

BOARD OF DIRECTORS REGULAR MEETING

Thursday, July 9, 2015 - 4:00 p.m. Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:

Director Norio Nakajima Director Milton Morinaga Director Bartley Jackson Director Eduardo Calvo

Chairman Mark Baldyga

Director Clifford Guzman Director Hong Soon Im Director Robert Hofmann Director Katarina Sgro

BOARD of DIRECTORS ABSENT:

Director Theresa Arriola - Off-island Director Samuel Shinohara - Off-island Director Bruce Kloppenburg - Off-island

GVB MANAGEMENT & STAFF PRESENT:

GM Nathan Denight Rose Cunliffe Lisa Linek June Sugawara

June Sugawara Brian Borja Gina Kono Dara Roberto Ana Cid

Nicolas Yasuhiro Doris Ada Haven Torres Antonio Muna Jr. Josh Tyquiengco Regina Nedlic Nakisha Onedera Meriza Peredo

GUESTS:

Bernice Rivera - Office of Senator Tina Muna Barnes Alan Cepeda - Office of Senator Tina Muna Barnes

I. CALL TO ORDER

General Manager Jon Nathan Denight called the meeting of the board to order at 4:24pm.

(Chairman Baldyga arrived at 4:53pm)

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Jackson made a motion, seconded by Director Guzman, to approve the minutes of the previous Board of Directors meeting dated June 25, 2015. Motion Umanimously Approved. (Subject to minor revisions)

III. CHAIRMAN'S REPORT

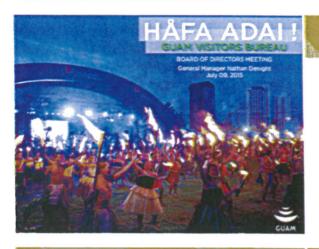
Chairman Baldyga said he met with Lieutenant Governor Tenorio and Acting Police Chief Cruz. Some of the issues discussed were handbilling enforcement, and the possibility of expanding the CAPE program for all nonmoving violations. Overall the meeting went very well.





Chairman Baldyga reported they received a request from the Department of Revenue & Taxation to fund 2 agents to specifically be in charge of TAF audit/enforcement. They will set up a meeting with Rev & Tax for further discussion.

IV. GENERAL MANAGER'S REPORT



PRELIMINARY Visitor Arrivals JUNE 2015 Total: 101,047 (-1.7%)

2000	Origin	Partition	% to LY
53.7%	Japan	54,263	-5.2%
30.6%	Korsa	31,361	14,3%
5.6%	L/S./Homenic	5,884	-0.9%
3.0%	Tacwaer	3.075	-34.5%
73%	China	1102	34.4%
3.3%	Proses	297	-85.7%

PRELIMINARY Visitor Arrivals CYTD 2015 (January 2015 - June 2015) Total: 671,076 (2.0%) PRELIMINARY Visitor Arrivals FYTD 2015 (October 2014 - June 2015) Total: 1,001,020 (1.6%)

Market Min	0000000	Crigin	Part	% to LY
570	P%	Japan	382,825	-43%
and the second			نعالمناكلين بالناء	the last do not
27.3	9%	Korea	187,402	26,5%
		US/Hawaii		刀部5
		and the transfer	16 14 Hay 2012 12	
3.3	3%	Tanssan	20,029	-16.2%
l.	516	China	0,008	55.71
		Salaret the second	James March	L'allen de la constante
0.	3%	Russia	1,784	-84.29

% Mark	et Mix	Origin	Pax	% to LY
1.47		Japan	577.677	-5.2%
	270%	Korsa	270,089	25.0%
	5.2%	US/Hamai	51,812	11.0%
	2.9%	Tanware	29,165	-16.2W
	16%	China	15,544	57,0%
and the special control of	0.3%	Physics	3,089	78.8%

PRELIMINARY MTD Visitor Arrivals July 1 - 8, 2015 Total: 23,973 (-6.7%)

