



## BOARD OF DIRECTORS REGULAR MEETING

Thursday, April 23, 2015 - 4:00 p.m.

Guam Visitors Bureau- Main Conference Room

### BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga  
 Director Hong Soon Im  
 Director Milton Morinaga  
 Director Bartley Jackson  
 Director Robert Hofman

Director Clifford Guzman  
 Director Norio Nakajima  
 Director Samuel Shinohara  
 Director Theresa Arriola

### BOARD of DIRECTORS ABSENT:

Vice Chairman Bruce Kloppenburg - Off-island  
 Director Katarina Sgro - Off-island  
 Director Eduardo "Champ" Calvo - Off-island

### GVB MANAGEMENT & STAFF PRESENT:

JonNathan Denight  
 Ana Cid  
 Telo Taitague  
 Regina Nedlic  
 Felix Reyes  
 Doris Ada  
 Lisa Linek

Dara Roberto  
 Gina Kono  
 Chris Lizama  
 June Sugawara  
 Josh Tyquiengco  
 Meriza Unpingco

Antonio Muna  
 Nick Yasuhiro  
 Colleen Cabedo  
 Nadine LeonGuerreo  
 Steve Dierking  
 Nakisha Onedera

## I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:31 p.m.

## II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Chairman Baldyga made a motion to approve the minutes of the previous Board Meeting dated April 9, 2015.

**Motion Approved (Subject to minor revisions)**

## III. CHAIRMAN'S REPORT

Chairman Baldyga reported they will be meeting with the appropriate parties to review the 2 bills that are pending for use of hot bond funds and the TAF.

## IV. GENERAL MANAGER'S REPORT

GM Denight noted that he had nothing to report except that they will be receiving their next allotment and will have changes to report at the next meeting.

Director Shinohara asked GM Denight if they had a bona fide budget for Festpac. GM Denight said that Rose Ramsey, the Deputy Chief of Staff is the festival director. She is organizing the whole event and is working on a budget now.

Chairman Baldyga requested that GM Denight get back to the Board with a preliminary budget and ensure they are not taking out of the TAF for next year. GM Denight noted to keep in mind there are some big items like housing the delegates- whether they stay in a school or hotel. They are trying to use the resources of the Government to help with costs. GM Denight said he would report back on the budget.

## V. TREASURER'S REPORT

Exhibit B

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

FY 2014 (04/22/2014)				FY 2015 (04/22/2015)			
Balance				Balance			
BANK OF GUAM				BANK OF GUAM			
\$7,353,637.95				\$5,992,788.30			
FIRST HAWAIIAN BANK - Membership				FIRST HAWAIIAN BANK - Membership			
\$52,377.96				\$80,637.85			
RESONA BANK				RESONA BANK			
\$363,204.99				\$402,347.03			
BOG - TAF ACCOUNT				BOG - TAF ACCOUNT			
\$964,450.57				\$1,942,641.86			
BOG - RAINY DAY FUND				BOG - RAINY DAY FUND			
\$1,796,396.30				\$2,009,252.63			
BOG - FESTPAC Trust Account				BOG - FESTPAC Trust Account			
\$1,470,899.27				\$2,653,010.91			
MORGAN STANLEY - CD **				MORGAN STANLEY - CD **			
\$2,506,806.56				\$2,512,229.30			
BOG - 2/12 Memorial Fund				BOG - 2/12 Memorial Fund			
\$49,713.71				\$49,713.71			
TOTAL CASH IN BANKS AS OF 04/07/2014				TOTAL CASH IN BANKS AS OF 04/22/2015			
\$14,957,406.31				\$15,592,707.88			
**Morgan Stanley CD Market value as of 02/28/2014				**Morgan Stanley CD Market value as of 3/31/2015			
FY 2014 BUDGET P.L. 32-068				FY 2015 BUDGET P.L. 32-181			
\$ 18,262,134.00				\$ 23,847,596.00			
OPERATIONS TAF Special Projects				Operations			
\$15,487,134.00				\$ 20,115,000.00			
\$2,000,000.00				\$ 1,085,000.00			
PASS THRU APPROPRIATIONS - \$775,000.00				Capital Improvement Projects			
				\$ 1,412,696.00			
				Pass-thru Appropriations			
				\$ 1,235,000.00			



### KOREA CRM/CSM TRAINING

Chairman Baldyga made a motion, seconded by Director Jackson to ratify Executive Committee's approval for the travel of the GVB Computer Specialist to conduct the Simpleview CRM and CSM training with GVB Korea in Seoul, South Korea from March 31 - April 2, 2015. Cost is approximately \$2,440.00 from account KO-SMD023.

