



REGULAR BOARD MEETING
Thursday; October 9, 2014

BOARD of DIRECTORS PRESENT:

Chairman Baldyga
Bartley Jackson
Robert Hofmann
Milton Morinaga

Vice Chairman Kloppenburg
Oscar Miyashita
Theresa Arriola
Norio Nakajima

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:

Judith Guthertz - Prior engagement
Annmarie Muña - Off-island
Eduardo "Champ" Calvo - Off-island
Jennifer Camacho

GVB MANAGEMENT & STAFF PRESENT:

Karl Pangelinan
Nathan Denight
Regina Nedlic
Doris Ada
Felix Reyes
Nadine Leon Guerrero

Colleen Cabedo
Rose Cunliffe
Brian Borja
Mark Mangloña
Gina Kono
June Sugawara

Pilar Laguaña
Ana Cid
Elaine Pangelinan
Joshua Tyquiengco
Meriza Peredo
Dee Hernandez

Guests:

❖ Proceedings:

Chairman Baldyga called the regular meeting of the board to order at 4:18 p.m.

Approval of previous board minutes dated September 24, 2014.

Exhibit A

Director Jackson made a motion, seconded by Director Hofmann, to approve the minutes of September 24, 2014.

**Motion approved (subject to correction).
Chairman Baldyga made the 8th vote.**

❖ Chairman's Report:

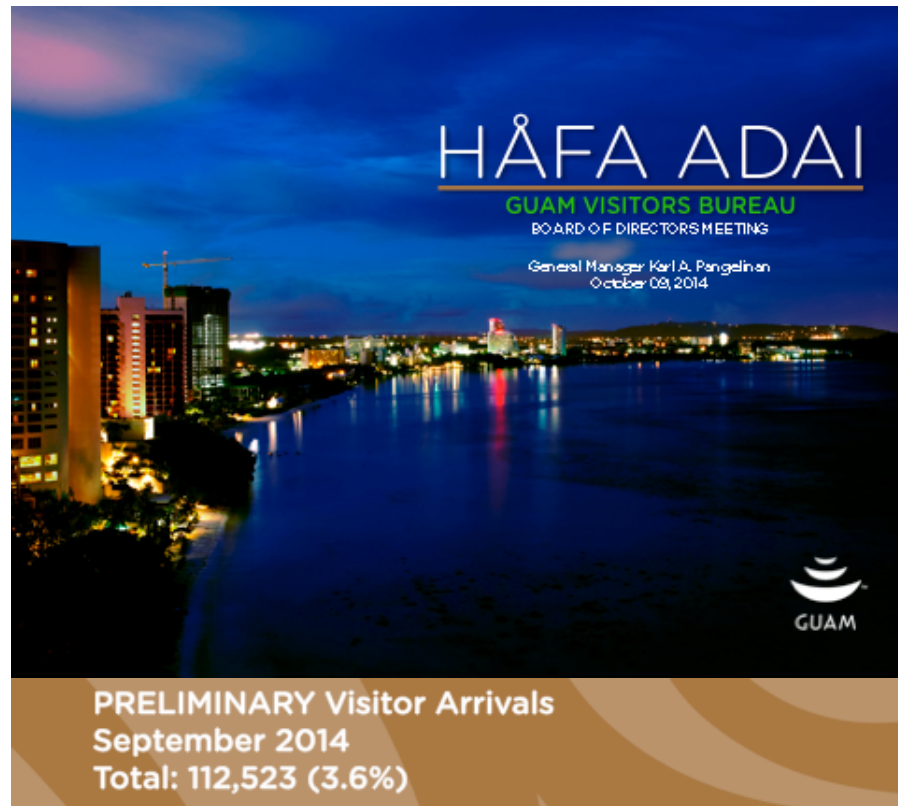
- Since we are almost ending the calendar year, he would like to get a snapshot on the status of each committee's top 3-4 smart goals from the past year. He would like to know where we are at, what needs to be finished by the end of the year, and to start thinking about next year's goals.
- Also on the committee level, he would like to see a snapshot of each committee's budget breakdown. This should be reported either by next board meeting or two board meetings down.
- Addressed that we have \$1.5 million approved for capital improvement projects, but would like to have a breakdown of what our projects may be by next board meeting.
- Reported that he is proud about the VSO program and congratulated all that took part in it. On that note, there are still a lot of things that need to be done with destination management. Doris Ada and himself have been working on the banner situation. He wants to make it a priority to have a banner law. His goal is to have the banners down by the end of the year.
- Vice Chairman Kloppenburg bought a smog test machine and has a group of bus companies that are willing to participate. Chairman Baldyga requested that Vice Chairman Kloppenburg craft a proposed legislation. He mentioned that he had spoken to Chief Suba and had talks about a loitering law. Chief Suba will meet with the A.G. to see if we could use the loitering law to get them off the street in the coming year.
- To cap, Chairman Baldyga would like to see banners off the street and loiters gone by the end of the year.
- Chairman Baldyga talked about the GVB Tourism Academy. He mentioned that they had their first meeting, which included himself, Director Jackson, Mary Rhodes, General Manager Pangelinan, Deputy General Manager Nathan Denight, and Fred Shumann from UOG, to talk about what they are trying to do with the tourism academy. He would like to present to the board, their proposed idea, but would like to have one more meeting with GCC and UOG before that. General Manager and himself will set up a date for to have their 2nd meeting. Chairman Baldyga invited the board if they would like to attend.
- Within the context of the tourism academy there would be different modules. There should be a module to learn the basics of Guam's culture and language. Director Arriola noted that CHaCO has gave a grant out to Ms. Arceo's cultural training within the tourism industry. We need to work with her and her curriculum and see what we want to do with the tourism academy, to make sure there is no overlapping.
- Chairman Baldyga noted that he met with GIAA's Chairman and Director with General Manager Pangelinan. They were invited by the airport to do a walk-through. They are willing to make changes. Chairman Baldyga invited the board to attend in the walk-through to look for areas that need improvement. Chairman

Baldyga mentioned that we should have someone from GVB participate in the new airport expansion. It would be nice from someone from our board to be there to look at the esthetics and architectural needs.

