



BOARD OF DIRECTORS REGULAR MEETING

Thursday, October 22, 2015 - 4:00 p.m.
Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga	Director Bart Jackson
Vice Chairman Bruce Kloppenburg	Director Eduardo "Champ" Calvo
Director Samuel Shinohara	Director Hong Soon Im
Director Milton Morinaga	Director Shelly Calvo
Director Norio Nakajima	Director Theresa Arriola

BOARD of DIRECTORS ABSENT:

Director Katarina Sgro - Work Engagement
Director Robert Hofmann

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Dara Roberto	Telo Taitague
Antonio Muna Jr.	Nadine Leon Guerrero	June Sugawara
Lisa Linek	Regina Nedlic	Gina Kono
Nicolas Yasuhiro	Colleen Cabedo	Brian Borja
Pilar Laguana	Haven Torres	Kraig Camacho
Russell Ocampo	Joshua Tyquiengco	

GUESTS:

Javan Santos - Guam Youth Congress
Alan Cepeda - Office of Senator Tina Muna Barnes

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:06 p.m.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Chairman Baldyga made a motion to approve the minutes of the previous Board of Directors meeting dated October 8, 2015. **Motion Unanimously Approved.** (Subject to minor revisions)

III. CHAIRMAN'S REPORT

Chairman Baldyga reported he had a productive trip to Shanghai with Governor Calvo. He visited Ctrip - the largest online travel agency in China with a membership Of 250 million. He would like to set up a conference call in the next week with Ctrip executives and GVB China committee.

Chairman Baldyga said at 4:15pm IMG (producers of the Asian PGA) would be calling in to make a presentation to the Board regarding sponsorship for the Guam Golf Championship.

Chairman Baldyga reported he spent some time going over the Visitor Industry Professional Program. He noted the core curriculum is done and they are now in the process of drafting the scripts. He added that it's making progress and moving forward.

Chairman Baldyga reported Director Shelly Calvo is now the Co-Chairwoman for North America Pacific focusing primarily on the Philippines and the Cruise Market. He would like to set up a separate meeting to map out the goals and objectives for both markets.

Bus Shelters:

- o Chairman Baldyga said the basic design is done and would present to the Board at the next meeting.
- o Design is easy, simple, modular and doesn't take up too much foot print.
- o TRMA is putting together the bid specs for materials and color using stainless steel aluminum coated with special anti-graffiti paint.
- o No advertising other than the GVB block for events.
- o Matching bollards and matching waste baskets.
- o 14 along San Vitores Road

Lastly, Chairman noted under "New Business" he'd like to have a discussion on the launch of the Resolution with respect to GHRA, Chamber, etc.

IV. GENERAL MANAGER'S REPORT

GM Denight reported they are conducting a very intensive assessment of the streetlights; testing every pole and every circuit. Once the report is completed and cost is determined it would go out for bid (to fix streetlights).

GM Denight reported Docomo Pacific would be donating a full CCTV camera system to replace the old one. They are working with Docomo and GPD on the details. Chairman Baldyga added as part of the new and improved Tumon, he would like to see an extensive camera system in place for all of Tumon.

Airfare:	\$800 x 2 pax	\$1,600.00
Senator Lodging/MI&E:	\$365/day x 6 days x 1pax + 30%	\$2,847.00
BOD Lodging/MI&E:	\$365/day x 6 days x 1pax + 25%	\$2,737.50
	Total:	\$7,184.50

Background: The Guam Visitors Bureau (GVB) plans to attend the 2nd Annual MODE TOUR Travel Mart that will be held at the SETEC Gangnam Exhibition Hall in Seoul, Korea from October 29 - November 01, 2015. MODE TOUR is one of Korea's top travel agencies. Last year, the Travel Mart welcomed 292 institutes including overseas embassies, tourism boards, local governments, airlines, hotels and resorts, and insurance companies. A total of 65,000 visitors left their footprints and a total of 8 billion sales were generated as a result of the inaugural event.

This year's Travel Mart is expected to welcome 80,000 visitors consisting of travel trade and consumers during the 4-day event. The MODE TOUR Travel Mart provides an opportune time to promote Guam's offerings, upcoming events, and highlight our island as a unique destination.

