



GUAM VISITORS BUREAU

50th ANNIVERSARY · 1963 - 2013

REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM - 4:00PM
THURSDAY; December 12, 2013

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga
Robert Hofmann
Judith Guthertz
Bartley Jackson

Vice Chairman Bruce Kloppenburg
Therese Arriola
Nathan Taimanglo
Milton Morinaga

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:

AnnMarie Muna
N. Oscar Miyashita
Jennifer Camacho

Norio Nakajima
Eduardo "Champ" Calvo

GVB MANAGEMENT & STAFF PRESENT:

Karl Pangelinan
Rose Cunliffe
Colleen Cabedo
Meriza Peredo
Mark Manglona
Regina Nedlic

Haven Torres
Doris Ada
Laurette Perez
Josh Tyquiengco
Pilar Laguana
Elaine Pangelinan

Dee Hernandez
Nakisha Onedera
Nadine Leon Guerrero
Gina Kono
Felix Reyes

GUESTS:

❖ Proceedings:

Meeting called to order at 4:26 p.m. by Chairman Mark Baldyga.

Review of the previous Regular Board minutes dated November 27, 2013.

Exhibit A

Motion made by Vice Chairman Kloppenburg, seconded by Director Guthertz, to approve the minutes of November 27, 2013.

Motion approved (subject to correction).

❖ Chairman's Report:

- Commended GVB family for all their hard work this year.
- Presented to the Legislature the Strategic Plan for 2014. Feedback from the Legislature should be within two weeks and looking to publish the Strategic Plan as soon as the 1st week of January.
- Attended the Koban Ribbon Cutting Ceremony at Matapang and reported that JTB is bringing the Koban up to speed. He extended thanks to Ken Corp. for all their donations.
- Chairman would like Smart Goals to be completed by the end of the year. Smart Goals should: be set in quarterly basis, provide specific metrics to measure performance suitably, and directly tied to the Strategic Plan.
- For the 1st Quarter Smart Goals, Chairman would like to see Destination Management create a system that attacks:
 - (1) Drafting of a new signage law,
 - (2) Abolishing graffiti and,
 - (3) The new Visitor Safety Patrol.
- Proposes that for 2014, each Board meeting be an hour or less and to invite a good guest speaker to present at every other meeting.
- Chief of Police will be the first Guest Speaker of the year.
- Requests the Board to clear the Action Items as much as possible by the end of the year.

❖ General Manager's Report:

Exhibit B



Taste the Sweet Life.
Pleasure begins with Mañan.

HÅFA ADAI

GUAM VISITORS BUREAU
Board of Directors Meeting
General Manager Karl A. Pangilinan
December 10, 2013

PRELIMINARY CYTD Visitor Arrivals (air & sea)
January 2013 – November 2013
Total: 1,215,909 (2.2%)

% Market Mix	Origin	Pax	% to LY
75.6%	Japan	817,323	-3.7%
20.4%	Korea	220,782	36.8%
4.9%	US/Hawaii	44,768	-8.3%
4.1%	Taiwan	44,832	-1.7%
0.9%	China	10,632	25.7%
0.6%	Russia	6,669	118.8%

PRELIMINARY Visitor Arrivals NOVEMBER 2013 Total: 107,480 (-1.5%)

% Market Mix	Origin	Pax	% to LY
62.3%	Japan	67,357	-13.3%
22.3%	Korea	23,967	35.4%
3.5%	US/Hawaii	3,774	-17.8%
2.8%	Taiwan	2,996	1.5%
.6%	China	691	74.1%
1.4%	Russia	1,472	249.6%

PRELIMINARY MTD Visitor Arrivals DECEMBER 1-6, 2013 Total: 12,602 (0.6%)

% Market Mix	Origin	Pax	% to LY
63.3%	Japan	12,602	-6.4%
20.8%	Korea	4,148	15.2%
4.2%	US/Hawaii	837	4.0%
4.4%	Taiwan	868	20.1%
0.3%	China	63	-27.6%
1.5%	Russia	289	351.6%

JAPAN EXIT SURVEY FY2013

A total of 4216 Japanese Visitors were interviewed.

Margin of Error: +/- 1.51%
Confidence Level: 95%

Average Length of Stay: 2.98 Days

Repeat Visitor: 40%

Top 3 Travel Motivations:

1. Beach
2. Pleasure
3. Travel Time

Per Person Prepaid Expenditures: \$751.20

On-Island Spend Per Person Per Day: \$498.25*

*Note: On-Island Expenditures per day are affected by the change in the value of a country's specific currency vs. the US dollar.