#### **Motion Approved**

Airfare (\$800.00 x 1pax)	\$800.00
Per Diem - Lodging (\$230/night x 4nights x 1pax)	\$920.00
Per Diem - M&IE (\$144/day x 5days x 1pax)	\$720.00
Total	\$2,440.00

**Background:** Simpleview Inc. is GVB's contractor for its online website marketing and database development (CRM and CMS) backend. GVB's Social Media Specialist and Computer Specialist/Global Webmaster are in the final stages of launching GVB's foreign language websites utilizing the CRM and CMS administration. GVB plans to send the Computer Specialist to our overseas offices to conduct hands-on training for each of the required modules. With the objective to launch all of our global websites effectively, cohesion between our markets is vital for a successful launch and online campaign, thus in-depth sessions and proper training are required.

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

### SelectUSA Investment Summit

Chairman Baldyga made a motion, seconded by Director Jackson to ratify Executive Committee's approval to amend the previous board approved SelectUSA Investment Summit motion dated Thursday, February 26, 2015, to add the GVB General Manager or his designee.

#### **Motion Approved**

**Motion to approve two (2) delegates:** GVB General Manager or his designee 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).

**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.

### Social Media Marketing World

Chairman Baldyga made a motion, seconded by Director Arriola to ratify Executive Committee's approval to register the GVB Marketing Manager to attend the Social Media Marketing World 2015 from March 25-27, 2015 in San Diego, California. Cost is approximately \$1,497.00 from the Social Media Account SME002.

**Motion Approved**



**Background:** The GVB Marketing Manager will already be in San Diego area around the time of this event to attend the Chamorro Cultural Festival on March 28. It had come to the Bureau's attention that this event would be occurring just before the festival and would be advantageous for GVB to tack on this opportunity for full optimization. This event would enhance GVB's marketing efforts and networking opportunities while in the area

Guam Visitors Bureau (GVB) will register the Marketing Manager, Pilar Laguana, to participate in the 2015 Social Media World from March 25-27, 2015 at the Manchester Grand Hyatt San Diego. The Social Media Marketing World event is meant for marketers from small/large business and government/non-profit entities and offers the GVB an opportunity to network with people who manage social media marketing for leading brands

The GVB would like to take this cost-effective advantage and benefit from its unique opportunities for our social media marketing work. The GVB would have access to 100+ speaker sessions and keynotes as a registered delegate. This event provides a great opportunity that will allow the bureau to meet with high-profile social medial specialists and be able to gather valuable and relevant social media educational topics that we will be able to share with our marketing personnel for up to one year

No additional per diem is needed.

**Issue:** Board authorization required.

### 34<sup>th</sup> Annual Flame Tree Festival

Chairman Baldyga made a motion, seconded by Director Arriola to ratify Executive Committee's approval of travel for three (3) pax (Master Blacksmith Frank Lizama, Master Carver Greg Pangelinan, and the Cultural Heritage Officer) to attend the 34<sup>th</sup> Annual Flame Tree Festival in Saipan from April 23-27, 2015. (Cost approximately \$2,618.00, Account No. DM-CPO003).

#### **Motion Approved**

Airfare	3	450.00		\$1,350.00
Per Diem				
Lodging	1	\$140.00	4	\$560.00
M&IE	1	\$77.00	4	\$308.00
Car Rental	1	\$100.00	4	\$400.00
				\$2,618.00

**Background:** The Flame Tree Arts Festival celebrates the rich art and cultural heritage of the Commonwealth. Like its namesake, it was named after the tree which when in season is covered with a canopy of vivid reds, oranges, and other colors that make it seem like the tree is aflame and is held to coincide with the flowering season and when the trees are in full bloom. The annual festival is the largest cultural event in the CNMI and brings together gifted artists from Saipan, Tinian, Rota, Guam, as well as visiting artists from other regions who gather to promote, perpetuate, and preserve the knowledge and skills of cultural practitioners.

As GVB and Guam prepares for GMIF in May 2015 and FESTPAC in 2016, it is important to note involvement and outreach to our CNMI neighbor's as this event is very critical towards the successful planning of our own cultural events, especially GMIF and FESTPAC 2016. The GVB delegation plans to meet with their counterparts in the CNMI to gather support, enhance collaboration, and look at ideas aimed at ensuring our own cultural events meet or exceed expectations.

