



REGULAR BOARD MEETING
Thursday; December 11, 2014

BOARD of DIRECTORS PRESENT:

Chairman Baldyga
Bartley Jackson
Robert Hofmann
Milton Morinaga
Judith Guthertz
Oscar Miyashita

Vice Chairman Kloppenburg
Eduardo "Champ" Calvo
Theresa Arriola
Norio Nakajima
Jennifer Camacho

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:
Annmarie Muña - Off-island

GVB MANAGEMENT & STAFF PRESENT:

Karl Pangelinan
Colleen Cabedo
Meriza Peredo
Gina Kono
Doris Ada
Regina Nedlic

Pilar Laguana
Nadine Leon Guerrero
Dee Hernandez
Nic Yasuhiro
Haven Torres
Kraig Camacho

Rose Cunliffe
June Sugawara
Chris Lizama
Brian Borja
Mark Manglona

Guests:

Bobby Sachdej- Trivision Media Group
Chris Morato- Trivision Media Group
Matt Beck- Trivision Media Group

❖ Proceedings:

Chairman Baldyga called the regular meeting of the board to order at 3:31 p.m.

Approval of previous board minutes dated November 26, 2014.

Exhibit A

Director Jackson made a motion, seconded by Director Guthertz, to approve the minutes of November 26, 2014.

Motion approved (subject to correction).

Review on Bus Shelter Presentation by Trivision Media Group

- Prior to the board meeting, Trivision presented on two conceptual bus shelter designs. Trivision is tasked to design bus shelters for 12 bus stops around the Tumon/Tamuning tourist districts. So far, 8 bus stops are ready to be worked on, but would have to wait for the other 4 to complete construction. It would take 90 days to manufacture, 30 days for installation, and 45 days for the 8 bus stops to be completed. They hope to complete by next October. Each bus stop will have different occupancy size depending on the shelter location.

Comments from the board:

- There was a consensus for the shelters to be Guam-centric -indicative of the Chamorro culture.
- The board had mixed feelings about advertising. Most were not opposed to the thought of controlled advertising, but agreed that it would be a good medium to promote GVB events and Guam attractions.
- The board was concerned that they didn't want the bus shelters to look too busy with advertisements.
- **General Manager will work on getting the pending MOA from GRTA on this program before the next board meeting.**
- Trivision assured that the designs were conceptual and the final design will be decided upon the board.
- Director Nakajima was concerned about who would be responsible for the bus shelters? DPW or GVB? He suggested that the design be simple for less maintenance costs.
- Chairman Baldyga suggested that the final contract should include the removal of the existing bus shelters.
- Chairman Baldyga mentioned to proceed with the advertising component. He asked Trivision to give the board a few weeks or a month because some of the board members will be changing; however, this would be put on the top of the list to talk about.
- **Chairman Baldyga would like to reconvene the bus shelter design discussion with the MOA with GRTA.**

❖ Chairman's Report:

- Thanked everyone for a good year. These past two years everyone has been working very hard and is proud of what has been accomplished.

❖ General Manager's Report:

Exhibit B



PRELIMINARY Visitor Arrivals
November 2014
Total: 106,017 (-1.4%)

% Market Mix	Origin	Pax	% to LY
61.3%	Japan	64,939	-3.6%
24.5%	Korea	25,930	8.2%
5.1%	US/Hawaii	5,421	9.7%
2.5%	Taiwan	2,677	-10.6%
1.0%	China	1,103	59.2%
0.4%	Russia	428	-70.9%

- Pointed out that in the past we've seen Japan down double digits. This month we see a decrease of 4. Once again, we thank the diversity in our markets to makeup for the loss in the Japan numbers.
- Korea is pretty steady.
- Taiwan and Russia is down due to the lack of charter service.

PRELIMINARY Visitor Arrivals
CYTD 2014 (January – November)
Total: 1,223,126 (0.6%)

% Market Mix	Origin	Pax	% to LY
60.6%	Japan	741,380	-9.3%
22.5%	Korea	275,703	24.9%
5.2%	US/Hawaii	63,132	18.0%
3.8%	Taiwan	46,066	2.8%
1.2%	China	14,751	38.7%
1.3%	Russia	15,790	136.8%

PRELIMINARY MTD Visitor Arrivals
December 1 - 8, 2014
Total: 26,961 (1.2%)

% Market Mix	Origin	Pax	% to LY
60.0%	Japan	16,182	-3.5%
25.8%	Korea	6,959	26.3%
5.3%	US/Hawaii	1,419	29.2%
2.4%	Taiwan	653	-48.0%
1.5%	China	405	200%
0.2%	Russia	56	-83.9%

Japan Marketing News

Guam Original Marriage Registration Form



- Ranked 4th for most downloaded form, achieved in a 2 week period vs certificates that have been on the site for years.
- Launching WITH magazine Guam Wedding Guide soon

Japan Marketing News

Japan Guam Tourism Council

- JGTC meeting held Friday
- Hot Topics
- ESTA
- Capital improvement projects
- New campaigns



- In the JGTC meeting the majority of what was discussed was about ESTA. We had CBP there to answer concerns and questions from JGTC. Director Nakajima reported that from the meeting, there was miscommunication lacking from travel agents and how they were packaging ESTA and selling it to their clientele in Japan versus the reality of it.

