



## BOARD OF DIRECTORS REGULAR MEETING

Thursday, May 28, 2015 - 4:00 p.m.

Guam Visitors Bureau- Main Conference Room

### BOARD of DIRECTORS PRESENT:

Director Clifford Guzman  
 Director Norio Nakajima  
 Director Samuel Shinohara  
 Chairman Mark Baldyga  
 Director Theresa Arriola  
 Director Katarina Sgro

Director Hong Soon Im  
 Director Milton Morinaga  
 Director Eduardo Calvo  
 Director Bartley Jackson  
 Director Robert Hofmann  
 Director Bruce Kloppenburg

### BOARD of DIRECTORS ABSENT:

### GVB MANAGEMENT & STAFF PRESENT:

GM Nathan Denight  
 Antonio Muna Jr.  
 Nic Yasuhiro  
 Gina Kono  
 June Sugawara  
 Elaine Pangelinan

Dara Roberto  
 Meriza Peredo  
 Steve Dierking  
 Ana Cid  
 Nadine LeonGuerrero  
 Telo Taitague

Josh Tyquiengco  
 Mark Manglona  
 Brian Borja  
 Rose Cunliffe  
 Dee Hernandez  
 Satoe Mukai

### GUESTS:

## I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:04pm.

## II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Kloppenburg made a motion, seconded by Director Guzman, to approve the minutes of the previous Board of Directors meeting dated April 23, 2015. **Motion Unanimously Approved. (Subject to minor revisions)**

## III. CHAIRMAN'S REPORT

Chairman Baldyga reported they had a public hearing for Shelly Calvo's nomination. There were no objections and she was well received. She should be approved and joining the Board as the 13<sup>th</sup> member in the very near future.

Chairman Baldyga thanked GM Denight and noted that everything in Tumon is moving along.

Chairman Baldyga noted that the bus shelter bids are on track.

Chairman Baldyga shared that he was in Korea since the last time they met. Everything seems to be going well there.

#### PATA TASK FORCE

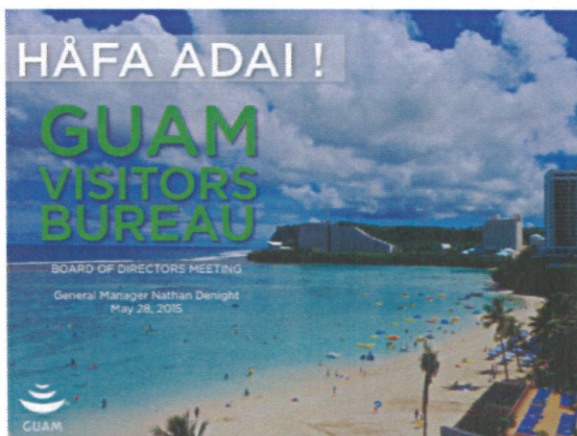
- Chairman Baldyga reported that while PATA CEO Mario Hardy was on island, they were able to meet with the Legislature as well as the Governor. Chairman Baldyga noted the PATA Conference would be good for Guam. He added that he was on the PATA Board for a decade and they have task forces that PATA puts together for members. They take top executives and send them out to look strategically at a destination. He recommended that we ask them to come out a few days in advance of the conference. He suggested getting their perspective on Tourism 2020; also have them look at the business improvement district model for any ideas they might have. GM Denight added that the Secretary General of the United Nations Tourism Organization would come for the PATA meeting, bringing Tourism Ministers and Heads of State who will come to hear him talk.

#### BILLS 32 & 33

- Chairman Baldyga reported that they testified on Bills 32 and 33 for 2014 excess funds totaling 8M dollars, which included 1.6M for a CAT scan at the hospital, 2.5M for GPD overtime, 1M for Hagatna Redevelopment Restoration Budget, and 500K for PATA Conference. Director Shinohara asked about the testimony provided on behalf of GVB. Chairman Baldyga said they would be provided a copy but effectively it was that GVB, thru the TAF and tourism, is happy to give back to the community. Tourism is beneficial to the community, and safety and healthcare are important, but the infrastructure in Tumon is old and aging and we haven't reinvested in Tumon in 20 years. Chairman Baldyga also said we really need to start looking at putting money back into the product.
- Chairman Baldyga noted the Board expressed its continuous concern and frustration that the TAF is being used for government operations while tourism investment remains insufficient. Moving forward, the Board should have a discussion regarding a 20M bond for Tumon Capital Improvement.

Chairman Baldyga also shared that he gave a speech to The Guam Association of Realtors on Tourism 2020 and it was very well received.

#### IV. GENERAL MANAGER'S REPORT



#### PRELIMINARY Visitor Arrivals APRIL 2015 Total: 96256 (-2.6%)

| % Market Mix | Origin    | Pax    | % to LY |
|--------------|-----------|--------|---------|
| 54.4%        | Japan     | 52,411 | -6.9%   |
| 29.5%        | Korea     | 28,381 | 20.1%   |
| 6.0%         | US/Hawaii | 5,771  | 7.9%    |
| 3.1%         | Taiwan    | 2,959  | -6.9%   |
| 1.2%         | China     | 1,116  | 58.1%   |
| 0.2%         | Russia    | 218    | -87.4%  |



**PRELIMINARY Visitor Arrivals**  
CYTD 2015 (January 2015 - April 2015)  
Total: 473,171 (1.9%)

| % Market Mix | Origin    | Pax     | % to LY |
|--------------|-----------|---------|---------|
| 59.0%        | Japan     | 279,310 | -4.8%   |
| 26.7%        | Korea     | 126,337 | 30.1%   |
| 5.1%         | US/Hawaii | 24,054  | 11.3%   |
| 2.9%         | Taiwan    | 13,616  | -10.4%  |
| 1.9%         | China     | 8,814   | 61.0%   |
| 0.3%         | Russia    | 1,312   | -81.6%  |

