



## BOARD OF DIRECTORS REGULAR MEETING

Thursday, February 26, 2015 - 4:00 p.m.

Guam Visitors Bureau- Main Conference Room

### BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga	Director Robert Hofmann
Director Katarina Sgro	Director Theresa Arriola
Director Milton Morinaga	Director Norio Nakajima
Director Clifford Guzman	Director Sam Shinohara
Director Hong Soon Im	

### BOARD of DIRECTORS ABSENT:

Vice Chairman Bruce Kloppenburg - Off-island  
 Director Bartley Jackson - Off-island  
 Director Eduardo "Champ" Calvo - Off-island

### GVB MANAGEMENT & STAFF PRESENT:

Nathan Denight	Colleen Cabedo	Dara Roberto
Regina Nedlic	Elaine Pangelinan	Nic Yasuhiro
Dee Hernandez	June Sugawara	Haven Torres
Brian Borja	Nakisha Onedera	Kraig Camacho
Mark Manglona	Doris Ada	Steve Dierking
Meriza Peredo	Josh Tyquiengco	Felix Reyes
Pilar Laguana	Telo Taitague	Lisa Linek
Gina Kono	Nadine Leon Guerrero	

### GUESTS:

Millie Acfalle - Senator Tina Muna Barnes Office  
 Bernice Rivera - Senator Tina Muna Barnes Office  
 Alan Cepeda - Senator Tina Mina Barnes Office  
 Yuji Mitsumori - GVB Japan Office

## I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:23 p.m.

## IV. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Chairman Baldyga made a motion, seconded by Director Shinohara, to approve the minutes of the previous Board of Directors meeting dated January 22, 2015. **Motion Unanimously Approved. (Subject to minor revisions)**

## V. CHAIRMAN'S REPORT

Chairman Baldyga congratulated the GVB Magpro Award Recepients.

He recognized the first official board meeting of newly appointed GM and DGM  
He recognized the presence of guest Yuji Mitsumori from Japan.

He also recognized Katarina Sgro on her legislative hearing and looked forward to her confirmation.

Chairman Baldyga noted that he attended the DMC meeting, and that moving forward he'd like to briefly go through Committee Reports during Board meetings.

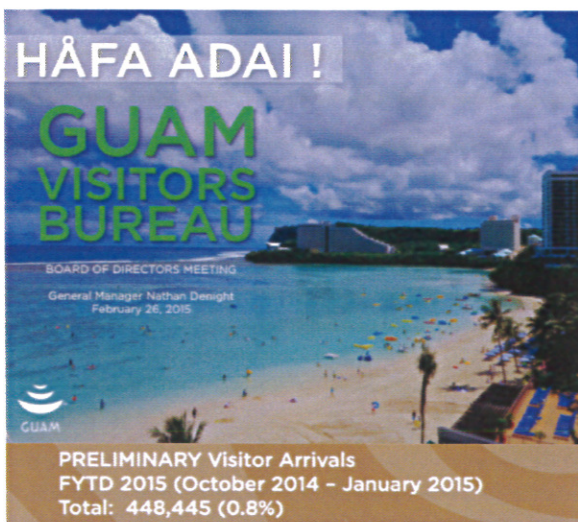
He instructed the Governor and Legislative Appointees to fill out conflict disclosure form and turn in to Executive Secretary upon completion.

Chairman welcomed Dara Roberto as the new Executive Secretary for the Board.

Chairman Baldyga would like to make GIAA a priority in 2015. He noted that the airport is the first point of contact and that guests have complained about a 3-hour wait at immigration. Jay Rojas will be visiting from the Governor's office to work with CBP in partnership with GIAA. Director Shinohara suggested doing a nighttime walk-through. Chairman noted 2 different walk-through's with different objectives:

1. Ways to make the Airport a more welcoming experience, e.g. water blasting, landscaping, etc.
2. Peak hour walk-through to indentify queing and processing time with CBP.

## VI. GENERAL MANAGER'S REPORT



**HÅFA ADAI !**  
**GUAM  
VISITORS  
BUREAU**  
BOARD OF DIRECTORS MEETING  
General Manager Nathan Desight  
February 26, 2015

**PRELIMINARY Visitor Arrivals  
FYTD 2015 (October 2014 - January 2015)  
Total: 448,445 (0.8%)**

% Market Mix	Origin	Pax	% to LY
58.0%	Japan	260,063	-6.8%
27.1%	Korea	121,532	25.7%
5.0%	US/Hawaii	22,294	-25.9%
2.6%	Taiwan	11,738	-25.9%
1.2%	China	5,532	12.5%
0.4%	Russia	2,003	-63.9%

**Visitor Arrivals  
JANUARY 2015  
Total: 118,272 (1.2%)**

% Market Mix	Origin	Pax	% to LY
55.0%	Japan	65,011	-6.0%
32.8%	Korea	38,845	35.9%
5.0%	US/Hawaii	5,868	12.5%
2.2%	Taiwan	2,602	-47.0%
0.8%	China	996	-52.9%
0.6%	Russia	698	-69.0%

**PRELIMINARY MTD Visitor Arrivals  
February 1 - 24, 2015  
Total: 106,938 (9.8%)**

% Market Mix	Origin	Pax	% to LY
58.8%	Japan	62,832	-1.0 %
25.6%	Korea	27,421	36.6%
3.9%	US/Hawaii	4,133	12.0%
4.0%	Taiwan	4,303	27.5%
4.5%	China	4,822	148.6%
0.1%	Russia	123	-88.6%

## Treasurer's Report

### Allotment Summary

	Budget	10% Reserve	Budget Less 10% Received to Date	Balance
Operations	\$ 2,031,000.00	\$ 2,031,000.00	\$ 1,803,500.00	\$ 227,500.00 11%
Destination Development	\$ 1,085,000.00	\$ 1,085,000.00	\$ 978,500.00	\$ 106,500.00 10%
GIP	\$ 1,412,696.00	\$ 1,412,696.00	\$ 1,271,426.40	\$ 141,269.60 10%
FastPac	\$ 200,000.00	\$ 200,000.00	\$ 90,000.00	\$ 110,000.00 55%
Benny Day Fund	\$ 200,000.00	\$ 200,000.00	\$ 195,000.00	\$ 5,000.00 3%
Post-Thru	\$ 835,000.00	\$ 835,000.00	\$ 495,800.00	\$ 339,200.00 41%
Total Cash in Banks as of 2/24/2015			\$ 19,225,426.30	
Total Allotment Received FY 2015			\$ 10,767,840.00	
Total Accounts Receivable FY 2015			\$ 13,079,856.00	
Total Accounts Payable FY 2015			\$ 11,995,150.66	

## Japan Marketing News

- In-Country Research for TV commercials concluded
- TVC ran in Kanto (Tokyo Area) only
- Study began after 2<sup>nd</sup> flight (3 flights total)
- Conclusions
  - Overall level of awareness of Guam TVC was high
    - Awareness of Guam ads higher than Hawaii
  - "Traffic" version achieved highest penetration with an average 40% across 3 market segments
  - Intention to visit Guam increased after watching
  - Need greater push for "50 Things to Do" and unique attributes

## Japan Marketing News

### Summary of Findings

#### Traffic version achieved the highest penetration.

- The awareness and estimated penetration of each TV commercial are as follows.

TV Commercial	Target	Population	Awareness	Estimated Penetration
Office Meeting	Appt 20%, working female	1.65 million	15.0%	207K
Family	Those who have elementary school kids	1.18 million	36.7%	217K
Traffic	Male and female, aged 15-74	10.79 million	36.0%	3,892K

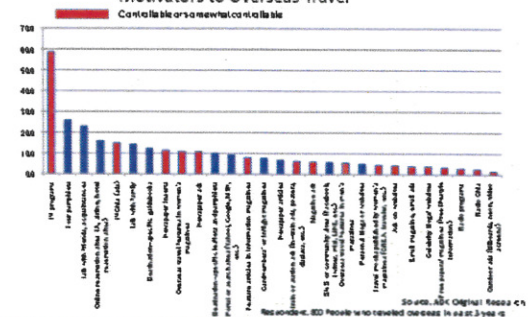
#### The Traffic version elicited the highest level of preference.

