



GUAM VISITORS BUREAU

50th ANNIVERSARY · 1963 - 2013

REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM - 4:00PM
WEDNESDAY; November 27, 2013

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga
Jennifer Camacho
Judith Guthertz
Eduardo "Champ" Calvo
Milton Morinaga

Vice Chairman Bruce Kloppenburg
Therese Arriola
Nathan Taimanglo
Norio Nakajima

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:

Robert Hofmann
AnnMarie Muna
Bartley Jackson
N. Oscar Miyashita

GVB MANAGEMENT & STAFF PRESENT:

Nathan Denight
Rose Cunliffe
Antonio Muna
Meriza Peredo
Mark Manglona
Regina Nedlic

Debi Phillips
Doris Ada
Kraig Camacho
Josh Tyquiengco
Pilar Laguana
Elaine Pangelinan

Dee Hernandez
Nakisha Onedera
Nadine Leon Guerrero
Gina Kono
Felix Reyes

GUESTS:

Colleen Cabedo

❖ Proceedings:

Meeting called to order at 4:08 p.m. by Chairman Mark Baldyga.

Review of the previous Regular Board minutes dated October 24, 2013.

Exhibit A

Motion made by Director Guthertz, seconded by Director Taimanglo, to approve the minutes of October 24, 2013.

Motion approved (subject to correction).

❖ Chairman's Report:

- A meeting is tentatively scheduled for December 12, 2013 with the Legislature to present the Strategic Plan and to get feedback before releasing it.
- The Strategic Plan will be in print and published right after the 1st of year 2014.
- Would like each committee to start planning their "Smart Goals".
- Chairman Baldyga stated that he would like to focus on marketing to China for FY2014 and to see the draft of the aggressive China plan by next meeting.
- Chairman Baldyga would like to go over financial statements with the Controller, Rose Cunliffe and Director Miyashita by the end of the year to see where GVB stands and how it can be taken another step further.
- Chairman Baldyga mentioned that Avia charter's CEO, Roman would like to come in to present and explain the progress that the Russian charter has done and other future plans.
- Chairman Baldyga commended the GVB family on GVB's 50th Anniversary.

❖ General Manager's Report:

Exhibit A



Taste the Sweet Life.
Pleasure shared with Mango

HÅFA ADAI

GUAM VISITORS BUREAU
Board of Directors Meeting
General Manager Katala Pangilinan
November 22, 2013

GUAM

PRELIMINARY MTD Visitor Arrivals
November 1-21, 2013
Total: 74,380 (-0.1%)

% Market Mix	Origin	Pax	% to LY
64.2%	Japan	47,736	-11.3%
22.0%	Korea	16,416	38.9%
3.8%	US/Hawaii	2,838	9.1%
3.0%	Taiwan	2,221	4.9%
0.6%	China	436	871%
1.4%	Russia	1,022	217.4%

PRELIMINARY FY2013 Visitor Arrivals October 2012 – September 2013 Total: 1,337,665 (5.3%)

% Market Mix	Origin	Pax	% to LY
68.2%	Japan	912,093	0.5%
17.3%	Korea	232,847	41.0%
4.4%	US/Hawaii	58,546	-9.6%
3.6%	Taiwan	47,904	-3.9%
0.8%	China	10,384	14.9%
0.5%	Russia	6,134	109.3%

PRELIMINARY CYTD Visitor Arrivals January 2013 – October 2013 Total: 1,108,429 (2.5%)

% Market Mix	Origin	Pax	% to LY
67.6%	Japan	749,966	-2.7%
17.8%	Korea	196,812	37.0%
4.4%	US/Hawaii	48,562	-9.2%
3.8%	Taiwan	41,836	1.9%
0.9%	China	9,941	23.3%
0.5%	Russia	5,197	70.5%

JAPAN MARKETING NEWS

JGTA QUARTERLY MEETING - GUAM

November 20, 2013 - Hyatt Regency Guam

- Very fruitful discussions
- GIAA provided feedback on many action items
- Travel agents in Japan are developing "Premium Guam" packages