Japan Marketing News

Program Outline

- Program title: Cho tokkyu no fujibiji school! Year-end present special!
- Station: CX
- Area: Kanto only
- Airdate: Scheduled for December 29 (Monday). Air time is TBD.
- Content: Guest is GACAPIN & MUKKU, famous characters in Japan playing 50 things you can only do on Guam (based on the Time Out family & kids version).
- Guam exposure: About 5 minutes
- Viewing rate: 5%
- AD VALUE: JY10,000,000
- Cost: Free



Japan Marketing News

Program Outline

- Program title: Marriage cheering variety. Consultation for your Happy Wedding
- Station: MBS
- Area: Osaka Local
- Airdate: January 4 2015(Sunday) 25:05~.
- Content: The emcee will present different wedding styles on Guam, underwater wedding, night wedding with a starry sky background
- Guam exposure: About 5 minutes
- AD VALUE: JY6,000,000
- Cost: Free



Japan Marketing News

Nissin Manufacturing

- "Tweet Quack! and you might win a free trip to Guam"
- Actual prize is ¥200,000 in travel coupons, but using "Guam" in title and imaging
- Cost: Free
- Ad value: pending



Japan Marketing News

- Meeting held with JTB MICE and Group planners
- Site inspections throughout the island with PMT and Lam Lam Tours
- Visited over 20 sites in 2 days
- New section within JTB –Congress Organizer- focusing on conferences



Korea Marketing News

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '14	Seat Data '13	% Change Seats
December	29,000	24,873	16.6%	37,456	34,418	8.8%
January	32,000	28,583	12.0%	49,741	34,040	46.1%
February	30,000	23,305	28.7%	46,925	29,800	57.5%

Breakdown

December

-KE : Incheon 7 per week = 7,665 (8777-200)
 -Busan/KE: Wed, Thu, Sat, Sun = 2,533 (8777-800)
 -Jin Air : Incheon 7 per week = 9,146 (8777-800, 8777-200)
 -Jin Air Extra: 12/18 = 1,775 (8777-200)
 -Jeju Air : Incheon 14 per week = 11,532 (8777-800)
 -UA : Incheon 7 per week = 4,805 (8777-800)

Total 37,456

¹ In Dec 12/13: 35,588

January

-KE : Incheon 7 per week = 11,315 (8747-400)
 -Busan/KE: Wed, Thu, Sat, Sun = 2,682 (8737-800)
 -Jin Air : Incheon 7 per week = 11,005 (8777-200)
 -Jin Air Extra = 7,100 (8777-200)
 -Jeju Air : Incheon 14 per week = 11,532 (8737-800)
 -Busan/Jeju Air : 1/8 (Thu, Sat, Sun) = 1,302 (8737-800)
 -UA : Incheon 7 per week = 4,805 (8737-800)

Total 49,741

February

-KE : Incheon 7 per week = 10,220 (8747-400)
 -KE Chonju : 2/18 = 276 (8-3330)
 -Busan/KE: Wed, Thu, Sat, Sun = 2,384 (8737-800)
 -Jin Air : Incheon 7 per week = 9,940 (8777-200)
 -Jin Air Extra = 6,745 (8777-200)
 -Jeju Air : Incheon 14 per week = 11,532 (8737-800)
 -Busan/Jeju Air : Thu, Sat, Sun = 1,488 (8737-800)
 -UA : Incheon 7 per week = 4,340 (8737-800)

Total 46,925

- In January we will see an increase with the new equipment from Jin Air. (from a 737 to a 777)

Korea Marketing News

Korea Outbound Travelers Guam Market Share

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	K.Outbound	1,366,007	1,094,616	568,674	567,487	1,014,419	1,244,933	1,171,611	1,347,313	1,013,907	1,032,989	974,337	1,006,646	8,693,903
	Guam Inbound	14,359	13,016	8,379	6,876	8,779	12,766	16,637	17,732	8,809	10,664	8,334	13,664	146,073
	Market Share	1.1%	1.2%	1.0%	0.8%	1.1%	1.3%	1.4%	1.2%	1.1%	1.0%	1.4%	1.3%	1.3%
2012	K.Outbound	1,306,702	1,132,534	1,018,993	1,018,495	1,046,920	1,109,335	1,202,116	1,239,661	1,029,309	1,129,713	1,117,980	1,169,900	8,734,916
	Guam Inbound	16,316	13,681	10,751	11,480	11,613	12,116	17,554	18,116	8,855	16,121	8,886	21,444	181,616
	Market Share	1.2%	1.2%	1.1%	1.1%	1.1%	1.2%	1.4%	1.5%	1.2%	1.4%	1.0%	1.8%	1.3%
2013	K.Outbound	1,435,960	1,104,807	1,110,544	1,097,480	1,185,435	1,211,194	1,247,423	1,407,164	1,195,326	1,239,143	1,129,664	1,204,448	9,844,465
	Guam Inbound	21,963	18,596	16,337	15,334	18,513	20,354	22,378	23,145	9,684	19,247	20,567	24,873	246,619
	Market Share	1.6%	1.6%	1.3%	1.4%	1.6%	1.7%	1.8%	1.6%	1.0%	1.6%	2.1%	2.1%	1.7%
2014	K.Outbound	1,448,963	1,213,463	1,132,989	1,179,885	1,232,003	1,276,439	1,464,736	1,547,198	1,211,378	1,463,180	1,310,000	1,242,000	12,611,320
	Guam Inbound	28,588	25,365	21,640	20,633	23,640	27,576	34,413	37,347	23,467	34,413	32,916	39,000	304,687
	Market Share	1.9%	1.8%	1.9%	2.0%	1.9%	2.1%	2.8%	2.8%	1.8%	2.7%	2.3%	3.3%	1.9%