% Mari	eet Mix	Origin	Pax	% to LY
	51.7%	Japan	12,385	-90%
	30.8%	Komie	7.392	13,3%
	4.4%	L/S/Hawaii	1,058	-16.8%
6 J. F. W. 18	7.6%	Tanwan	1,831	-5.2%
	Y.ya.	China	113	-38.JW
	0.3%	Russia	62	-91.2%

Japan Marketing News

3 month Forecast							
Month	Forecast		100	2015 Sents	2014 Seats	5 Seat	
School St.	58,000	63,348 87,572	3.89%	82.762 50.475	25.548	6.71%	
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Japan Marketing News

Airline Visit in Tokyo: June 24-25, 2015

- GVB conducted airline visits to promote the tourism industry. and the frequency of airline operation between Japan and
- Guam.

 GyB met a total of 7 airline management teams for a two day period and discussed the operation from un-served destinations. in Japan to Guain and the future possibility of charter operations for the peak period.
- Arline visits included:
 China Airlines
 Delta

 - Japan Airlines

 - United
 Korean Air
 - All Nippon Airways
 Vanilla Airlines



Japan Marketing News

Sendai Guam Live Presentation: July 5-7, 2015





- Delegation: Nadine Leon Guerrero, Marketing Officer II, Miss World Guam and Miss Universe Guam Promotion with JTB and HIS
- Media visits to TBC TV, KHB TV, NHK TV, Asahi Newspaper and Yomiuri Newspaper, FM Sendai. Estimate 2 million viewers saw live TV broadcast on 2 TV stations. Full PR report to be submitted
- soon. Courtesy calls to Governor of Miyagi, Deputy Mayor of Sendai City, Sendai Chamber of Commerce

Japan Marketing News

· Campaign Title

Capture and submit your "only on Guam" sights and experiences!

Tell Toshi Chan! Campaign

Superal prices (Grapm secultures for their enumber than

· Campaign Visual; For travel agency pamphlets



Japan Marketing News

Tell Toshi Chan! Campaign

「Singing & Dancing」

Japan Marketing News

Tell Toshi Chan! Campaign

[Singing & Dancing]

Korea Marketing News

3 month Forecast

Month	Entregant Past	LantYour	%Change	Seat Femoral 115	Sent Data 34	16. Change Souts
June	28,500	27,258	4.0%	37,969	36,192	25.8%
July	32,640	26,413	21.2%	42,415	31,214	29.7%
August	36,000	27,347	32.1%	50,667	32,977	53.6%

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Toul \$5,647





Corea Marketing News

3 month Activities/Programs

- · MICE Group
 - June PNP Secure 80 pax KT 60 pax, Hyundai Motors 60 pax

ESTEE - 80 pax

- July: LG U+ - 50 pax

	TA65/	Mich	1.87	1526	120							186	
2715	2641	2460	.857	6,720	5.546								1200
250	35/15	(400)	139	500	1.195	1,5	1.500	1.551	1:13	1.59	1946	4.28	8.00

Korea Marketing News

AIR BUSAN INAUGURAL FLIGHT July 23, 2015 at 3:10AM



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

Korea Marketing News

Guam BBQ Block Party: Team Korea







Singer/Actor Seung-nam Kwak (Sous Chef)

China Marketing News

Reality show filming project - We Are In Love

One of the top China provincial satellite TV stations-Jiangsu One of the top China provincial satellite TV stations-Jiangsu Satellite impliemented their famous celebrity reality show "We Are in Love" on Guain from May 27 – June 10, 2015. Footage and in-depth exposure to Guain will add to an estimated media return of \$6.336,000. The show was released this past Sunday, July 5th.





Hong Kong Marketing News

International Travel Expo (ITE) 2015

- Over 45 partners (travel agents & media) attended Guam's trade seminar (Pacific Islands Club & United Airlines also attended and dislivered presentations)
- Champing cultural performances at GVBHK's booth Guamisson "The Most Romantic Journey" again, which is voted
- by general public
- Special Air Fare (HK\$1400/US\$180) offered for people working alt travel agents during ITE.