KOREA MARKETING NEWS

3 month Activities/Programs

- TV Home-shopping
 - Nov. : Tour Baksa, Lotte JTB
 - Dec. : Online
 - On cable TV for an 1 hour
- MICE Group
 - Nov. : Secret Direct Korea - 140 pax (new), Amore Pacific - 100 pax (new)
 - Dec. : LG Hausys - 600 pax (new)
- Golf Tournament on Guam :
 - Nov. : KB Card 60 pax
 - Dec. : KB Card 100 pax

KOREA MARKETING NEWS

Hana Study Tour for new Guam product development

- Sales & OP staff 20 pax from Oct 31 to Nov 4.
- GVB co-sponsor



SPORTS & EVENTS

Focusing resources on creating, organizing and/or supporting bigger impact Signature Events

Guam International Marathon (April):
2013 = Economic Impact valued at \$2.3 million
2014 Projection 2000 runners = \$4.6 million

Guam Ko'ko' Half Marathon & Ekiden Relay (October):
2013 = Economic Impact valued at \$1.4 million
2014 Projection 1200 runners = \$2.8 million

XTERRA Guam Championship Series (March)

Guam Long Ride & Tour of Guam Cycling Event (January)

Guam Music Festival (May)

TAIWAN MARKETING NEWS

November

- Airline Co-op
 - "Cycling in Guam" campaign November 20-24, 2013
 - Co-op with China Airlines, PIC and PIT to host a cycling campaign and to develop new Guam products
 - Cycling pre-inspection held on Aug. 28- Sep. 1
 - Taiwan Cyclist Federation/3 media/famous cyclist blogger "Bear" participated in the inspection tour
 - Kick off Press Conference held on Sep. 16 "Cycling in Guam" campaign.
 - 16 Media outlets in attendance
 - "Cycling Tour" on November 23
 - 28 pax attended the Cycling event including family members
 - Half day Northern/Central Tour of Guam

SPORTS & EVENTS

Develop fun unique cultural activities/events geared towards visitor participation

Junko Friendship Rubber Baseball Tournament (December)

Tropical Fantasy New Year's Eve Fireworks (Jan 1)

Guam Pleasure Island BBQ Block Party (May)

Guam Micronesia Island Fair (May)

TAIWAN MARKETING NEWS



BUSY WEEKEND!

Friday, November 29, 2013

- Shop Guam I Taste Guam & Shop Guam Festival Press Conference
 - 10:30AM I Outrigger Guam Resort Lobby
- Holiday Illumination - 7:00PM, Across Hyatt

Saturday, November 30, 2013

- Japan Akimatsuri Autumn Festival - 3:00PM, Ypao Beach Park
- Guma I Taotao Peace Festival - 5:30PM, Government House

Sunday, December 1, 2013

- SHOP GUAM I TASTE GUAM - 4:00PM, Pleasure Island

DMC UPDATE

- **HOT Bond**
- **Tumon Safety**



- In place of General Manager Karl Pangelinan's absence, Deputy Manager Nathan Denight reported the General Manager's report.
- Deputy Manager Denight reported that there was a new record for Korean arrivals for FY2013. (up by 41% with 232,847 PAX)
- Director Morinaga mentioned that the JGTC meeting was successful. He reported that there was a representative from GIA that answered most questions that JGTC and JGTA had concerning the immigration process at the airport.
- Director Morinaga reported that there was a consensus in the meeting that there should be more immigration officers at the airport to process passengers more quickly and for the promotion of the ESTA Program to be utilized.
- Director Morinaga also reported that there is a concern with airlines arriving around the same time; in which, it consequently delays the process of immigration, due the insufficient amount of immigration officers.
- Director Morinaga reported that JGTA is requesting if they can find a way to spread the load factor, for which, will be up for discussion.
- Director Morinaga reported that GIA assured that they have enough funding for new projects.
- Chairman Baldyga mentioned that MICE Group has stated an issue with low availability of hotel accommodations during peak seasons. He also stressed the need for targeting more and pushing harder for MICE on FY2014.

❖ Report of the Treasurer:

Exhibit C

Cash Position Report:

Cash report as of November 25, 2013.

