00</td>
</tr>
<tr>
<td>(4) Rental Cars</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>(5) Airline Tickets</td>
<td>$6,700.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$12,300.00</td>
</tr>
</tbody>
</table>

ACTUAL CASH EXPENSES
ACTUAL TOTAL
Cash Expenses
$7,622

ACTUAL TOTAL
In-kind Contributions
$12,800

ACTUAL TOTAL
Cash Income
$18,809

GRAND TOTAL
Cash Income
$18,809

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.

Verification of funds received outside of Guam Visitors
Bureau Grant.

x ☑ 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

DATE
5/31/14

PRINT NAME
Vice President
TITLE
### Tickets

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jac Jones</td>
<td>$259.00</td>
</tr>
<tr>
<td>Kaul Salzman</td>
<td>$286.29</td>
</tr>
<tr>
<td>Jeff Caruolo</td>
<td>$315.65</td>
</tr>
<tr>
<td>Evan Silberstein</td>
<td>$159.00</td>
</tr>
<tr>
<td>Megumi Murakami</td>
<td>$190.40</td>
</tr>
<tr>
<td>Manny Guarin</td>
<td>$253.29</td>
</tr>
<tr>
<td>Miki Oyama</td>
<td>$723.71</td>
</tr>
<tr>
<td>Angela Iahida</td>
<td>$10.00</td>
</tr>
<tr>
<td>Hitoshi Murakami</td>
<td>$775.50</td>
</tr>
<tr>
<td>Yasuo Nakaya</td>
<td>$775.50</td>
</tr>
<tr>
<td>Shinako Tanaka</td>
<td>$775.50</td>
</tr>
</tbody>
</table>

**Tickets Total** $4,625.84

50% NMIVA to pay $2,262.92

- **T-Shirts paid by NMIVA** $872.50
- **Medals paid by NMIVA** $408.00
- **NMIVA owes for tickets** $982.42

### Cash Income

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>entry/t shirt sales</td>
<td>$377.00</td>
</tr>
<tr>
<td>cash donations</td>
<td>$12,450.00</td>
</tr>
<tr>
<td>NMIVA for tickets</td>
<td>$982.42</td>
</tr>
</tbody>
</table>

**Total Income** $13,809.42

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>tickets</td>
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</tr>
<tr>
<td>entertainment (pros/volunteers)</td>
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<tr>
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<td>$500.00</td>
</tr>
<tr>
<td>Car insurance</td>
<td>$416.90</td>
</tr>
</tbody>
</table>

**Total Expenses** $7,621.57

- **Equipment funds** $2,500.00
- **Donation to YOG Team** $3,000.00

**2015 M Cup** $587.85

### Major In Kind

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>(15) Hotel room nights</td>
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<td>$2,000.00</td>
</tr>
<tr>
<td>(5) Airline Tickets</td>
<td>$6,700.00</td>
</tr>
</tbody>
</table>

**Total** $12,300.00
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

<table>
<thead>
<tr>
<th>EAFF</th>
<th>Gov's Fitness Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jen C.</td>
<td>Deny</td>
</tr>
<tr>
<td></td>
<td>Support $1,500</td>
</tr>
<tr>
<td>Sally M.</td>
<td>Support $10K</td>
</tr>
<tr>
<td>Joe M.</td>
<td>Support $10K</td>
</tr>
<tr>
<td>Nathan T.</td>
<td>Support $10K</td>
</tr>
<tr>
<td>Logan R.</td>
<td>Support $10K</td>
</tr>
<tr>
<td>Jude B.</td>
<td>Deny</td>
</tr>
<tr>
<td></td>
<td>Deny</td>
</tr>
</tbody>
</table>
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 Atsute, 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
     Koich 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 Outtrigger. 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:
JMC Meeting
FY 15 Plan

Shifting to Short & domestic destinations
- The overseas travel market has been shifting due to factors such as weaker yen, regional element equalities, slow recovery from the Typhoon disaster, and influence from the 2012 market. Thanks to Almosa, the market is on a slight upturn.
- However, the RMI market remains weak, and increased consumption on domestic tourism, promoting a shift to neighboring Asian destinations and domestic travel.