China Marketing News

Memorandum of Friendship Signed: GVB & Shenyang Municipal Tourism Bureau July 8, 2015

Dejective: To commemorate the existing relationship between GVB and Shenyang To commemorate the electing relationship between GVB and Sheryan Municipal Tourism Bureau, to send thanks to those who have made great efforts in building this relationship, to deepen understanding between people of both parties; to enhance cooperation with each other an promoting further exchanges among citizens and businesses tourism, education, culture, sports, and economy.









Sports & Events

Visit Guam 2016 Expo: July 18, 2015



- Event will be from 10:30 a.m. –
 2:30 p.m. at the Micronesia Mall center court
- 2016 Calendar and Only on Guamcampaign launch
- Event exhibitors, cultural performances, free giveaways and raffle prizes scheduled
- Expo is free to the public

Sports & Events

Guam BBQ Block Party: July 18, 2015

- 5:30 p.m. 10 p.m. at Pleasure Island in Tumon
- Team from Korea to compete with local BBQ
- Global media covering event
- Live art, music, entertainment & vendor booths to be featured
- Thousands expected
- · Event is free



Treasurer's Report

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V. TREASURER'S REPORT

Exhibit B

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

FY 2014 (07/07/2014)		Balanca	FY 2015 (07/8/2015)					Balance			
BANK OF GUAM		\$6,059,510.96	BANK OF GUAM				-	\$7,024,568.67			
FRST HAWARAN BANK - Mem Decemb		\$52,389,53	FIRST HAWA		ANK - Merni	bersti.	P				\$77,327.58
RESONA BANK		¥ 27.334.39	RESONA BA	NK							9169,182,35
80G - TAF ACCOUNT		\$1,033,942,46	BOG TAFA	CCOU	T.M						\$1,057,93416
BOG - RAINY DAY FUND		\$1,926,854,39									\$2,052,962.65
BOG - FESTPAC Prust Account		\$1,507,339,96	BOG - FESTE	PAC TO	INE ACCOUNT						52,896,213.50
MORGAN STANLEY - CD "		\$2,508,952,39	MORGAN ST	MANLEY	- CD **						\$2.5 2 398.45
AICG - 2/12 Memorial Fund		\$693.60	TOTAL CA								\$16,514,487.32
TOTAL CASH IN BANKS AS OF 06/23/14		\$13,110,918,08	"Murgan Sta	anley Ol	Distance van	UP 05	SF 5/31-20	5		-	
"Worgan Stanley CD Warket value as of 05: 31/13	walke if withdrawn										
prior to mesonty - Wesunity Data October 3013)		1	FY 2015 BUI		1, 32-181					8	23,547,698.00
			Comstons					5	20,75,000,00		
FY 2014 BUDGET P.L. 32-056	8	18,262,134.00	Destinanto					2	1,085,000,00		
CPERATIONS TAF SURGIS Projects					ent Projects			25	\$472,696,00		
\$15,487.33400 \$2,000,000.00		1	Pess-thru /	Approp	metions			8	1,235,000,00		
PASS THRU APPROPRIATIONS - \$775,000,00		1									
		1	1		Operations	-	ratioaction		OP		Pess-stary
		1	10/9/2014	\$		5		3		2	150,000.00
OPERATIONS TAF Speciel Projects	Pess-tratu		11/5/2014				230.36Z.06		5,100,753.00		212,754.00
11/14/13 53.561.535.00 \$ 150,000.00	\$ 58,125.00		12/19/2014	9	1,000,000.00		*	5	100,000.00	-	9,300.00
11/15/13 \$1,161,135.00 \$ 150,000,00	\$ 58,529.08		12/23/2014	9		8				5	39,375.00
11/29/13 5 -6- 5 -6-	\$ 7,500.00		1/13/2015	5	79,713.00	-	90,006.00	-	116,290.00	-	136,000.00
12/11/18 51,161,551.00 5 156,000.06	\$ 63,750.00	1	2/20/2015	_	4,014,497.00	-	230,302.00	-		\$	137,375.00
12/24/28 5 -6- 6	\$ 3,756.00		4/20/2015	-	3,684,497.00		230,362.39	\$		\$	132,125,06
01/10/14 \$1,022,535.00 \$ 156,000.08	\$ 26,250.00		5/22/2015	5	950,390,00	diverse		. 5		3	
01/21/14 5 45 5 46	\$ 3,500.58			\$	12,897,324.60	\$	781,586.00	9	8,317,347.66	5	W12,025.00
DE/11/14 6 386,300.00 \$ 150,000.00	\$ 22,900.00		11								
03/17/14 31,996,970.00 \$ 156,006.00	\$ 96,000.08										***
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06/19/14 Skil61435.00 \$ 150,000.00	5 56,250.50										
\$9,541,297.35 \$1,350,000.00	\$581,250.00									-	
1			1		TS PAYABL		N 1/8/2UE	3		L	Amount
Total FY 2014 Allothent Received to Date:	-	\$11,022,547.95			FEB-JUN 3						\$1,574,996 13
Accounts Receivable FY 2014		\$8,429,586.45						\$55,427.50			
	-				MOUNT ENDON						\$459,637.98
FY 2014 ACCOUNTS PAYABLE ISS OF D6/19/14		Amount	Encumbered Contracts (not yet incurred)					95,59C,406.75			
Asettau invoices April 2014		1277.异汉总						\$173,900,60			
Japan Miscellaneous Involces		159,518.44					\$2,896,313.50				
Guerr Miscatianeous Involces		\$245,298,67	Total Payet	pies to	Date					1	\$3,620,862,40
FY 2011/2012/2013 Post-time appropriations		9297,842.24									
PY 2014 Pereultinu appropriations		\$3,750.00									
Encumbered Committee (not yet insurred)		\$2,375,108.43									
Encumpered Purchase Orders (not yet incurred)		\$205,117,76									
FESTPAC Trust Account		\$1,507,239 86									
Total Payables to Dece		\$4,958,637.32	1								