HONG KONG EXIT SURVEY FY2013

A total of 600 Hong Kong visitors were interviewed.

Margin of Error: +/- 4.00%
Confidence Level: 95%

Average Length of Stay: 2.51 Days

Repeat Visitor: 10%

Travel Motivation:

1. Guam's natural beauty/ beaches
2. Relaxation
3. Safety

Per Person Prepaid Expenditures: \$382.10

On-Island Spend Per Person Per Day: \$191.65*

*Note: On-Island Expenditures per day are affected by the change in the value of a country's specific currency vs. the US dollar.

RUSSIA EXIT SURVEY FY2013

A total of 602 Russian visitors were interviewed.

Margin of Error: +/- 4.00%
Confidence Level: 95%

Average Length of Stay: 13.62 Days

Repeat Visitor: 18%

Travel Motivation:

1. Guam's natural beauty/ beaches
2. Visa waiver
3. Relaxation and Pleasure

Per Person Prepaid Expenditures: \$2,603.50

On-Island Spend Per Person Per Day: \$1,596.13*

*Note: On-Island Expenditures per day are affected by the change in the value of a country's specific currency vs. the US dollar.

KOREA EXIT SURVEY FY2013

A total of 4,208 Korean Visitors were interviewed.

Margin of Error: +/- 1.51%
Confidence Level: 95%

Average Length of Stay: 3.45 Days

Repeat Visitor: 12%

Top 3 Travel Motivations:

1. Relaxation
2. Guam's Natural Beauty
3. Short Travel Distance

Per Person Prepaid Expenditures: \$814.85

On-Island Spend Per Person Per Day: \$371.59*

*Note: On-Island Expenditures per day are affected by the change in the value of a country's specific currency vs. the US dollar.

TAIWAN EXIT SURVEY FY2013

A total of 600 Taiwan visitors were interviewed.

Margin of Error: +/- 4.00%
Confidence Level: 95%

Average Length of Stay: 3.34 Days

Repeat Visitor: 11%

Travel Motivation:

1. Guam's natural beauty/ beaches
2. Relaxation
3. Safety

Per Person Prepaid Expenditures: \$474.49

On-Island Spend Per Person Per Day: \$382.07*

*Note: On-Island Expenditures per day are affected by the change in the value of a country's specific currency vs. the US dollar.

SHOP GUAM FESTIVAL 2013



- 2013 Shop Guam Festival has successfully launched.
- The campaign will run from November 29th 2013 to January 5th 2014



SGF Brochure



SGF Mobile APP



SGF Press Conference



Shop Guam | Taste Guam

SHOP GUAM FESTIVAL 2013

Campaign Metrics Update

Category	Promotion Results (as 12.10.13)	Category	Promotion Results (as 12.10.13)
Visitors Arrival	TBD	Mobile APP Download	200
Do-Do participants	<ul style="list-style-type: none"> 117 businesses 174 retail locations 	Brochure promotion	25,000
Industry readiness	<ul style="list-style-type: none"> Print deal collected by 10.13.13 Mobile APP collected by 11.27.13 Vendor materials given by 11.25.13 Further vendor induction by 12.5.13 	On island promotion	<ul style="list-style-type: none"> Tent cards = 12,000 Vendor sticker = 200 Pop up banner = 40 LED = 1
Media value	<ul style="list-style-type: none"> China = 5 Hong Kong = 14 (film crew) Japan = 22 Korea = 14 Philippines = 5 Taiwan = 12 (film crew) Russia = 7 GLOBAL = 79 	Shopping bags	10,000
Media value	TBD		



GVB GLOBAL WEBSITE

- Consumer site went live for testing
- Every source market will retain this look & feel
- Next Phase is to deploy in Japan
- New Customer Relationship Management Software and Content Management System installed
- Corporate site: www.guamvisitorsbureau.com
- Mobile site to launch after testing is complete



- For visual clarification, Chairman Baldyga requested to include expenditures of per day and per stay, within the Exit Survey.
- General Manager acknowledged partners in Pleasure Island for being a big part of the launch of the Shop Guam Festival and was pleased with the local response in regards to merchants involved in the campaign.
- To show the sustenance of the Shop Guam campaign, GVB will keep the banners up until the end of January.
- General Manager requests that the Board visit the new global website for proper feedback.

