I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:26 p.m.

II. MINUTES OF THE PREVIOUS MEETING

Chairman Baldyga made a motion to approve the minutes of the previous Board of Directors meeting dated October 22, 2015. Motion Unanimously Approved. (Subject to minor revisions)

III. CHAIRMAN’S REPORT

Chairman Baldyga noted he would like to discuss the following topics during the next Board meeting:

- Cruise Industry
- The Philippine Market
- Fashion related to Shop Guam
- IMG Golf Event
Guam's next big signature event
Destination Management

**Korean Concierge Program**
- A bill was introduced to put $200,000 toward an act to establish a Korean concierge program. This would help fund concierges around the island to assist with tourists.
- GVB provided testimony in support of the bill and was tasked to write the rules and regulations for it.

**Membership Meeting**
- Haybia Hao gave a presentation on the "Patterns of the Outbound China Traveler". It was an excellent presentation - however, not well attended.
- It was noted the time of the meeting was an issue and suggested a lunchtime meeting instead.

**Ctrip Shanghai Meeting**
- Chairman Baldyga, Director Kloppenburg, Marketing Manager Pilar Laguana and the China office had a conference call with Ctrip.
- Ctrip is the largest travel agency in China with over 250 million members and 30,000 employees.
- They discussed a 2016 plan of action driving towards increasing outbound travel to Guam.

**IV. GENERAL MANAGER'S REPORT**

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**PRELIMINARY Visitor Arrivals**
**CYTD 2015 (January 2015 – October 2015)**
Total: 1,154,479 (3.4%)
Japan Marketing News

3 month Forecast

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast</th>
<th>5% Annual</th>
<th>3% Actual</th>
<th>3% Basis</th>
<th>5% Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>27,000</td>
<td>65.9%</td>
<td>60.7%</td>
<td>62.1%</td>
<td>-10.5%</td>
</tr>
<tr>
<td>December</td>
<td>26,000</td>
<td>64.6%</td>
<td>62.7%</td>
<td>60.9%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>January</td>
<td>25,000</td>
<td>63.5%</td>
<td>60.5%</td>
<td>62.4%</td>
<td>-1.7%</td>
</tr>
</tbody>
</table>

Japan Marketing News

- Tastes doing well, package price W29,800 and 29,800 for three nights and four days. Main purpose is Cuisine "Chinese Foods"
- Japan agents reporting trouble securing air and hotel for Guam
- JGTC making "Only on Guam" tour
- Plan to strengthen sales and promotion at offices and SNS
- JGTC General Meeting in Japan
- JGTA and Guam vendors encouraged to join
  - Dec 4, 2015: 14:30PM Meeting, 6-8PM Dinner
  - Meeting location: Hakone

Korea Marketing News

3 month Forecast

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast</th>
<th>Last Year</th>
<th>3% Change</th>
<th>Last Forecast</th>
<th>Last Data</th>
<th>% Chinese Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>58,000</td>
<td>58,968</td>
<td>1.6%</td>
<td>58,000</td>
<td>58,466</td>
<td>41.8%</td>
</tr>
<tr>
<td>December</td>
<td>42,000</td>
<td>32,236</td>
<td>30.3%</td>
<td>42,000</td>
<td>37,456</td>
<td>51.8%</td>
</tr>
</tbody>
</table>

Korea Marketing News

Sister Event
Izu City (Tai Town) and Kashiwazaki Signing Ceremony
Two Levers Point at Kashiwazaki - October 26 - 29, 2015

Korea Outbound Travelers
Guam Market Share

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
  - Nov.: KRT
- MICE Group
  - Nov.: Aloha - 140 pax, Korea Trium - 80 pax, Donghu Insurance - 155 pax, Nong Hyo Bank - 160 pax
  - Dec.: KIT - 80 pax

Mode Fair from Oct. 29 to Nov. 1
Opening Ceremony

Senator Barnes makes opening remarks at Opening Ceremony on behalf of the people of Guam and Guam Visitors Bureau

Cultural Performance from Pea Taisao Tano

Mode Fair from Oct. 29 to Nov. 1

Senator Barnes & HCC Chairman Bart Jackson cut the ribbon cutting to officially open the Mode Fair

GUAM VISITORS BUREAU | SETBISION BISITAN GUAM
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278 | www.visitguam.org
**Korea Marketing News**

**Mode Fair from Oct. 29 to Nov 1 Trade Media Interview**

Welcomed around 150 mode tour agents/trade media. Presentations continued with Guam partners making their individual presentations.

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**Mainland China Marketing News**

**Zhengzhou Guan Sales Training Seminar**

Daxie House 2003
Zhongjia Hotel, Zhengzhou

- Guan sales team from China traveled to Zhengzhou to participate in the training seminar.
- In-depth business knowledge was provided to sales teams, and Guan promotional materials were distributed.
- Zhengzhou Tourism Administration, Koezn Air Zhengzhou Branch, and Dynamic Airway participated in the opening ceremony as invited CBH partners.
- Influential Zhengzhou media conducted a group interview with Guan Marketing Manager Mr. Haif of Lajiu to learn about Guan.

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**Taiwan Marketing News**

**November Event - Taipei International Travel Fair (FITF) 2015**

- CBH members joined the CBH delegation at Taipei International Travel Fair (FITF) and made presentations.
- CBH members also attended the opening ceremony and the 3-day event.
- CBH members met with Taiwanese partners and exchanged ideas.
- CBH members also met with local media and received positive feedback.