- Overall, the Traffic version received an average preference score of 40%, which was highest among the three TV commercials.
- By segment, respondents in each target group prefer the TV commercial most relevant to them: for OL the Office Meeting Version, for Family the Family version, and for Senior the Traffic version.

Preference of TV Commercial (%)	Total (n=1,989)
Office Meeting version	35.3
Family version	36.8
Traffic version	40.9

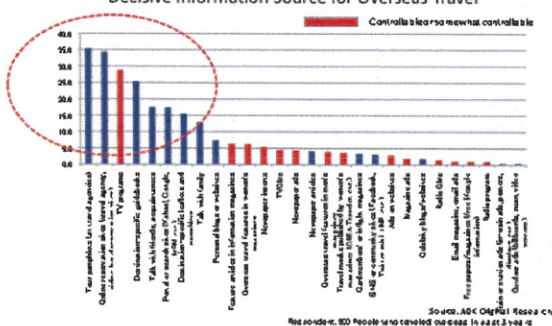
## Japan Marketing News

### Motivators to Overseas Travel



## Japan Marketing News

### Decisive Information Source for Overseas Travel



## Japan Marketing News

### Co-op Fund Status

#	Application Date	Office Name	Media Name	Media Type	Date	Contract No.	Media Cost	Invoice or Payment	Total Media Cost
1	2014/12/16	KSL	MTV News	Cable News	MTV News	2014/12/16 - 2014/12/16	Network 11 News	20,000	\$10,000.00
2	2014/12/16	JTB/MTV/MTV	MTV News	Cable News	MTV News	2014/12/16 - 2014/12/16	Network 11 News	20,000	\$10,000.00
3	2014/12/16	KSL	TV 13 News	TV News	TV 13 News	2014/12/16 - 2014/12/16	Network 11 News	20,000	\$10,000.00
4	2014/12/16	KSL	TV 13 News	TV News	TV 13 News	2014/12/16 - 2014/12/16	Network 11 News	20,000	\$10,000.00
5	2014/12/16	KSL	TV 13 News	TV News	TV 13 News	2014/12/16 - 2014/12/16	Network 11 News	20,000	\$10,000.00

## Japan Marketing News

### Sapporo Tourist Association Signing Ceremony

- Renewed ties to continue sister agreement for next 20 years
- Attended official opening ceremony along with Australia Ambassador Bruce Miller, Philippines Ambassador Lopez Bats, Singapore Ambassador Chin S'at Yoon
- Governor Calvo live radio broadcast on FM North Wave - gave away 2 air tickets to Guam



## Japan Marketing News

## Guam Wedding Promotion at Zexy Wedding Fair

- FEB 07 and 08 at Shibuya Hikarie
- 1,600 participants
- Launched Guam Wedding Guide



## Japan Marketing News

## 25th Anniversary of Sister Two Lovers' Point Site agreement

- Director Nakajima attended both ceremonies
- Event held in Toi Town aka Izu City
- Delegation joined by TLP Guam



## Japan Marketing News

### Group Visits

- Takigawa Daini High School: 140 Pax
- Panasonic Sales Incentive Group: 80 Pax



## Korea Marketing News

### 3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '15	Seat Data '14	% Change Seats
February	32,000	23,305	37.3%	43,970	29,800	47.8%
March	28,500	21,609	31.9%	39,377	31,342	25.6%
April	28,000	23,633	18.5%	38,127	29,894	27.5%

**Notes**

```
February
H0: locnum = 0; numcount = 2,430 (3747-409)
H1: Chur no = 2,618 = 276 (8-233Q)
-BusAir: Wkst, Tm, Ssn, Ssn = 2,268 (873-47)
-BirAir: locnum = 0; numcount = 2,346
(3777-2618)
-BirAir: Entrn = 5,686 (3777-2618)
-July: locnum = 14; numcount = 14,384 (8717)
-BusAir: Bir iTr, Ssn = 5,512
(3717-404)
-UB: locnum = 0; numcount = 2,340 (8727-510)
```

Tel 41.870

## March

March

- PE: Incheon 7 sec: wsect=11, 115 (8727-404)
- Busan/Jeju Air: Wed, Th., Sat., Sun.=2, 206 (8727-407)
- JAL Air: Incheon 7 sec: wsect=3, 243 (8727)
- 3/2-Dome: JAL (8727-2116, 8727-404)
- Br. Air Extra=1, 647 (8727-000)-2/24
- JAL Air: Incheon 14 sec: wsect=11, 718 (8727)
- Busan/Jeju Air: Th., Sat., Sun.=1, 701 (8727-404)
- 141-Incheon 7 sec: wsect=6, 266 (8727-404)

Total 39,377

## April

April

- JJE : jcs:wp=7 se:mont=16,950 (\$747-400)
- BbsAir (Wed, Th, Sat, Su)=2,404 (\$73-47)
- JJE Air : jcs:wp=7 se:mont=5,488 (\$737-260)
- JJE Air : jcs:wp=14 se:mont=11,340 (\$737-260)
- BbsAir JJE Air : d/2=4 se:mont
- JJE (Wed, Th, Sat, Su)=2,113 (\$737-260)
- JJE : jcs:wp=7 se:mont=4,690 (\$737-200)

764 38.127

## Korea Marketing News

Korea Outbound Travelers  
Guam Market Share

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
2012	EC demand	1,800,780	1,789,334	1,766,766	1,694,100	1,699,100	1,699,100	1,280,142	1,280,142	1,089,599	1,099,242	1,119,248	1,119,248	13,744,000
	Clear demand	16,500	17,500	60,750	11,400	10,400	10,400	16,100	16,100	16,100	16,100	16,100	16,100	131,000
	Private Demand	1.7%	1.2%	6.1%	1.6%	1.5%	1.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	1.8%
	EC demand	1,452,580	1,466,887	1,455,944	1,397,400	1,388,600	1,388,600	1,164,402	1,164,402	1,057,999	1,073,142	1,093,148	1,093,148	12,494,000
2013	Clear demand	31,500	36,000	60,750	10,200	8,200	8,200	12,100	12,100	12,100	12,100	12,100	12,100	104,000
	Private Demand	1.6%	1.4%	1.8%	1.6%	1.2%	1.4%	1.8%	1.8%	1.8%	1.8%	1.7%	1.7%	1.7%
	EC demand	1,248,000	1,215,887	1,196,000	1,177,800	1,230,000	1,230,000	1,464,700	1,464,700	1,270,599	1,280,142	1,299,148	1,299,148	13,694,000
	Clear demand	28,000	28,000	21,000	12,800	13,600	13,600	17,000	14,100	12,100	12,100	12,100	12,100	132,000
2014	Private Demand	1.1%	1.0%	1.1%	1.0%	1.4%	1.1%	1.8%	1.8%	1.8%	1.7%	1.7%	1.7%	1.3%
	EC demand	1,202,000	1,246,000	1,185,000	1,159,000	1,216,000	1,216,000	1,447,000	1,397,000	1,249,000	1,268,000	1,287,000	1,287,000	13,444,000
	Clear demand	26,500	28,000	28,000	16,000	18,200	17,000	21,000	20,000	18,000	18,000	18,000	18,000	167,000
	Private Demand	1.0%	1.2%	1.0%	1.4%	1.6%	1.5%	2.2%	1.7%	1.7%	1.7%	1.6%	1.6%	1.6%

• **Blackboard system** presentation

### Korea Marketing News

#### 3 month Activities/Programs

- TV Home-shopping
  - Feb : YB
  - Mar : Onnuri, KRT
  - Apr : Hanjin, Hana, Lottejtb
  - On cable TV for 1 hour
- MICE Group
  - Mar : Sungnam Foreign Language Middle school – 140 pax (New)
  - RIOT Games – 130 pax (New), Loreal – 450pax, Froebel – 400pax (New)
  - Apr : S-Oil – 140 pax (New)

VCI Weekly List

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	580	658	1,270	3,970	1,489	1,125	1,825	2,451	3,115	2,750	3,945	4,215	29,858
2013	1,520	780	910	2,050	1,395	1,390	1,430	1,542	1,350	1,570	1,151	1,955	18,795

### Korea Marketing News

#### 3 month Activities/Programs

- Sales contest with KE, Jin Air, Jeju Air on Mar.
- Busan TAs study Tour with Jeju Air on Mar.
- TAs Fam Tour with UA on Mar.
- Golf Tournament
  - Mar : Benjefe Golf – 100 pax
- Yeobaekhoe Fam Tour on Apr.
- Jeju Air Busan schedule flight from Apr. 2
  - 4 times per week ( Wed, Thu, Sat, Sun )