**PRELIMINARY Visitor Arrivals**  
FYTD 2015 (October 2014 - April 2015)  
Total: 803,115 (1.4%)

| % Market Mix | Origin    | Pax     | % to LY |
|--------------|-----------|---------|---------|
| 59.1%        | Japan     | 474,362 | -5.8%   |
| 26.0%        | Korea     | 209,024 | 26.5%   |
| 5.0%         | US/Hawaii | 40,480  | 14.3%   |
| 2.8%         | Taiwan    | 22,752  | -12.9%  |
| 1.7%         | China     | 13,350  | 61.3%   |
| 0.3%         | Russia    | 2,617   | -74.9%  |

**PRELIMINARY MTD Visitor Arrivals**  
May 1 - 24, 2015  
Total: 72,844 (3.7%)

| % Market Mix | Origin    | Pax    | % to LY |
|--------------|-----------|--------|---------|
| 54.2%        | Japan     | 39,493 | 1.7%    |
| 31.2%        | Korea     | 22,745 | 26.3%   |
| 5.1%         | US/Hawaii | 3,688  | -3.5%   |
| 3.3%         | Taiwan    | 2,415  | -21.1%  |
| 1.1%         | China     | 780    | 38.5%   |
| 0.1%         | Russia    | 102    | -93.4%  |

**CY2014 Visitor Arrivals to the United States**

| Origin | US Arrivals | Guam Arrivals | Guam Arrivals % of US Arrivals |
|--------|-------------|---------------|--------------------------------|
| Japan  | 3,579,363   | 810,856       | 23%                            |
| Korea  | 1,449,548   | 308,037       | 21%                            |
| Taiwan | 413,048     | 49,136        | 12%                            |

\*Source: Guam Customs Forms & U.S. Department of Commerce, IIR, National Travel and Tourism Office

**Japan Marketing News**

**Japan Travel Agent Incentive Plan**

- Meetings held with R&C, JTB, PMT, HIS, JaiPak and KNT
- All receptive and appreciative of incentive
- PMT and HIS increased goal for September to 150% over LY
- R&C presented alternative plan based upon bookings as of May

**Japan Marketing News**

**Hafa Adai Study Tour**  
June 5-8, 2015

- Most arriving late June 5, NRT group arrives June 6 at 2AM
- June 6 - Seminar, Trade Show, Site Inspection. Evening ends at Guam Live International Music Festival
- Instead of welcome reception a farewell cocktail reception is being planned for June 7
- All agents return on June 8

### 3 month Forecast

| Month | Forecast Pax | Last Year | %Change | Seat Forecast '15 | Seat Data '14 | % Change Seats |
|-------|--------------|-----------|---------|-------------------|---------------|----------------|
| May   | 29,000       | 23,640    | 22.7%   | 39,696            | 31,565        | 25.8%          |
| June  | 30,000       | 27,258    | 10.1%   | 37,989            | 30,192        | 25.8%          |
| July  | 32,000       | 26,413    | 21.2%   | 40,489            | 31,214        | 29.7%          |

July  
 -HE:  $\text{In}(\text{eq}) = 7$  sec;  $\text{weight} = 11, 215$  (8777-200)  
 -Shedder HE: Wed, Th, Sa, Su = 2,404 (87247)  
 -Jin Air:  $\text{In}(\text{eq}) = 7$  sec;  $\text{weight} = 3, 782$  (8727-000)  
 -Jin Air:  
    $\text{In}(\text{eq}) = 4$  sec;  $\text{weight} = 11, 712$  (8727-000)  
 -Shedder Jin Air:  
   Wed, Th, Sa, Su = 2,402 (8727-004)  
 -UA:  $\text{In}(\text{eq}) = 7$  sec;  $\text{weight} = 4, 805$  (8727-000)  
 -Air Ocean:  
   (7, 22) - Wed, Th, Sa, Su = 872 (8620)

Total 40,489

Korea Outbound Travelers  
Guam Market Share

[illegible]

- **Myokardinfarction**

## 3 month Activities/Programs

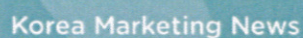
- **TV Home-shopping**
  - May : Redcap, Lotte JTB, KRT
  - On cable TV for an 1 hour
- **MICE Group**
  - May : Hyundai Insurance - 50 pax, USANA Korea - 50 pax (New), Vicurus - 50 pax (New), Yonsei University Health System - 50 pax (New)
  - June : PNP Secure - 80 pax (New)

|      | Jan | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Total  |
|------|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| 2015 | 943 | 1,491 | 1,997 |       |       |       |       |       |       |       |       |       | 4,331  |
| 2014 | 560 | 890   | 1,200 | 3,500 | 1,160 | 1,125 | 1,535 | 2,451 | 3,115 | 2,750 | 3,945 | 4,215 | 26,656 |

## 3 month Activities/Programs

- Sales contest with KE, Jin Air on May - June
- GMIF on May 15-17
- Hana Fair on June 5-7
- Air Busan schedule flight from July 22
  - 4 times per week (Wed, Thu, Sat, Sun)
  - Depart to Busan 22:05 arrive Guam 03:10
  - Depart to Guam 04:10 arrive Busan 07:10
- Tway schedule flight from August 18
  - 7 times per week (Daily)
  - Depart to Incheon 07:45 arrive Guam 13:25
  - Depart to Guam 14:25 arrive Incheon 18:10

Busan TA Sales contest with Jeju Air for Feb. - Mar.



Yeobaekhoe Fam Tour on Apr. 9





### Korea Marketing News

Busan TAs Study Tour with Jeju Air on Apr. 23



### Korea Marketing News

Online Promotion with Bomulsun Tour



Online Promotion with Hana Tour



### Korea Marketing News

Online Promotion with Web Tour



TV Home-shopping with Hana Tour



### Korea Marketing News

GMIF Promotion



Hana Tour

### North America Marketing News



### North America Marketing News





## Russia Marketing News

Pacific International Tourism Expo (PITE)  
May 21-23, 2015

- Pacific Islands Club and United Airlines partnered with GVB to promote travel to Guam at PITE in Vladivostok, Russia
- GVB delegation was led by Board of Director, Mr. Bart Jackson along with Marketing Manager, Ms. Pilar Laguna, Marketing Officers, Mr. Mark Manglona and Mr. Haven Torres, and Miss Universe Guam Brittany Bell.