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

*Discussion/Comments:*

- o Director Arriola noted that it is important when the call out from the Micronesian Islands happens for Guam's support. Unlike Guam, they seldom have high profile regional activities and Flametree is the CNMI's main cultural event. She said it's important at the time when we are trying to invite everyone to come to GMIF this year for a regional push for FESTPAC next year, that we support and reciprocate those invitations.
- o Chairman Baldyga noted that for the record, Teresa is an alternate so he is actually the 8<sup>th</sup> vote.

**B. GREATER CHINA MARKETING**

**Hong Kong ITE & MICE June 11-14, 2015**

Director Jackson made a motion, seconded by Director Guzman to approve travel for two (2) GVB Marketing Staff to attend the 2015 ITE & MICE Travel Expo in Hong Kong SAR from June 11-14, 2015. (Cost is approximately \$7,650.00 to be paid from the FY2015 HK-SMD023)  
**Motion Approved**

Air Fare:	Round trip: GUM/HONG KONG/GUM \$900 x 2 pax	\$1,800.00
Per Diem:	GVB Marketing Staff	
	Hong Kong Lodging: \$355 x 5 Nights x 2 pax	\$3,550.00
	Hong Kong M&IE: \$180 x 5 days x 2 pax	\$1,800.00
Misc Expenses:	Excess baggage fees / business communication	\$500.00
	<b>TOTAL:</b>	<b>\$7,650.00</b>

**Background:** ITE & MICE is Hong Kong's largest travel expo that focuses on both travel trade and consumer audiences. In 2014, the event attracted over 12,000 visitors during its two trade-days and went on to attract over 75,000 consumers during the two-day consumer period

ITE & MICE maintains a high international profile of exhibitors and its 650 exhibitors (85% from outside Hong Kong) in 2014 came from 47 countries and regions from different parts of the world.



Among its buyers and trade visitors, 6522 (53%) were from travel agents, 2588 (21%) from MICE and corporations, and 837 (7%) were from media. Among the MICE and corporate visitors, 11% came from government, public organizations and trade associations; 26% from various business services including banking and insurance; 14% from training and education and another 14% from organizers and event planners etc

In an effort to increase visitor arrivals from Hong Kong, GVB will maximize the opportunity to promote Guam and our direct service flights by United from HKG to GUM not only by exhibiting this event but by hosting a Guam seminar and introducing HK travel trade to Guam suppliers while providing a product update. Furthermore, GVB will continue to build relationships with MICE planners in order to sell Guam as a MICE destination and gain a share in this lucrative market

**Issue:** Board approval for travel required

*Discussion/Comments:*

- o GM Denight said they attended the Shenyang mission with the Governor. They did a sister signing agreement with the Mayor of Shenyang. At the reception after, all the different government officials at the table pledged to support tourism. GM Denight also said it was announced that China Southern plans to fly to Guam in October/November. Chairman Baldyga acknowledged that this was good news.

**C. JAPAN MARKETING**

Committee Minutes dated April 14, 2015

**Exhibit C**

Resolution NO: 2015-002

**ITEM 1**

**Director Morinaga made a motion, seconded by Director Jackson to approve Resolution NO: 2015-002.**

**Motion Approved**

*Discussion/Comments:*

- o Chairman Baldyga asked Director Morinaga for his thoughts on the program. Director Morinaga said that in consideration of time, doing a tv commercial would take production time. He noted that it's an incentive to the agent that they can instruct from the top down to sell Guam more and receive cash back. He noted that JGTA and JGTC are aware.
- o Chairman Baldyga noted for the record that it's almost 45% of their rainy day fund and it's a big commitment but the Board is very strongly supportive of the need to push forward on the Japan Market and feel it's critically needed. Director Morinaga noted that if they don't make their goals, they don't spend. If they hit their goals, they spend- but the returns are bigger.
- o Chairman Baldyga said it was well thought out and he appreciated JMCs efforts and commended Director Morinaga for taking this through the discussions and all the different voices and vested interests.

- o Director Morinaga also reported that HIS and JTB launched their Hawaii campaign on tv-  
running in the morning and evening after news.
- o Director Morinaga noted that Guam would be doing the Yo-Kai watch campaign June-  
September. 5 hotels will participate. It's an animation character very popular among small  
ages. 3 rooms have been booked before campaign went out.
- o Director Morinaga reported that Ben Ferguson has been promoted to General Manager  
(PIC). Also, Ken Yanagasawa is moving to Sheraton Anaheim so he will not represent the  
board for GHRA anymore.