- o Lastly noted that the last membership meeting went very well.

❖ General Manager's Report:

Exhibit B



% Market Mix	Origin	Pax	% to LY
60.8%	Japan	68,409	-6.9%
21.0%	Korea	23,657	20.2%
6.9%	US/Hawaii	7,783	55.8%
3.0%	Taiwan	3,408	-31.1%
1.5%	China	1,651	89.1%
0.2%	Russia	196	-17.6%

**PRELIMINARY
FY2014 Visitor Arrivals
Total: 1,341,054 (0.3%)**

% Market Mix	Origin	Pax	% to LY
61.6%	Japan	825,830	-9.5%
21.9%	Korea	293,437	26.0%
4.9%	US/Hawaii	66,150	13.0%
3.8%	Taiwan	50,924	6.3%
1.1%	China	14,542	40.0%
1.4%	Russia	18,291	198.2%

**PRELIMINARY Visitor Arrivals
CYTD 2014 (January – September)
Total: 1,013,031 (0.7%)**

% Market Mix	Origin	Pax	% to LY
54.9%	Japan	615,804	-9.9%
22.2%	Korea	225,350	26.9%
5.2%	US/Hawaii	52,336	16.9%
3.9%	Taiwan	40,000	6.0%
1.2%	China	11,739	39.4%
1.5%	Russia	14,988	213.5%

PRELIMINARY MTD Visitor Arrivals
October 1 - 8, 2014
Total: 23,216 (-8.6%)

% Market Mix	Origin	Pax	% to LY
54.9%	Japan	12,740	-22.9%
26.7%	Korea	6,194	17.0%
4.5%	US/Hawaii	1,055	42.4%
4.8%	Taiwan	1,106	30.3%
4.7%	China	1,095	20.1%
0.3%	Russia	66	-12.0%

Japan Marketing News

- Typhoon Phanfone and Vongfong
- Flight cancelations:
 - Domestic: flights cancelled, local transportation stopped due to winds and flooding
 - Winds reached 110mph
 - Delta night flight on 10/6 used 747 for additional capacity for those on morning flights (376 seats)
 - Delta added additional flight to accommodate visitor return

Japan Marketing News

- Yen rate
 - Currency slid to ¥110 earlier this month
 - Consumers hesitant to purchase goods
 - Some companies are benefiting from weaker currency
- MICE & School Trips
 - Hitachi Appliance, Oct 9 – 12, 100 pax
 - Kumamoto LGP, Nov 2-Nov 5, 80 pax
 - Oct – Dec, Student trips from all over Japan – est 100 high schools

Japan Marketing News

- Niigata Prefectural Government coming to Guam, Oct 18 – 21, 2014
 - Courtesy call with Governor Calvo scheduled for Oct 21 at 8:30AM.
- R&C VIP Tour – Nov 11-14
 - Presidents of various travel agencies without offices on Guam will conduct a FAM tour with R&C

Korea Marketing News

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '14	Seat Data '13	% Change Seats
October	24,000	19,247	24.7%	31,672	20,204	56.8%
November	28,000	23,967	16.8%	34,693	34,221	1.4%
December	29,000	24,873	16.6%	37,285	34,418	8.3%

Flights

October

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

Total 31,672

November

-KE: Incheon 7 per week = 10,950
(8747-400)
-Busan/KE: Wed, Thu, Sat, Sun = 2,533
(8737-800)
-Jin Air: Incheon 7 per week = 5,400
(8737-800)
-Jin Air: Incheon 14 per week = 11,160
(8737-800)
-UA: Incheon 7 per week = 4,650
(8737-800)

Total 34,693

December

-KE: Incheon 7 per week = 11,315
(8747-400)
-Busan/KE: Wed, Thu, Sat, Sun = 2,533
(8737-800)
-Jin Air: Incheon 7 per week = 7,100
(8737-800, 8777-201K)
-Jin Air: Incheon 14 per week = 11,532
(8737-800)
-UA: Incheon 7 per week = 4,805
(8737-800)

Total 37,285

*Jan 26 12/12/2013 Seats

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
 - Oct. : Interpark, Lotte
 - Nov. : Bomulsum
 - On cable TV for an 1 hour
- MICE Group
 - Oct. : Church Group - 130 pax (New), Melaleuca Korea - 250 pax (New)
 - Nov. : Value in Korea - 170 pax (New), Fin Con - 200 pax (New)
Ace Insurance - 250 pax (New)
 - Dec. : Kumon - 130 pax (New)

KEI Monthly total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	550	550	1,200	3,500	1,100	1,125	1,525	2,451	3,115				16,776
2013	1,620	780	910	2,050	1,390	1,250	1,430	1,542	1,350				12,622