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. MEMBERSHIP & COMMUNITY OUTREACH

Director Guzman reported they are looking at holding the Membership meeting in August. On the agenda: Tourism 2020- He suggested the Chairperson of each committee present a report.

C. NORTH AMERICA & PACIFIC MARKETS Committee minutes dated July 1, 2015

Exhibit C

GM Denight reported they attended the Travel Madness Show in Manila and met with different travel agents. He noted that we continue to make positive gains in the Philippine market.





PATA MICRONESIA CHAPTER 2ND TRI-ANNUAL MEETING

Director Jackson made a motion, seconded by Director Hofmann to approve travel for GVB Marketing Manager, Marketing Officer II, and N. America/Pacific Chairwoman to attend the PATA Micronesia Chapter 2nd Tri-Annual Meeting taking place in Kosrae, F.S.M from July 31 – August 4, 2015. (Cost is approximately \$5,007.50 from the FY2015 Pacific Market Acct. No. PA-SMD024)

Motion Approved.

Travel Expenses:

Airfare GUM-KSA-GUM: \$430 x 3 pax \$1,290.00 Per Diem: L+MIE \$198 +25% x 5 days x 1 pax \$1,237.50 Per Diem: L+MIE (Staff) \$198 x 5 days x 2 pax \$1,980.00

Unanticipated Expenses: \$500.00 TOTAL EXPENSE: \$5,007.50

Background: The Guam Visitors Bureau takes an active role in the Pacific Asia Travel Association (PATA) Micronesia Chapter with the GVB Marketing Manager serving as the PATA Chairperson. In 2016, Guam will be host to various events to include the 12th Festival of Pacific Arts from May 22-June 4, 2016. In addition to FESTPAC, Guam was awarded to host the next PATA Annual Summit (PAS) during the month of May to tie-in or take place near the dates of the FESTPAC festivities for visitors to stay in time for post tours.

The upcoming meeting in Kosrae will be an anticipated productive one since the chapter will be focusing on promoting all 2016 activities within the region as well as getting the Micronesia partners more active into the coordination and planning of the upcoming PAS2016. In addition, in line with PATA International's sustainability campaign, the Micronesia Chapter will be working jointly with Kosrae Visitors Bureau to conduct a Eco-Friendly Community project as part of the Environmental awareness of Climate Change.