### Korea Marketing News

#### Air Busan Visit on January 29, 2015



### Korea Marketing News

#### KGMC Busan Meeting on January 29, 2015



### Korea Marketing News

#### KGTC Meeting on January 30, 2015



### Korea Marketing News

#### Hana Tour Online Promotion



## Korea Marketing News

### 3 month Activities/Programs

#### Online Events

- Promotional 4 Continent Figure Skating Championship ticket give-away event was held on Facebook and GVB website - Completed

#### Consumer Promotion and FAM Tour

- Consumer promotion with United Airlines and a third company (currently contacting Sony and Canon) - Planning

#### Online Advertisement

- Implementation of retargeting technology for online advertisement - Proposal Submitted

#### Offline Advertisement

- Magazine advertisement - Two new magazines selected and advertisement images approved
- Digital billboards (Seoul Station, Incheon Station & Suwon Station) and once a week press release - Proposal to be submitted

## Korea Marketing News

### 3 month Activities/Programs

#### Media

- Guam Cycle Expedition in March - Approved
  - TV shooting throughout the event (2 X 12 minutes air time on SBS)
  - Pre and post TV shooting, articles will be released to media including Facebook postings
  - Story will be featured in #1 selling cycling magazine in Korea (2 X 4 pages coverage)
  - Story will also be featured on Naver's Sports/Hobby section
  - Participating cyclists will record the event on their action cam which will be posted on YouTube after editing
- Marianas Open Jiu Jitsu Tournament (March 28)
  - Currently contacting the Korea Brazilian Jiu Jitsu Federation
  - Currently contacting the media (TV, Magazine and power bloggers etc.)

## Korea Marketing News

### 3 month Activities/Programs

#### Special Project

- 4 Continent Figure Skating Championship: 5 days event (from Wednesday, February 11 to Sunday, February 15)
- 100 skaters from 15 countries competed in the competition

#### Press Release (PR) and Feature Stories (FS)

- On January 29, 2 articles on Edaily, SBS and CNBC
- On January 30, 1 article on Ebuzz

#### Total Media Exposure Value

- 3 articles were published (Pre-event)
- Daily highlights on SBS Sports News
- SBS Sports Channel (Cable) broadcasted Ladies Short and Freestyle
- Live coverage of the entire 4 day events online (Daum)



## Hong Kong Marketing News

### AMEX Travel & Lifestyle Team FAM Tour



## Mainland China Marketing News

### DFS VIP Travel Agent FAM Tour



## Mainland China Marketing News

### BrandUSA Ningbo & Hefei Road Show



### Mainland China Marketing News

#### U.S. Promotional Event in Chengdu



### Philippine Marketing News

#### 22nd PTAA Travel Tour Expo

- February 13 – 15, 2015
- GVB Delegation: Nathan Denight, Gina Kono, Haven Torres,
- Co-exhibitors: Pacific Star, Entertainment from Jesse & Ruby & (6) Cultural Dancers
- Won the Best Overall Performance Award



### Philippine Marketing News

#### Digital Media Event (February 13, 2015)

- Organized a small media gathering to have the opportunity to interact with local media
- Present at the event was a total of 23 representatives from the digital media platform



### Guam Events Calendar Launch 2015

#### Press Conference & Expo (February 10, 2015)

- Calendar of Events launched for 2015
- Over 100 industry partners, sponsors and supporters were present.
- International reps from Guam's visitor markets attended event.
- Mini-expo set up featuring Guam's signature and sports events.
- Next Guam Events Calendar slated for Fall 2015 launch.



### Guam International Marathon

#### Press Conference (February 18, 2015)

- New features announced: mini-fiesta aid station & new finish line
- 3<sup>rd</sup> GIM set for April 12<sup>th</sup>
- GIM Wave conducted at ITC Intersection during rush hour with students, WAVE clubs and volunteers.



### Guam Micronesia Island Fair

#### Consular Corps Breakfast (February 25, 2015)

- Breakfast hosted for Consular Corps at House of Brutus.
- Presentation conducted to update leaders on GMIF & Festpac.
- 2015 GMIF will serve as a springboard to launch Festpac in 2016.
- GVB seeking commitment from corps to work together to showcase Micronesia.



### Other Business

- GVB Airport Visit
- Sports Committee approved Guam Sports Events Inc. to manage 2015 Ko'ko' Race.
- Bill 39-33 for sports and cultural ambassadors
- San Vitores Street Light renovation project update



## VII. TREASURER'S REPORT

Exhibit B

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

FY 2014 (02/24/2014)	Balance	FY 2015 (02/24/2015)	Balance
BANK OF GUAM	\$7,046,727.77	BANK OF GUAM	\$9,009,075.14
FIRST HAWAIIAN BANK - Membership	\$57,700.60	FIRST HAWAIIAN BANK - Membership	\$83,620.49
RESONA BANK	\$381,388.76	RESONA BANK	\$433,216.30
BOG - TAF ACCOUNT	\$735,929.24	BOG - TAF ACCOUNT	\$2,525,962.42
BOG - RAINY DAY FUND	\$1,900,974.14	BOG - RAINY DAY FUND	\$2,008,866.31
BOG - FESTPAC Trust Account	\$1,190,664.20	BOG - FESTPAC Trust Account	\$2,652,499.73
MORGAN STANLEY - CD **	\$2,509,227.56	MORGAN STANLEY - CD **	\$2,512,187.91
BOG - 2/12 Memorial Fund	\$49,722.71		
<b>TOTAL CASH IN BANKS AS OF 01/21/2014</b>	<b>\$13,872,334.98</b>	<b>TOTAL CASH IN BANKS AS OF 2/24/2015</b>	<b>\$19,225,428.30</b>
**Morgan Stanley CD Market value as of 12/31/2013		**Morgan Stanley CD Market value as of 1/31/2015	
FY 2014 BUDGET P.L. 32-088	\$ 18,262,134.00	FY 2015 BUDGET P.L. 32-181	\$ 23,847,696.00
OPERATIONS - \$15,487,134.00		Operations	\$ 20,115,000.00
TAF Special Projects - \$2,000,000.00		Destination Development	\$ 1,085,000.00
PASS THRU APPROPRIATIONS - \$1,935,000.00 (amended per PL 32-181)		Capital Improvement Projects	\$ 1,412,696.00
		Pass-thru Appropriations	\$ 1,235,000.00
OPERATIONS	TAF Special Projects	Pass-thru	
11/14/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00	
11/15/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00	
11/28/13 \$ -0-	\$ -0-	\$ 7,500.00	
12/11/13 \$1,161,535.00	\$ 150,000.00	\$ 63,750.00	
12/24/13 \$ -0-	\$ -0-	\$ 3,750.00	
01/10/14 \$1,032,535.00	\$ 150,000.00	\$ 34,500.00	
01/21/14 \$ -0-	\$ -0-	\$ 2,500.00	
02/11/14 \$ 386,100.00	\$ 150,000.00	\$ 27,500.00	
\$4,903,240.00	\$ 750,000.00	\$ 242,500.00	
Total FY 2014 Allotment Received to Date:	\$5,895,740.00	Total FY 2015 Allotment Received to Date:	\$10,871,553.00
Accounts Receivable FY 2014	\$12,366,394.00	Accounts Receivable FY 2015	\$12,976,143.00
FY 2014 ACCOUNTS PAYABLE as of 02/10/2014	Amount	FY 2014/2015 ACCOUNTS PAYABLE as of 2/24/2015	Amount
Asatsu invoices October & November 2013	\$102,505.52	Asatsu invoices December 2014	\$1,766,791.25
Japan Miscellaneous Invoices	\$74,155.62	Japan Miscellaneous Invoices	\$20,662.21
Guam Miscellaneous Invoices	\$255,255.87	Guam Miscellaneous Invoices	\$693,806.78
FY 2011/2012/2013 Pass-thru appropriations	\$379,342.27	FY 2014 Pass-thru appropriations received in FY 2015	\$58,900.00
FY 2014 Pass-thru appropriations	\$7,500.00	Encumbered Contracts (not yet incurred)	\$6,660,406.76
Encumbered Contracts (not yet incurred)	\$3,259,611.90	Encumbered Purchase Orders (not yet incurred)	\$142,084.13
Encumbered Purchase Orders (not yet incurred)	\$105,700.61	FESTPAC Trust Account	\$2,652,499.73
FESTPAC Trust Account	\$1,190,664.20	Total Payables to Date	\$11,995,150.86
Total Payables to Date	\$5,374,735.99		

## VIII. REPORT OF THE BOARD COMMITTEES

### A. EXECUTIVE COMMITTEE

Chairman Baldyga noted that if there were no objections, in the absence of the Vice Chair, he would read out the motions, most of which were ratifications. Because of the cancelled February 12<sup>th</sup> meeting, a lot of motions went to Ex Co

Chairman Baldyga clarified that when Ex Co approves a motion, it is official and approved. However, if the Board does not ratify, then that approval terminates.