## Russia Marketing News

Travel Agent Workshop, Vladivostok, RU  
May 20, 2015

- The Guam Visitors Bureau, along with partners Korean Airlines, United Airlines and the Pacific Islands Club, conducted a Travel Agent Workshop in Vladivostok, Russia at the Hyundai Hotel on May 20, 2015.
- Over thirty (30) travel agents were present to learn of exciting upcoming events for 2015/2016. U.S. Consul General for Vladivostok, Mr. Erick Holm-Olsen and Regional Manager of Korean Air, Mr. Dong Hee Cho were present for the event.



## Russia Marketing News

Guam's Tourism Development Presentation  
May 22, 2015

- During the Pacific Island Tourism Expo (PITE) 2015 in Vladivostok, Russia, GVB Marketing Manager Pilar Laguna, presented a paper on "A Strategic Point of View in the Development of Guam's Tourism Industry."
- Her presentation captivated those in attendance generated media coverage for Guam.



## Sports & Events

Guam Live: June 5-6, 2015 @ Paseo  
Stadium in Hagatña

- Overseas performers include CeeLo Green, Common Kings, Tinashe, Far East Movement, Jay Park, Hoodie Allen, w-inds, and Home Made Kazoku.



Guam Micronesia Island Fair: June  
12-14, 2015 @ Governor Joseph Flores  
Memorial (Ypao Beach) Park

- Event serves as a preview to FestPac 2016



## Treasurer's Report

| CASH, RECEIVABLES, & PAYABLES POSITION |  |             |                  |  |             |                  |  |             |          |
|--|--|-------------|------------------|--|-------------|------------------|--|-------------|----------|
| FY 2014 & FY 2015 COMPARATIVE REPORT   |  |             |                  |  |             |                  |  |             |          |
| FY 2014 (Actual)                       |  |             | FY 2015 (Budget) |  |             | FY 2015 (Actual) |  |             | Variance |
| CASH                                   |  |             | CASH             |  |             | CASH             |  |             |          |
| 2014 FY 2014                           |  | \$1,000,000 | 2015 FY 2015     |  | \$1,000,000 | 2015 FY 2015     |  | \$1,000,000 |          |
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| 2014 FY 2014                           |  | \$1,000,000 | 2015 FY 2015     |  | \$1,0       |                  |  |             |          |





### KOREA MARKET

- Chairman Baldyga noted that during his Korea trip, he noticed arrivals from Korea are substantially more than Hawaii's. Director Calvo asked if there was an explanation underlying that. Director Jackson said Hawaii has 2 flights per day and Guam has 7, he noted the growth of the LCC's (Low Cost Carriers) such as Jin Air, Jeju Air, Tway and Busan. These are all LCC's and can't fly the long haul to Hawaii so that's a big reason why Guam has grown so much.
- Chairman Baldyga noted that while Korean arrivals grew from 140k Koreans to 350k, option tour spending has increased marginally. He noted that hotel rates have gone up, the available spend for the consumer in option tours and retail has gone down and the yen has declined. But the in-fill has been Koreans, they still need to stay in hotels, and the rest of the industry is suffering. Hana and Mode are having the same problem because LCC pax are bypassing them. The optional tours sector is down 10-15% revenue this year compared to last year, with higher end tours down more. He added at some point the Board should start dialogue about what they could or should be doing.
- GM Denight said we received from Rev & Tax the list of registered, monitored and licensed bed & breakfasts'.
- Director Kloppenburg asked Director Im if he knew the number for the cottage industry. Director Im replied 50-100. Director Kloppenburg added that the FIT (Free Independent Traveler) customer is not as economically beneficial to Guam as regular pax. They come in, are met at the airport, taken to their guest home, rent their own car, etc. Many do not pay occupancy tax. GM Denight noted it's an important issue and will continue to move forward on it.

### Russia PITE Show

- GM Denight reported that Director Jackson, Miss Guam Britney Bell, Marketing Manager Pilar Liguana and marketing team attended the PITE show in Russia. Director Jackson added that it was good show with lots of people and it looks like the currency situation is stabilizing a bit. He said that they are expecting a decent summer from the Russia Market and as soon as it improves more, there are some people ready to begin direct flights.