- Blue K outbound projection

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
 - Dec. : CJ Worldis
 - On cable TV for an 1 hour
- MICE Group
 - Dec. : Kumon - 130 pax (New), Computer society - 100 pax (New), Policy process - 100 pax
 - M&Service - 100 pax (New), KT - 180 pax, Airforce - 130 pax
 - Feb. : Construction company - 100 pax (New)

MICE Monthly total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	650	850	1200	3500	1180	1135	1825	2451	3116	2760			18,626
2013	1,820	780	910	2,050	1,390	1,250	1,430	1,542	1,350	1,570			14,092

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3 month Activities/Programs

- Golf Tournament
 - Dec. : M. Ba Golf - 100 pax (Leo Palace)
- KGTC Fam with Jin Air on Dec. 12
- Jeju Air Busan Inaugural flight from Jan. 8
 - 2 times per week, every Thur. & Sun.
 - Pre-launching promotion on Dec. 6
 - Busan Christmas Festival in Busan D/T hall in chung-Gu area
 - Ms Guam and cultural dance team

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Mode Tour Guam Study Tour
Nov. 26-30



Hana Tour Guam Study Tour
Nov. 19-23



Korea Marketing News

UA Media Fam on Nov. 27-Dec. 2



Korea Marketing News

Jeju Air Busan Event : Pre-launching promotion



Korea Marketing News

3 month Activities/Programs

MOU with Korea Professional Baseball Players Association

- GVB signed MOU with KPBPA to promote Guam on Dec. 2, at the KPBPA Annual meeting.
- While Korea's Professional baseball off-season, we can expect KPBPA members to visit Guam for individual training and vacation
- Goal to develop Guam's baseball infrastructure
- GVB can join KPBPA events
- GVB can have many chances to exposure on media with popular baseball stars
- With this MOU, GVB has huge opportunities for sports marketing in Korea
- Board members of KPBPA are visiting Guam from December 8-10



- GVB has access to over 700 Korean professional baseball players through this program. We can utilize their image and likeness and we can invite them to our booths during our events. It was a nominal fee for which we are Guam is the only exclusive destination sponsor.

Korea Marketing News

Asan Economy 28 Dec.

벨리칸 스포츠클럽의 판매, 11월엔 끝으로 가져

2014년 11월 28일 / by [Name]



11월 28일

이제부터 벨리칸 스포츠클럽의 판매, 11월엔 끝으로 가져

이제부터 벨리칸 스포츠클럽의 판매, 11월엔 끝으로 가져

이제부터 벨리칸 스포츠클럽의 판매, 11월엔 끝으로 가져

Daily Sports Jan. 01 27 Dec.

소형스포츠 개업하는 곳 '와 스포츠클럽' 다 모았네

2014년 12월 27일 / by [Name]



12월 27일

소형스포츠 개업하는 곳 '와 스포츠클럽' 다 모았네

소형스포츠 개업하는 곳 '와 스포츠클럽' 다 모았네

소형스포츠 개업하는 곳 '와 스포츠클럽' 다 모았네

Daily Sports Jan. 01 27 Dec.

가게가게 우체국이나, 곧 새로 바뀔까

2014년 12월 27일 / by [Name]



12월 27일

가게가게 우체국이나, 곧 새로 바뀔까

가게가게 우체국이나, 곧 새로 바뀔까

가게가게 우체국이나, 곧 새로 바뀔까

Korea Marketing News

AmEcon 1144

유니버시티 항공. 인천-광저우 노선 신규 취항

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질 저산소혈증은 질 저산소혈증과 유사하지만 혈중 질소 산화물 농도가 높고 산소화 지수(PO2)가 낮아 질 저산소혈증과 구별된다. 질 저산소혈증은 질 저산소혈증과 유사하지만 혈중 질소 산화물 농도가 높고 산소화 지수(PO2)가 낮아 질 저산소혈증과 구별된다. 질 저산소혈증은 질 저산소혈증과 유사하지만 혈중 질소 산화물 농도가 높고 산소화 지수(PO2)가 낮아 질 저산소혈증과 구별된다.

● 2017-2018 年 10 月 1 日起实施

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27 May



기념촬영 하는 걸 원걸러난 걸 관공현장과 참석자들

【例題】(2015) 已知 a, b, c 是正實數，且 $a + b + c = 1$ ，求 $\frac{a}{b+c} + \frac{b}{c+a} + \frac{c}{a+b}$ 的最小值。

[illegible]

photo@drum.com

Korea Marketing News

27. 40%



인사말 하는 칼 판길레난 겸 관공형정

【서울=뉴스1】 조영남 기자

개최된 일대에서 열린 '2014 서울빛초롱축제' 중 관람객
이벤트의 현장에서 잘 관찰되던(Oct A. Fingert)은 관
람객들이 시선들에게 인사말을 하고 있다. 2014.11.22
(사진=서울빛초롱축제 조직위 제공)

photo@newsis.com

Ende 1973 40%

[포토] '2014 서울빛초롱축제' 끝 관광형 이벤트

등록번호: 11-2004-128 00-000-1 (발행일: 2010. 04. 27)



【이태원·방인문 기자】 22일 오후 서울 종로구 정계천 일대에서 열린 '2014 서울보통교육자'를 주제로 이태원 현장에서 열릴 예정이던(가운데) 글 콘퍼런스를 비롯한 참여자들이 기념촬영을 하고 있다.