#### Toi/Izu Tourist Association

Chairman Baldyga made a motion, seconded by Director Hofmann, to ratify Executive Committee's approval for the travel of the Deputy General Manager to attend the GVB and Toi/Izu Tourist Association "Two Lovers Point 25th Anniversary in Izu City, Japan on February 13-14, 2015. Estimated cost is \$1,417.92 from account JA-SMD-008.

**Motion Approved.**

Traveler	Airfare	M&IE	Total
DGM	\$970.42	\$179.00 x 25% x 2 days = \$447.50	\$1,417.92

**Background:** BOD previously approved travel for the Lt. Governor, Attorney Shimizu, 1-GVB staff and 1-Miss Guam to attend the 25th Anniversary of Toi Town and Guam's "Two Lovers Point Sister Site Friendship Agreement to be commemorated on February 14, 2014 in Izu City. As this marks a significant milestone for Guam's ongoing relationship with Toi/Izu City, it is recommended senior management's

participation is beneficial to continue and strengthen GVB's ties not only with Toi/Izu City but with Japan overall.

**Issue:** BOD approval required for travel.

*Discussion/Comments:*

Director Shinohara asked if it's necessary to read all motions. Chairman responded yes, last time they checked, it had to be read. Chairman made a request to management to find out if they could dispense without reading all motion.

**Guangzhou International Travel Fair (GITF)**

Chairman Baldyga made a motion, seconded by Director Hoffman, to ratify Executive Committee's approval for the travel of two (2) GVB Marketing Staff to attend the 2015 Guangzhou International Travel Fair (GITF) in Guangzhou, China from March 6 - 8, 2015. (Cost is approximately \$7,168.00 to be paid from the FY2015 GITF Account# CI-TTC072)

**Motion Approved**

Air Fare:	Round trip: GUM/HONG KONG/GUM \$900 x 2 pax	\$1,800.00
Ground Transport:	Round trip train fare from HK/GZ/HK \$55 x 2 pax	\$110.00
Per Diem:	GVB Marketing Staff	
	Hong Kong Lodging: \$358 x 2 Nights x 2 pax	\$1,432.00
	Hong Kong M&IE: \$139 x 2 days x 2 pax	\$556.00
	Guangzhou Lodging: \$243 x 3 nights x 2 pax	\$1,458.00
	Guangzhou M&IE: \$164 x 4 days x 2 pax	\$1,312.00
		\$4,758.00
Misc Expenses:	Excess baggage fees / business communication	\$500.00
	<b>TOTAL:</b>	<b>\$7,168.00</b>

**Background:** The Guangzhou International Travel Fair (GITF) is one of the most influential B2B fairs focusing on outbound travel, inbound travel, and M.I.C.E. GITF receives wide attention among the tourism industry since its first session 22 years ago. It is recognized as the best way to get into the vast China market as well as a gate to diversified international markets by rooting in Guangdong, the largest tourist-source market of China. Last year's GITF was a tremendous success with over 750 exhibitors that represented 42 different countries and attracted over 25,000 professional visitors.

GVB will be scheduling a Guam product seminar to directly promote our destination to travel agents and media in the southern China area. In addition, a meeting with the Guangzhou U.S Commercial Service office will be scheduled to discuss upcoming promotional opportunities for Guam.

**Issue:** Board approval for travel required.

### International Spring Travel Fair (STF)

Chairman Baldyga made a motion, seconded by Director Hoffman, to ratify Executive Committee's approval for the travel of two (2) Marketing Staff to attend the 9<sup>th</sup> International Spring Travel Fair (STF) in Taipei, Taiwan from March 26-29, 2015. (Estimated cost of travel is \$5,152.00 from the FY2015 Taiwan Sales Market Development Acct#TA-SMD023)

**Motion Approved**

**Background:** The 9<sup>th</sup> Annual International Spring Travel Fair (STF) is a 4-day event to be held in Taipei, Taiwan in March, with a scale of 1,000 booths created to encourage travel and tourism business opportunities. Last year, STF attracted 218,000 visitors and generated 1,796 news reports. The average visitor age range was 20-39 years old, with attendance by general travel consumers, airline representatives, travel agencies, and foreign and domestic tourism organizations. This is the first time GVB will participate in this show as the organizers have provided 4 complimentary booth spaces. It will be an opportune time to highlight our upcoming events such as the GIM, GMIF, Guam Live International Music Festival, and FESTPAC 2016.

This event is an opportune time to orientate staff reassigned to the Taiwan market as a result of the marketing departments cross training program. Marketing staff will be scheduling transition meetings with the Taiwan overseas marketing representation office as well as conduct courtesy visits to Taiwan travel trade partners

Airfare:	Roundtrip: GUM/TPE/GUM \$700 x 2 pax	\$1,400.00
Per Diem:	GVB Marketing Staff	
	Taipei Lodging: \$169 x 6 nights x 2 pax	\$2,028.00
	Taipei M&IE: \$102 x 6 nights x 2 pax	\$1,224.00
		\$3,252.00
Misc Expenses:	Excess baggage fees / business communication	\$500.00
	<b>TOTAL:</b>	<b>\$5,152.00</b>

**Issue:** Board approval required for travel.

### Routes Asia 2015

Chairman Baldyga made a motion, seconded by Director Arriola, to ratify Executive Committee's approval for the travel of one (1): GVB General Manager or his designated representative to attend the Routes Asia 2015: Route Development Forum from March 15 - 17, 2015 in Kunming, China. (Estimated cost of travel is \$6,682.50 from the FY2015 China Sales & Marketing Development Acct#CI-SMD023)

**Motion Approved**

**Background:** Routes Asia brings together all aviation-based companies who wish to conduct business to, from, and within the region. The event will feature a range of airlines, airports, and tourism authorities; including some of the largest carriers from the whole Asian region. This provides the Guam Visitors Bureau an opportunity to network with some of the most influential aviation professionals from across the world as well as place its brand in front of key decision makers and top aviation professionals across Asia and encourage new air service to Guam in alignment with our Tourism 2020 goals.

This event is a proven success for Guam. During the Routes Asia 2014 conference, GVBs airline incentive program was presented and resulted in fruitful leads such as Dynamic Airways opening a regularly scheduled direct charter service from Beijing, China to Guam and United Airline's regular service to Guam from Shanghai.

Airfare:	Roundtrip: GU/CI/GU	\$3,000.00
Registration Fee:		1,495.00
Per Diem:	GVB Management	
	Kunming Lodging \$190.00 x 5 nights	\$950.00
	Kunming Per Diem \$147.50 x 5 days	\$737.50
		\$1,687.50
Misc Expenses:	Excess baggage fees / business meetings/ business communication	\$500.00
	<b>TOTAL:</b>	<b>\$6,682.50</b>

**UA Seminar in Cairns, Australia- March 5-9, 2015**

Chairman Baldyga made a motion, seconded by Director Hoffman, to ratify Executive Committee's approval for the travel of one (1) GVB staff to attend the UA Travel agents Seminar to take place in Cairns, Australia from March 5-9, 2015 in Cairns, Australia (Estimated cost of travel: \$2,368.00 from the FY2015 Pacific Sales Market Development Account #PA-SMD023)

**Motion Tabled**

**\*Board went back to motion for discussion.**

Director Arriola made a motion, seconded by Chairman Baldyga, to ratify Executive Committee's approval for the travel of one (1) GVB staff to attend the UA Travel agent's Seminar to take place in Cairns, Australia from March 5-9, 2015 in Cairns, Australia (Estimated cost of travel: \$2,368.00 from the FY2015 Pacific Sales Market Development Account #PA-SMD023)

**Motion Approved**

Airfare (\$800 x 1 pax)	\$800.00
\$267x 4 days x 1 pax	\$1,068.00
Misc (booth cost/excess baggage, etc.)	<u>\$500.00</u>
<b>Total:</b>	<b>\$2,368.00</b>

**Background:** United Airlines has invited the Guam Visitors Bureau to take part in an upcoming Travel Agents Seminar in Cairns, Australia in March. The bureau would like to do a product update to the TA's in sharing the upcoming events taking place for 2015, FESTPAC 2016 and encouraging agents to sell destination Guam at the same time get input/feedback on ways to better market Guam in the Australia market. In the past, the bureau and the airlines have done TA updates on a quarterly basis, we would like to encourage this type of co-ops with the airlines which has been long overdue. We look forward to sharing updates of Guam to bring more awareness and increase our presence by participating in the TA seminar being organized by the airlines.