V. TREASURER'S REPORT

Exhibit B

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

| FY 2014 (05/19/2014)                               | Balance                | FY 2015 (05/27/2015)  | Balance                |
|--|------------------------|---|------------------------|
| BANK OF GUAM                                       | \$6,637,778.54         | BANK OF GUAM  | \$8,118,000.24         |
| FIRST HAWAIIAN BANK - Membership                   | \$54,253.18            | FIRST HAWAIIAN BANK - Membership                                      | \$79,592.95            |
| RESONA BANK  | \$255,304.13           | RESONA BANK   | \$349,679.60           |
| BOG - TAF ACCOUNT                                  | \$1,097,006.99         | BOG - TAF ACCOUNT   | \$1,990,724.53         |
| BOG - RAINY DAY FUND                               | \$1,811,492.23         | BOG - RAINY DAY FUND  | \$2,051,951.08         |
| BOG - FESTPAC Trust Account                        | \$1,486,042.27         | BOG - FESTPAC Trust Account   | \$2,695,772.85         |
| MORGAN STANLEY - CD **                             | \$2,507,909.64         | MORGAN STANLEY - CD **  | \$2,512,249.99         |
| BOG - 2/12 Memorial Fund                           | \$49,699.71            |   |                        |
| <b>TOTAL CASH IN BANKS AS OF 05/19/14</b>          | <b>\$13,899,488.69</b> | <b>TOTAL CASH IN BANKS AS OF 05/27/2015</b>                           | <b>\$17,797,980.24</b> |
| **Morgan Stanley CD Market value as of 04/30/2014  |                        | **Morgan Stanley CD Market value as of 4/30/2015                      |                        |
| FY 2014 BUDGET P.L. 32-068                         | \$ 18,262,134.00       | FY 2015 BUDGET P.L. 32-181  | \$ 23,847,696.00       |
| OPERATIONS TAF Special Projects                    |                        | Operations  | \$ 20,115,000.00       |
| \$15,487,134.00 \$2,000,000.00                     |                        | Destination Development   | \$ 1,085,000.00        |
| PASS THRU APPROPRIATIONS - \$775,000.00            |                        | Capital Improvement Projects  | \$ 1,412,696.00        |
|  |                        | Pass-thru Appropriations  | \$ 1,235,000.00        |
|  |                        |   |                        |
| OPERATIONS TAF Special Projects Pass-thru          |                        | Operations Destination CIP Pass-thru                                  |                        |
| 11/14/13 \$1,161,535.00 \$ 150,000.00 \$ 58,125.00 |                        | 10/9/2014 \$ - \$ - \$ - \$ 150,000.00                                |                        |
| 11/15/13 \$1,161,535.00 \$ 150,000.00 \$ 58,125.00 |                        | 11/5/2014 \$ 3,274,437.00 \$ 230,562.00 \$ 1,100,792.00 \$ 212,750.00 |                        |
| 11/29/13 \$ - \$ - \$ 7,500.00                     |                        | 12/19/2014 \$ 1,000,000.00 \$ - \$ 100,000.00 \$ 5,300.00             |                        |
| 12/11/13 \$1,161,535.00 \$ 150,000.00 \$ 63,750.00 |                        | 12/23/2014 \$ - \$ - \$ - \$ 39,375.00                                |                        |
| 12/24/13 \$ - \$ - \$ 3,750.00                     |                        | 1/13/2015 \$ 73,713.00 \$ 90,000.00 \$ 116,250.00 \$ 136,000.00       |                        |
| 01/10/14 \$1,032,535.00 \$ 150,000.00 \$ 26,250.00 |                        | 2/20/2015 \$ 4,014,437.00 \$ 230,562.00 \$ - \$ 137,375.00            |                        |
| 01/21/14 \$ - \$ - \$ 2,500.00                     |                        | 4/20/2015 \$ 3,684,437.00 \$ 230,562.00 \$ - \$ 132,125.00            |                        |
| 02/11/14 \$ 386,100.00 \$ 150,000.00 \$ 22,500.00  |                        |   |                        |
| 03/17/14 \$1,936,970.00 \$ 150,000.00 \$ 96,000.00 |                        | Total FY 2015 Allotment Received to Date:                             | \$14,918,677.00        |
| 04/17/14 \$1,290,535.00 \$ 150,000.00 \$ 80,250.00 |                        | Accounts Receivable FY 2015   | \$8,929,019.00         |
| 05/09/14 \$ 648,017.55 \$ 150,000.00 \$ 56,250.00  |                        |   |                        |
| \$8,779,762.55 \$1,300,000.00 \$ 475,000.00        |                        |   |                        |
| Total FY 2014 Allotment Received to Date:          | \$10,454,762.55        | FY 2014/2015 ACCOUNTS PAYABLE as of 5/27/2015                         | Amount                 |
| Accounts Receivable FY 2014                        | \$7,807,371.45         | Asatsu invoices FEB, MAR, APR 2015                                    | \$1,311,923.32         |
|  |                        | Japan Miscellaneous Invoices  | \$105,926.00           |
| FY 2014 ACCOUNTS PAYABLE as of 05/19/14            | Amount                 | Guam Miscellaneous Invoices   | \$732,500.74           |
| Asatsu invoices April 2014                         | \$210,819.24           | FY 2014 Pass-thru appropriations received in FY 2015                  | \$6,500.00             |
| Japan Miscellaneous Invoices                       | \$42,177.70            | Encumbered Contracts (not yet incurred)                               | \$6,660,406.76         |
| Guam Miscellaneous Invoices                        | \$599,466.81           | Encumbered Purchase Orders (not yet incurred)                         | \$164,722.17           |
| FY 2011/2012/2013 Pass-thru appropriations         | \$292,842.24           | FESTPAC Trust Account   | \$2,695,772.85         |
| FY 2014 Pass-thru appropriations                   | \$26,250.00            | Total Payables to Date  | \$11,677,751.84        |
| Encumbered Contracts (not yet incurred)            | \$3,252,918.37         |   |                        |
| Encumbered Purchase Orders (not yet incurred)      | \$205,193.25           |   |                        |
| FESTPAC Trust Account                              | \$1,486,042.27         |   |                        |
| Total Payables to Date                             | \$6,115,709.88         |   |                        |

Director Shinohara shared that the 50% release of the 10% hold back should be forthcoming.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

FY2016 GVB BUDGET

Chairman Baldyga made a motion, seconded by Director Hofmann to ratify Executive Committee's approval of GVB's FY2016 budget ceiling request of \$28,286,250.

**Motion Approved.**

**Background:** The Guam Legislature Committee on Appropriations, requests GVB's FY2016 budget documents.



**Issue:** Board approval required.

*Discussion/Comments:*

- Chairman Baldyga noted that the Board agreed to the Budget but did not officially approve so they had to do that by EXCO and this is to ratify. Director Shinohara noted that during the budget session they talked about trying to get a better understanding of past allotments/appropriations. Chairman Baldyga said they did have a little bit of information and requested under new business to cover that.

### TLK, KGTC and HIC Meeting

Chairman Baldyga made a motion, seconded by Director Guzman to ratify Executive Committee's approval for the travel of the KMC Chairman and one (1) GVB Marketing Staff to meet with TLK, KGTC, HIC, and others to discuss joint marketing and public relations programs for upcoming promotions, i.e., Air Busan Pre-Launch Promotion, Korea MICE Expo, Hana Tour Travel Fair, and KOTFA from May 17 - 19, 2015. Cost is approximately \$2,265.00 from the Korea Account, KO-SMD023.