본문부터 32년차의 경력에 이르는 이명진 대표, 2014 서울발효문화제 박태호 총감독, 김 전길, 이난 후, 윤영성, 서울발효문화제조직위원회 정병탁 위원장, 이현수 김한국사무장, 서울발효문화제 조직처 제공.

Korea Marketing News

Edaily
23 Nov.

[포토] '2014 서울빛초롱축제' 광 관광청 이벤트

광주광역시 (www.visitguam.org) 방문객을 위한 이벤트



가게 방문 시 방문객을 위한 기념품 '가게'



[이대일]의 방문객 기자(1) 11월 10일 서울 종로구 청계천 일대에서 열린 '2014 서울빛초롱축제' 광 관광청 이벤트. 현장에서 광 관광청(한글)과 광 관광청(한글)이 기념품들을 하고 있다. 서울빛초롱축제 조직위원회.

Edaily
23 Nov.

[포토] '2014 서울빛초롱축제' 광 관광청 이벤트

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[이대일]의 방문객 기자(1) 11월 10일 서울 종로구 청계천 일대에서 열린 '2014 서울빛초롱축제' 광 관광청 이벤트. 현장에서 광 관광청(한글)과 광 관광청(한글)이 기념품들을 하고 있다.

본격적인 방문객 기자(1) 11월 10일, 2014 서울빛초롱축제 개막을 축하하며, 광 관광청(한글)과 광 관광청(한글)이 기념품들을 하고 있다. 서울빛초롱축제 조직위원회.

Korea Marketing News

StarNews
27 Nov.

광주광역시 (www.visitguam.org) 방문객을 위한 이벤트

광주광역시 (www.visitguam.org) 방문객을 위한 이벤트



광주광역시 (www.visitguam.org) 방문객을 위한 이벤트. 현장에서 광 관광청(한글)과 광 관광청(한글)이 기념품들을 하고 있다. 서울빛초롱축제 조직위원회.

광주광역시 (www.visitguam.org) 방문객을 위한 이벤트

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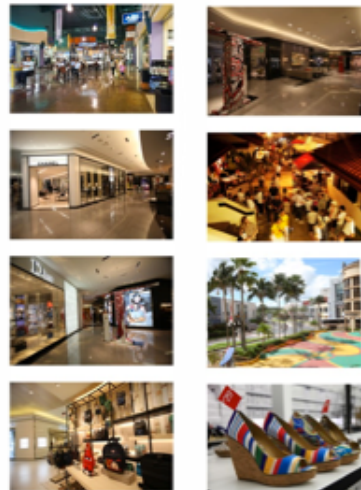
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Korea Marketing News

TV filming on Guam for Y-star - Nov. 25-27

- Ride the Duck
- UnderWater World
- T Galleria by DFS
- Tumon Beach
- Content aired on December 5th on Y-Star



Korea Marketing News

Blog Postings

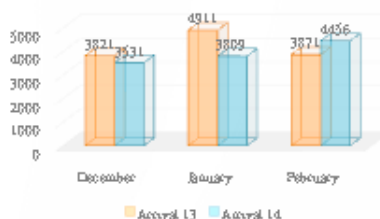


Taiwan Marketing News

3 month Forecast

Month	Seat Forecast 14	Seat Data 13	% Change Seats	Note
December	4,708	5,013	-8.4%	Since 2014 CNY Holiday was in January and 2015 CNY will start from February there is a decrease in January when comparing to the same period in 2014.
January	4,761	6,432	-26%	
February	5,570	4,761	17%	

Arrival Comparison



Taiwan Marketing News

December

- **Trade fam tours**
Cooperated with both airlines to host trade fam tours in December in order to strengthen agents' ability on coordinating Guam packages through hotels/activities inspection and Guam field trip.
- **Tainan International Travel Fair (Dec. 19-22)**
Joined the American Pavilion in TITF to promote Guam in the southern Taiwan. Some TAs will join our booth to sell Guam packages.



Pacific Marketing News

PATA Micronesia Chapter Meeting/Election of Officers for 2015-2016 December 3-5, 2014

New Elected Officers:

- Chairwoman: Pilar Laguaña - Guam (2nd Term)
- Vice Chairman: Bermance Aldis - FSM
- Secretary: Don Evans - Yap
- Treasurer: Judy Torres - CNMI
- Alternate Director: Monty McDowell - Guam



Sports & Events News

21st Annual Junko Friendship Baseball Tournament



- December 6th & 7th
- 150 pax
- Junko Tournament Champions: Toto University Selection Team "A"
- 5 Japan select college teams



❖ Treasurer's Report: (O. Miyashita)