**Issue:** Board approval needed for travel.

*Discussion/Comments:*

- o Director Arriola noted they have been working very closely with putting a package together to sell Guam for Festpac and will launch that package at Che'lu.
- o Director Arriola made a request for the Board to reconsider the previously tabled Australia motion because there should not be a conflict regarding Director Shinohara, as he is not personally benefitting.

**PATA Micronesia Chapter Tri-Annual Meeting in RMI - April 6-9, 2015**

Chairman Baldyga made a motion to ratify Executive Committee's approval for the travel of the Marketing Manager, one (1) GVB Marketing Officer, and the FESTPAC Marketing Chairperson to attend the 1<sup>st</sup> PATA Micronesia Chapter Tri-Annual Meeting to take place in the Marshall Islands, RMI from April 6-9 2015 (Estimated cost of travel: \$4,296.25 from the FY2015 Pacific Market Chapter Meetings Account #PA-SMD024)

**Motion Tabled**

Airfare (\$600 x 3 pax)	\$1,800.00
Perdiem \$215 + 25% x 3 days (Board Member)	\$806.25
Perdiem \$215 x 3 days x 2 pax	\$1,290.00
Misc (excess bagges..etc)	<u>\$400.00</u>
<b>Total:</b>	<b>\$4,296.25</b>

**Background:** The Guam Visitors Bureau is an active member and a leading tourism organization in the PATA Micronesia Chapter. The last meeting was held on Guam in December and GVB Marketing Manager Pilar Laguana was re-elected as the Chairwoman for the PATA Chapter for another 2 years. In addition to being the head of the chapter, Guam has been maximizing its presence in the chapter by linking in the various upcoming activities for Guam to share and showcase to the region, more so the FESTPAC 2016 activities. The FESTPAC 2016 organization lies as a priority in the Pacific Market and would like to continue this momentum of showing our full support for the region's activities, by including FESTPAC 2016 in every discussion of the chapter meetings for 2015. We have invited the N. America Chairwoman, who is also the FESTPAC Marketing Chairperson Ms. Therese Arriola to join all the chapter meetings in working closely with each of the islands to secure their commitment for next year's signature event. FESTPAC participation have taken place in the past however, with the event taking place next year, and encouraging participation to the upcoming GMIF, the meetings in the RMI we look to secure and confirm participation from each of the islands.

**Issue:** Board approval needed for travel.

**Che'lu Inc. Chamorro Cultural Festival and Chamorro Clubs Outreach**

Chairman Baldyga made a motion, seconded by Director Arriola, to ratify Executive Committee's approval for the travel of the GVB General Manager or his designee and one GVB staff to attend the Che'lu, Inc. Chamorro Cultural Festival and Chamorro Clubs outreach in San Diego, California, from March 27-29, 2015. Cost is approximately \$8,196.00 from the FY2015 North America Sales Marketing Development Acct# SMD023.

**Motion Approved**

Airfare (\$2,500 x 2 pax)	\$5,000.00
Perdiem: (\$142 x 4 nites) + (\$71 x 5 days) x 2 pax	\$1,846.00
Misc (excess baggage, car rental, etc.)	<u>\$1,350.00</u>
<b>Total:</b>	<b>\$8,196.00</b>

**Background:** GVB, in its continuing efforts to elevate awareness of Guam and its many events and activities planned for 2015 and beyond, and to encourage Chamorros and Friends of Guam to visit Guam during these events, is joining representatives from GVB's CHaCO committee in San Diego for the Che'lu, Inc.'s Chamorro Cultural Festival and seminars during March 27-31, 2015.

Che'lu, Inc. is the first off-island organization to sign the Hafa Adai Pledge. In 2012, GVB joined the organization in San Diego when the Sakman Chamorro, built by Chamorros living in the states, was dedicated and now planned to sail to Guam following the Spanish Galleon route from Mexico.

The GVB Marketing Staff will also be hosting several Guam product update sessions with area Chamorros and Friends of Guam to share key information on Guam travel and on the Guam-Micronesia Island Fair (GMIF), Guam's 71<sup>st</sup> Liberation, Ko'ko' Road Race, and FESTPAC 2016, to name a few. The Marketing staff will also present Mystical Tours and Adventures and the special Guam packages currently being developed with the partnership of United to help draw visitors to Guam.

**Issue:** Board approval required for travel.

**Customs & Border Protection Meeting on Guam**

Chairman Baldyga made a motion, seconded by Directory Arriola, to ratify Executive Committee's approval for airfare for the Director of the Office of the Governor of Guam in Washington, DC to escort and attend meetings with officials from U.S. Customs & Border Protection from February 27, 2015 to March 6, 2015. Cost is approximately \$2,500.00 (Account to be determined by Management).

**Motion Approved**

**Background:** The Director for the Office of the Governor of Guam in Washington, DC has scheduled meetings to be held on Guam with US Customs and Border Protection. Officials from Washington, DC will be on island to discuss the pre-clearance program that visitors can take advantage of before coming to Guam. The meeting will be held between the Office of the Governor, GIAA and GVB. The Director will be on island to attend the meetings and conduct follow-ups upon their return to Washington, DC.

**Issue:** Board approval required for travel.

**Planning Meetings for Sports Events**

Chairman Baldyga made a motion, seconded by Director Hoffman, to ratify Executive Committee's approval for the travel of Nadine Leon Guerrero, Japan Marketing Officer, to Tokyo, Japan from February 18-20, 2015 to participate in various meetings. (Estimated Cost: \$1,479.00 from Account JA-SMD-008)

**Motion Approved**

Travel Expenses:

Airfare (1 pax):	\$757.00
Guam Per Diem (\$179.00 x 2 days):	\$358.00
Lodging (\$182.00 x 2 nights):	\$364.00
<b>Total</b>	<b>\$1,479.00</b>

**Background:**

The Tokyo Marathon Expo will be evaluated for future participation for the Guam International Marathon, Guam Koko Half Marathon, and Tour of Guam events. Planning meetings are scheduled with the Guam Sports Events Inc., regarding the Guam International Marathon, Guam Koko Half Marathon, and Ekiden between all sponsors regarding promotion and execution to ensure the event flows smoothly. In addition, planning meetings for an airline and travel agent incentive program for Haneda, FY2016 marketing plans, and the Micro-Kai (sales managers for hotels and optional tours servicing Micronesia) will take place.

**Issue:** Board approval required for travel.

**Japan Marketing Sales Meeting with United Airlines**

Chairman Baldyga made a motion, seconded by Director Guzman, to ratify Executive Committee's approval for GVB Japan Manager, Yuji Mitsumori to travel to Guam from February 25-28, 2015 to participate in strategic sales meetings including sales meetings with United Airlines sales team. (Estimated Cost: \$1,775.00 from Account JA-SMD-004)

**Motion Approved**

**Travel Expenses:**

Airfare (1 pax):	\$1,000.00
Guam Per Diem (\$62.50 x 4 days):	\$ 250.00
Lodging (\$175.00 x 3 nights):	\$ 525.00
<b>Total</b>	<b>\$1,775.00</b>

**Background:** The Japan Manager is needed to participate in strategic discussions scheduled during travel dates. This will include meetings with United Airlines sales team on February 26, 2015.