Total cash in banks report (as of 11/25/13) \$12,889,833.63

Total allotment received to date: \$1,369,660.00

- Vice Chairman Kloppenburg stated that cash position continues to look healthy.
- Chairman Baldyga would like management to check into the \$49,000 memorial fund and report back by next meeting.
- Deputy Manager Denight left meeting to attend to an emergency. In his place, Marketing Manager, Pilar Laguana, stood in as Senior Manager present.

❖ Report of the Board Committees:

A. EXECUTIVE COMMITTEE

Vice Chairman Kloppenburg made a motion, seconded by Director Taimanglo, to ratify the Executive Committee's approval of travel for the General Manager to attend the upcoming Micronesia Chief Executive Summit (MCES) in Saipan on December 5, 2013. Estimated cost of travel up to \$658.75 from FY2014 PAC PATA Board Meeting Acct# PA-SMD025.

Motion approved.

Airfare	\$300.00 x 1 pax	\$300.00
Per Diem	GVB Staff: \$108.75 MIE x 1 day	\$108.75
Unanticipated expense	excess baggage, transportation, misc.	\$250.00
TOTAL:		\$658.75

Background:

With the Guam Visitors Bureau's (GVB) active and heavy involvement with the PATA Micronesia Chapter and PATA International, GVB plans to participate in the upcoming Micronesia Chief Executive Summit in Saipan from December 4-6, 2013. The PATA Micronesia Chapter is the representative of the Regional Tourism Committee under the MCES.

Issue:

Board approval needed for travel.

B. SPORTS & EVENTS

- Director Camacho but commended GVB staff on sports tourism piece in the PDN. She expressed that it showcased the efforts of what GVB has done in relation to sports tourism.

C. JAPAN MARKETING

Director Morinaga made a motion, seconded by Director Taimanglo, to approve travel for three GVB Japan staffs, GVB Japan Manager, GVB Japan Marketing & PR Representative, and GVB Western Japan Sales & Marketing to attend annual JGTC Kanto, Kansai, Chubu overall meeting and GVB 50th Anniversary Reception on November 20, 2013. (Travel duration during November 19-22, 2013 for Japan Manager and November 19-21, 2013 for other staffs, Estimated maximum cost \$2,762.50; Acct# VSS002).

Motion approved.

Background:

GVB Japan staffs will participate in the annual JGTC Kanto, Kansai, and Chubu meeting as Secretariat office and participate in GVB's 50th Anniversary Reception.

Issue:

Board approval needed for travel.

Airfare	(3 pax)	\$2,100.00
Per Diem GVB Japan Manager	-\$62.5 x 3 nights	\$187.50
Per Diem- GVB Japan Staffs	-\$62.5 x 2 nights x 2 pax	\$250.00
Round transportation to airport in Japan	3 pax	\$225.00
TOTAL		\$2,762.50

Director Morinaga made a motion, seconded by Director Taimanglo, to approve travel for two GVB Japan staffs, GVB Japan Manager, and GVB Japan Marketing & PR Representative to attend Shop Guam Festival Street Party and help assist San Ai Fashion Show on December 1, 2013. (Travel duration during November 28 - December 2, 2013. Estimated maximum cost \$2,250.00; Acct# SMD003).

Motion approved.

Airfare	(2 pax)	\$1,600.00
Per Diem- GVB Japan Manager	\$62.5 x 4 nights x 2 pax	\$500.00
Round transportation to airport in Japan	2 pax	\$150.00
TOTAL		\$2,250.00

Background:

Shop Guam Festival will kickoff December 1st GVB Japan staff is needed for support and to help facilitate the San Ai Fashion Show.

Issue:

Board approval needed for travel.

- Director Morinaga would like to find a way to give information to GHRA about sports cycling program in efforts to help in promotion.
- In relation to immigration issues, Director Morinaga suggests that the GVB BOD meet with GIA to see how committed they are and to exchange thoughts.
- Director Morinaga commented that the price from Japan to Hawaii is around the same price as Japan to Guam with a package tour, thus heightening competition.