**Motion Approved.**

|   |   |                   |
|---|---|-------------------|
| Airfare GVB Marketing Staff - (582.00 x 1 pax)              | = | \$582.00          |
| KMC Chair Per Diem - Lodging (\$230/night x 2 nights x 25%) | = | \$575.00          |
| KMC Chair Meals & Incidentals (\$144/day x 2 days x 25%)    | = | \$360.00          |
| GVB Staff Per Diem - Lodging (\$230/night x 2 nights)       | = | \$460.00          |
| GVB Staff Meals & Incidentals (\$144/day x 2 days)          | = | <u>\$288.00</u>   |
| <b>Total:</b>   |   | <b>\$2,265.00</b> |

**Issue:** Board approval required.

*Discussion/Comments:*

- Director Jackson noted that only half the money was spent because Marketing Office Gina Kono was unable to attend. He stopped on his way to Russia and it was a good trip. He was able to meet with Henry and HIC, Mr. Hong, and some other VIP's.

### Japan Travel Agent Incentive Program

Chairman Baldyga made a motion, seconded by Director Arriola to ratify Executive Committee's approval for the travel of the General Manager or his representative and Japan Marketing Officer to attend the meetings with travel agents in Japan to further discuss the Japan Travel Agent Incentive Program from May 20-22, 2015 in Tokyo, Japan. (Estimated cost \$3,959.75; account # SMD045).

**Motion Approved.**

**Background:** This program is designed to encourage travel agents to strongly promote travel to Guam despite current downward outbound travel trends due to domestic economic issues and consumer sentiment. With the agreement from the Japan Guam Travel Association (JGTA) to be audited for actual pax arrivals the details of the incentive plan have been finalized and will be presented to the Japan Guam Tourism Council in Japan as well as the JGTA locally.

Breakdown is as follows:

|  |                       |                   |
|--|-----------------------|-------------------|
| Airfare                                      | \$1,000.00 x 2 =      | \$2,000.00        |
| General Manager                              |                       |                   |
| Tokyo Per Diem - Lodging                     | \$220.00 x 2 nights = | \$440.00          |
| Tokyo Per Diem - Meals & Incidental Expenses | \$216.25 x 3 days =   | \$648.75          |
| Staff  |                       |                   |
| Tokyo Per Diem -Lodging                      | \$179.00 x 2 nights = | \$352.00          |
| Tokyo Per Diem - Meals & Incidental Expenses | \$173.00 x 3 days =   | \$519.00          |
| <b>TOTAL</b>                                 |                       | <b>\$3,959.75</b> |

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

### Japan Office Staff Trip to Guam

Chairman Baldyga made a motion, seconded by Director Shinohara to ratify Executive Committee's approval for the travel of Satoe Mukai, GVB Osaka staff, to assist Japan Marketing staff from May 18 - June 8, 2014. (Estimated cost \$3,077.39; account#SMD045)

**Motion Approved.**

|   |                   |
|---|-------------------|
| Travel Expenses   |                   |
| Airfare: (Economy rate, oil surcharge, airport fee inclusive) | \$538.39          |
| Hotel:  | \$1,100.00        |
| United Flight: 11 May KIX 11:05am-GUM 3:35pm UA 150           |                   |
| 08 JUN GUM 4:45pm-KIX 7:45pm UA177                            |                   |
| R/T Transportation to airport:                                | \$64.00           |
| Guam Per Diem: \$62.50 x 22 nights                            | \$1,375.00        |
| <b>Total:</b>   | <b>\$3,077.39</b> |

**Background:** To assist the Japan marketing head office staff, Ms. Satoe Mukai, Osaka office staff will assist in the planning of Hafa Adai Study Tour, Music Festival and the other projects going on. While on the island, she will assist Nadine Leon Guerrero, Japan Marketing II and work together with Japan office staff members to make all projects be a success.

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

*Discussion/Comments:*

- o GM Denight introduced Sateo Mukai from the GVB Osaka Office who came to help with the Hafa Adai Study Tour. He also mentioned that with Felix Reyes retiring from GVB, Satoe has been a big help. He thanked KenCorp for assisting with her stay.

### Air Busan Prelaunch Promo Event

Chairman Baldyga made a motion, seconded by Director Shinohara to ratify Executive Committee's approval for the travel of ten (10) pax (GVB General Manager or his designee, one GVB Marketing Staff, Cultural Heritage Officer, two musicians, four dancers and one Miss Guam) to attend the Air Busan Pre-Launch Promotion in Busan, Korea from May 30-31, 2015. (Cost is approximately \$5,020.00 from account KO-SMD023 and \$19,560 from account no. DM-CPO002).

**Motion Approved.**



|                                       |            |
|---------------------------------------|------------|
| Marketing Cost Breakdown:             |            |
| GVB General Manager:                  |            |
| Airfare                               | \$800.00   |
| Lodging (\$233/night x 4nights + 25%) | \$1,165.00 |
| M&IE (\$147/day x 4days + 25%)        | \$735.00   |
| GVB Marketing Staff                   |            |
| Airfare                               | \$800.00   |
| Lodging (\$233/night x 4nights)       | \$932.00   |
| M&IE (\$147/day x 4days)              | \$588.00   |
| Total:                                | \$5,020.00 |

|           |   |          |   |             |
|-----------|---|----------|---|-------------|
| Airfare   | 8 | 800.00   |   | \$6,400.00  |
| Per Diem  |   |          |   |             |
| Lodging   | 8 | \$233.00 | 4 | \$7,456.00  |
| M&IE      | 8 | \$147.00 | 4 | \$4,704.00  |
| Prof Fee  |   |          |   |             |
| Musician  | 2 | \$100.00 | 2 | \$400.00    |
| Dancers   | 4 | \$50.00  | 2 | \$400.00    |
| Miss Guam | 1 | \$100.00 | 2 | \$200.00    |
| Total:    |   |          |   | \$19,560.00 |

**Background:** Air Busan is a LCC airline based in Busan, Korea. The airline began operations in 2007 and has since serviced many neighboring countries such as Philippines, Vietnam, Japan, China, Taiwan, Cambodia, and soon Guam. Air Busan plans to launch flights from Busan to Guam on July 22 in celebration of Guam's Liberation Day and will be flying 4x a week.

Korea Office received a request from Air Busan for a pre-launch promotion. Haewundae Beach in Busan will have their spring festival parade and would like to use that opportunity to promote Air Busan launch to Guam. GVB will be sending the General Manager or his designee, a GVB marketing staff, Cultural Heritage Officer, cultural dancers, and a Miss Guam.