Korea Marketing News

3 month Activities/Programs

- Golf Tournament
 - Dec. : M. Ba Golf - 100 pax
- Busan wedding consultant study tour on Oct. 19 ~ 24
- Mode International Travel Show on Oct. 30 ~ Nov. 2
- UA Inauguration Flights Guam Study Tour
 - Hana Tour 20 pax on Nov. 19 ~ 23
 - Mode Tour 20 pax on Nov. 26 ~ 30

Korea Marketing News

United Airlines Guam Launch Trade Reception September 29, 2014



Taiwan – 3 Month Forecast

Month	Forecast Pax	%Change	Last Year	Seat Forecast 14	Seat Data 13	% Change Seats
October	4,161	1.3%	4,107	5,013	5,013	0%
November	3,509	17%	2,996	5,013	4,456	12.5%
December	3,531	-7.6%	3,821	4,708	5,013	-8.4%

Flight / Seat breakdown

October

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

Total 5,013

November

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

Total 5,013

December

- CI Flight : Taipei 2x per week = 2,240
- EVA Air : Taipei 2x per week = 2,268

Total 4,708

Taiwan Marketing News

October

- Interview on Broadcasting Corporation of China
 - VEDA pitched an interviews on BCC (Broadcasting Corporation of China) on Sep. 10. Interview promoted the Ko'ko Road Race /SGF 2014 and upcoming ITF 2014 Guam events.
 - The program will broadcast this month.
- **SGF 2014: Pre-SGF fam tour**
 - 10/12-10/15 (Bloggers)
 - Arranging itinerary and soliciting comp/discount tickets.
 - Participants

Blogger	Blog type	Blog viewed	Facebook fans
Evelyn	Mate-uo, outfit, gastronomy, travel	18,316,608	79,241
Jill	Mate-uo, travel, skin care	13,772,342	71,586
Angel	Fashion, outfit, travel, mate-uo, life style	13,409,409	142,840
Ruan	Outfit, travel, skin care, gastronomy	7,903,288	115,819



Taiwan Marketing News

October

Ko' Ko' Road Race 2014 fam tour (10/16-23) 4 pax

- GVB Arranging itinerary/soliciting comp/discount tickets.
- Participants will join the Ekiden Relay:
 - Frank Jiang, founder of the JiangHu Marathon Association
 - Co-founder of Marathon Association Tracy Hu
 - Yu-Chieh, reporter from United Daily News
 - GVB Taiwan staff Martina Yang



Taiwan Marketing News

November

Taipei Int'l Travel Fair (ITF) 2014

- November 7th to 10th 2014
- GVB booth amounts: 5 booths
- Skydive Guam/Sheraton/PIC
- Itinerary arrangement
- Media interviews/Trade Gatherings
- Advertising & NRs preparation
- Social Media program preparation

Booth allocation:



Pacific Marketing News

PATA TRAVEL MART & PATA Executive Board Meeting
September 17-19, 2014
Phnom Penh, Cambodia



Pacific Marketing News

PATA TRAVEL MART & PATA Executive Board Meeting
September 17-19, 2014
Phnom Penh, Cambodia

- Guam receives the PATA Gold Award under the category "Marketing Media – Consumer Travel Brochure".



Guam Ko'ko' Half Marathon & Ekiden Relay

Sunday, October 19, 2014
Governor Joseph Flores Memorial Park

- Show Time: 4:00 A.M.
- Go Time:
- 5:00 A.M. (Half Marathon Soloists)
- 5:15 A.M. (Ekiden Relay Runners)
- 9th annual GVB Signature Event
- Hydration stations & cheer squads
- Ko'ko' Roadies on social media
- Post Race Breakfast
- Entertainment
- Last registration cut-off: October 15th



❖ Treasurer's Report: (O. Miyashita)

Exhibit C

Cash Position Report:

Cash report as of October 8, 2014.

Total cash in banks report (as of 10/08/14) \$15,433,144.69

Total allotment received to date: \$17,575,903.55

Accounts Receivable FY2014: \$686,230.45

Accounts Payable to Date: \$7,646,741.05

- We still have \$24,000 in the memorial fund. He doesn't think that we have much anticipated expenditures and suggested that we put it back into the rainy day fund.
- In terms of allotments, we are doing well with collections.
- Collections on receivables have gone down and mentioned that it seems to look like we are on track.

❖ Report of the Board Committees:

A. EXECUTIVE COMMITTEE (B. Kloppenburg)

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson, to ratify Executive Committee's approval for the travel of General Manager Karl Pangelinan, Deputy Manager Nathan Denight, and Marketing Officer II Nadine Leon Guerrero to travel to Tokyo, Japan for personnel matters and to administer discussions on FY2015 plans. Travel date is on October 8, 2014. (Estimated cost: \$3,986.00 from account JA-SMD-008)

Motion Approved.

Chairman Baldyga made the 8th vote.

	Estimated Airfare	Meals & Incidentals	Total
General Manager	\$1,100.00	\$196.00 x 25% x 1 day = \$245.00	\$1,345.00
Deputy General Manager	\$1,100.00	\$196.00 x 25% x 1 day = \$245.00	\$1,345.00
Marketing Officer II	\$1,100.00	\$196.00 x 1 day	\$1,296.00
			\$3,986.00

Background:

GVB Japan Web Coordinator Kaori Hata has resigned from her position effective October 31, 2014. So that a replacement is secured in ample time for training prior to Ms. Hata's departure, job interviews have been lined up throughout the day on October 8th. Additionally, FY2015 plans will be discussed with the Japan team. Travel is necessary for DGM and MOII to participate in the interview process.