❖ Report of the Treasurer:

Exhibit C

Cash Position Report:

Cash report as of December 10, 2013.

Total cash in banks report (as of 12/10/13) \$13,193,911.66

Total allotment received to date: \$2,739,320.00

Accounts Receivable FY2014: \$15,522,814.00

Accounts Payable to Date: \$2,004,865.75

- Chairman Baldyga requests to return the \$49,725.71 in 2/12 Memorial Fund back into the General Account by December 31, 2013.
- Chairman Baldyga suggested the funds for the motion, to offer the GVB contribution of \$25,000 to Guam Crime Stoppers, be taken from the General Account.

❖ Report of the Board Committees:

A. EXECUTIVE COMMITTEE

- Nothing to report.

B. RUSSIA & NEW MARKETS DEVELOPMENT

- Director Jackson reported that Roman Cherniavskii, General Director of Avia Charter, is a new member in the committee.
- He also reported that the Avia Charter is willing to commit to a full year. Their plans are to pursue hard blockages in the hotels, continue to upgrade their level of customers, and more.
- Invited the new Russia representative to make a presentation to the committee. The January meeting is tentatively scheduled either before or after the board meeting, in which he could attend.
- Director Jackson commented that business from Russia is strong and suggested that the committee consider adjusting arrival targets.
- Chairman Baldyga suggested that the 1st Quarter Smart Goals for the Russia Committee, include sending out a letter to membership giving suggestions to aid in their promotions to the Russia market.

C. SPORTS & EVENTS

- Nothing to report.

D. JAPAN MARKETING

Exhibit D

Guam Live Presentations

Director Morinaga made a motion, seconded by Director Taimanglo to approve travel for the Guam Live Presentations for FY2014 in the Japan market as follows: (Estimated travel cost CHACO: DM-CPO001 \$85,606.00, GAMAL001: \$22,916.00, Total estimate: \$108,522.00).

Motion approved.

City	Proposed Dates	per diem	Days	Air fare/Train	Pro Fees	
Sapporo	1/31-2/3/14	\$334.00	3	\$900.00	\$900.00	\$18,018.00
Osaka	2/21-24/14	\$340.00	3	\$800.00	\$900.00	\$17,280.00
Tokyo	3/7-10/14	\$404.00	3	\$800.00	\$900.00	\$19,008.00
Nagoya	3/14-17/14	\$350.00	3	\$800.00	\$900.00	\$17,550.00
Fukuoka	3/28-3/31/14	\$354.00	3	\$800.00	\$900.00	\$17,658.00
Tokyo	4/5-6/14	\$404.00	3	\$800.00	\$900.00	\$19,008.00
						\$108,522.00
Miss Guam		1	3	\$100.00	\$300.00	
Musician		1	2	\$100.00	\$200.00	
Dancers		4	2	\$200.00	\$400.00	
Staff-CHACO& Mktg		3			\$900.00	
		9				

*Includes per diem, professional fees and airline tickets.

Background:

This program accomplishes two objectives: 1) promote directly to the consumers and 2) work closely with our industry partners. Plans include promotions in cities that have direct flights to Guam. Courtesy calls and meetings will be held with government officials, travel agents, sports teams, and civic organizations. Media is highly sought after to maximize publicity and encourage travel to the island. Previous feedback from travel agents indicates that inquiries and bookings for future trips to Guam increase after this event.

Issue:

Board approval required for all travel.

Japan Guam Tourism Council Meetings

Director Morinaga made a motion, seconded by Director Hofmann to approve travel for the General Manager or his representative to attend the quarterly Japan Guam Tourism Council meetings held in Tokyo, Nagoya, and Osaka. Projected months of the meetings are April, June, and September 2014. (Estimated cost per trip \$2,458.50; account # SMD008).

Motion approved.

Breakdown is as follows:

Airfare	\$800.00
Nagoya Per Diem	\$437.50
Nagoya Train Fare Yen 6,200	\$62.00
Osaka Per Diem	\$425.00
Osaka Train Fare Yen14,100	\$141.00
Tokyo Per Diem	\$505.00
Tokyo Train Fare Yen 8,800	\$88.00
	\$2,458.50

Background:

The Japan Guam Tourism Council holds quarterly meetings to discuss the current market situation. Meetings are held in the three major regions for Japan's outbound travel to Guam.