Exhibit C

CASH, RECEIVABLES, & PAYABLES POSITION
FY 2014 & FY 2015 COMPARATIVE REPORT

FY 2014 (12/10/2013)		Balance	FY 2015 (12/9/2014)		Balance
CITIBANK OPERATION		\$429,144.27	BANK OF GUAM		\$6,548,476.05
BANK OF GUAM		\$6,252,461.87	FIRST HAWAIIAN BANK - Membership		\$106,505.81
FIRST HAWAIIAN BANK - Membership		\$66,265.31	RESONA BANK		\$881,091.47
RESONA BANK		\$510,786.58	BOG - TAF ACCOUNT		\$2,246,394.45
CITIBANK - TAF		\$68,033.30	BOG - RAINY DAY FUND		\$1,915,972.92
BOG - TAF ACCOUNT		\$452,262.98	BOG - FESTPAC Trust Account		\$1,589,612.28
BOG - RAINY DAY FUND		\$1,690,624.25	MORGAN STANLEY - CD **		\$2,512,143.81
BOG - FESTPAC Trust Account		\$1,165,423.90	BOG - 2/12 Memorial Fund		\$0.00
MORGAN STANLEY - CD **		\$2,509,183.49	TOTAL CASH IN BANKS AS OF 12/9/2014		\$15,500,196.80
BOG - 2/12 Memorial Fund		\$49,725.71	**Morgan Stanley CD Market value as of 11/30/2014		
TOTAL CASH IN BANKS AS OF 12/10/2013		\$13,193,911.66	FY 2014 BUDGET P.L. 32-068		\$ 19,422,134.00
**Morgan Stanley CD Market value as of 11/30/13			OPERATIONS - \$15,487,124.00		
FY 2013 BUDGET P.L. 31-233		\$16,018,239.00	TAF Special Projects - \$2,000,000.00		
GVB - \$15,238,239.00			PASS THRU APPROPRIATIONS - \$1,935,000.00 (amended per FL 32-181)		
OPERATIONS - \$14,022,384.00			OPERATIONS		TAF Special Projects
TAF Special Projects - \$1,215,855.00			Pass-thru		
PASS THRU APPROPRIATIONS - \$780,000.00			11/14/13 \$1,161,535.00		\$ 58,125.00
OTHER APPROPRIATIONS:			11/15/13 \$1,161,535.00		\$ 58,125.00
FL 31-270/281		\$320,958.00	11/29/13 \$ -0-		\$ 7,500.00
FL 32-057/058/059		\$227,000.00	12/11/13 \$1,161,535.00		\$ 63,750.00
			12/24/13 \$ -0-		\$ 3,750.00
			01/10/14 \$1,032,535.00		\$ 26,250.00
			01/21/14 \$ -0-		\$ 2,500.00
			02/11/14 \$ 386,100.00		\$ 22,500.00
			03/17/14 \$1,936,970.00		\$ 96,000.00
			04/17/14 \$1,290,535.00		\$ 80,250.00
			05/09/14 \$ 649,017.55		\$ 56,250.00
			06/19/14 \$1,161,535.00		\$ 56,250.00
			08/04/14 \$1,161,535.00		\$ 56,250.00
			08/12/14 \$1,161,535.00		\$ 56,250.00
			08/26/14 \$1,050,000.00		\$ -0-
			09/09/14 \$1,161,536.00		\$ 56,250.00
			10/03/14 \$ 425,000.00		\$ 25,000.00
			11/05/14 \$ -0-		\$ 70,500.00
			\$14,900,903.55		\$1,950,000.00
			Total FY 2014 Allotment Received to Date:		\$17,646,403.55
			Accounts Receivable FY 2014		\$1,775,730.45
FY 2014 BUDGET P.L. 32-068		\$ 18,262,134.00	FY 2015 BUDGET P.L. 32-181		\$ 23,847,696.00
OPERATIONS - \$15,487,124.00			Operations - \$20,115,000.00		
TAF Special Projects - \$2,000,000.00			Destination Development - \$1,085,000.00		
PASS THRU APPROPRIATIONS - \$775,000.00			Capital Improvement Projects - \$1,412,696.00		
			PASS THRU APPROPRIATIONS - \$1,235,000.00		
			Operations		Destination
			CIP		Pass-thru
			10/09/14 \$ -0-		\$ -0-
			11/05/14 \$3,274,437.00		\$ 230,562.00
			\$3,274,437.00		\$ 230,562.00
			\$1,100,792.00		\$ 362,750.00
			Total FY 2015 Allotment Received to Date:		\$4,968,541.00
			Accounts Receivable FY 2015		\$18,879,155.00
FY 2014 BUDGET P.L. 32-068		\$ 18,262,134.00	FY 2014/2015 ACCOUNTS PAYABLE as of 12/9/2014		Amount
OPERATIONS - \$15,487,124.00			Asatsu Invoices October 2014		\$208,962.61
TAF Special Projects - \$2,000,000.00			Japan Miscellaneous Invoices		\$2,983.58
PASS THRU APPROPRIATIONS - \$775,000.00			Guam Miscellaneous Invoices		\$410,768.48
			FY 2011/2012/2013 Pass-thru appropriations		\$296,592.24
			FY 2015 Pass-thru appropriations		\$42,475.00
			Encumbered Contracts (not yet incurred)		\$6,280,406.75
			Encumbered Purchase Orders (not yet incurred)		\$120,161.71

- Director Miyashita pointed out that we still have receivables remaining from the FY2014 allotment. He noted that management is aware and is doing their best to collect.
- General Manager assured that whatever was appropriated to GVB will go to GVB and will not be lost to another bill.

- Director Miyashita reported that Accounting had included in their smart goals for FY15, a better way of financial reporting to track budget vs annual by each market and by each department, to tie into the general ledger of accounts. This is something that should be looked at every 3 months by, perhaps, the executive board members.
- **Chairman Baldyga suggested including in the Accounting FY2015 smart goal to have the Executive Committee meet every couple of months for and in-depth review of GVB's financials.**

❖ Report of the Board Committees:

A. EXECUTIVE COMMITTEE (B. Kloppenburg)

GVB Membership Mixer

Vice Chairman Kloppenburg made a motion, seconded by Director Calvo, to ratify Executive Committee's approval to fund up to \$8,500.00 for the GVB Membership Mixer held on December 5, 2014.