Issue: Board approval required for travel.

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson, to ratify Executive Committee's approval for the travel of GVB Japan Staff Yuji Mitsumori, Nahoko Hanaki, Junko Kitagawa, and Satoe Mukai to travel to Guam from October 16-20, 2014 for Guam Koko Half Marathon and Ekiden Relay 2014. (Estimated cost: \$3,895.00 from JA-MAR-002).

Motion Approved.
Chairman Baldyga made the 8th vote.

	Airfare	Per Diem	Total
Yuji Mitsumori-NRT	\$720.00	\$62.50 x 4 days = \$250.00	\$ 970.00
Nahoko Hanaki-NRT	\$720.00	\$62.50 x 4 days = \$250.00	\$ 970.00
Junko Kitagawa-NRT	\$720.00	\$62.50 x 4 days = \$250.00	\$ 970.00
Satoe Mukai-KIX	\$735.00	\$62.50 x 4 days = \$250.00	\$ 985.00
			\$3,895.00

Background:

GVB Japan staff will assist in operations for Japanese participants and media covering this year's Koko Run Events. Additionally, Niigata City will also make their friendship visit to Guam during the same time and GVB Japan staff will assist in facilitating planned activities for the Niigata delegation.

Issue: Board approval required for travel.

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson, to ratify Executive Committee's approval for travel of the Korea Marketing Officer to meet with the GVB Korea GSA to discuss FY2015 goals and objectives in Seoul, South Korea during October 7-9, 2014. Cost is approximately \$1,650.00 from FY2015 Acct. #KO-SMD023.

Motion Approved.
Chairman Baldyga made the 8th vote.

Marketing	Lodging/MI&E-Seoul	Total
Seoul Lodging (\$230/day x 2 days)	\$460.00	\$460.00
Seoul Per Diem (\$120/day x 2 days)	\$240.00	\$240.00
Airfare x 1 pax	\$950.00	\$950.00
	TOTAL	\$1,650.00

Background:

The Marketing Officer will be meeting with the GVB Korea GSA to review and facilitate the GVB FY2015 SMART goals, budgets, and overall sales, marketing, PR, social media, website, advertising, and promotions objectives and to help expedite the seamless execution of all components of its South Korea representation under the GSA, and coordinate the planning of a powerful FY2015 South Korean strategy.

Issue: Board approval for travel required.

Discussion/Comments:

- Director Arriola noted that this motion is needed, however, shouldn't they take the time to come to Guam for this discussion instead of us going to there?
- General Manager Pangelinan addressed Director Arriola's question by stating that he had participated first in the high-level meetings after that we needed staff to be on the ground to get into details of the transition. They are scheduled to come out for the Ko'ko Road Race and we'll be out there again for Mode Tour. We try to do this annual for all markets.

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

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson to approve authorization of the General Manager as Chief Procurement Officer to enter into enter into a contract with the lowest responsible bidder of IFB #2015-001, printing of Shop Guam 2014 Coupon Booklets.

Motion Approved.
Chairman Baldyga made the 8th vote.

Background:

The Guam Visitors Bureau (GVB) issued an Invitation for Bid for the printing, packaging and delivery of the SHOP GUAM 2014 Coupon Booklets, which will be available to tourists and Guam visitors beginning November 1, 2014.

Issue: Board approval required.

C. RUSSIA & NEW MARKETS (B. Jackson)

D. DESTINATION MANAGEMENT (R. Hofmann)

E. CULTURAL HERTITAGE & COMMUNITY OUTREACH (T. Arriola)

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

G. MEMBERSHIP DEVELOPMENT (J. Camacho)

H. RESEARCH (N. Taimanglo)

I. KOREA MARKETING (O. Miyashita)

J. NORTH AMERICA & PACIFIC MARKETS (A. Muna)
Committee Minutes dated October 6, 2014

Exhibit D

ITB Asia 2014 Motion

Vice Chairman Kloppenburg made a motion, seconded by Director Kloppenburg, to approve travel for two (2) GVB Marketing staff to attend the ITB Asia in Singapore from October 29-31, 2014. Travel cost is approximately \$8,580.00 and will come out of account number PA-SMD026.

Motion Approved.
Chairman Baldyga made the 8th vote.

Airfare	\$1,200 x 2 Pax	\$2,400.00
Per Diem	\$453/Day x 6 Days x 2 Pax	\$5,436.00
Unanticipated Expenses	Communications	\$244.00
	Excess Baggage	\$200.00
	Transportation	\$300.00
	TOTAL	\$8,580.00

Background:

ITB Asia is the leading Asian B2B Travel Event. Over 9,100 delegates participated at last year's event that attracted 250 media representatives, 825 exhibitors and 750 international buyers. This year, ITB Asia is taking place in Singapore from October 29-31, 2014 at the Marina Bay Sands Expo and Convention Center.

ITB Asia 2013 Trade survey revealed that majority of the trade visitors that attended the trade show were interested to meet with tour operators, travel agents and tourism organizations. In addition over 73% of the trade visitors that participated have the authority to make purchasing/procurement decisions in their company.