Issue:

Board approval required for all travel.

Tour of Guam

Director Morinaga made a motion, seconded by Director Taimanglo to approve travel for Ai Nagasawa, GVB Osaka staff, to assist with the Tour of Guam on January 19, 2014. Travel dates are from January 17 - 20, 2014. (Estimated cost \$962.50; account #SMD008)

Motion approved.

Travel Expenses:

Airfare:	\$ 700.00
R/T Transportation to airport:	\$ 75.00
Guam Per Diem: \$62.50 x 3 nights	\$ 187.00
Total:	\$962.50

Background:

Initially named Guam Long Ride then officially changed to Tour of Guam this year. Through the support of JTB and J Produce, Tour of Guam is a cycling event that essentially follows the contour of the island for a 121.6km ride. The first event was held in 2011 with 104 participants (71 Japanese, 33 local). In 2013 Japanese participants remained steady at about 70. This sport has actively been promoted and we anticipate an increase in participants. The Bureau is a sponsor of the event through the Sports Committee. Ms. Nagasawa is the main point of contact for communication with J Produce.

Issue:

Board approval required for all travel.

Japan Meetings

Director Morinaga made a motion, seconded by Director Hofmann to approve travel for Governor Calvo, First Lady Calvo and Security to attend meetings held in Japan from December 22 - 26, 2013 (Account # SMD008, estimated cost of travel \$10,026.43).

Motion approved.

Estimated Cost Break Down

Airfare

Gov, First Lady	\$1,059.97	x 2 pax	\$2,119.94
Security	\$877.97	x 1 pax	\$877.97

Train Fare

Tokyo-Yuzawa-Niigata-Tokyo	\$578.44	x 3 pax	\$1,735.32
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Per Diem*

	Tokyo	Niigata	
Gov	\$1,825.20	\$260.00	\$2,085.20
First lady	\$1,404.00	\$200.00	\$1,604.00
Security	\$1,404.00	\$200.00	\$1,604.00

TOTAL			\$10,026.43
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*Tokyo (3 days), Niigata (1 day), Tokyo (1 day M&IE)

Background:

While meeting with the Niigata Governor in July 2013, Governor Izumida encouraged Governor Calvo to return to Niigata during the Year End Season. While in Japan Governor Calvo will meet with the Niigata Prefectural Government as well meet with other tourism industry partners in Tokyo.

Issue:

Need approval from Board.

E. ADMINISTRATION & GOV'T REGULATIONS:

- Director Guthertz reported that GVB is building credibility and is being recognized by the community.

F. CULTURAL HERITAGE & COMMUNITY OUTREACH:

Exhibit E

Philippines Travel Agents Association (PTAA)

Director Arriola made a motion, seconded by Director Taimanglo to approve travel for 9-pax Guam Delegation (1 GVB DM Staff, 2-Musician, 6-Dancers) 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 \$22,898.00 from FY2014 CHaCO Acct# CPO005).

Motion approved.

Pro Forma Travel Budget:

Airfare:	\$900 RT x 9 pax	
		\$8,100.00
Honorarium: 4/days		\$2,000.00
	\$100 x 2 Musicians x 4 days = \$800.00	
	\$50 x 6 Dancers x 4 days = \$1,200.00	
Per Diem:	\$237.00/day x 6 days x 9 pax	\$12,798.00

Total Estimated budget: \$22,898.00

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.

Guam Chamorro Dance Academy

Director Arriola made a motion, seconded by Director Taimanglo to approve travel for the Guam Chamorro Dance Academy program. (Estimated cost: \$24,096.00 Account No. CPO001).

Motion approved.

Dates of the classes are as follows:

February 22 – 23, 2014 (Nagoya)

April 5 – 6, 2014 (Fukuoka)

May 17 – 18, 2014 (Tokyo)

Breakdown is as follows:

Airfare: 4 pax @ \$800.00 per air ticket x 3 trips				\$9,600.00
Professional Fee				
Dance Master (1 pax x 2 days x \$100.00 x 3 trips)				\$ 600.00
Assistants (2 pax x 2 days x \$50.00 x 3 trips)				\$ 600.00
City	Per Diem	Days	Pax	
Nagoya	\$350	3	4	\$4,200.00
Fukuoka	\$354	3	4	\$4,248.00
Tokyo	\$404	3	4	<u>\$4,848.00</u>
TOTAL:				\$24,096.00

Background:

This marks the 5th year of the continuation of the Guam Chamorro Dance Academy within Japan. Last fiscal year, five classes were taught with a total of 475 students, including dance instructors who in turn bring lessons to their dance studios.