**Issue:** Board approval required for travel.

**B. ADMINISTRATION & GOV'T RELATIONS**

**ITEM 1**

**GVB Board Resolution 2015-001**

Chairman Baldyga made a motion, seconded by Director Arriola, to approve GVB Board Resolution 2015-001 relative to establishing and creating the position of Destination Development Manager to oversee the Destination Development Division within the Guam Visitors Bureau.

**Motion Approved**

**Background:** The duties required of the Destination Development Manager (DDM) is outside of any position that exists at the Department of Administration (DOA). In discussions with DOA about the creation of the position, DOA has suggested that GVB start the process of establishing the position by a board resolution.

Once the resolution is approved, DOA will assist GVB with the statutory and transparency requirements that need to be met.

**Issue:** Board approval required

*Discussion/Comments:*

Chairman Baldyga recommended a working session with the Board and Senators; coordinate with Senator Barnes' office to set up a breakfast meeting. Would like to discuss submitting upcoming budget, thought process, plan Destination Management needs, 2-3 year vision, etc.

Director Arriola asked if FY 2016 Budget date is ready. GM replied that the staff and committee's are working on it.

Chairman reported meeting with Matrix Design regarding the MasterPlan of Hagatna; he requested the possibility of a multi-year budget with usage of excess, unidentified funds from TAF.

Director Shinohara pointed out that the date on Resolution 2015-001 needed to be made current. Chairman thanked Director Shinohara and noted that the issue was administrative.

### C. CULTURAL & HERITAGE

Chairman Baldyga made a motion, seconded by Director Shinohara, to approve travel for the CHC Chairwoman Theresa Arriola, one CHC staff, Master of Chamorro Dance Frank Rabon & 2 assistants, Master Blacksmith Francisco Lizama, and Master Carver Greg Pangelinan to attend the US-Guam Chamorro Dance Academy in Los Angeles and San Diego and the 6<sup>th</sup> Chamorro Cultural Fest in San Diego from March 24 – April 2, 2015. (Estimated cost up to \$32,191.25, Acct No. DM-CPO006).

**Motion Approved**

Airfare	5	\$3,100.00		\$15,500.00
	2	\$1,500.00		\$3,000.00
Per Diem				
TA Lodging	1	\$177.50	5	\$887.50
TA M&IE	1	\$88.75	5	\$443.75
Lodging - Long Beach	4	\$138.00	3	\$1,656.00
M&IE - Long Beach	4	71.00	3	\$852.00
Lodging - San Diego	4	\$142.00	6	\$3,408.00
M&IE - San Diego	4	71.00	7	\$1,988.00
Lodging - Masters Frank Lizama & Greg Pangelinan	2	\$142.00	6	\$1,704.00
M&IE - Masters Frank Lizama & Greg Pangelinan	2	71.00	6	\$852.00
Prof Fee				
Master Frank Rabon	1	\$100.00	6	\$600.00
Assistants	2	\$50.00	6	\$600.00
Car Rental	1	\$150.00	10	\$1,500.00
				\$32,191.25

**Background:** The US-Guam Chamorro Dance Academy workshop was launched on March 2014 in California with over 75 participants. The Bureau will continue to work closely with various active stateside Chamorro dance groups that are in need of more training to be qualified for FestPac 2016. To help achieve this objective and as part of the preparations for the FestPac 2016, the Bureau will be working closely with the stateside based cultural groups.

Also, the Bureau will be attending the 6<sup>th</sup> Chamorro Cultural Fest (CCF) at which time the cultural groups that attended the US-GCDA will be performing on the main stage. In addition, two other Masters will be attending the Cultural Fest to conduct workshops in blacksmithing and carving.

**Issue:** Board approval needed for travel.

*Discussion/Comments:*

Director Arriola asked if she's able to read her motions because she is traveling. Chairman noted that it's not an issue.

Chairman Baldyga requested a walk-thru of motion because of the large amount of money. Director Arriola explained the importance of the Che'lu Organization as a springboard for Festpac/capacity building. Pilar added that the event draws 8,000-10,000 people; it's a good time to encourage stateside Chamorro community to embrace and learn the Chamorro culture.

#### D. DESTINATION MANAGEMENT

Committee Minutes dated February 19, 2015

Exhibit C

##### *Discussion/Comments:*

- Director Hoffman listed what they would like to accomplish this year as priorities including new signage law/abandoned buildings/hand-billing legislation. He thanked CoChair Clifford Guzman, Mr. Im, and Tricee Limtiaco for their help.
- He also thanked Ms. Gayle, who was part of Tumon plan 20yrs ago, and who will be helping to work on various projects.
- Director Hoffman noted they are working on issues such as flooding, landscaping, crosswalks, and streetlight repair; pressing matters such as the Sheraton sidewalk, contracts for security cameras, and bus stops.
- Director noted they are a large committee and will be working closely with the Lt. on all DMC matters.
- Chairman Baldyga thanked Director Hoffman for his update.

#### E. GREATER CHINA MARKETING

Committee Minutes dated February 6, 2015

Exhibit D

##### SelectUSA Investment Summit

Chairman Baldyga made a motion, seconded by Director Arriola, to approve travel for two (2) delegates: GVB General Manager and the Governor's Chief of Staff to attend the SelectUSA Investment Summit in Washington D.C. from March 23-24, 2015 and the subsequent travel of the GVB General Manager to attend the Che'lu, Inc. Chamorro Cultural Festival and Chamorro Clubs Outreach in San Diego, California from March 27-29, 2015. (Estimated cost of travel for SelectUSA Investment Summit is \$12,681.80; \$6,340.90 to be paid from FY2015 Acct# KO-SMD023 and \$6,340.90 to be paid from FY2015 Acct# CI-SMD023. Estimated cost of travel for Che'lu Inc. Chamorro Cultural Festival approximately \$1,153.75 from the FY2015 North America Sales Marketing Development Acct# US-SMD023).

##### **Motion Approved**

**Background:** The SelectUSA summit is an unparalleled event that brings together investors from all over the world, economic development organizations from every corner of the United States, high-level government officials, and others working to facilitate investment in the United States. The summit will take place March 23-24, 2015 at the Gaylord National Resort and Convention Center in National Harbor, Maryland, in the Washington D.C. metro area.

Attendees will have the opportunity to meet 1,300 investors who are looking for a location for their business operations. The summit provides an opportune time to show off the advantages that Guam has to offer on the trade show floor. Attendees will learn of the latest trends and issues as well as resources to effectively reach investors and connect with other economic developers, service providers, and government officials who can share tools and information

As a focus of foreign direct investment to the United States, GEDA is leading this overseas mission along with GVB and GIAA. Each agency will financially contribute to the cost of attending the event. In addition, a comprehensive Guam sales kit will be presented to potential investors. Investment focus will be real estate, specifically in hotel development in the market of Japan, Korea, and China.

To capitalize on the travel to the mainland U.S., the General Manager will travel to San Diego, California to attend the Che'lu Inc. Chamorro Cultural Festival and Chamorro Clubs outreach

The General Manager will lead the delegation at GVB marketing department's several Guam product update sessions with Chamorros and Friends of Guam to share key information on Guam travel and on the Guam Micronesia Island Fair (GMIF), Guam's 71<sup>st</sup> Liberation, Ko'ko Road Race and FESTPAC 2016, to name a few. The Marketing Staff will also present Mystical Tours and Adventures and the special Guam packages currently being developed with the partnership of United to help draw visitors to Guam.

Airfare:	Roundtrip: GUAM/DC/GUAM - 1 pax	\$3,320.90
	GUAM/WASHINGTON D.C./SD/GUAM - 1 pax	\$3,320.90
Registration:	Investment Summit \$645.00 registration fee x 2 pax	\$1,290.00
Per Diem:	GVB Management (or designee) & Office of the Governor Chief of Staff	\$3,750.00
	Washington D.C. Lodging \$286.25 x 5 nights x 2 pax = \$2,862.50	
	Washington D.C. Per Diem \$88.75 x 5 days x 2 pax = \$887.50	
	GVB Management	\$1,153.75
	San Diego Lodging \$177.50x 4 nights x 1 pax = \$710.00	
	San Diego Per Diem \$88.75 x 5 days x 1 pax = \$443.75	
Misc Expenses:	Excess baggage fees, business meetings & communication	\$1,000.00
TOTAL:		\$13,835.55

**Issue:** Board approval required for travel.

*Discussion/Comments:*

Chairman Baldyga clarified that the prior motion to be ratified was for the GM's travel to Che'lu, since he (GM) will be in Washington, they are now adding this trip for GM to get from Washington to San Diego. Later they will see a motion to amend previously ratified motion.