ITB Asia 2013 Buyer surveyed showed that the top 5 areas of business that buyers represent were: Outbound Travel Agent/Tour Operator, Meeting/Incentive/Event Planners, Travel Agents handling incentive program, Retail Travel and Destination Management Company. Furthermore, 87% of buyers that attended have the authority to make purchasing/procurement decision in their company.

ITB Asia 2014 is looking to be another successful event with more exhibitors and buyer/trade registrations, which will result in more appointments, networking opportunities, and new business.

Issue: Board approval for travel required.

Cruise Shipping Asia-Pacific Conference Motion

Director Jackson made a motion, seconded by Vice Chairman Kloppenburg, to approve travel for two (2) GVB staff to attend the Cruise Shipping Asia-Pacific Conference in Hong Kong from November 20-21, 2014. Travel cost is approximately \$10,000.00 and will come out of account number PA-SMD023.

Motion Approved.

Chairman Baldyga made the 8th vote.

Airfare	\$2,000 x 2 Pax	\$4,000.00
Per Diem	\$497/Day x 5 Days x 2 Pax	\$4,970.00
Unanticipated Expenses	Communications	\$280.00
	Excess Baggage	\$250.00
	Transportation/Meetings	\$500.00
	TOTAL	\$10,000.00

Background:

The Asia-Pacific region is the fastest emerging market in the cruise industry. With the staggering increase in homeported ships and the developing port infrastructure, there's no better time for cruise industry suppliers to join the growing company of vanguards capitalizing on this opportunity including port development, destinations, ship equipment, design and refurbishment and shipbuilding.

The Asia-Pacific region is expected to reach 3.8 million passengers by 2020. In 2013, 117 separate destinations in 17 nations in Asia received/hosted cruise ships. And by 2021, the world's largest cruise companies will have 38% of their market share in Asia.

In July 2013, the Guam legislature under the leadership of Speaker Judith Won Pat Borja pass Resolution No. 106-32 (COR), which supported the development of a public policy, investment and operational framework for establishing a sustainable and green cruise industry in Micronesia with Guam serving as the regional hub. All fifteen Senators signed on.

The Guam Visitors Bureau will be reaching out to the National and State Tourism Offices in Micronesia to invite them to participate in the conference and to promote Cruise Shipping to the region by exhibiting at the event.

Issue: Board approval for travel required.

Discussion/Comments:

- Vice Chairman Kloppenburg asked who else would be attending? MO2 Regina Nedlic addressed Vice Chairman Kloppenburg's question by stating that we will be working with various islands in the region. Micronesia Cruise Association will be purchasing the booth.
- Chairman Baldyga would like to see a white sheet from MCA indicating where we are at with getting a cruise line and a list of actionable things we need to do.

DEMA 2014 Motion

Director Jackson made a motion, seconded by Vice Chairman Kloppenburg, to approve travel of two (2) GVB Marketing staff to attend the DEMA Show 2014 to be held November 19 - 22, 2014 in Las Vegas, Nevada and the Guam/Micronesia Product Update Seminars/Roadshow in San Diego, California, during November 24. (Travel cost approximately \$10,372.00; Acct. #US-TTC066)

Motion Approved.

Chairman Baldyga made the 8th vote.

Background: Guam Visitors Bureau (GVB) is a member of DEMA and plans to attend the event to reach out to stateside aquatic adventurers and diving enthusiasts to consider travel to Guam and Micronesia during the event. The DEMA Show is the only international trade-only event for diving and action water sports, with travel industries attending by thousands. And together with other Micronesian partners create a strong regional presence supported by United. GVB, together with MDA will be hosting a Guam and Micronesia seminar to attendees on Guam diving and above surface activities.

DEMA details:

- 95 Countries
- 50 States
- 6 Territories
- 98% of attendees visit the exhibit floor
- 97% of attendees are involved in their company's purchasing decision
- Hundreds of exhibits featuring dive and water sports travel
- Travel professionals

Local companies joining GVB at DEMA include:

MDA

AXE Murder Tours (Megan)

Mystical Tours & Adventure

Mr. Tim Rock

GVB will also be hosting a half-day seminar with San Diego based Che'lu, Inc., its members and the Chamorro Sons and Daughters Club of America in preparation for FESTPAC 2016 as well as to encourage return visits during the coming year.

Travel Expense:

Airfare (\$2,500 x 2 pax)	\$5,000.00
Per Diem - Las Vegas Lodging (\$96/day x 6 nites x 2 pax)	\$1,152.00
Per Diem - San Diego Lodging (\$142.00 x 1 nite x 2 pax)	\$284.00
Per Diem - Las Vegas M&IE (\$71/day x 7 days x 2 pax)	\$994.00
Per Diem - San Diego M&IE (\$71/day x 1 day x 2 pax)	\$142.00
Excess Baggage	\$300.00
Unanticipated & Event/Roadshow Expenses/Meeting Event Expenses	\$2,500.00
	\$10,372.00

Issue: Board approval required for travel.

National Tour Association Motion

Director Jackson made a motion, seconded by Director Hofmann to approve travel for the GVB Marketing Manager and (1) GVB staff to attend the National Tour Association (NTA) Convention in New Orleans, LA, from January 18-22, 2015. Cost is approximately \$7,850.00 from the FY2015 North America Sales Marketing Development Acct# SMD023.

Motion Approved.

Chairman Baldyga made the 8th vote.