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

*Discussion/Comments:*

- GM Denight noted that they are bringing cultural dancers to attend a consumer promotion for Airbusan. DGM Taitague will attend with Chaco staff in an effort to support new LCC's at they come in.

#### KOREA MICE EXPO & HANA TOUR 2015

Chairman Baldyga made a motion, seconded by Director Arriola to ratify Executive Committee's approval for the travel of eight (8) pax (1 GVB DM Staff, 1 Miss Guam, 2 Musicians & 4 Cultural Dancers) to attend the the Hana Tour 2015 in Seoul, South Korea from June 5-7, 2015. (Cost is approximately \$20,668.00 from account no. DM-CPO002).

**Motion Approved.**

**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.

|           |   |          |   |             |
|-----------|---|----------|---|-------------|
| Airfare   | 8 | 900.00   |   | \$7,200.00  |
| Per Diem  |   |          |   |             |
| Lodging   | 8 | \$230.00 | 4 | \$7,360.00  |
| M&IE      | 8 | \$144.00 | 4 | \$4,608.00  |
| Prof Fee  |   |          |   |             |
| Musician  | 2 | \$100.00 | 3 | \$600.00    |
| Dancers   | 4 | \$50.00  | 3 | \$600.00    |
| Miss Guam | 1 | \$100.00 | 3 | \$300.00    |
|           |   |          |   | \$20,668.00 |

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

*Discussion/Comments:*

- o GM Denight noted that this is one of the major Korean Trade Shows and the cultural dancers will be performing at the (Guam) booth.

#### 4<sup>th</sup> PATA Academy Human Capital Development

Chairman Baldyga made a motion, seconded by Director Hofmann to ratify Executive Committee's approval for the travel of GVB Deputy General Manager to attend the 4<sup>th</sup> PATA Academy Human Capital Development from June 2-4, 2015 in Bangkok Thailand (Cost approximately \$3,000.00. Funds to be identified by management.)

**Motion Approved.**



Travel Expenses:

|                      |   |            |
|----------------------|---|------------|
| Registration:        |   | \$1,070.00 |
| Airfare: PUS/BKK/GUM |   | \$700.00   |
| Per Diem:            | Lodging: \$146 x 25% = \$182.50 x 4 nites | \$730.00   |
|                      | M&IE: \$100 x 25% = \$125 x 4 days        | \$500.00   |
| Total:               |   | \$3,000.00 |

**Background:** The 4<sup>th</sup> PATAcademy-HCD is a pillar of PATA Human Capital Development designed to train and educate the travel industry to rise and broaden their practical experience, engage with leading speakers and learn from their peers. The academy aims to educate, provide skills training and increase the creativities of the participants.

Tourism is growing globally at a fast rate and the demand for skilled talent in the sector is far exceeding the supply. The academy will be used to train participants to be a part of solutions to tourism growth, engage creative and innovative ways and ideas to shape the talents in each sectors, set up certain frameworks that may best challenge participants to think of all angle in the ever growing industry.

After successful completion of the course, the participants will be awarded with a certificate “Certified Asia Pacific Economy Expert – Human Capital Development”.

Guam’s participation in the PATAcademy-HCD will assist in our island’s growing tourism industry in comparing with other participants from other destinations on how they handle their visitor mix, suggestions to increase visitor yield and market share, as well as working towards the MICE market in creating solutions to increase hotel inventory on the island. In addition to this, with Guam hosting next year’s PAS2016, FESTPAC 2016 to include other types of events from sports to meetings & conventions, participation to the academy will gain invaluable information to assist in the bureau’s system of coordinating, executing, promoting, and planning these future events.

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

## B. JAPAN

Exhibit C

Committee minutes dated May 12, 2015

Director Morinaga reported today’s news from Japan Ministry of Finance- the yen is expected to get weaker. Possibly up to 135.

Director Morinaga noted that Mongolia wants to start bringing customers through Japan. Chairman Baldyga added that they should look at Mongolia as a possible market.

### Hafa Adai Guam Study Tour 2015

Director Morinaga made a motion, seconded by Director Shinohara to approve travel for five GVB Japan staff, GVB Japan Manager, GVB Japan Marketing & PR Representative, GVB Eastern Japan Sales & Marketing Representative and GVB Western Japan Sales & Marketing Representative and GVB Japan Sales Manager to join Hafa Adai Guam Study Tour in 2015. (Estimated cost of travel \$2,500.00, Account #SMD002).

**Motion Approved.**

**Travel Expenses**

|                                |                                  |           |
|--------------------------------|----------------------------------|-----------|
| Airfare:                       | \$200.00 x 5 pax (including FSC) | \$1000.00 |
| R/T Transportation to airport: | 5pax                             | \$500.00  |
| Guam Per Diem:                 | \$62.50 x 3 nights x 4pax        | \$750.00  |
|                                | \$62.50 x 4 nights x 1pax        | \$250.00  |

**Total:** \$2500.00

**Background:** Approximately 70 travel agents will come from Japan for this year's Hafa Adai Study Tour. Participants are traveling from Sapporo, Sendai, Niigata, Narita, Nagoya, Kansai, and Fukuoka and will be joined by travel media. In addition, this will be the Japan Sales Manager's first trip to Guam since joining the Bureau.

**Schedule:**

June 5 and 6 Arrivals

June 6: Seminar, Trade Show, Site inspections and attendance of Guam Live International Music Festival

June 7: General Manager's Cocktail Reception

June 8: Return to Japan

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

**C. KOREA**

**Exhibit D**

Committee minutes dated May 5, 2015

Director Jackson reported 2 big trade shows in June- HANA and KOTFA. He reported Air Busan flights in July and Tway flights in August via Osaka, and flights from Daegu- third largest city in Korea.

**D. MEMBERSHIP & COMMUNITY DEVELOPMENT**

Director Guzman reported they put out the RFP for the membership position and had 2 respondents. They need to review their qualifications and will forward their decision to the Board.