Comapring with Hawaii, Asian and domestic destinations
- Domestic rivals have become less common. Guam is now competing with Asian rival destinations in a higher price range.
- However, Guam's value proposition is shrinking relative to domestic destinations such as Okinawa and Hainan.
- Guam, for keeping its pricing steady, is now being seriously jargoned to provide quality within the cost.

Market Overview
Short summary of the last JMC

Shifting to domestic travel
- As indicated by the data below, the Japanese travel market, divided to both domestic destinations and Isles.
- Isles: 1,911,000 stays, up 9.0%
- Total: 68,000,000 visits, up 1.4%

July - September 2015 (Domestic Travel Intake LTD)
- Overnight & day-trip Tourism: 4.1 Million PAX, up 0.9%
- Overnight & day-trip tourism: 150,000 persons, up 1.4%

Domestic package tour business by major destinations
(JICA, April 2015 - March 2016)
- Money loan: 107.1%
- No. of loans: 322.7%

Opportunities
- With these new environment factors such as the increased consumption tax and the fragility performance of JHA, the Japanese economy is recovering overall. Demand for high-quality resolution is rising form.
- As indicated by the success of domestic and Asian destinations, Guam is attractive for both untapped and domestic markets.
- By promoting Guam's strong culture, it should be possible to take business from domestic and Asian competitors.
- The Prettier Campaign, which has been underway since last year, is traditionally timely and pertinent.
FY15 Marketing Goal

Market Objective (FY15)

✓ Obtain 5.3% Market Share

CY2013 Guam Share = 5.1%

JPN Valuer in CY2013 = 166,518
JPN Overseas Travelers in CY2013 = 17,725,886

Market Objective (FY15)

✓ 940,000 pax

5.3% Market Share

(FY15 Communication Plan)

Strategy

- 2014-2015 Campaign Theme

Premium Guam

Guam is always growing and developing.

By communicating its charms as topnotch with evidence-giving narratives, we will create a new image of Guam targeting more visitors and increasing their travel spending.

FY16 Theme

- Strongly push "Premium Guam" to clearly establish new position of Guam in accordance with "Okan 2020".
- In FY16, we will showcase more "experiences" of Premium Guam.

Challenges

Cheap

Quality

Value

Customer Experience

Theme

Premium Guam

2013

2015

2020
Communication Strategy

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

Guam’s Key differentiator

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

Target Strategy Segmentation

- Primary target:
  - So-called "Okina" (미안한), grown-ups
  - Plus affluent senior people (over 60)
- Tactical target:
  - Wedding & MICE
- Volume target:
  - Families with kids and 3 generation families
Communication Strategy

- To raise the noise level of Quexin effectively with the limited budget among competitive market

Focus on TV Advertising

Communication Strategy

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

<table>
<thead>
<tr>
<th>Medium</th>
<th>CPM (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>USD 15</td>
</tr>
<tr>
<td>Newspaper</td>
<td>USD 42</td>
</tr>
<tr>
<td>Magazine</td>
<td>USD 52</td>
</tr>
<tr>
<td>Radio</td>
<td>USD 12</td>
</tr>
<tr>
<td>Transit</td>
<td>USD 14</td>
</tr>
</tbody>
</table>

Note: CPM is estimated based on Kenya Airlines.

Communication Strategy

TV CM by type and timing

<table>
<thead>
<tr>
<th>TV CM Type</th>
<th>October 2014</th>
<th>New Year Holiday 2015</th>
<th>February 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiction</td>
<td>Meeting</td>
<td>Meeting</td>
<td></td>
</tr>
<tr>
<td>Drama</td>
<td>Traffic Jam</td>
<td>Traffic Jam</td>
<td>Traffic Jam</td>
</tr>
<tr>
<td>Comedy</td>
<td>Date</td>
<td>Date</td>
<td></td>
</tr>
</tbody>
</table>

Note: The above conditions are subject to change.