Motion Approved.

Background: In lieu of a quarterly membership meeting, GVB traditionally hosts a Membership Appreciation party as an expression of thanks to members for their support of GVB.

Issue: Time sensitive and board approval required.

Jin Air 777 Launch

Vice Chairman Kloppenburg made a motion, seconded by Director Calvo, to ratify Executive Committee's approval for the travel of either the GVB General Manager or his designee, Vice Speaker BJ Cruz, and a marketing staff to Seoul, Korea to join Jin Air's launch of its Boeing 777 direct service to Guam from Incheon on December 10-13, 2014. Cost is \$2,683.80 from Acct# #KO-SMD023.

Motion Approved.

Marketing	Lodging-Busan	M&IE-Busan	Total
Vice Speaker BJ Cruz	\$299.00 x 2 nites	\$192.40 x 2 days	\$982.80
Deputy GM Nathan Denight	\$291.25 x 2 nites	\$185.00 x 2 days	\$945.00
Marketing Officer	\$230.00 x 2 nites	\$148.00 x 2 days	\$756.00
Airfare	Jin Air Comp. R/T		Comp.
	TOTAL		\$2,683.80

Background: Jin Air is upgrading its aircraft on the Seoul-Guam route from a B737 with about 180 seats to a B777 with 355 seats.

Jin Air's President Mr. Won Ma is inviting a small delegation from GVB/Guam to travel to Seoul, Korea to join the inaugural B777 flight back to Guam.

Vice Speaker Cruz, Deputy General Manager Denight, and team will also be making courtesy visits to Korean Air, Jin Air, and Jeju air.

Joining the flight back to Guam will be members of the KGTC who are coming to Guam for meetings with GVB.

Issue: Board approval for travel required.

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

- Skipped to discuss smart goals.

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

- Nothing to report.

D. MEMBERSHIP DEVELOPMENT (*J. Camacho*)

- Director Camacho reminded the board that the Membership elections would be held on Tuesday, January 6.
- Mentioned to the board that Doris and Meriza would be meeting to work on the details of that event.

E. RESEARCH

- Nothing to report.

F. JAPAN MARKETING (*M. Morinaga / N. Nakajima*)

- Director Nakajima recapped the General Manager's report on the JGTC meeting.
- He reported that on the meeting on December 5, JGTC members discussed the issue with the removal of the ESTA line at the airport. CBP was there to answer any concerns that they had.
- Director Nakajima wished Director Miyashita for a fruitful KGTC meeting the following week.
- Regarding the ESTA issue, Director Nakajima said that the travel agents must push for ESTA. They really need to express the benefits of obtaining it. We also should find additional ambassadors at the airport for better queue management.
- In addition, there will be Japan charter flights from coming in. 32 charter flights beginning of 2015. 6,249 seats includes two flights from Haneda by Korean Air; December 28 and seconded flight December 31. 261 seat capacity.

G. KOREA MARKETING (*O. Miyashita*)

- Director Miyashita reported that the KGTC will arrive on Guam for a meeting with board meeting on Friday at 5pm. Milton will be joining to share concerns regarding ESTA from JGTC.
- KGTA meeting next Tuesday.

Jeju Air Inaugural Flight

Director Miyashita made a motion, seconded by Director Guthertz, to approve travel for the Lt. Governor, GVB General Manager, GVB Marketing Staff, GVB PIO and a Miss Guam to attend Jeju Air's Busan-Guam Inaugural flight from Busan, South Korea during January 6-9, 2015. Cost is approximately \$9,850.45 from FY2015 Acct. #KO-SMD023 (\$7,981.45) and FY2015 Acct. #DM-CPO002 (\$1,869.00).

Motion Approved.

Marketing	Lodging/MI&E-Seoul	Total
Lt. Governor of Guam	\$1,194.70	\$1,194.70
General Manager	\$1,346.25	\$1,148.75
GVB Marketing Staff	\$919.00	\$919.00
GVB PIO	\$919.00	\$919.00
Miss Guam	\$919.00	\$919.00
Airfare (5 pax x \$950.00)		\$4,750.00
	TOTAL	\$9,850.45

Background: Jeju Air will fly its inaugural flight from Busan, South Korea to Guam with twice weekly direct service departing Busan's Gimhae Airport on January 8 and arriving on Guam on the morning of January 9, 2015.

Jeju Air is inviting a small delegation from GVB to join the flight and help celebrate this historic occasion. Jeju Air will join Korean Air with direct service from Korea's second largest city of Busan adding much needed seat capacity from this region to the continually growing Korean market.

While in Busan, the team will also be meeting with Air Busan officials to discuss opportunities using either Incheon, Busan or Daegu as gateway options.

Issue: Board approval for travel required.

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

- Marketing Manager Pilar Laguana reported that she returned from the DEMA show with several local dive tours.
- Meet with a Chamorro club in San Diego to let them know about the anticipated Guam package that we are formulating with United regarding FestPac.
- In March will be attending the Che'lu event and will have tour operators sell some packages and our upcoming signature events

National Tour Association (NTA)

Director Guthertz made a motion, seconded by Director Miyashita, 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 16-24, 2015. Cost is approximately \$9,000.00 from the FY2015 North America Sales Marketing Development Acct# SMD023.

Motion Approved.