D. ADMINISTRATION & GOV'T REGULATIONS:

- Director Guthertz reported that through her observation with other senators, they might look into allocating some of GVB funds to schools. She goes on to suggest that GVB BOD be vocal and observant to what is happening within the Legislature.
- Chairman Baldyga requested to set-up a lunch meeting with General Manager Karl Pangelinan, Director Guthertz, Senator Cruz, and other Senators to discuss issues/concerns before the meeting with the Legislature.

E. CULTURAL HERITAGE & COMMUNITY OUTREACH:

- Recommendation for the Board Secretary to send reminders of GVB events on weekly basis.
- Director Guthertz commended the Board and GVB staff for the ad that has been running on TV for the past two months. She added that it is having tremendous impact.
- Director Arriola announced that she will represent the CHaCO committee as Chair for FESTPAC to APIL on Friday, December 6, 2013 at the Legislature at 8:00am. She will also be presenting the FESTPAC update to PATA Marketing Chapter in Palau in late January.
- FESTPAC confirmed dates to be from May 22 – June 4, 2016 and GVB would naturally lead the local and international marketing efforts.
- Director Arriola proposed that Guam be designated in 2016 as “Visit Guam 2016”. She reports that the coordinating committee has adopted, the legislature should adopt a resolution, the executive office is being requested to declare, and GVB BOD should declare.
- Director Arriola requested that she work with management to declare a resolution for Visit Guam 2016 by January.

F. GREATER CHINA MARKETING:

Exhibit D

- Vice Chairman Kloppenburg noted that he will present the copy of the new aggressive China plan for FY2014 for initial review at the next Board meeting on December 12, 2013.
- Chairman Baldyga and the rest of Board agreed to cancel the Board meeting on December 27, 2013, due to the holidays.
- Vice Chairman Kloppenburg reports that there is still no activity from parole authority, due to the vacancy of current secretary positions.
- Chairman Baldyga stated that they are still waiting to hear back from Wally Diaz upon the plan to propose Guam as a cooperative joint venture to leverage their Hong Kong services.

G. KOREA MARKETING:

- Chairman Baldyga requested to have a joint meeting with local KGTA by the end of January.
- Chairman Baldyga also requested that KMC put KAL’s concern about losing business class service as a top priority. Guam may be in danger of losing business class service from Korea and that the load factor is getting soft. KMC should do it’s best to come up with recommendations.
- Chairman Baldyga stated that Guam Korean arrivals are higher than Hawaii Korean arrivals –especially for young families.
- Chairman Baldyga requested the KMC to come up with creative ideas to support flightship carriers.

H. MEMBERSHIP DEVELOPMENT:

Exhibit E

- Vice Chairman Kloppenburg would like the next speaker at the membership meeting to talk about security within tourist areas.

I. NORTH AMERICA & PACIFIC (NAP)

Director Guthertz made a motion, seconded by Director Arriola to approve travel for two GVB staff to attend the Los Angeles Times Travel Show from January 17-19, 2014 and to join other Micronesian partners in a Roadshow with regional travel agencies. (Cost is approximately \$12,556.00 from the FY2014 North America Acct# TTC043 and SMD023).

Motion approved.

Airfare	(\$1,575 x 2 pax	\$3,150.00
Per Diem-GVB Staff	\$1,703 x 2 staff	\$3,406.00
Unanticipated expenses	excess baggage, misc	\$2,500.00
Roadshow expenses		\$3,500.00
TOTAL:		\$12,556.00

Background:

The Los Angeles Times Travel & Adventure Show is a global travel extravaganza where thousands of consumers are inspired by the world's most exciting destinations and attractions; from family-friendly to the ultimate in luxury. Each year, GVB joins more than 25,000 travel enthusiasts and more than 1,300 travel trade professionals to share Guam's unique attraction, branding representation and reasons to use Guam as a stopping point when traveling to and from Micronesia and Asia.

This year, GVB again looks towards joint collaboration with stateside-based social media buzzers such as Islander Registry and its more than 15,000 followers and 671Recipe and its more than 25,000 followers, along with Chamorro clubs and organizations, to expand its outreach to Chamorros and friends of Guam living in the states.