CM performance

- Area: Kenya
- Target: Oluka OL
- Sector: Family with kids less than 8 years old
- Period: 5 flights in a year
  - 3 weeks in December
  - 2 weeks in New Year Holiday
  - 1 week in February
- CM length: 15 sec.
- CM volume: 800 - 1800 ORP per flight
- No. of CMs: 120 CMs - 176 CMs per flight
- Reach: over 10% = 16 million people per flight
- Frequency: 10 - 15 times per flight

TV CM Ideas

- Imagery of Quexin patch
- Imagery of Quexin patch with kids
- Imagery of Quexin patch with toys
**FY 2015 Marketing Plan**

**Targets**

- **Target Market:**
  - Key Features:
    - Benefits
    - Advantages
    - Competitive Edge

**FY 2015 Promotions**

- **Product Line**:
  - New Products
  - Promotional Strategies

**Time Out Otona Guamu**

- **Concept:**
  - Enjoyment over a Week
- **Features:**
  - Casual Relaxation
  - Unique Experiences

**Otonano Gourmet Guide**

- **Theme:**
  - Local Culinary Delights
- **Features:**
  - Authentic Recipes
  - Travel Tips

**Thank you.**
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 Otoma 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. Dobold 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 Inchon 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
CALL TO ORDER

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

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)

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 Blagoveshchensk 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**

<table>
<thead>
<tr>
<th>Country</th>
<th>2013</th>
<th>2014</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>69,881</td>
<td>98,381</td>
<td>40.4%</td>
</tr>
<tr>
<td>Korea</td>
<td>22,292</td>
<td>22,269</td>
<td>-1.2%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>5,426</td>
<td>6,446</td>
<td>18.9%</td>
</tr>
<tr>
<td>China, PRC</td>
<td>620</td>
<td>814</td>
<td>31.4%</td>
</tr>
<tr>
<td>U.S. Mainland</td>
<td>1,072</td>
<td>1,314</td>
<td>22.8%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>6,561</td>
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</tr>
<tr>
<td>Guam</td>
<td>3,649</td>
<td>4,619</td>
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</tr>
<tr>
<td>Palau</td>
<td>3,381</td>
<td>3,364</td>
<td>-0.5%</td>
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<tr>
<td>Oceania</td>
<td>1,104</td>
<td>1,055</td>
<td>-4.4%</td>
</tr>
<tr>
<td>Philippines</td>
<td>1,388</td>
<td>1,189</td>
<td>-14.1%</td>
</tr>
<tr>
<td>Australia</td>
<td>472</td>
<td>64</td>
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<tr>
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<tr>
<td>TOTAL</td>
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**FISCAL YEAR-TO-DATE ARRIVAL COMPARISON JULY 2014**

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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*I
Travel Agent Familiarization Tour*
July 1-7, 2014*

*GVB Delegation:
Pilar Lequana, GVB Marketing Manager*
Gene Kono, GVB Marketing Officer II*
Brian M. Besa, Marketing Officer II*
Ada Garasimova, Head of Guam Team - Vladivostok Office*
Anastasia Trubunenko, Manager of Guam Team - Vladivostok Office*

*Travel Agents:
Ms. Natalia Bozhenova, Zhvani*
Ms. Svetlana Boyko, Sob*
Ms. Natalia Ivenova, Amist*
Ms. Anna Pudinova, Mandarin*
Ms. Khim Daisenko, Soltechy Vater*
Ms. Valentina Bakhina, Dallongest*
Ms. Natalia Slivova, Biletour*
Ms. Laret Vashchenko, Krasn-Dalski-Intertrav*
Ms. Marina Ilina, Collecting of Travel*
Ms. Irina Che, Classic Tour*
Ms. Olga Solomats, Vladilnvest*

*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 occupance 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 felt more confident in selling Guam tour packages*
*+ TAs knew 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

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

GV B Delegation:
Aleksandra Kapustova, GVB Marketing Representative – Vladivostok Office

Participating Chefs:
Georgii Chibis – Syndicate restaurant Chef, Vladivostok (Team Captain)
Romen Grigorov – Noyars restaurant Chef, Vladivostok (Assistant)

Trip Objectives:
Participation of Russian Team in annual BBQ Competition on Guam became a new break 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 HCA.

July 4, 2014
Preparation for the competition shopping for spices, meat pickling, meeting with members of HCA.

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 new break 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 to participate in this year’s SGF campaign.

V. OLD BUSINESS

None