Mode Tour President, Mr. Hong personally invited Senator Barnes to attend Mode Tour and to take part in the ribbon cutting during the travel mart's opening ceremony. GVB Korea will be scheduling appointments with Mode Tour executives to show our continued support, as well as meet with key travel agents. GVB will also conduct courtesy visits with Korean Air, Jin Air, Jeju Air, and T'way to discuss updates with the Korea market on Guam and additional flight connections. GVB plans to send Senator Barnes and KMC Vice Chairman to join the rest of the delegation consisting of the KMC Chairman, one Marketing Staff, one Culture & Heritage Officer, one Miss Guam, two musicians, and four dancers.

Scanamind Presentation

Director Kloppenburg made a motion, seconded by Director Jackson to ratify Executive Committee's approval for travel for the Research Administrator to attend the Scanamind presentation and focus group studies conducted by GMO in Tokyo, Japan from October 23 - 27, 2015. (Account JA-SMD008. Estimated cost of travel \$2,396.00).

Motion Approved

Background: Utilizing a new technique GMO Research, GVB's contracted in-country research firm for Japan, will present the findings of the scanamind research results to the GVB Japan office and ADK. On Saturday and Sunday, focus group studies will be held on the FIT market.

The first study is designed to provide more in-depth information differentiating Guam from our main competitor Okinawa. Despite our long history, Okinawa is seen as having a greater historical and original history. The scanamind research technique it both qualitative and quantitate using quantum mathematics as the method of analysis.

The Research Administrator is essential to the focus group discussion to ensure that subject matters pertaining or of interest to our marketing efforts are fully discussed and developed.

Delegation	Per diem	Days	Per diem total	Airfare	Total
Ana Cid	\$349.00	4	\$1,396.00	\$1,000.00	\$2,396.00

Scanamind Motion Revision

Director Kloppenburg made a motion, seconded by Director Arriola to ratify Executive Committee's approval to revise the traveler name from previously approved Research Administrator to Marketing Officer II from October 23-27, 2015 for Japan in-country research.
Motion Approved

Background: Due to a family emergency, Ms. Ana Cid is unable to attend the focus group study. Ms. Nadine Leon Guerrero will be sent to monitor and ensure that subject matters of interest to our marketing efforts are fully discussed and developed

B. SPORTS & EVENTS

Committee minutes dated October 6, 2015

Exhibit C

Guam Golf Championship Presentation

Item 1

Mr. Andrew Wood of IMG gave a presentation to the Board for GVB's sponsorship of the Guam Golf Championship to be held in November of 2016.

*Please refer to audio.

C. ADMINISTRATION & GOV'T RELATIONS

Cultural & Sports Ambassador Program Rules & Regulations

Item 2

Director Arriola made a motion, seconded by Director Jackson to approve submission of the Cultural & Sports Ambassador Program Rules & Regulations to the Guam Legislature pursuant to Public Law 33-10.

Motion Approved

Background: Pursuant to Section 9403 of Public Law 33-10, Subsections 9105(d) and (e) of Chapter 9, Title 12, Guam Code Annotated, the Administrative Adjudication Act, the Guam Visitors Bureau has developed certain rules and regulations related to the Cultural and Sports Ambassadors Fund necessary to implement the Cultural and Sports Ambassador Program. It has been duly heard by GVB at a Public Hearing held on July 22, 2015.

Issue: Board Approval Required

San Vitores Flooding Mitigation Resolution

Item 3

Director Kloppenburg made a motion, seconded by Director Jackson to approve GVB Board Resolution 2015-002 relative to the San Vitores flooding mitigation project as delineated in Guam Public Law 30-228 and funded by part of the proceeds of the 2011 Hotel Occupancy Tax (HOT) Bonds.

Motion Approved

GM Japan Meeting

Director Morinaga made a motion, seconded by Director Jackson to approve travel for the General Manager to attend meetings on October 30, 2015 in Tokyo, Japan. (Account JA-SMD008. Estimated cost of travel \$836.25).

Motion Approved

Background: Following the bond rating trip the General Manager will have a one-day layover in Tokyo, Japan. Planning to meet with GVB Office, ADK and Venture Japan.