### 28<sup>th</sup> GUAM MICRONESIA ISLAND FAIR MEDIA FAM TOUR TRAVEL MOTION

Director Morinaga made a motion, seconded by Director Shinohara to approve travel for Hiroshi Kaneko, GVB Japan Sales Manager, and Junko Kitagawa, GVB Tokyo Marketing & PR Representative, to assist with the 28th GUAM MICRONESIA ISLAND FAIR MEDIA FAM TOUR from May 14 - 18, 2015. (Estimated cost \$3,100.00; Account#SMD008)

**Motion Approved**

#### Travel Expenses

Airfare x 2 pax: (including surcharge and tax)	\$900.00
Accommodation x 2 rooms x 4 nights	\$1,200.00
Rental car x 4 nights	\$300.00
R/T Transportation to Narita airport:	\$200.00
Guam Per Diem: \$62.50 x 4 nights x 2 pax	\$500.00
<b>Total:</b>	<b>\$3,100.00</b>

#### Background:

The GVB Japan office is conducting a Fam Tour for Media to coincide with the upcoming Guam Micronesia Island Fair. Each of the media coming will be featuring the GMIF and the latest product information on Guam. Each exposure will not only promote the event and the Chamorro culture but will also bring awareness to travel to Guam for this summer season.

Ms. Kitagawa will work as a liaison/translator. It will be Mr. Kaneko's first business trip to Guam so he will be joining the media on all the activities on Guam while learning about Guam's tourism product and the Chamorro culture and history

#### LIST OF MEDIA ATTENDING

1. Name TBC (Magazine "Hula Heaven" staff-CONFIRMED)
2. Name TBC (Magazine "Hula Heaven" staff-CONFIRMED)
3. Name TBC (Magazine "Otoko no Kakurega" staff-under negotiation by ADK)
4. Name TBC (Magazine "Otoko no Kakurega" staff-under negotiation by ADK)
5. Name TBC (Magazine "Walker Plus" staff-under negotiation by ADK)
6. Name TBC (Magazine "Walker Plus" staff-under negotiation by ADK)
7. Name TBC (Web Magazine "OVO" staff-under negotiation by ADK)
8. Name TBC (Web Magazine "OVO" staff-under negotiation by ADK)



9. Name TBC (Web Magazine “tabit” staff-under negotiation by ADK)
10. Name TBC (Web Magazine “tabit” staff-under negotiation by ADK)
11. Name TBC (Web Magazine “TABIZINE” staff-under negotiation by ADK)
12. Name TBC (Web Magazine “TABIZINE” staff-under negotiation by ADK)

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

## D. KOREA MARKETING

### KOREA MICE EXPO & HANA TOUR 2015

Director Jackson made a motion, seconded by Director Guzman to approve travel for the KMC Chairman and one (1) GVB marketing staff to attend the Korea MICE Expo from June 3-5, 2015. KMC Chairman and GVB marketing staff to also attend the Hana Tour 2015 with the GVB General Manager or his designee in Seoul, South Korea from June 5-7, 2015. Cost is approximately \$11,769.50 from KO-SMD023.

#### **Motion Approved**

Airfare (\$900 x 3pax)	\$2,700.00
GM Per Diem -Lodging (\$230/night x 5nights x 1pax + 25%)	\$1,437.50
GM BOD Per Diem - M&IE (\$144/day x 5days x 1pax + 25%)	\$900.00
KMC Chair Per Diem - Lodging (\$230/night x 8nights x 1pax +25%)	\$2,300.00
KMC Chair Per Diem - M&IE (\$144/day x 8days x 1pax + 25%)	\$1,440.00
Staff Per Diem - Lodging (\$230/night x 8nights x pax)	\$1,840.00
Staff Per Diem - M&IE (\$144/day x 8days x 1pax)	\$1,1152.00
<b>Total</b>	<b>\$11,769.50</b>

**Background:** The international business events community, including buyers, key industry professionals, and media attend the Korea MICE Expo. This annual event is Korea's largest meetings industry trade show. At the Korea MICE Expo, 350 buyers and other participants will have the opportunity to meet directly with members of the Seoul Tourism Organization (STO) and also 33 members of the Seoul MICE Alliance, and industry partnership of the city's major business events companies.