GVB will also be joining several Micronesian partners and PATA Micronesia members in presenting Guam and the region to area travel agencies and interested partners as part of a Roadshow.

As GVB celebrates its 50th anniversary during 2013, it seeks to elevate its presence while raising awareness and reason to visit Guam.

Issue:

Board approval required for travel.

Director Guthertz made a motion, seconded by Director Arriola to attend the upcoming PATA Executive Board Meeting in Hong Kong from January 23-26, 2014 (Estimated cost \$3,190.00 from the FY2014 Pacific Board and Annual Meeting Acct #PA-SMD025).

Motion approved.

Airfare (GM)		\$800.00
Perdiem	$\$497 + 25\% \times 2 \text{ days (Lodging+MIE)} = \$1,242.50$	
	$\$139 + 25\% \times 2 \text{ days (MIE only)} \347.50	\$1,590.00
Misc Expenses		\$800.00
Total:		\$3,190.00

Background:

GVB General Manager is an active PATA Executive Board member and is the Chairman of the Government/Destinations Committee. His attendance to the committee and board meetings is crucial in our continued work with PATA and he also represents Guam and the Micronesia region during these meetings.

Action:

Board approval required for travel.

- Chairman requested for GM to get in touch with United Wally Diaz while in Hong Kong and to follow-up on HICAP.

Director Guthertz made a motion, seconded by Director Arriola to approve travel for two GVB staff to attend the National Tour Association (NTA) Convention in Los Angeles, California from February 16-20, 2014. (Cost is approximately \$7,198.00 from the FY2014 North America Sales Marketing Development Acct# SMD023).

Motion approved.

Airfare	$(\$1,575 \times 2 \text{ pax})$	\$3,150.00
Per Diem	$(\$1,499 \times 2 \text{ pax})$	\$2,998.00
Unanticipated expenses:	(excess baggage, miscl.)	\$1,050.00
TOTAL		\$7,198.00

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 2014 convention will be held in Los Angeles, California, from February 16-20, 2014, 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 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. As chairperson of NTA's China Outbound Taskforce, GVB Marketing Manager Pilar Lagunaña and 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.

Director Guthertz made a motion, seconded by Director Arriola to approve travel for one GVB staff to attend the PATAcademy Conference in Bangkok, Thailand from December 11-14, 2013. (Cost is approximately \$3,494.00 and will come from the FY2014 Pacific Sales Marketing Development Acct# PA-SMD023).

Motion approved.

Airfare	\$1500.00 x 1 pax	\$1500.00
Per Diem	\$249 x 6 x 1 pax	\$1494.00
Unanticipated expense	Excess baggage, transportation, misc.	\$500.00
TOTAL		\$3494.00

Background:

The PATAcademy is designed for “Next Gen” professionals or rising stars who wish to equip themselves with extensive understanding of the Complete Visitor Economy - its reach, implications, and opportunities.

The event will also allow PATA member organizations to build their businesses in three distinct ways:

1. Subject matter experts act as lecturers; exposure is likely to lead to consulting or business opportunities
2. Participants will be able to learn from real-life case studies so that they can leave equipped with reality-based practical knowledge
3. The event offers a hub for engagement that fosters networking, ideas exchange, and collaboration.

As a member of PATA, it is important that GVB takes advantages of training and educational opportunities provided by PATA and their experts, which will ultimate benefit Guam, and the region of Micronesia.

Issue:

Board approval required for travel.

Director Guthertz made a motion, seconded by Vice Chairman Kloppenburg to approve travel for 3 GVB delegates (1-GVB Management, 2-GVB Staff) to attend the upcoming Philippines Travel Agents Association's annual travel show, Travel Tour Expo, and Guam cooperative campaign programs in Manila from February 11-16, 2014. Estimated cost of travel up to \$7,821.50 from FY2014 PHIL Acct# TTC041.

Motion approved.