Director Guzman said they are working on the drop down for the members-only website and also social media for membership drive.

Director Guzman reported on Community Development side, they are waiting for FestPac outreach to come together.

Chairman Baldyga noted that it's important to show what GVB does for the community. He recommended coming together with a plan recognizing community support and outreach.

**E. NORTH AMERICA & PACIFIC MARKETS**

**Exhibit E**

Committee minutes dated May 6, 2015

**Travel Madness Expo**

Director Arriola made a motion, seconded by Director Shinohara to approve travel for GVB General Manager or his designee, GVB Marketing Manager and one (1) Marketing Staff to attend the Travel Madness Expo in the Philippines from July 3-5, 2015 (Cost is approximately \$6,500.00, Acct. No. TTC088/SME003).

**Motion Approved.**



**Travel Expenses:**

|  |                   |
|--|-------------------|
| Airfare GUM-MNL: \$600 x 3 pax =               | \$1,800.00        |
| Per Diem: Lodging 4 days + M&IE 5 days x 25%   | \$1,651.25        |
| Per Diem: Lodging 4 days + M&IE 5 days x 2 pax | \$2,642.00        |
| Unanticipated Expenses:                        | \$406.75          |
| <b>TOTAL EXPENSE:</b>                          | <b>\$6,500.00</b> |

**Background:** The travel industry is out to show its might at the forthcoming Travel Madness Expo 2015, with most of its 5,000 players poised to show up at the event as exhibitors and in other capacities to show their unity with all the allied sectors and the general public.

All of the four exhibit halls of the SMX Convention Center in the Mall of Asia have been booked for this biggest ever multisectoral participation in the Travel Madness Expo, which has been setting record highs since its debut in 2012.

The event is organized by executives of the top travel agencies in the Philippines and is considered to second largest travel expo in the Philippines.

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

**Governor's Trade Mission Manila**

Director Arriola made a motion, seconded by Director Jackson to approve travel for GVB General Manager or his designee to attend the Governor of Guam's Trade Mission in Manila, Philippines from June 17-19, 2015. Approximate cost is \$2,500.00 and will come from account no. PI-SME003.

**Motion Approved.**

**Travel Expenses:**

|  |                   |
|--|-------------------|
| Airfare GUM-MNL: \$600 x 3 pax =             | \$700.00          |
| Per Diem: Lodging 4 days + M&IE 4 days x 25% | \$1,500.00        |
| Unanticipated Expenses:                      | \$300.00          |
| <b>TOTAL EXPENSE:</b>                        | <b>\$2,500.00</b> |

**Background:** The Guam Visitors Bureau (GVB) has been invited by the Governor of Guam and the Guam Economic Development Authority (GEDA) to participate in the upcoming Trade Mission in Manila, Philippines from June 17-19, 2015.

The focus of the trade mission is to attract new business investments to Guam in the areas of tourism, attractions, airlines, support services, military buildup support, IT technology, higher education, agriculture and financial services.

Guam remains a popular destination of choice for visitors from the Philippines. With its proximity and convenience of travel to complement Guam's offerings such as duty-free shopping, its unique culture and wide range of optional tours and attractions, the trade mission is an opportunity to further develop interest in investment to Guam in this viable market.

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

## F. RESEARCH

Director Shinohara reported there was discussion on releasing new customs forms – waiting until April of next year.

## G. RUSSIA & NEW MARKETS

Director Jackson reported the trade show was productive; they met with agents. Marketing Manager Pilar Laguana filled in for Gerry Perez who was unexpectedly deported from Russia because of visa issue. He added there is great interest in Guam from Russia and business is expected to pick up.

## H. SPORTS & EVENTS

Exhibit F

Committee minutes dated May 21, 2015

Director Calvo reported 2 upcoming events: Guam Tennis Tournament expected to bring about 120 visitors to Guam, and EIF which will bring added value to our off-island visitors. She said they added a new member to their committee- Linda from T-Galleria.

## I. VISITOR SAFETY & SATISFACTION

Exhibit G

Committee minutes dated April 22, 2015

## J. ADMINISTRATION & GOV'T RELATIONS

GM Denight reported they did the RFP rating with a panel of board members and 2 staff to start negotiating with the highest rated proposer. If they aren't able to come to an agreement they will go on to the second- standard procedure. Chairman Baldyga said it's been a long process and asked that after they select a successful offeror and they come with options, that it be presented to the Board. Director Calvo noted that for the record, he would like to recuse himself from any deliberation on this matter. He added that someone in his office is working with one of the proponents on this, he doesn't know anything about it, but it came across conflict check and he wanted to bring attention to the Board. Chairman Baldyga noted that it would be OK for Director Calvo to recuse.

### GVB RFP 2015-005 TUMON BUS SHELTER PLANNING & DEVELOPMENT PROJECT

Chairman Baldyga made a motion, seconded by Director Jackson to authorize the General Manager as Chief Procurement Officer to negotiate with the highest-ranking qualified offeror in response to GVB RFP 2015-005, Tumon Bus Shelter Planning & Development Project, and if successful, enter into contract

**Motion Approved.**

**Background:** GVB issued this Request for Proposal soliciting proposals from qualified professionals to assist GVB with the Tumon Bus Shelter Planning & Development Project.

The successful firm for this project will meet with GVB's Bus Shelter Task Force to develop the specifications and bid documents for the proposed TUMON BUS SHELTER PLANNING & DEVELOPMENT PROJECT.



It is, therefore, GVB's intent to allow the best-qualified firm to assist GVB with the design and selection of a pre-fabricated bus shelter, develop the bid packet and to assist with answering any technical questions that may arise as part of the bidding process.

This motion will enable the GVB GM to proceed with contract negotiations with the highest-ranking qualified Offeror as determined by the evaluation committee.

**Issue:** Board approval required.

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#### **GVB RFP 2015-003 EVENT MANAGEMENT SERVICES FOR GUAM KO'KO**

Chairman Baldyga made a motion, seconded by Director Hofmann to authorize the General Manager as Chief Procurement Officer of the Bureau to negotiate with the highest-ranking qualified offeror of GVB RFP 2015-003, Event Management Services for the Guam Ko'ko' Half Marathon and Ekiden Relay, and if successful, enter into contract.