Issue: Board approval required for travel

D. RESEARCH

E. RUSSIA & NEW MARKETS

Director Jackson reported meeting with HIS. Until the currency situation is resolved, they have no intention of doing direct flights. He added that a small number of people are still coming despite the currency fluctuation.

F. SPORTS & EVENTS

Director Sgro reported they are excited about the upcoming BBQ Block Party. She added the Ko'ko relay online sign up is now available.

G. VISITOR SAFETY & SATISFACTION

Director Im reported they had their committee meeting on July 1st. He said that Korea reported no new cases of MRSE.





Director Im announced the data from Korean Consul about break-ins and robberies showed no new cases since June 28.

ROAD SIGNAGE:

Director Im suggested a working session with Destination Management Committee to discuss issues from DPW/Highway.

Director Im made a suggestion to start providing live entertainment at the airport arrivals area. He'd like to make it a regular program to welcome our visitors.

Crosswalk signs are being replaced in all languages.

H. ADMINISTRATION & GOV'T RELATIONS

GM Denight informed the Board of an upcoming Bill proposed by Senator Tina Muna Barnes in the amount of 200k to GVB; for assisting Mayors in fixing up their villages in anticipation of Festpac.

CULTURE & HERITAGE

Guam Chamorro Dance Academy

Director Jackson made a motion, seconded by Director Hofmann to approve travel for the FY2015 Guam Chamorro Dance Academy Program. (Estimated cost: \$18,368.00 Account No. CP0001).

Motion Approved.

Background: This marks the 6th year of the continuation of the Guam Chamorro Dance Academy within Japan. Last fiscal year, five classes were taught with a total of 475 students, including dance instructors who in turn bring lessons to their dance studios. As a result, two separate participants of the academy established two (2) dance houses in Tokyo and Mito City.

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

Dates of the classes are as follows:

August 1 - 2 (Tokyo) September 26 - 27 (Tokyo JATA)

Breakdown is as follows:

Airfare: 4 p	\$6,400.00			
Professiona				40,100.00
Dance Mass	ter Frank Rab	on (1 pax :	x 2 days x \$100.00 x 2 trips)	\$400.00
Assistants (2	pax x 2 days x	\$50.00 x 2	2 trips)	\$400.00
City	Per Diem	Days	Pax	
Tokyo x 2	\$349	4	4	\$11,168.00
TOTAL:				\$18,368.00

Issue: Board approval required for all travel





J. DESTINATION MANAGEMENT

Director Guzman reported the Tumon District Improvement Program is moving along. They are finalizing their presentation for the Board.

BUS STOP:

GM Denight reported they finalized negotiations with the highest rated proposer- TRMA. The next subcommittee meeting is scheduled for Monday.

SIGNAGE VIOLATION ISSUE:

Director Guzman reported he had a good meeting with The Superior Court, DPW and representative from the Attorney General's Office. He said they are focusing strictly on the signage language. He said the biggest issue is enforcement- who can issue citations and how. They are looking at VSO's and CAPE Officers on how to deal with that.

K. GREATER CHINA

L. JAPAN

Guam Trip for Motion

Director Morinaga made a motion, seconded by Director Hofmann to approve travel for Hiroshi Kaneko, Sales Manager GVB Japan, to support the Japan Marketing Officer from July 21 to August 8, 2015. (Estimated cost \$5,156.00; Account#JA-SMD045)

Motion Approved.

Travel Expenses:

Airfare: (Economy rat	\$ 775.00	
•	te, ruei cital ge li clusive)	
Hotel:		\$2,000.00 (est)
Car Rental:		\$1,175.00 (est)
R/T Transportation t	o airport:	\$81.00
Guam Per Diem:	\$62.50 x 18 nights	\$1,125.00
Total:		\$5,156,00

Background: To assist the Japan marketing section at GVB Guam, to cover and support anything related to Japan marketing activities. Mr. Hiroshi Kaneko, Sales Manager, will assist with JATA, Chika Vacation Campaign, Only on Guam Promotion and other on-going projects. While on Guam, he will work closely with Nadine Leon Guerrero, Japan Marketing officer II and help with Japan office staff members to make sure that everything goes well and proceed as planned.