Airfare: \$900 RT x 3 pax	\$2,700.00
Per Diem: \$296.25/day x 6 days x 1 GVB Management	\$1,777.50
Per Diem: \$237.00/day x 6 days x 2 GVB Staff	\$2,844.00
Unanticipated expenses (excess luggage, meetings, etc.)	\$500.00
TOTAL ESTIMATED EXPENSES:	\$7,821.50

Background:

The Travel Tour Expo was established by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a much awaited annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry. More than 65,000 travelers/visitors were present in last year's show, which also featured more than 400 exhibitors offering more travel options to visitors.

GVB has been an active participant in this show for the past 11 years. GVB will once again reach out to United and the other Micronesian islands' NTOs/STOs to take on a regional marketing approach and offer attractive travel packages to potential visitors.

Issue:

Board approval required for all travel.

- Chairman Baldyga suggested that for 2014, in each BOD meeting, a market discuss from 5-10 minutes, their efforts in that market.
- Director Guthertz expressed that the General Manager should meet with US Consulate and Ministry of Tourism to help educate these offices of Guam's tourism efforts and to seek greater support from them.

J. RESEARCH:

- Director Taimanglo commented that load factor is being tracked and is up to date.
- Chairman Baldyga suggested that during monthly updates, load factor by market be included.

K. DESTINATION MANAGEMENT:

Exhibit G

- Chairman Baldyga requested to discuss with the General Manager the possibly of hiring full-time painters to cover up graffiti and to paint street curbs.
- Director Guthertz added that there is the apprenticeship program at Guam Community College: in which, GVB can pay for tuition and a reasonable salary to apprentices. Chairman Baldyga added to the comment, recommending that management should be included. (Suggesting that supervisors be contracted)

L. RUSSIA & NEW MARKETS DEVELOPMENT:

Exhibit H

- Vice Chairman Kloppenburg expressed his concerns that the Russian charter is selling air/hotel packages and that there are no bookings beyond March 2014. Chairman Baldyga commented to proceed with caution and to support as much as possible with the Russia market.

- Chairman Baldyga suggests that GVB encourage its members to produce Russian language product brochures, signage, menus, etc. to help Russian tourists.

❖ OLD BUSINESS

None.

❖ NEW BUSINESS

1. Airport GIAA

- a. Chairman Baldyga requests the GVB Board to come up with a list of issues/concerns to address the Airport Board and have the GM set a meeting with institutional GVB Board members and institutional Airport Board members to discuss those issues/concerns listed by GVB BOD.
- b. Due to the long duration to process immigration, Director Morinaga expressed that GVB look into adopting a way for travelers coming from Japan to be pre-screened.

2. Plaza De Espana

- a. Director Guthertz commented that the renovation is near completion, but is concerned with who will be maintaining it afterwards.

3. Safety

- a. The Board would like to invite the Chief of Police to discuss the scope of crime in Tumon and to know the stats of crimes in the tourist district.

Director Guthertz made a motion, seconded by Vice Chairman Kloppenburg, to have Guam Visitors Bureau join hands with the Guam Crime Stoppers Program, under the Guam Police Department, and offer a GVB contribution for crime stoppers for any information leading to the arrest and conviction of the suspect(s) involved in the commission of crimes in the tourist district. (Total contribution amount not to exceed \$25,000 and not to exceed \$2,500 per incident).

Motion approved.

Background:

Due to the recent crimes being committed in the Tumon area, the Board is extremely concerned with the safety of tourists, military, including the local community. The Bureau would like to take an active role by meeting with the Chief of Police to address issues/concerns with crime in the tourist area and to plan an incentive/reward program with Guam Crime Stoppers to be funded by GVB.

Issue:

Need the approval of the board.

❖ EXECUTIVE SESSION

None.

❖ ANNOUNCEMENTS

- Shop Guam Taste Guam
 - Sunday - December 01, 2013 (4pm-10pm)
 - Pleasure Island Tumon

❖ ADJOURNMENT:

Motion made by Director Arriola, seconded by Vice Chairman Kloppenburg to adjourn the meeting. Meeting adjourned at 5:33 p.m.

Motion approved.