Three dance instructors will be sent along with one GVB DM staff to run the program.

Issue:

Board approval required for all travel

- Board commended the Guam Chamorro Dance Academy for a job well done at the 50th Anniversary Gala.

Los Angeles Times Travel Show 2014

Director Arriola made a motion, seconded my Director Guthertz to approve travel for one (1) GVB CHaCO staff to attend the Los Angeles Times Travel Show from January 17-19, 2014. Cost is approximately \$3,000.00 from the FY2014 ChaCO Acct# DM-CPO006.

Motion approved.

Airfare \$1,575.00	
	\$1,575.00
Per Diem-\$204.00 x 4 days	\$ 816.00
Appreciation Dinner for volunteers	\$ 609.00
TOTAL:	\$3,000.00

Background:

The Los Angeles Times Travel 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. To help achieve this ambitious objective, and as part of preparations for the upcoming FESTPAC by working closely with stateside based cultural groups, GVB plans to bring the Chaco staff to

facilitate, dialogue, supervise, and observe the cultural group Kutturan Chamorro, hired to perform at the event.

Issue:

Board approval required for travel.

FESTPAC 2016

- o Visit Guam 2016

Director Guthertz made a motion, seconded by Director Hofmann to endorse the proposal from the FESTPAC organizing committee, for the Guam Visitors Bureau, to adopt the suggested theme as “Bisitan Guahan 2016” as our promotional theme for that year.

Motion approved.

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- Director Arriola reported that the CHaCO Committee received the Strategic Plan very well and their Smart Goals are inline.
 - Director Guthertz requests the Board to write a letter recommending Chamorro Village management, under the Department of Chamorro Affairs, to prioritize the Traditional Chamorro Masters, by providing them two units within Chamorro Village to have demonstrations and to display their craftsmanship.
 - Chairman Baldyga suggested that the CHaCO Committee compile a comprehensive list of things that the TAF funds and that GVB Grants fund, and to communicate it to the local community and Legislature. Director Arriola would like to work with management and the PIO to get a PR message out.
 - Board made suggestions to make another institutional ad on TV and to air during May during Tourism Month.

G. GREATER CHINA MARKETING

- At the first meeting of next year, Vice Chairman Kloppenburg will present the new aggressive China plan.

H. KOREA MARKETING

- Mayor of Daegu will be visiting the Governor next Thursday.
- KTAG (Korea Travel Agents of Guam) is now an official organization and has scheduled their meetings for when Henry Lee, from the Korea office, visits. That next meeting is tentatively scheduled for late February when the KGTC (Korea Guam Tourism Council) visits Guam. They have expressed interest to having a joint meeting with the JGTA during their February meeting.

I. MEMBERSHIP DEVELOPMENT

GVB Staff Appreciation Party

Vice Chairman Kloppenburg made a motion, seconded by Director Arriola to approve up to \$5,000 for the GVB Staff Appreciation Party on December 27, 2013 at the Atrio Room in the Sheraton. Funds will be taken from the Membership account.

Motion approved.

Background:

This past calendar year, with the many successful events, marketing promotions, hard work and dedication of the Management & Staff of the Bureau, an appreciation party is being requested.

Issue:

Board approval required.

J. NORTH AMERICA & PACIFIC (NAP)

Exhibit F

Director Guthertz made a motion, seconded by Director Taimanglo to approve travel for two GVB staff to attend the Los Angeles Travel & Adventure Show in Long Beach, CA, from February 8-9, 2014. Cost is approximately \$6,124.00 from the FY2014 North America Sales Marketing Development Acct# SMD023.

Motion approved.

Airfare (\$1,575 x 2 pax)	\$3,150.00
Per Diem (\$887 x 2 pax)	\$1,774.00
Unanticipated expense (excess baggage, misc.)	<u>\$1,200.00</u>
TOTAL:	\$6,124.00

Background:

The Los Angeles Travel & Adventure Show organized by Unicom, LLC was a part of the Los Angeles Times Travel & Adventure Show and in 2012 they separated and is located in Long Beach, CA. The event drew more than 26,000 visitors last year and more are expected this year.