The Hana Tour International Fair directly follows the Korea MICE Expo, which is hosted by Korea's top outbound travel agency, Hana Tour. Encouraged by last year's participation and success, including many local industry organizations, GVB hope to show Hana Tour its commitment and support to continue pushing Guam sales.

This will be the 5<sup>th</sup> year GVB is joining the event. The fair is a key direct selling and presentation event for overseas destinations and GVB's presence will provide support to its members who will be attending while elevating awareness of Guam to consumers, trade, and trade media.

**Issue:** Board approval for travel required

## KOTFA 2015

Director Jackson made a motion, seconded by Director Shinohara to approve travel for the KMC Chairman or his designee, GVB Marketing Manager and two (2) GVB marketing staff to attend the 2015 KOTFA from June 11-14, 2015 in Seoul, South Korea. Cost is approximately \$14,259.00 from account KO-SMD023.

### **Motion Approved**

**Background:** KOTFA is Korea's oldest and largest general consumer travel event with more than 120,000 visitors over the four-day event. During the 2014 event, 491 overseas organizations, 494 booths, and 4,826 exhibitors.

KOTFA is a very important component to GVB's overall Korea marketing and PR strategy with key GVB and Guam representatives coming to express face-time appreciation to the Korean travel trade and consumers for continued Guam support. GVB's presence will also convey support to its members who will be attending.

Airfare (\$900 x 4pax)	\$3,600.00
KMC Chair Per Diem - Lodging (\$230/night x 6nights x 1pax + 25%)	\$1,725.00
KMC Chair Per Diem - M&IE (\$144/day x 6days x 1pax + 25%)	\$1,080.00
Staff Per Diem - Seoul Lodging (\$230/night x 7nights x 3pax)	\$4,830.00
Staff Per Diem - Seoul M&IE (\$144/day x 7days x 3pax)	\$3,024.00
<b>Total</b>	<b>\$14,259.00</b>

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

### *Discussion/Comments:*

- o Director Jackson mentioned that KOTFA is the official Korea show and the 2<sup>nd</sup> show (MICE/HANA) is more government related. Director Jackson noted that he and Mr. Im would split the shows. Chairman Baldyga noted for clarity that Director Jackson is slightly conflicted since he will be attending the first show but it would be OK as long as it's disclosed.
- o Director Jackson stated that their visits to Korea with the Governor went very well from a public relations standpoint. A lot of press, tv, and print media. He added that the Governor is the first non-Korean to throw out the first ball at a baseball game. He noted that they attended a lot of meetings.
- o Director Jackson noted a big development in the agent's side of the Korean market. Yeuboksai is a group of agents that have been focusing on Saipan for the last 20 years and have officially changed their affiliation to promote Guam. They will provide a lot more coverage in the market.
- o Director Jackson also noted the new flights to Guam from Airbusan and Jeju, and TWay beginning in July.
- o Director Jackson reported that they are still challenged with the home-stay/guesthouse issue. He spoke with GEDA and would like to recommend that management send a letter to Rev&Tax asking them to identify those registered as B&B's, how many there are so they know who is official, then they can compare with what's being marketed in Korea. GM Denight noted that DGM Taitague has a meeting with Rev&Tax on Tuesday regarding this matter.



- Chairman Baldyga also noted about the Korea trip- they met with the President of Hana and the President of Mode. They had a productive lunch and they are both interested in investing in Guam.

## **E. MEMBERSHIP & COMMUNITY OUTREACH**

Director Guzman reported that they are working on an RFP to bring to the Board for a membership clerk paid for by membership fees. It's important on the membership side because that person would strictly focus on membership retention, in terms of seeking additional members.

Director Guzman noted that they are working on a full plan to revamp membership and to show that there is a value of being a GVB member and they will bring this to the board for the next meeting.

## **F. NORTH AMERICA & PACIFIC MARKETS**

Director Arriola noted the next meeting is May 6<sup>th</sup>.

Director Arriola reported that at the end of March GVB went to San Diego for the Chamorro Cultural Festival. She thanked United for coming along as a sponsor. She also thanked GVB- as the primary sponsor they were recognized in the opening ceremony.

Director Arriola reported that on the Cultural and Heritage side they brought the Master, did a cultural academy in Long Beach and San Diego, and the dance academy performed at the festival. She noted it was a long trip for GVB but that It was well attended.

Director Arriola reported that on the marketing side, she commended Pilar and Collen for attending the promotion. They had a booth and there was a Guam product seminar done by Pilar. They presented to Chamorro's and 80% in the room had never been to Guam. She noted the potential of friends and family traffic and they are looking forward to the FESTPAC package which they are working on with Paula.