Airfare (\$1,800 x 2 pax)	\$3,600.00
Per Diem – Lodging (\$151/day x 7 nites x 2 pax)	\$2,114.00
Per Diem – M&IE (\$71/day x 8 days x 2 pax)	\$1,136.00
Excess Baggage	\$200.00
Unanticipated Expenses/Business Meetings	\$800.00
TOTAL	\$7,850.00

Background:

As an active NTA member, GVB plans to join other NTA members and over 50 major U.S. outbound tour operators at the convention, along with key Russian and Chinese travel/trade representatives. The National Tour Association (NTA) is a trade organization of thousands of tourism professionals involved in the growth and development of the packaged tour industry. The organization is made up of tour operators, tour suppliers, and Destination Marketing Organizations (DMO's). The 2015 convention will be held in New Orleans, Louisiana, from January 18-22, 2015, where NTA's 2,500 travel professionals will join over 500 travel buyers and more than 200 tour operators and travel trade media in a weeklong series of one-on-one meetings and seminars. Aside from the meetings with the many NTA members, the GVB delegation has confirmed appointments with almost 50 NTA members in a Buyer-To-Buyer meeting format. The GVB delegation will also have meetings with NTA officials to provide updates on the U.S. marketing efforts in China and how GVB can use NTA's resources to further its outreach in China and Russia.

Issue: Board approval required for travel.

Home Based Travel Forum Motion

Director Jackson made a motion, seconded by Director Hofmann to approve travel of two (2) GVB Marketing staff to attend the Home Based Travel Agent Forum 2014 to be held November 10 - 12, 2014 in Chicago, Illinois. (Travel cost approximately \$7,092.00; Acct. #US-SMD023)

Director Jackson made a motion, seconded by Director Miyashita, to withdrawn said motion.

Motion Withdrawn.

Chairman Baldyga made the 8th vote.

Background: The Home Based Travel Agents Forum is comprised of more than 32,000 home based travel professionals and more than 8,000 travel agent members. This event will bring together more than 2,000 top-producing home based travel agents for 3 days of one-on-one meetings, networking, and provides a unique opportunity to connect face-to-face with many of the established home based professionals.

Last year, 46 states were represented + Canada and nearly 300 top domestic and international suppliers attended. Destination productivity was valued at 92% of those who attended the event last who sold destination within 1 month of the event.

GVB hopes to connect with this unique, high productivity group to establish a database of home-based travel agents who already sell Guam and the region and to develop new ones.

Issue: Board approval required for travel.

Airfare (\$1,800 x 2 pax)	\$3,600.00
Per Diem – Lodging (\$194/day x 5 nites x 2 pax)	\$1,940.00
Per Diem – M&IE (\$71/day x 6 days x 2 pax)	\$852.00
Excess Baggage	\$200.00
Unanticipated Expenses/Business Meetings	\$500.00
TOTAL	\$7,092.00

Discussion/Comments:

- MO2 Felix Reyes addressed to the board that in talks with travel agents, they suggested that we consider going with home-based travel agents. This would be our first time attending something like this. These home-based travel agents sell packages to North America and Asia. We should take their recommendation and try something new, because for these home-based travel agents Guam is not even on their radar.
- Directors asked if it could be apart of another trip, such like a back-to-back trip with another event. Since we still have time for this motion, directors agreed to withdraw motion for now and to bring back at a later date.

K. GREATER CHINA MARKETING (B. Kloppenburg)

China International Travel Mart (CITM)

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson to approve travel for fifteen (15) delegates: (1) GVB Board Director, (1) GVB Sr. Management, (1) GVB Marketing Manager, (2) GVB Marketing Staff, (1) CHaCO Staff, (8) Chamorro Cultural Entertainers, and (1) Miss Guam to attend the China International Travel Mart (CITM) 2014 in Shanghai, China from November 12-18, 2014. (Cost is approximately \$59,786.50; \$23,356.50 to be paid from China FY2015 CITM Account and \$36,430.00 from Account No. DM-CPO007)

Motion Approved.

Chairman Baldyga made the 8th vote.

Background: As Shanghai-Guam direct flights will begin on October 28, 2014, it is important that GVB continue to promote and support our industry partners by participating in CITM 2014, one of the largest professional travel marts in Asia. CITM has drawn the attention of people in the tourism industry worldwide and is jointly organized by China National Tourism Administration (CNTA), Civil Aviation Administration of China (CAAC), and Shanghai Municipal People's Government.

Participants in CITM come from all sectors of the travel industry including international and domestic tourist organizations, travel agencies, hotels, airlines, and travel-related companies. Professional trade days will be arranged exclusively for registered delegates so as to ensure participation in CITM valuable. In the days open to the public, exhibitors can promote tourist

products and show advantages of tourism resources to the mass directly. The CITM Organizing Committee will also invite a large number of correspondents of domestic and overseas media to cover the mart in an extensive and intensive way. Exhibitors may take the chance to increase their exposure and promote the reputation of their products.

It is essential for GVB personnel to attend CITM to: escort and assist the Guam tourism partners that will be accompanying GVB as delegates, network with Shanghai travel trade partners, man the GVB exhibition booth, and assist in orientating GVB's new China office representatives. Lastly, in addition to large participation in CITM, GVB China will also host a travel trade and media event to establish new and build upon current relationships in the market. The marketing message of a safe and clean U.S. island resort destination with a variety of tax-free shopping, adventurous outdoor activities, beautiful beaches and unique and rich Chamorro culture and history will be heavily promoted at all CITM 2014 activities.