Director Shinohara asked who will be funding this. GM replied that this is a GEDA lead initiative and explained GVB's contribution will be travel for Chief of Staff, and booth design. He also noted that Select USA helps push US investment within the different countries.

In the absence of Vice Chairman Kloppenburg, Chairman Baldyga asked Pilar to give a brief summary of China Market. Pilar noted that they are working on a China/US holiday campaign-to help with seat capacity on the twice a week service to Shanghai. They are also working with stakeholders on a program to help businesses become "China Ready", to showcase to China agents that vendors are catering and developing business toward clientele. Couple with that they are putting together the Guam Holiday phone app, which will offer special attractions and shopping deal, etc. for the Chinese. They are also going to provide a travel agents incentive program, which they are still working on.

GVB will be sending Marketing Officer's to the Guangzhou Travel Fair where they will meet with agents/team in China. She also noted that Taiwan falls under the Great China Market and that they will be participating in the Taiwan Spring Travel Fair at the end of March.

Pilar also noted that we are struggling with Hong Kong arrival numbers. She said they are working with a team in HongKong. She would like to work with key wholesaler that's packaging Guam to give them more reasons to sell Guam. The price point is also a challenge compared to other places.

Director Guzman asked how "China Ready" businesses are selected. Pilar said they will communicate with all the GVB members to introduce program, invite them to participate, and get their offers to collectively package and communicate it properly.

Chairman noted that the Guam Toursim Academy, online tutorial program modules will be helpful with becoming familiar with cultural practices in China. He asked Director Shinohara on thoughts about China. Director Shinohara agreed with reasons Pilar stated. He noted that China in particular has a general awareness problem about Guam and they are working on that.

## F. JAPAN MARKETING

### Japan Sales Manager Position

Director Morinaga made a motion, seconded by Director Arriola to approve travel for the GVB General Manager and Marketing Officer to Tokyo, Japan to interview candidates for the Japan Sales Manager position. Travel is scheduled for March 4-6, 2015. Cost is approximately \$3,624.50 from the FY2015 JA# SMD004 Account.

**Motion Approved**

Marketing	Lodging	M&IE	Total
GVB General Manager	\$182.00 x 2 nites x 25%	\$179.00 x 2 days x 25%	\$902.50
GVB Marketing Officer	\$182.00 x 2 nites	\$179.00 x 2 days	\$722.00
Airfare	\$1,000 x 2 pax		\$2,000.00
	TOTAL		\$3,624.50

**Background:** GVB is looking at hiring a Japan Sales Manager to elevate its sales outreach with travel agent retailers and wholesalers as well as with airlines in efforts to increase Guam arrivals from Japan.

The General Manager and Marketing Officer will be conducting interviews in Tokyo, Japan and hope to make the selection for the Japan Sales Manager.

**Issue:** Board approval required for travel.

**Discussion/Comments:** Director Shinohara asked who this position works for, if it's necessary to send 2 people, and how often is the GM in Japan. GM Denight said it's under Yuji San, it's for interviews and meetings, and he is in Japan once a quarter.

### Simpleview CRM/CMS Training

Director Morinaga made a motion, seconded by Director Arriola, to approve travel for the GVB Computer Specialist to Tokyo, Japan to train on the Simpleview CRM/CMS process in preparation for the launching of the GVB Global Website. Travel is scheduled for March 22-25, 2015. Cost is approximately \$2,623.00 from the FY2015 JA# ADV034 Account.

**Motion Approved**

Marketing	Lodging	M&IE	Total
GVB Computer Specialist	\$182.00 x 4 nites	\$179.00 x 5 days	\$1,623.00
Airfare	\$1,000 x 1 pax		\$1,000.00
	TOTAL		\$2,623.00

**Background:** GVB is preparing to launch its Global Website in all source markets. In preparation for the launch, GVB Computer Specialist Steven Dierking was sent to train with Simpleview, Inc. on the CRM/CMS systems so he can train staff on the various systems modules on his return. Japan has been chosen as the first overseas market for this training.

Steve will be conducting several days of training on Simpleview's various systems relative to GVB's online initiatives, including several training modules and sessions that encompass in-depth insights to the Simpleview CRM and CSM systems.

**Issue:** Board approval required for travel.

*Discussion/Comments:*

- Director Morinaga noted he attended a very long meeting at the Hilton with the United Sales team. All 6 regions made presentations to seek help from GVB to market their airlines out these airports.
- Sapporo/Sendai will be celebrating their 25<sup>th</sup> Anniversary of flights this July. He requested to send a delegation out to attend this event.
- Director Morinaga also noted the success of the TV commercials promoted in the Kanta region, with 3.8 million viewers penetrated. Survey taken with Guam Commercial as a standout.
- United has requested for commercials to promote more business out of Japan to Guam.
- For fiscal year, so far \$160k was spent and in return \$34 million in ad value was received.
- 2016 Fiscal Budget is forthcoming
- Director Morinaga thanked United for the meeting and requested this be done twice yearly moving forward.

## **G. KOREA MARKETING**

Committee Minutes dated February 17, 2015

**Exhibit E**

Chairman Baldyga requested a brief summary from Director Im regarding Korea. Mr. Im said they are experiencing issues with "guesthouses" -there are now more than 67 on Guam. These guesthouses need to comply with all regulations regarding Public Works, Public Health, etc. He noted they are using the "Bed and Breakfast" as a loophole. Director Morinaga said it should be a zoning issue and should require a special permit. Chairman Baldyga suggested this become an "action item" for the Board. Management to look into health regulations, taxation, fire inspection, etc.

Director Im suggested the possibility of setting up a Korean school to assist tourism employees in learning the Korean language to better service Korean tourists.

## **H. MEMBERSHIP & COMMUNITY OUTREACH**

Director Guzman announced that in the next meeting he would provide the strategy for Community Outreach.

## I. NORTH AMERICA & PACIFIC MARKETS

Committee Minutes dated January 28, 2015

Exhibit F

### Seatrade Cruise Shipping, Miami – March 16-19, 2015

Director Arriola made a motion, seconded by Director Shinohara, to approve travel for Management (1 pax) to attend the Seatrade Cruise Shipping Miami 2015 at The Miami Convention Center from March 16-19, 2015. Estimated cost is approximately \$5,853.75 from the FY2015 North America Acct# US-SMD023.

#### **Motion Approved**

Airfare: \$3,000.00 x 1 pax	\$3,000.00
Mgmt/Board: Per Diem Lodging: \$203 x 7 days + 25%	\$1,776.25
Mgmt/Board: Per Diem M&IE: \$66 x 7 days + 25%	\$577.50
Unanticipated Expenses (excess baggage, misc.,)	\$500.00
<b>Total:</b>	<b>\$5,853.75</b>

**Background:** As part of GVB's Tourism 2020, Cruise Shipping port visits to Guam and Micronesia provides the least infrastructure impact compared to the traditional tourism plant of hotel stays since the passengers stay on board

Seatrade Cruise Shipping Miami is the largest, most well attended cruise trade event and GVB needs to maintain face time with those attending, especially with those with influence over cruise travel itineraries.

The Guam delegation, comprised of MCA Members and GVB, will meet with the top tier cruise company executives, attend workshops on managing cruise shipping travel, and to ensure Guam and Micronesia's exposure as a very viable cruise destination is elevated.

**Issue:** Board approval required for travel.

### Asia Dive Expo 2015 – April 10-12, 2015

Director Arriola made a motion, seconded by Director Hoffman, to approve travel for two (2) GVB Marketing staff to attend the 21<sup>st</sup> Asia Dive Expo in Singapore from April 10-12, 2015. (Cost approximately \$7,420.00 and will come from the FY2015 Pacific Travel/Trade/Consumer Shows Account TTC053.