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

Board Minutes prepared by Colleen Cabedo, Executive Secretary

❖ Action Items 11/27/13:

1. Mid year Committee review
2. MEMBERSHIP
 - Vice Chairman Kloppenburg recommended that for the next membership meeting, he would like a speaker to talk about security and safety within the tourist areas. (11/27)
3. ACCOUNTING
 - Chairman Baldyga would like management to check into the \$49,000 memorial fund and report back by next meeting. (11/27)
 - Chairman Baldyga requests to go over financial statements with Controller, Rose Cunliffe and Director Miyashita by the end of the year to see where GVB stands and how it can be taken another step further. (11/27)
- JAPAN
 - Director Morinaga recommends providing information to GHRA about sports cycling. (11/27)
 - Director Morinaga suggests that GVB BOD meet with GIA to see how committed they are and to exchange thoughts. (11/27)
- DMC
 - Chairman Baldyga wants a letter written to private businesses regarding the graffiti issues. (10/24)
 - Chairman Baldyga requests to meet with the General Manager to discuss graffiti issues and the possibility of hiring full-time painters. (11/27)
 - The Board would like to invite the Chief of Police to the next Board meeting to discuss the scope of crime and stats of crime in the tourist districts. (11/27)
 - Director Arriola proposed that Guam be designated in 2016 as "Visit Guam 2016". Chairman Baldyga would like the BOD to make a resolution and to be announced in January. (11/27)
- KMC
 - Director Jackson, GM Pangelinan and DGM Denight will work together and bring their suggestions before the Board on how to manage the tour inspectors (7/25)

- Vice Chairman Kloppenburg asked to find out what percentage comes out of the Korea market vs Japan market in regards to the \$5 facility fee paid to GIAA. (10/10)
- Chairman Baldyga requested to have a joint meeting with local KGTA by the end of January. (11/27)
- Chairman Baldyga requests the KMC to come up with creative ideas to support flightship carriers. (11/27)

➤ GREATER CHINA

- Vice Chairman Kloppenburg will share a copy Taiwan Mid year review on market share to Chairman (7/11)
- Chairman Baldyga requested for a Taiwan arrivals comparison to our core competitive markets (9/26)
- Vice Chairman Kloppenburg will share a copy of the new aggressive China plan for FY2014, for initial review for next board meeting. (11/27)
- Chairman requested for GM to get in touch with United Wally Diaz while in Hong Kong and to follow-up on HICAP. (11/27)

➤ RUSSIA AND NEW MARKETS

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

➤ NAP

- Research and find out information on the following: (7/11)
- The airline contract with the airport (airline fees)
- Fuel costs
 - MO2 Felix Reyes will give an after action report that will be sent to the Port Authority
 - and Ambyth regarding the arrival of the US Amsterdam. (10/10)
- Director Guthertz expressed that the General Manager meet with US Consulate and Ministry of Tourism to educate these offices of Guam's tourism efforts and to seek support. (11/27)

➤ ADMINISTRATION / GOVERNMENT RELATIONS

- An appreciation letter will be written to the Legislature thanking them for their support regarding GVB budget. (10/10)
- The Strategic Plan will be completed, printed, and published after the 1st of the year 2014. (11/27)
- Chairman Baldyga requested to set lunch meeting with General Manager, Director Guthertz, and other senators to discuss various issues and concerns. (11/27)
- Recommendation that the Board Secretary send weekly reminders of GVB events. (11/27)

➤ SPORTS & EVENTS:

➤ CULTURAL HERITAGE & COMMUNITY OUTREACH:

- EXECUTIVE COMMITTEE:
 - Chairman Baldyga request the GVB Board to start thinking of their “smart goals” for 2014. (11/27)
 - Chairman Baldyga requests GVB Board to come up with a list of issues/concerns to address the Airport Board and have the GM set a meeting with both Board members to discuss those issues/concerns listed by GVB BOD. (11/27)
- RESEARCH:
 - Chairman Baldyga suggested that during monthly updates, load factor by market be included for discussion. (11/27)

M. ADMINISTRATION / GOVERNMENT RELATIONS:

- Discussion about the level of support GVB feels it needs to take part in supporting a resolution by the Legislature to the federal government about deportation of habitual offenders who are not originally from Guam. The Board decided that it is best to send a letter thanking Senator Rory Respicio for initiating this resolution to protect our visitors.