Travel Expense:

MARKETING		
Airfare:	Roundtrip: GUM/PVG/GUM: \$1,000 x 5 pax	\$ 5,000.00
Chinese visas:	\$345.00 x 2 pax marketing staff \$345.00 x 10 pax (CHaCO staff + cultural entertainers + Miss Guam)	\$4,140.00
Per Diem:	GVB Board Director Lodging: \$296.25 x 7 nights = \$2,073.75 M&IE: \$116.25 x 8 days = \$930.00	\$3,003.75
	GVB Senior Management Lodging: \$296.25 x 7 nights = \$2,073.75 M&IE: \$116.25 x 8 days = \$930.00	\$3,003.75
	GVB Marketing Manager Lodging: \$237.00 x 7 nights = \$1,659.00 M&IE: \$93.00 x 8 days = \$744.00	\$2,403.00
	GVB Marketing Staff Lodging: \$237.00 x 7 nights x 2 pax = \$3,318.00 M&IE: \$93.00 x 8 days x 2 pax = \$1,488.00	\$4,806.00
Unanticipated expenses:	Excess baggage fees & communication fees	\$1,000.00
	Sub-total	\$23,356.50
CHaCO		
Airfare:	Roundtrip: GUM/PVG/GUM: \$1,000 x 10 pax	\$ 10,000.00
	CHaCO Staff Lodging: \$237.00 x 7 nights = \$1,659.00 M&IE: \$93.00 x 8 days = \$744.00	\$2,403.00
	Chamorro Cultural Entertainers Lodging: \$237.00 x 7 nights x 8 pax = \$13,272.00 M&IE: \$93.00 x 8 days x 8 pax = \$5,952.00	\$19,224.00
	Miss Guam Lodging: \$237.00 x 7 nights = \$1,659.00 M&IE: \$93.00 x 8 days = \$744.00	\$2,403.00
Professional Fees:	Musicians x 2 pax x 4 days x \$100	\$800.00

	Dancers x 6 pax x 4 days x \$50	\$1,200.00
	Miss Guam x 1 pax x 4 days x \$100	\$400.00
	Sub-total	\$36,430.00
	TOTAL	\$59,786.50

Issue: Board approval for travel required.

Discussion/Comments:

- Marketing Manager Pilar Laguana noted that we would also be working with in conjunction with the Shanghai-United event. General Manager Pangelinan will be speaking to United's Wally Dias about how we can collaborate and do a trade event.

ITF 2014 MOTION

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson, to approve travel for eighteen (18) pax to include the General Manager, Marketing Manager, Government Protocol and Staff, Public Information Officer, two (2) Marketing Officers, GVB Board Member Theresa Arriola, a CHaCo staff, six (6) performers, two (2) musicians and a Miss Guam to attend the 2014 Taipei International Travel Fair – November 7-10, 2014. The estimated budget of travel is \$48,110.00. (\$16,460.00 to be paid out of Taiwan Budget Account no. TTC-031; \$31,650.00 to be paid out of Destination Management Account no. CPO003).

Motion Approved.
Chairman Baldyga made the 8th vote.

MARKETING		
Airfare	\$600 x 7 Pax	\$4,200.00
Per Diem (lodging, meals & incidentals)	<u>Lodging + Meals & Incidentals</u>	
General Manager	(\$175 x 4) + (\$105 x 4) + 25%	\$1,400.00
Marketing Manager	(\$175 x 4) + (\$105 x 4)	\$1,120.00
Government Official	(\$175 x 4) + (\$105 x 4) + 30%	\$1,456.00
Government Staff	(\$175 x 4) + (\$105 x 4)	\$1,120.00
Public Information Officer	(\$175 x 7) + (\$105 x 7)	\$1,960.00
Marketing Officers	(\$175 x 7) + (\$105 x 7) x 2 Pax	\$3,920.00
Estimated Unanticipated Expenses	Communications	\$100.00
	Excess Baggage	\$584.00
	Transportation	\$100.00
	Meetings	\$500.00
	Sub-total	\$16,460.00
CHaCO		
Airfare	\$600 x 11 Pax	\$6,600.00
Per Diem (lodging, meals & incidentals)		
Theresa Arriola	(\$175 x 7) + (\$105 x 7) + 25%	\$2,450.00
GVB Staff and Performers	(\$175 x 7) + (\$105 x 7) x 10 pax	\$19,600.00

Professional Fees		
Musicians	\$100 x 5 days x 2 pax	\$1,000.00
Dancers	\$50 x 5 days x 6 pax	\$1,500.00
Miss Guam	\$100 x 5 days	\$500.00
	TOTAL:	\$48,110.00

Background: The Taipei International Travel Fair (ITF), in its 22nd year, is the biggest and most important travel fair in Taiwan that the bureau participates in every year. In 2013, over 900 organizations from 60 countries participated in ITF and utilized 1,350 exhibition booths. The 4-day event attracted over 315,000 visitors, generated more than 50 million in revenue and brought over 3,000 local and international press reports.

Last year, Skydive Guam, and regional partners Palau Visitors Authority and Marianas Visitors Authority, joined GVB in promoting travel to our region. For this year's participation, the Guam Visitors Bureau (GVB) plans to invite its members and tourism

partners to attend the event at their expense. Cultural entertainers will also be participating in ITF 2014 to showcase and highlight Guam's unique culture. GVB will also use this opportunity to raise awareness of FESTPAC 2016, especially in Taiwan as the country has been appointed an honorary guest.