Delegation	Per diem	Days	Per total diem	Airfare	Total
Jon Nathan Denight	\$436.25	1	\$436.25	\$400.00	\$836.25

G. KOREA

Exhibit E

Committee minutes dated October 13, 2015

Director Jackson said there would be a meeting on November 16 with the US Attorney, Immigration, Customs Enforcement, Department of Revenue & Taxation, Department of Labor, GHRA, and GVB to discuss solutions regarding the home stay issue.

H. MEMBERSHIP & COMMUNITY OUTREACH

I. NORTH AMERICA & PACIFIC MARKETS

Exhibit F

Committee minutes dated October 7, 2015

PATA New Tourism Frontiers Forum 2015

Director S. Calvo made a motion, seconded by Director Shinohara to approve travel for GVB General Manager to attend the PATA New Tourism Frontiers Forum in Legazpi, Albay, Philippines from November 23-28, 2015. (Cost approximately \$2,910.00, FY2016 Philippine Sales Market Development Acct. No. PI-SMD023)

Motion Approved

Travel Expenses:

Airfare: \$1,000.00 x 1 pax = \$1,000.00

Per Diem:

General Manger

Lodging \$103.00 + 25% = \$128.75/day x 6 days = \$772.50

M&IE: \$85.00 + 25% = \$106.25/day x 6 days = \$637.50

Anticipated Expenses:

(Registration fee, communication & meeting expenses etc.) **\$500.00**

TOTAL EXPENSE: \$2,910.00

Background: From November 23-28, 2015, the Pacific Asia Travel Association (PATA) will be holding their annual New Tourism Frontiers Forum in Legazpi, Philippines. This forum brings together tourism ministers and industry executives to discuss emerging issues facing global travel and tourism. This year, the PATA forum will focus on “Eco-Tourism: Transcending Climate Change.”

PATA has invited General Manager Nathan Denight to be a part of the dialogue and panel discussions joining PATA CEO Mr. Mario Hardy, The Honorable Ramon Jimenez, Jr., Secretary of the Philippine Department of Tourism, Mr. Al Linsangan III, Executive Director, The Coron Initiative and Director, Society for Sustainable Tourism & Development Inc., Mr. Masaru Takayama, Founding Chair, Asian Ecotourism Network, among others.

Additional issues to be discussed at the forum include Marine Tourism, Global Adventure Travel Trends, Crisis Management & Risk Reduction and Interactive Marketing. Also, good opportunity to push Guam PATA Summit and inspection of PATA event.

Issue: Board approval needed for all travel.

Discussion/Comments:

- o GM Denight said he was invited by Mario Hardy (PATA CEO) to be a guest panelist. The main topic is Eco-Tourism .
- o Because Guam is scheduled to host the PATA Annual Summit in 2016, it would be a good opportunity and learning experience.

North America & Pacific Co-Chairwoman

Chairman Baldgya made a motion, seconded by Director Kloppenburg to appoint Shelly Calvo as Co-Chairwoman for the North America & Pacific Markets.

Motion Approved.

J. RESEARCH

K. RUSSIA & NEW MARKETS

Committee minutes dated October 13, 2015

Exhibit G

L. VISITOR SAFETY & SATISFACTION

Director Im reported that he and DGM Telo Taitague met with GIAA Executive Manager regarding the live entertainment for arrivals. They are finalizing the details.

Director Im said he would like to coordinate with the airlines to help passengers correctly fill out immigration forms beforehand. It was suggested the Board visit immigration during its busiest time (1:00am) to observe the immigration process as this continues to be a big issue.

Director Im suggested creating a lost and found program in the form of a contact information card. It was suggested that GVB become a lost and found drop-off site.

M. CULTURE & HERITAGE

VII. OLD BUSINESS

VIII. NEW BUSINESS

- o Board Resolution launch

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

Upcoming Board Meetings:

- o Thursday, November 12, 2015 at 4:00pm, GVB Main Conference Room.
- o Thursday, November 26, 2015 at 4:00pm, GVB Main Conference Room.

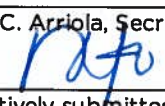
Announcements:

XI. ADJOURNMENT

Chairman Baldyga made a motion, seconded by Director Shinohara, to adjourn the meeting. Meeting adjourned at 6:03 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. Due at end of year - Management to provide an end of year Sports & Events recap:
 - o Money spent
 - o Arrivals
 - o Return on Investment