Director morinaga had stepped out

Airfare (\$2,100 x 2 pax)	\$4,200.00
Per Diem (New Orleans) - Lodging (\$151/day x 7 nites x 2 pax)	\$2,114.00
Per Diem (New Orleans) - M&IE (\$71/day x 8 days x 2 pax)	\$1,136.00
Per Diem (LA) - Lodging (\$138/day x 2 nites x 2 pax)	\$552.00
Per Diem (LA) - M&IE (\$71/day x 2 days x 2 pax)	\$284.00
Excess Baggage	\$200.00
Unanticipated Expenses/Business Meetings	\$514.00
	\$9,000.00

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.

GVB Marketing Manager Pilar Laguaña is the Chairperson for NTA's China Outbound Taskforce and has been invited to participate in panel discussions at the Travel Exchange on China. Focus will be on how U.S. destinations can tap in the China inbound market.

Miss Laguaña will also be in negotiations with the NTA leadership to convince them to bring an NTA Chinese Buyers Group to Guam before or after COTTM (April 14-16, 2015).

The delegation will also lay over in Los Angeles, California to meet with Dynamic Airways after the NTA event to discuss cooperative marketing.

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.

I. GREATER CHINA MARKETING (B. Kloppenburg)

- Vice Chairman Kloppenburg reported that we have a new China rep that will be arriving on Saturday.
- There will be a China Committee Meeting that will be out of the office. The venue will be determined, but invited the board to attend.
- Chairman Baldyga brought up that the United-Shanghai flights don't look so sustainable so far.
- Marketing Manager Pilar Laguaña and General Manager Pangelinan mentioned that it's a good time for our new China reps to arrive. We need to bring untied to the table to possibly include them in our discussions.

Brand USA Ningbo & Hefei, China Road Show

Vice Chairman Kloppenburg made a motion, seconded by Director Guthertz, to approve travel for two (2) GVB Marketing Staff to attend the Brand USA Ningbo & Hefei Road Show in Ningbo & Hefei, China from January 11-17, 2015 (Cost approximately \$7,938.00 to be paid from FY2015 China Sales Market Development Account CI-SMD023.)

Motion Approved.

Director Morinaga had stepped out

Travel Expense:

Airfare:	Roundtrip: GUM/SHANGHAI/GUM: \$1,000 x 2 pax	\$ 2,000.00
Train cost:	Shanghai-Ningbo-Hefei-Shanghai: \$200 x 2 pax	\$400.00
Per Diem:	GVB Marketing Staff	\$4,538.00
	Shanghai Lodging: \$237 x 5 nights x 2 pax = \$2,370	
	Shanghai M&IE: \$93 x 5 days x 2 pax = \$930	
	Ningbo Lodging: \$143 x 1 night x 2 pax = \$286	
	Ningbo M&IE: \$103 x 2 days x 2 pax = \$412	

Hefei Lodging: \$152 x 1 night x 2 pax = \$304
Hefei M&IE: \$118 x 1 day x 2 pax = \$236

Unanticipated expenses:	Excess baggage fees & communication fees	\$1,000.00
Total		\$7,938.00

Background: There were over 1.8 million non-resident visitations from China to the U.S. in 2013, an increase of 22.6% from the previous year. To maintain sustainable growth in China in the longer term, we need to explore beyond the traditional key core markets. Feedback from the market shows that Chinese travelers have an increasing demand for in-depth and high quality travel, especially to new itineraries and products. To satisfy this demand and match the trends, Brand USA is organizing more extensive promotions and to work with tourism bureaus to develop more diversified products to meet potential travelers' needs.

This Brand USA road show will offer Guam exposure to key travel agencies and media in each city of Ningbo and Hefei. Target for Chinese participants is 120 to 150 in each city. This road show offers good opportunity with the announcement of the 10-year multiple-entry U.S. visa policy and direct flights from Shanghai-Guam.

Issue: Board approval for travel required.

J. RUSSIA & NEW MARKETS (B. Jackson)
Committee Minutes dated December 2, 2014

Exhibit D

- Director Jackson reported that H.I.S. has suspended flights from Russia between February and March.
- Realistically, if there is a change in the ruble it probably will not happen. The ruble has gone from 36 to 54. More than half of Russian flights have been canceled. They are still coming in for the new years, but not like we've seen before.
- It's too expensive for them to fly. HIS said that they had 4 full bookings to Guam and none to Saipan, and with that information they had canceled.

Moscow International Travel & Tourism Exhibition (MITT) 2015 & MICE Forum 2015

Director Jackson made a motion, seconded by Director Arriola, to approve travel for two (2) GVB marketing staff to attend the 2015 Moscow International Travel & Tourism Exhibition and 2015 MICE Forum in Moscow, Russia from March 14 - 22, 2015. (Cost approximately \$15,500.00, Acct. No. RU-TTC081).

Motion Approved.

Background: MITT is Russia's leading and largest travel exhibition. With over 2,056 participating companies and 198 destinations, it is the key meeting place for the industry and an opportunity to catch up with colleagues and clients. In addition, it enables participants to increase awareness of their destination, gain a real feel for the Russian travel market and gauge demand for their services. 2015 marks MITT's 22nd edition, held since 1994, the event has become the main industry forum for travel professionals.

MITT welcomes both trade and consumer visitors, with specific 'trade only' days. In 2014, the event recorded an attendance of 37,436, 74% of whom were travel trade professionals. As the demand for travel services in Russia grows and the spending power of Russian travelers becomes well known, the popularity of the event has continued to grow.