Furthermore, GVB will be hosting trade functions and a travel agent seminar to provide a Guam Product Update. Media interviews are also being planned along with a courtesy visit to the airlines to thank them for their support as part of GVB's year-end show of appreciation.

Issue: Board approval required.

Discussion/Comments:

- Director Jackson mentioned that he's very familiar with the show and mentioned that we may have too many people attending. He sees the need to bring entertainers to the show because that's what most people look for, but even though this show is very popular, the Taiwan market is low-end and doesn't have much growth potential.
- Director Jackson suggested skimming the marketing delegation side of the motion.
- Marketing Manager Pilar Laguana supported the motion by stating that this is the only show that GVB attends in Taiwan. When they get there they will have meetings with two carriers: China Airways and Eva Air, meeting with the U.S. Consul, and will be working with travel agents. She stressed that this is the only time we have the opportunity to do this. We had never had the General Manager attend this show, so we really need to show our presence there. Another thing is that the United States just included Taiwan in their visa waiver. We need to be there, other wise the competition will come ahead of us. She agreed with Director Jackson that we haven't seen robust numbers coming out from Taiwan, but we do need them for airline connectivity.
- Chairman Baldyga also added that recently we are getting investments from Taiwan. Depending on who the government official is, maybe make arrangements to have them meet with some investors.

L. JAPAN MARKETING (*M. Morinaga / N. Nakajima*)
Committee Minutes dated September 17, 2014

Exhibit E

❖ OLD BUSINESS

❖ NEW BUSINESS

❖ EXECUTIVE SESSION

❖ ANNOUNCEMENT

Next Board Meeting:

- Thursday, October 23, 2014 at 4:00PM, GVB Main Conference Room

Events:

- Guam Ko'ko Marathon and Ekiden Relay -Sunday, October 19, Ypao Beach.
- Invest Guam Symposium – Wednesday, October 22 – 24, Hyatt Regency Guam.

❖ ADJOURNMENT

Chairman Baldyga made a motion, seconded by Vice Chairman Kloppenburg, to adjourn the meeting. Meeting adjourned at 4:57 p.m.

**Motion Approved.
Chairman Baldyga made the 8th vote.**

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

Board Minutes respectively submitted by Colleen Cabedo, Executive Secretary

Action Items:

BY MANAGEMENT

- General Manager Pangelinan to come up with a plan and budget to improve the welcoming experience at the airport. (7/10/14) Also, to make a list of public signs that needs improvement. (7/24/14)
 - Ongoing. (9/11/14)
- Management to make a presentation on the guest satisfaction research report. (8/14/14)
 - Was in General Manager's report on 9/11/14 board meeting, but will be presented at a later board meeting. (9/11/14)
- Management to schedule the breakfast briefing for incoming Senators after the elections (8/14/14).
 - General Manager Pangelinan noted that this would be in November. (9/11/14)
- Management to make a presentation on the Christmas lights for this year (8/14/14).
 - General Manager Pangelinan mentioned that this would be saved for another board meeting. (9/11/14)
- Management to direct the vendor to utilize a single shade of gray and green and to paint a full surface when covering over graffiti to avoid "patches" of mismatched color (8/14/14).
 - Ongoing. Waiting on GTA and GPA. (9/11/14)
- Management to accelerate and prioritize the cut offs and the bus shelters (8/14/14)
 - General Manager Pangelinan reported that the bus shelters are out and live. The bus cut outs should be out on the streets in the coming weeks. (9/11/14)
- Management to present bus shelter design ideas to the Board (8/14/14)
 - Ongoing and to present sometime in October 2014. Once we select the firm. The design will go out to the board. (9/11/14)
- Sports & Events Committee to brainstorm new major event ideas for next year (8/14/14)
 - Will be having a brainstorming session in the next couple of weeks. (9/11/14)
- Chairman Baldyga noted that VSOs be introduced to the board at the next board meeting. (9/11/14)
 - VSOs were present at the membership meeting on 10/7/14.
- Chairman Baldyga noted that he would like to have a Paint Guam initiative when rainy season is over. Would like to take it upon us to spruce up retaining walls that need water-blasting/cleaning and painting. Would like to pick one or two colors to

uniformly paint the retaining walls in Tumon. Perhaps, use this as a springboard to go to the Lieutenant Governor's Office to see if he could support us by getting the paint stores to offer us discounts. Chairman Baldyga would like to see this take action from January – March 2015. (9/11/14)

- Management to work with agriculture on replanting trees next spring. (9/11/14)
- Chairman Baldyga would like to get a snapshot on the status of each committee's top 3-4 smart goals from the past year. He would like to know where we are at, what needs to be finished by the end of the year, and to start thinking about next year's goals. (10/9/14)
- Chairman Baldyga would like to see a snapshot of each committee's budget breakdown for FY15. (10/9/14)
- Addressed that we have \$1.5 million approved for capital improvement projects, but would like to have a breakdown of what our projects may be by next board meeting. (10/9/14)
- He wants to make it a priority to have a banner and loiter law enacted by the end of the year. (10/9/14)
- Vice Chairman Kloppenburg bought a smog-testing machine and has a group of bus companies that are willing to participate in testing their emissions. Chairman Baldyga requested that Vice Chairman Kloppenburg craft a proposed emission legislation. (10/9/14)