**Motion Approved.**

**Background:** The Guam Visitors Bureau (GVB) requests proposals (RFP) for event management services to retain an event management agency to execute the overall management and coordination of the 2015 Ko'ko' Half Marathon and Ekiden Relay.

**Issue:** Board approval required.

#### **K. CULTURE & HERITAGE**

Director Arriola shared that GVB Guam Chamorro Dance Academy has always worked with Master of Chamorro Dance Frank Rabon and this past Sunday UOG recognized him with an Honorary Doctor Degree in Micronesian Studies.

#### **KOTFA 2015**

Director Arriola made a motion, seconded by Director Jackson to approve travel for eight (8) pax (1 GVB DM Staff, 1 Miss Guam, 2 Musicians & 4 Cultural Dancers) to attend the 2015 KOTFA from June 11-14, 2015 in Seoul, South Korea. (Cost is approximately \$23,552.00 from account no. DM-CPO002).

**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   | 8 | 450.00   |   | \$3,600.00  |
| Per Diem  |   |          |   |             |
| Lodging   | 8 | \$230.00 | 6 | \$11,040.00 |
| M&IE      | 8 | \$144.00 | 6 | \$6,912.00  |
| Prof Fee  |   |          |   |             |
| Musician  | 2 | \$100.00 | 4 | \$800.00    |
| Dancers   | 4 | \$50.00  | 4 | \$800.00    |
| Miss Guam | 1 | \$100.00 | 4 | \$400.00    |
|           |   |          |   | \$23,552.00 |

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

*Discussion/Comments:*

- o Director Jackson noted KOTFA is the official overseas travel show, not affiliated with any specific agent, and is the biggest industry wide show.

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

Director Arriola made a motion, seconded by Director Hofmann to approve travel for seven (7) pax (GVB DM Staff, 2 musicians & 4 cultural dancers) to attend the 2015 ITE & MICE Travel Expo in Hong Kong SAR from June 11-14, 2015. (Cost is approximately \$25,525.00 from account no. DM-CPO007)

**Motion Approved.**

**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.



|          |   |          |   |             |
|----------|---|----------|---|-------------|
| Airfare  | 7 | 800.00   |   | \$5,600.00  |
| Per Diem |   |          |   |             |
| Lodging  | 7 | \$355.00 | 5 | \$12,425.00 |
| M&IE     | 7 | \$180.00 | 5 | \$6,300.00  |
| Prof Fee |   |          |   |             |
| Musician | 2 | \$100.00 | 3 | \$600.00    |
| Dancers  | 4 | \$50.00  | 3 | \$600.00    |
|          |   |          |   | \$25,525.00 |

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

## L. DESTINATION MANAGEMENT

### TUMON DISTRICT IMPROVEMENT

- Director Guzman reported they are working on the Tumon District Improvement Program. 80% of everything has been laid out- all the current projects, anticipated projects, schedules, costs, challenges, etc. Chairman Baldyga requested for a draft copy.
- Director Guzman reported the FHWA would be in Guam next week to have another discussion regarding the Tumon Road work. He noted the roadwork is more about pedestrian safety and the FHWA will not support anything on San Vitores Road because it's not built to FHWA specification. Chairman Baldyga noted that The Governor is supportive about putting together a plan for redevelopment/reinvigoration investment in Tumon. Director Guzman said to start thinking in terms of a plan - top on the list: resurfacing the road from hospital loop to the Nikko. He added that FHWA can support a traffic study for pedestrians because there are about 4-5 major danger spots.

Director Guzman said their next step is to fine tune current and projected projects that are on the books right now and will bring it back to DMC for approval and then present it to the Board. GM Denight noted that one of the hot bond projects was Tumon pedestrian safety and crosswalks. He noted 2 areas of focus- building a permanent crosswalk for Chamorro Village and the other project, the X crosswalk in front of DFS, and the need for 2 crosswalks from LV to Outrigger side. GM Denight said plans should be complete soon.

Chairman Baldyga added that he would really like to prioritize the handbilling/touting in Tumon. Director Guzman said they have a separate group looking at the enforcement issues.

Director Hofmann reported they are putting up the first tower for the early warning tsunami system. He also reported that the grass is cut and they are working on vandalism.

Director Im noted the dangerous traffic loop near the Hilton- lack of traffic signs and confusing for tourists. He recommended paint on the road to show flow of traffic.

## M. GREATER CHINA

Director Kloppenburg reported that the market is doing OK. Lots of charter flights coming in. They had the GMC meeting 2 weeks ago. GM Denight added that some members of the Shenyang Tourism Authority are coming in the next few weeks. These are high-level officials.

## VII. OLD BUSINESS

## VIII. NEW BUSINESS

## IX. EXECUTIVE SESSION

## X. ANNOUNCEMENT

### Upcoming Board Meetings:

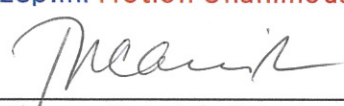
- o Thursday, June 11, 2015 at 4:00pm, GVB Main Conference Room
- o Thursday, June 25, 2015 at 4:00pm, GVB Main Conference Room


### Announcements:

- o Chairman Baldyga will be off-island for the next board meeting dated June 11, 2015

## XI. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Morinaga, to adjourn the meeting. Meeting adjourned at 5:28p.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 finalize signage/touting/abandoned building/hand-billing legislation and submit by August 1, 2015.
2. Tumon Masterplan Task Force
  - o Management to incorporate into a capital request for funding possibly via a bond.
  - o Submit a draft plan by August 1, 2015
3. Management to schedule briefing for Senators: Overview/Budget Preview/5yr CAPX
  - o Possible breakfast meeting
4. Management to create a promotional video for all markets.
5. Management to request PATA to schedule a task force in conjunction with the PATA Conference. Schedule by September 1, 2015.
6. Community Outreach to develop a plan for increasing public awareness of GVB's actions and contributions to the community by August 1, 2015