GVB continues to reach out to Chamorros and friends of Guam living in the states and this general consumer show located in an important Guam-heavy community will help with GVB's outreach efforts in the states, especially in Southern California and the Long Beach/San Diego region. GVB will be working collaboratively with Westcoast based Chamorro clubs and organizations to engage as many from the region as possible to consider Guam travel.

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

Issue:

Board approval required for travel.

K. RESEARCH:

- Nothing to report.

L. DESTINATION MANAGEMENT:

Exhibit G

- Made contact with Archway Inc. to paint over their adopted bus stop and assured that it will be completed within a week or two.
- Making progress with lights around Micronesia Mall and has received approval from DPW to install three new streetlights from Oka Payless to Sheraton.
- Commended GVB family, especially Miranda Munoz and Doris Ada, for aiding in the coordination of the Koban Ribbon Cutting event.
- Next week, Village mayors are making it a point to wipe out graffiti island-wide before Christmas.
- Touting law has passed and GPD is seeing how they can enforce it.
- In addition to DMC Smart Goals for 2014, Chairman Baldyga advised to act upon the construction of bus stops.

❖ OLD BUSINESS

- For next meeting, the Board will make the motion to return the 2/12 Memorial Fund back to the General Account.

❖ NEW BUSINESS

- No new business.

❖ EXECUTIVE SESSION

- No executive session.

❖ ANNOUNCEMENTS

- Hafa Adai Pledge
 - Friday – December 13, 2013 (Starting at 7:30PM)
 - Holiday Village, across Hyatt Regency Guam

❖ ADJOURNMENT

Director Hofmann made a motion, seconded by Director Arriola to adjourn the meeting.
Meeting adjourned at 5:00PM.

Motion approved.

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

Board Minutes prepared by Colleen Cabedo, Executive Secretary

❖ Action Items 12/12/13:

- Chairman would like Smart Goals to be completed by the end of the year. Smart Goals should: be set in quarterly basis, provide specific metrics to measure performance suitably, and directly tied to the Strategic Plan. (12/12)
- Chairman Baldyga would like the Action Items cleared as much as possible, by the end of the year. (12/12)
- General Manager requested the Board to visit the new global website for proper feedback. (12/12)

1. Mid year Committee review

2. MEMBERSHIP

3. ACCOUNTING

- 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)
- For next meeting, the Board will make the motion to return the 2/12 Memorial Fund back to the General Account. (12/12)
- Funds for GVB's contribution to Guam Crime Stoppers will be taken from the General Account. (12/12)

➤ JAPAN

➤ DMC

- Chairman Baldyga wants a letter written to private businesses regarding the graffiti issues. (10/24)
- For the 1st Quarter Smart Goals, Chairman would like to see Destination Management create a system that attacks:
 - (1) Drafting of a new signage law,
 - (2) Abolishing graffiti and,
 - (3) The new Visitor Safety Patrol. (12/12)
- In addition to DMC Smart Goals for 2014, Chairman Baldyga advises to act upon the construction of bus stops. (12/12)

➤ KMC

- 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 requests the KMC to come up with creative ideas to support flightship carriers. (11/27)

➤ GREATER CHINA

- 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)

➤ 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)
- Chairman Baldyga suggested that the 1st Quarter Smart Goals for the Russia Committee, include sending out a letter to membership giving suggestions to aid in their promotions to the Russia market. (12/12)

➤ NAP

- Research and find out information on the following: (7/11)
- The airline contract with the airport (airline fees)
- Fuel costs
 - MOII 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)

➤ SPORTS & EVENTS

- Director Morinaga recommends providing information to GHRA about sports cycling. (11/27)

➤ CULTURAL HERITAGE & COMMUNITY OUTREACH

- Director Guthertz requests that the Board write a letter recommending Chamorro Village management, under the Department of Affairs, to prioritize the Traditional Chamorro Masters, by providing them two units within Chamorro Village to have demonstrations and to display their craftsmanship. (12/12)
- Chairman Baldyga suggested that the CHaCO Committee compile a comprehensive list of things that the TAF funds and that GVB Grants fund, and to communicate it to the local community and Legislature. Director Arriola would like to work with management and the PIO to get a PR message out. (12/12)

➤ EXECUTIVE COMMITTEE

- 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)
- For visual clarification, Chairman Baldyga requested to include expenditures of per day and per stay, within the Exit Survey. (12/12)