#### **Motion Approved**

Airfare (\$900 x 2 pax)	\$ 1,800.00
Perdiem: \$436 x 6 days x 2 pax	\$ 5,232.00
Misc (excess baggage. etc.)	\$ 388.00
<b>Total:</b>	<b>\$7,420.00</b>

**Background:** The Asia Dive Expo (ADEX) is the largest scuba diving event in Singapore. The event is scheduled to take place from April 10-12, 2015 at the Suntec Convention Center. ADEX is sponsored by Scuba Diver magazine, Asia Dive Expo and Asian Diver; the three most trusted scuba entities in Asia Pacific and are sure to provide extensive coverage of the event.

This year's ADEX is dedicated to the dolphins. The event brings together dive operators, enthusiasts, marine conservationists and all those with a passion for the underwater world. In addition, the show invites thousands of dive enthusiasts from around the region looking for new and exciting destinations to explore.

Last year the show received another record-breaking attendance with 39,687 visitors. Because of the large number of attendance and exhibitors, ADEX has been touted as the best dive show in the world. This year, organizers are anticipating breaking last year's record attendance.

The Guam Visitors Bureau will be inviting its dive partners on Guam and from the Micronesia region to participate or provide collateral materials that will be distributed during the event. In addition to this, at last year's event, United supported GVB by offering special packages to Guam from Singapore and committed to providing the same support this year. The fact that Malaysia and Singapore are part of the Guam-CNMI Visa Waiver Program, there is an opportunity to increase visitor arrivals from these markets.

**Issue:** Board approval required for travel.

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**REVISED MOTION Che'lu Inc. Chamorro Cultural Festival and Chamorro Clubs Outreach**

Director Arriola made a motion, seconded by Director Hoffman, to amend previously ratified motion for the travel of the GVB General Manager or his designee and one GVB staff to attend the Che'lu, Inc. Chamorro Cultural Festival and Chamorro Clubs outreach in San Diego, California to read:

Motion to approve travel for the GVB Marketing Manager and one GVB staff to attend the Che'lu, Inc. Chamorro Cultural Festival and Chamorro Clubs outreach in San Diego, California. Cost is approximately \$8,196.00 from the FY2015 North America Sales Marketing Development Acct# SMD023.

**Motion Approved**

Airfare (\$2,500 x 2 pax)	\$5,000.00
Perdiem: (\$142 x 4 nites) + (\$71 x 5 days) x 2 pax	\$1,846.00
Misc (excess baggage, car rental, etc.)	<u>\$1,350.00</u>
<b>Total:</b>	<b>\$8,196.00</b>

**Background:** GVB, in its continuing efforts to elevate awareness of Guam and its many events and activities planned for 2015 and beyond, and to encourage Chamorros and Friends of Guam to visit Guam during these events, is joining representatives from GVB's CHaCO committee in San Diego for the Che'lu, Inc.'s Chamorro Cultural Festival and seminars during March 27-31, 2015.

Che'lu, Inc. is the first off-island organization to sign the Hafa Adai Pledge. In 2012, GVB joined the organization in San Diego when the Sakman Chamorro, built by Chamorros living in the states, was dedicated and now planned to sail to Guam following the Spanish Galleon route from Mexico.

The GVB Marketing Staff will also be hosting several Guam product update sessions with area Chamorros and Friends of Guam to share key information on Guam travel and on the Guam-Micronesia Island Fair (GMIF), Guam's 71<sup>st</sup> Liberation, Ko'ko' Road Race, and FESTPAC 2016, to name a few. The Marketing staff will also present Mystical Tours and Adventures and the special Guam packages currently being developed with the partnership of United to help draw visitors to Guam.

**Issue:** Board approval required for travel.

**J. RESEARCH**

**K. RUSSIA & NEW MARKETS**

Committee Minutes dated February 3, 2015

Exhibit G

**L. SPORTS & EVENTS**

Committee Minutes dated February 3, 2015

Exhibit H

**Director Sgro announced all upcoming Events**

- o Marianas Cup Beach Volleyball Tournament at Yapo Beach Park
- o Guam Heritage and Chamorro Culture Day

**M. VISITOR SAFETY & SATISFACTION**

Committee Minutes dated February 3, 2015

Director Im made a motion, seconded by Director Arriola, to approve authorization of the General Manager as Chief Procurement Officer of GVB to negotiate with the highest-ranking qualified Offeror in response to GVB RFP 2015-001, Guam Tourism Academy.

**Motion Approved**

**Background:** Guam offers a world-class environment and friendly local people. However, Guam's hospitality workforce generally lacks the training needed to deliver consistent, high-quality service. Guam's Tourism 2020 strategic plan calls for raising the quality of the destination. In order to reach this objective, Guam must improve its service standards and the level of its service.

In order to improve service quality, the Guam Visitors Bureau (GVB) will launch the Guam Tourism Academy (GTA). The GTA will offer a variety of convenient training modules. These modules will be geared to front line staff including but not limited to subject areas such as: customer service, basic job skills, basic language skills, visitor cultural familiarization, Guam offerings, and Guam's culture and history.

The GTA's purpose is not to replace existing hospitality programs offered by UOG and GCC. GVB recognizes the importance of these institutions and supports their missions. The courses offered in these institutions are full term programs in specific subject areas and require attendance in person at the institutions. The GTA programs consist of small "bite size" modules of several minutes each that can be viewed online via streaming video making them well suited for tourism industry employees many of whom may not have the time and/or resources to attend in person classes or to complete multi-year certification programs due to heavy work schedules, multiple jobs and family obligations.

The vision is to develop an online education website featuring a broad library of custom made tutorial videos and training for tourism front line employees that can be accessed from a computer, tablet or smartphone. This approach will also facilitate cost effective remedial training for Guam's 18,000 hospitality workers in a manner that would be nearly impossible to accomplish in a traditional classroom environment. Basic quizzes and tests can also be administered automatically online.

The program may be supplemented by a "bricks and mortar" physical classroom suitable for guest lectures, special seminars and "level testing" so that when students are ready to complete a "program level" they may show a photo ID, attend a physical class with Q&A and receive certification. It is envisioned that a full time Dean or Administrator will manage the program possibly supplemented by one or more part time teaching associates.

**Issue:** Board approval needed.

*Discussion/Comments:*

- o Director Arriola requested to be directly involved on the cultural aspect of the program to ensure accuracy.

- Chairman Baldyga noted the importance of the motion and proposed a small task force to work on curriculum. He encouraged interested Board Members to seek further involvement.

IX. OLD BUSINESS

X. NEW BUSINESS

1. Chairman Baldyga proposed creating a budget for a photographer to cultivate and develop a rich photo library for use by all members in an online repository much like many other NTO's have available.
2. Mr. Im made a suggestion for a tourist video at airport. Director Guzman added that the airport could use a safety/informational video.
3. Director Arriola noted the problems at the Airport. Chairman Baldyga requested to be emailed if anyone would like to report where improvements need to be made, which he will address with GIAA.

XI. EXECUTIVE SESSION

XII. ANNOUNCEMENT

Upcoming Board Meetings:

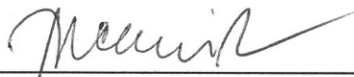
- Thursday, March 12, 2015 at 4:00pm, GVB Main Conference Room.
- Thursday, March 26, 2015 at 4:00pm, GVB Main Conference Room.

Announcements:

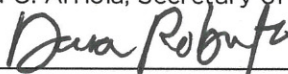
- Ethics Training: Friday, February 27, 2015 at 8:30 a.m. - 12:30 p.m., GVB Main Conference Room.
- Chamorro Heritage Day: Monday, March 2, 2015 - GVB Closed.

XIII. ADJOURNMENT

Director Arriola made a motion, seconded by Director Guzman, to adjourn the meeting. Meeting adjourned at 5:26 p.m. **Motion Unanimously Approved.**



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



Board Minutes respectively submitted by Dara Roberto, Executive Secretary

Action Item:

1. Management to set up the time for airport walk through
2. Management to Schedule a working session meeting with the Board and the Senators.
3. Verify with legal if they could dispense with reading all motions.
4. Look into “guest house” issue regarding zoning, licensing, taxation, safety, etc.
5. Task force to be established by the Chairman for the Guam Tourism Academy
6. Create a budget for photographer/Guam Photo Library
7. Make welcome experience at the airport a priority.
8. Make signage/touting/abandoned building/hand-billing legislation priority.
9. Management to follow up with GEDA and MATRIX regarding a proposal for a Master Plan
10. Management to report back with recommendations for photographer