Director Arriola also noted that Pilar and Colleen met with the PATA Southern California Chapter Executives. It's important because of GVB's bid for PATA Summit.

Director Arriola reported that they just returned from the first triannual meeting for the PATA Micronesian Chapter which Pilar is the Chair. There was a big push for this year's GMIF attendance. She thanked Pilar and Regina for attending this promotion.

Director Arriola noted that they did a silent auction and raised collectively over \$300 for the victims of Super Typhoon Relief Effort for Chuuk and was donated to Ayuda foundation on GVBs/PATAs behalf.

Director Arriola also noted that they were privileged to have a special audience with the UN poet on climate change Kathy Jitner. She is a Professor and was a guest at the University of Guam and was chosen by the UN to do the opening remarks on climate change and how it's affecting the Pacific. Director Arriola recommended that they invite Kathy to be on of the membership guest speakers when the Board sees fit. She noted that it's important to talk about climate change and how it will affect the future of our islands and how we do business in the tourism industry.

Director Arriola noted that PATA CEO Mario Hardy has been confirmed for GMIF. Through the PATA communication network and there will be great attention globally on FESTPAC 2016.

Director Arriola also mentioned that GM Denight will be leaving for PATA Summit with Senator Barnes and Pilar regarding Guam's bid for PATA. Chairman Baldyga noted that getting the PATA conference would be great. GM Denight said the announcement would be made on Sunday and the sense from Pilar is that Guam will be announced for 2016.

## **G. RESEARCH**

### **H. RUSSIA & NEW MARKETS**

**Exhibit D**

Committee minutes date April 14, 2015

Director Jackson noted that they are preparing for the annual Far East travel show PITE in the 3<sup>rd</sup> week of May. Oil and gas prices are moving back up which is the key to the Russian market so there will probably be a pick up during summer time.

## **I. SPORTS & EVENTS**

GM Denight reported that the GIM was a great success. He thanked PIC and all the partners. He said over 800 Japanese runners, 150 runners from Greater China and over 300 runners from Korea participated. He noted the female marathon winner was from Korea and the male winner was from Japan.

GM Denight announced May 15 as the opening ceremony for GMIF. He asked the Board to put on their calendars.

GM Denight announced they are promoting their international music festival Guam Live. They expect a lot of media exposure with headline Nick Jonas who is a big top 20 artist. They also have Tinashe, Far East Movement, and from Korea they have JPark- the Jusint Timberlake of Korea. Chairman Baldyga asked about the total cost to GVB. GM Denight said they budgeted \$150,000.

## **J. VISITOR SAFETY & SATISFACTION**

**Exhibit E**

Committee minutes dated March 4, 2015

Director Im noted that they had their committee meeting! They discussed 2016 budget and are finalizing next week to report to the Board.

Director Im requested that they recommend hologram technology to GIAA.

## **K. ADMINISTRATION & GOV'T RELATIONS**

## **L. CULTURAL & HERITAGE**

## **M. DESINATION MANAGEMENT**

## **VII. OLD BUSINESS**



VIII. NEW BUINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

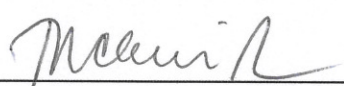
**Upcoming Board Meetings:**

- o Thursday, May 14, 2015 at 4:00pm, GVB Main Conference Room.
- o Thursday, May 28, 2015 at 4:00pm, GVB Main Conference Room.

**Announcements:**

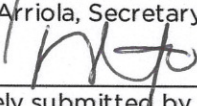
XI. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Guzman, to adjourn the meeting. Meeting adjourned at 5:25 p.m. **Motion Unanimously Approved.**



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



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Board Minutes respectively submitted by Dara Roberto, Executive Secretary

Action Item:

1. Look into “guest house” issue regarding zoning, licensing, taxation, safety, etc.
  - o Telo to meet with Marie Benito Rev & Tax
2. Task force to be established by the Chairman for the Guam Tourism Academy
3. Make welcome experience at the airport a priority.
  - o Met with airport officials
4. Make signage/touting/abandoned building/hand-billing legislation priority.
5. Budget discussion at the board level for Festpac
6. Tumon Masterplan Task Force
7. Schedule briefing for Senators: Overview/Budget Preview/5yr CAPX
  - o Working on setting up a breakfast for 2<sup>nd</sup> week in May
8. Creation of video for all markets