Issue: Board approval required for all travel.

Discussion/Comments:

o GM Denight said they've been rotating some of the Japan staff to spend time in Guam. Learn the products, build relationships and help with the day-to-day operations. He added it's been successful thus far.





M. KOREA

Committee minutes dated June 23, 2015

Exhibit D

Director Jackson reported the inaugural flight of Airbusan is scheduled for July 22. All are invited to join the welcoming group at the airport.

Director Jackson reported no new cases of MRSE in Korea. He added that in spite of challenges, Korean market is continuing to grow.

VII. OLD BUSINESS

VIII. NEW BUSINESS

Chairman Baldyga asked to share their thoughts on improvement as a Board- what they do well, what they can do better, etc...

- o Director Guzman suggested at the next Membership Meeting- talk about Vision 2020 and where we are, an update on what we've accomplished so far and what still needs to be done.
- o Director Morinaga stressed the need to interact more closely with the FEDS regarding the USCBP issue. He stated that it's getting harder and harder for people to visit. Tourists waiting up to 2 hours to get through customs.
- O Director Nakajima suggested we promote ESTA to speed up processing time (arrivals). Chairman Baldyga recommended a "think-tank" task force for discussion on the CBP issue.
- Director Sgro noted she's an advocate for the "1 village 1 product" campaign. On our way to Festpac, she suggested getting more involved with the villages, try to encourage them to start different promotions and to work more closely with the Mayors.
- Director Hofmann said as they (Village Mayors) plan all the year's events, he'd like to consult with GVB on media/events assistance to help shape up the festivals in order to attract more visitors.
- o Director Hofmann also added that we should make the public aware of all the GVB community related projects such as the security cameras, curbside painting, bus stops, etc.
- o Director Jackson said we should continue to look at ourselves on an on-going basis and try to improve upon things little by little. But overall, the format of what we do/the things we do, are done properly and well.
- Director Calvo said within the structure we are doing a good job and the points that have been raised are all things that we have to work on. The issue with Feds is an international problem but it's so important to us that we need to find a solution.
- o Director Calvo noted the issue brought up by Director Hofmann. He added that as a quasipublic/private entity, it's important to continue to get our message out.
- Director Im suggested an island wide campaign for the locals to encourage more interaction with tourists. Help to promote friendly relations and positive image between locals and tourists.





- GM Denight said the market is changing and becoming more diversified. We need to continue to evaluate ourselves and strive to do better.
- Chairman Baldyga noted that the Board Meetings tend to go the same way and at some point it would be beneficial to have a casual meeting with more discussion.
- Chairman suggested the Board recognize the great job that GM Denight has done thus far. He asked for a round of applause for Nathan and the team.

GFA PRESENTATION

GM Denight noted the presentation from GFA to the Board. He said they are requesting for funding in order to host the next 2 World Cup games. He added that they would come forward with a motion at the next meeting.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

Upcoming Board Meetings:

- Thursday, July 23, 2015 at 4:00pm, GVB Main Conference Room.
- Thursday, August 13, 2015 at 4:00pm, GVB Main Conference Room.

Announcements:

XI. ADJOURNMENT

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

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

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.
 - Submit a draft plan by August 1, 2015
- 3. Management to schedule briefing for Senators: Overview/Budget Preview/5vr CAPX
 - 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
- 7. Management to present to the Board at the next meeting:
 - o Total Festpac Budget
 - o Sources of funding already approved and still needed
 - o How the accounts will be handled and administrated
- 8. Resume bus shelter task force meetings to review issues, what was proposed, price point, etc.
- 9. Management to look into how GVB can leverage and support the next GFA event from a promotional standpoint.
- 10. Management to follow up with Lt. Carbullido (GPD) on incidence report.
- 11. "Think-tank" task force meeting to discuss CBP issue

