



BOARD OF DIRECTORS REGULAR MEETING

Thursday, August 27, 2015 - 4:00 p.m.

Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga	Director Robert Hofmann
Director Katarina Sgro	Director Theresa Arriola
Director Milton Morinaga	Director Norio Nakajima
Director Clifford Guzman	Director Bart Jackson
Director Shelly Calvo	Director Hong Soon Im

BOARD of DIRECTORS ABSENT:

Vice Chairman Bruce Kloppenburg - Off-island
 Director Sam Shinohara - Off-island
 Director Eduardo "Champ" Calvo - Off-island

GVB MANAGEMENT & STAFF PRESENT:

Colleen Cabedo	Mark Manglona	Haven Torres
Dara Roberto	Gina Kono	Antonio Muna Jr.
Nadine Leon Guerrero	Rose Cunliffe	Ana Cid
Telo Taitague	Nakisha Garrido	Doris Ada
June Sugawara	Dee Hernandez	Nicolas Yasuhiro
Pilar Laguana	Josua Tyquiengco	Lisa Linek
Regine Nedlic	Brian Borja	Meriza Peredo

GUESTS:

Tom Fisher

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:05 p.m.

IV. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Chairman Baldyga made a motion to approve the minutes of the previous Board of Directors meeting dated August 13, 2015. **Motion Unanimously Approved. (Subject to minor revisions)**

V. CHAIRMAN'S REPORT

Chairman Baldyga noted they would discuss the FY16 budget cuts under new business.

It was decided by the Board during the last meeting that the first meeting of the month would be administrative and the second meeting would be topic driven. Explaining the absence of a General Manager and Treasurer Report.



VI. GENERAL MANAGER'S REPORT

Nothing to report

VII. TREASURER'S REPORT

Nothing to report

VIII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. RUSSIA & NEW MARKETS

C. SPORTS & EVENTS

D. VISITOR SAFETY & SATISFACTION

E. ADMINISTRATION & GOV'T RELATIONS

F. CULTURE & HERITAGE

G. DESTINATION MANAGEMENT

H. GREATER CHINA

I. JAPAN

J. KOREA

Director Jackson reported they would be attending the PITF Busan International Travel Fair along with an event for TWay in Daegu and Busan.

K. MEMBERSHIP & COMMUNITY OUTREACH

L. NORTH AMERICA & PACIFIC MARKETS

M. RESEARCH

IX. OLD BUSINESS

X. NEW BUSINESS

GVB FY16 BUDGET

Chairman Baldyga reported the FY16 budget was approved at 22.2M for operations; 4.4M short of what was requested, and zero for Capital Improvement Projects.

Administration:

- o \$3.2225M passed: 7.86% lower than what was requested. Management was asked to return to the Board with recommendations on the changes.

Culture & Heritage:

- o 800k passed: Difference of 8.5% from last year.

Sports & Events:

- o Same as requested.

Visitor Safety & Satisfaction:

- o 950k passed: Difference of 20.17%. It was noted that Visitor Safety should be placed as highest priority.

Destination Management:

- o Same as requested.

Capital Improvement Projects:

- o Zero passed.

Marketing:

- o 14.619M passed: Difference of 7.57% from last year.
- o Proposed 200k from Korea Market to Japan Market
- o Consider increasing Taiwan funding

Research:

- o 600k passed: Difference of 14.29%

Business Development:

- o Zero passed

Discussion and Comments:

- o Management to provide the Board with recommendation on changes to the budget.
- o In light of the reduced budget, management to review all budget items and to eliminate travel for all non-essential personnel.
- o Extensive discussion occurred surrounding the Board's serious concerns and frustration with repeated non-tourism uses of the TAF coupled with a failure to fund the budget at a level that GVB requires in order to fulfill its mission.

- o The Board unanimously agreed to craft a resolution in a manner that is respectful and yet expresses its concerns clearly and that includes specific suggestions for moving forward in a manner that can meet the needs of the bureau and the tourism industry particularly as these relate to eliminating non-tourism uses of the TAF and to providing funds for investment in capital improvements that are needed to protect and grow the Guam's number one industry.
- o Letter of support - The Board agreed to seek signatures from all industries related to tourism.
- o A bond was discussed as one possible method to protect tourism uses of the TAF and to accomplish the needed capital improvements components.

XI. EXECUTIVE SESSION

XII. ANNOUNCEMENT

Upcoming Board Meetings:

- o Thursday, September 10, 2015 at 4:00pm, GVB Main Conference Room.
- o Thursday, September 24, 2015 at 4:00pm, GVB Main Conference Room.

Announcements:

XIII. ADJOURNMENT

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



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



Board Minutes respectively submitted by Dara Roberto, Executive Secretary

Action Item:

1. Management to 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 request PATA to schedule a task force in conjunction with the PATA Conference. Schedule by September 1, 2015.
4. ~~Community Outreach to develop a plan for increasing public awareness of GVB's actions and contributions to the community by August 1, 2015~~
5. 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. Management to look into how GVB can leverage and support the next GFA event from a promotional standpoint
9. Management to follow up with Lt. Carbullido (GPD) on incidence report.
10. "Think-tank" task force meeting to discuss CBP issue
11. Management to set up seminar with Korean Association of Guam regarding Guest House legalities
12. Management to provide Board with recommendation regarding testimony on Bill 127-33
13. Management to provide FY16 Budget breakdown for Board approval
14. Management to submit recommendation to GIAA for Ambassador Program payment.
15. Due at end of year - Management to provide an end of year Sports & Events recap:
 - o Money spent
 - o Arrivals
 - o Return on Investment