Travel Expense:

Airfare:	\$2,000.00 x 2 pax =	\$ 4,000.00
Per Diem:	\$565/day x 9 days x 2 staff =	\$ 10,170.00
Misc. (excess baggage, communications expenses, & visa fee)		\$ 1,330.00
TOTAL =		\$ 15,500.00

Issue: Board approval required for travel.

K. DESTINATION MANAGEMENT (R. Hofmann)

- Nothing to report.

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

- Nothing to report.

❖ **OLD BUSINESS**

- The board cleaned up action items.
- Round table discussion on FY2015 smart goals and results of smart goals of FY2014.

RUSSIA:

FY'15 Recommendations:

- **Budget for Russian marketing to be discussed next board meeting.**
- Director Jackson suggests that the goal pax for FY15 be 5,000.

DESTINATION MANAGEMENT:

FY'15 Recommendations:

- Director Hofmann suggests including “pardon our progress” signs in areas that are under construction.
- Chairman Baldyga suggested that Director Hofmann include the smog test legislation, paint initiative, bus shelters, law amended for VSO officers, new signage law, loitering, and touting law, and TAF wish list together.
- Director Hofmann will work with Director Guthertz on these.
- Director Calvo suggested asking DPR to take down the old graffitied signs at the beach.

TIR

FY'15 Recommendations:

- Director Jackson suggested looking into homestay regulations.
- Chairman Baldyga asked TIR to tighten the goals to be more measurable.

CHaCO:

FY'15 Recommendations:

- Chairman Baldyga suggested developing the thought of the One Village One Product program. He would like to see what the other 12 villages would feature.
- Chairman Baldyga suggested working with DCA on integrating a standard sense of the Chamorro culture in the hospitality industry.
- Since the museum is in the process of opening, GVB should natutally assist with the museum, focusing on how the museum could be visitor friendly.
- Chairman Baldyga suggested meeting w/ DCA's Mr. Artero-Cameron to discuss the plans for the museum.

❖ NEW BUSINESS

- General Manager Pangelinan mentioned that G4S is seeking to amend the existing VSO program to include lifeguards.
- In response, the board mentioned that the lifeguards are apart of DPR's jurisdiction. If anything, we should speak to DPR to find out the issue and to see how we could help.
- Director Arriola commented that since the VSO recently kicked-off this past year, it would be too premature to extend their scope.
- **Chairman Baldyga suggested to reconvene the discussion of the proposed VSO extension to include lifeguards to the next board meeting. In the meantime, management should work with DPR to see if they need our assistance.**

❖ EXECUTIVE SESSION

- The board went into executive session from 5:15pm to 5:44pm.
- Topic of discussion (not confidential) the resignation of General Manager Pangelinan addressed to the board members.
- Attendees: General Manager Pangelinan, Chairman Baldyga, Vice Chairman Kloppenburg, Director Calvo, Director Miyashita, Director Arriola, Director Camacho, Director Nakajima, Director Morinaga, Director Hofmann, Director Guthertz, and Director Jackson.

❖ ANNOUNCEMENT

Upcoming Board Meetings:

- Thursday, January 8, 2015 at 4:00pm, GVB Main Conference Room.
- Thursday, January 22, 2015 at 4:00pm, GVB Main Conference Room.

Events:

- December 25, 2014 = Christmas (GVB Closed)
- January 1, 2015 = New Years (GVB Closed)
- January 6, 2015 = Membership Election at Sheraton Laguna Guam, from 11:30am – 2:00pm.

❖ ADJOURNMENT

Director Calvo made a motion, seconded by Director Jackson, to adjourn the meeting. Meeting adjourned at 5:46 p.m.

Motion Approved.

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

Board Minutes respectively submitted by Colleen Cabedo, Executive Secretary

Action Items:

BY MANAGEMENT

- 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)
- Management to schedule the breakfast briefing for incoming Senators (8/14/14).
- 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 mis-matched color (8/14/14).
 - Chairman Baldyga would like to have a paint palette and guideline for consistent colors. (12/11/14)
- 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)
 - Mayor Hofmann suggested to not replenish until the rhino beetle issue has been solved. (12/11/14)
- 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 to craft proposed emission legislation. (10/9/14)
- Chairman Baldyga suggested on coming up with a list of projects and to put together bills indicating that when the TAF money is available, it would be used to fund those projects. (11/13/14)
- Chairman Baldyga would like to have a detailed discussion on our finances. (11/13/14)
- Chairman Baldyga suggested a smart goal for Accounting include a departmental P&L (actual vs budget by department and committee) (11/26/14)
- Chairman Baldyga would like to also take action on a draft loitering legislation. (11/26/14)
- Chairman Baldyga would like to get started on a draft touting legislation and to amend the law to include VSO officers to issue citations and fines. (11/26/14)
- After GVB board elections, appointment, and the assignment of responsibilities, Chairman Baldyga would like to have a transition meeting with outgoing and incoming board members. (11/26/14)
- Chairman Baldyga would like to receive feedback on updating best practices for Executive Committee and board. (11/26/14)

- General Manager will work on getting the pending MOA from GRTA on this program before the next board meeting. (12/11/14)
- Chairman Baldyga would like to reconvene the bus shelter design discussion with the MOA with GRTA. (12/11/14)
- Chairman Baldyga suggested including in the Accounting FY2015 smart goal to have the Executive Committee meet every couple of months for and in-depth review of GVB's financials. (12/11/14)
- Chairman Baldyga suggested reconvening the discussion of the proposed VSO extension to include lifeguards to the next board meeting. In the meantime, management should work with DPR to see if they need our assistance. (12/11/14)