



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
 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 Unanimously 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%)

% Market Mix	Origin	Pax	% to LY
52.7%	Japan	54,263	-5.2%
30.8%	Korea	31,161	14.3%
5.6%	US/Hawaii	5,684	-0.9%
3.0%	Taiwan	3,075	-34.5%
1.3%	China	1,102	34.4%
0.3%	Russia	297	-85.7%

PRELIMINARY Visitor Arrivals CYTD 2015 (January 2015 - June 2015) Total: 671,076 (2.0%)

% Market Mix	Origin	Pax	% to LY
57.0%	Japan	382,825	-4.3%
27.3%	Korea	167,402	26.5%
5.3%	US/Hawaii	35,386	7.8%
3.0%	Taiwan	20,029	-16.2%
1.6%	China	11,008	55.7%
0.3%	Russia	1,784	-84.2%

PRELIMINARY Visitor Arrivals FYTD 2015 (October 2014 - June 2015) Total: 1,001,020 (1.6%)

% Market Mix	Origin	Pax	% to LY
57.7%	Japan	577,577	-5.2%
27.0%	Korea	270,089	25.0%
5.2%	US/Hawaii	51,812	11.0%
2.9%	Taiwan	29,165	-16.2%
1.6%	China	15,544	57.4%
0.3%	Russia	3,049	-78.9%

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

% Market Mix	Origin	Pax	% to LY
51.7%	Japan	12,385	-9.0%
30.8%	Korea	7,392	13.9%
4.4%	US/Hawaii	1,051	-16.8%
1.6%	Taiwan	1,831	-5.7%
1.3%	China	313	-39.7%
0.3%	Russia	62	-91.2%

Japan Marketing News

3 month Forecast

Month	Forecast	2F	%	2015 Seats	2014 Seats	% Seat change
July	58,300	60,346	-3.39%	52,702	55,548	-5.71%
Aug	60,000	67,672	-5.33%	56,175	60,575	-22.80%
Sep	70,000	68,402	2.33%	65,318	62,362	7.63%

Month	Forecast	2F	%	2015 Seats	2014 Seats	% Seat change
July	58,300	60,346	-3.39%	52,702	55,548	-5.71%
Aug	60,000	67,672	-5.33%	56,175	60,575	-22.80%
Sep	70,000	68,402	2.33%	65,318	62,362	7.63%

Korea Marketing News

3 month Activities/Programs

- MICE Group
 - June : PNP Secure - 80 pax ^(New), KT - 60 pax, Hyundai Motors - 60 pax ^(New)
 - ESTEE - 80 pax ^(New)
 - July : LG U+ - 50 pax ^(New)

VCI Weekly Mail

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2015	86	2,246	2,867	2,241	3,543								11,983
2014	86	327	2,205	3,500	1,137	1,175	1,420	1,241	1,113	1,196	1,149	1,128	18,493

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



Head Chef Jong-ho Jang



Singer/Actor Saung-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 Satellite implemented their famous celebrity reality show "We Are In Love" on Guam from May 27 - June 10, 2015. Footage and in-depth exposure to Guam 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 delivered presentations)
- Chamorro cultural performances at GVBHK's booth
- Guam won "The Most Romantic Journey" again, which is voted by general public
- Special Air Fare (HK\$1400/US\$180) offered for people working at travel agents during ITE.



China Marketing News

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

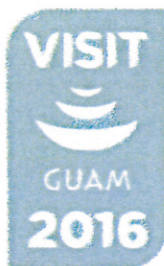
Objective:

To commemorate the existing relationship between GVB and Shenyang 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 in promoting further exchanges among citizens and businesses in 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 Guam campaign 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 teams
- Global media covering event
- Live art, music, entertainment & vendor booths to be featured
- Thousands expected
- Event is free



Treasurer's Report

FINANCIAL STATEMENT
FOR 2015

Account	Balance	Debit	Credit	Balance	Debit	Credit	Balance
Operating Development	1,000,000.00			1,000,000.00			1,000,000.00
Gift	100,000.00			100,000.00			100,000.00
Grants	100,000.00			100,000.00			100,000.00
Travel	100,000.00			100,000.00			100,000.00
Marketing	100,000.00			100,000.00			100,000.00
Administrative	100,000.00			100,000.00			100,000.00
Equipment	100,000.00			100,000.00			100,000.00
Other	100,000.00			100,000.00			100,000.00
Total	1,500,000.00			1,500,000.00			1,500,000.00



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.

I. 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. CPO001).

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 pax @ \$800.00 per air ticket x 2 trips				\$6,400.00
Professional Fee				
Dance Master Frank Rabon (1 pax x 2 days x \$100.00 x 2 trips)				\$400.00
Assistants (2 pax x 2 days x \$50.00 x 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 rate, fuel charge inclusive)	\$ 775.00
Hotel:	\$2,000.00 (est)
Car Rental:	\$1,175.00 (est)
R/T Transportation to 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

Exhibit D

Committee minutes dated June 23, 2015

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...

- 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.
- 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.
- 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.
- 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.
- 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.
- Director Calvo noted the issue brought up by Director Hofmann. He added that as a quasi-public/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.

- o GM Denight said the market is changing and becoming more diversified. We need to continue to evaluate ourselves and strive to do better.
- o 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.
- o 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

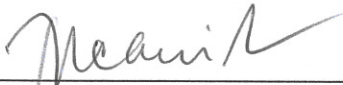
Upcoming Board Meetings:

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



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
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