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**Guam Visitors Bureau**

SETBISON BISITAN GUAMAN
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278 | www.visitguam.com

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ITB Asia 2015
October 21-23, 2015 | Singapore

• GVB met with over 50 scheduled and non-scheduled appointments during the B2B event
• GVB and United Airlines in Singapore collaborated to present Guam and Micronesia to top leisure agents
• United Singapore Sales Manager confirmed visit to Guam end of October
• Main Topics of Discussion: FestPac 2016, Guam Events 2016, Only On Guam, PATA Annual
• Summit Guam is visa-free to Singaporeans and Malaysians

Philippine Marketing News

GVB invited select Media/Runners to participate in the Ko‘ko’ Road Race and to share their experiences first-hand on social media.

Anticipated media exposure value once all blogs and social media posts have been completed is $360,000.

Russia Marketing News

GVB collaborated with the Vladivostok half-marathon association that held the “Bridges of Vladivostok” event. Top male and female runners were invited to Guam to run the Guam Ko‘ko’ Road Race. Russian male runner finished in 3rd place overall and the female runner came in 9th place out of all female runners.

GVB SIGNATURE EVENT

• 6th Annual Ko‘ko’ Kids Run
• 10th Annual Ko‘ko’ Race Half Marathon & Ekiden Relay
• Local & International participation
• 2015: Guam, Japan, Korea, Hong Kong, Australia, CNMI, Philippines, Russia & the U.S.
• Over 2,000 runners

ECONOMIC IMPACT

• 2015 Projection = $2.4 million
  - 948 overseas runners + 1,472 additional visitors using a conservative assumption that each guest brought 1.5 friends and family
  - Average length of stay at 3.5 days = 4,377 gals on visitor days
  - Assumed an average of $480.15 in average spending per day
  - International Breakdown
    - Japan = 304
    - Korea = 157
    - Other Markets = 507
Director Shinohara noted they transferred 2.7 million to the FestPac account.

Chairman Baldyga requested from Management an account of the final Festpac Budget.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE
B. DESTINATION MANAGEMENT
Committee minutes dated November 5, 2015.

Director Guzman reported the sidewalk / crosswalk project at 90% completion.

He added their biggest issue would be Streetlight Improvement Phase II - which would cost around 2.4 million. They are currently short 1.4 million.

C. GREATER CHINA

"Guam Run" Sports Tourism Promotion In Hong Kong

Chairman Baldyga made a motion, seconded by Director Jackson to approve travel for GVB Marketing Manager, (1) GVB Marketing Officer, GVB Sports Tourism Officer, and (3) cultural dancers to attend the Guam Run 30k/10k event and conduct business development meetings with travel trade partners in Hong Kong, SAR from December 18-21, 2015. Total cost is approximately $19,690.00, with $12,710.00 to be taken by from Sports & Events Account No. ESP-001 and $6,980.00 to be taken from Hong Kong Sales Market Development Account No. HK-SMD023.

Motion Approved.

<table>
<thead>
<tr>
<th></th>
<th>Round-trip Airfare: $1,000 x 6 pax</th>
<th>$6,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Diem:</td>
<td>Hong Kong Lodging: $355 x 4 nights x 6 pax</td>
<td>$8,520.00</td>
</tr>
<tr>
<td></td>
<td>Hong Kong M&amp;I: $180 x 4 days x 6 pax</td>
<td>$4,320.00</td>
</tr>
<tr>
<td>Honorarium:</td>
<td>$50 x 1 day x 3 cultural dancers</td>
<td>$150.00</td>
</tr>
<tr>
<td>Misc. Expenses:</td>
<td>Business communication costs &amp; excess baggage fees</td>
<td>$700.00</td>
</tr>
<tr>
<td></td>
<td>Total:</td>
<td>$19,690.00</td>
</tr>
</tbody>
</table>

Background: Marketing and sales promotion remains the main focus in our Hong Kong market. Therefore, it is crucial to develop and strengthen relationships with our travel trade partners. GVB will meet with trade partners to develop more sales and marketing programs in support of traveling to Guam in the coming year, maximizing sales during the peak Hong Kong outbound travel.

Business development meetings will be structured to: (1) strengthen Guam’s visibility and awareness among travel trade partners, (2) educate the travel trade on Guam products and upcoming campaigns such as Visit Guam 2016 and the Guam International Marathon, and (3) enhance the networking and business ties between Guam and the travel trade partners in Hong Kong.

Additionally, in order to positively pre-promote the Guam International Marathon (GIM), GVB Hong Kong office is organizing a “Guam Run 30k/10k” event. The pre-promotion “Guam Run” event will assist in stimulating buzz and focus on sales conversion for GIM 2016 and positively affect Hong Kong visitor arrivals. HK travel agents have developed GIM 2016 packages and will be onsite at the running event to promote and sell Guam packages to attend this international race. Since there are many competitors in the HK market, it is important for Guam to develop new products and promote them to their relative market segments such as sports enthusiasts, athletes etc. Maximizing the participation of our Chamorro dancers, we will feature Guam’s unique Chamorro culture during the events and activities to take place.

Issue: Board approval needed for all travel.
D. JAPAN

CBP Processing

- Director Nakajima noted that November is a busy month for group travel.
- He reported the average afternoon wait time for CBP processing is 2.5 hours.
- Afternoon arrivals are extremely congested.
- Reaction from travelers - they would not return to Guam.
- Next Board Meeting they would discuss GIAA / Immigration issue.

JTB Resort Shop Osaka

Director Nakajima made a motion, seconded by Director Jackson to approve travel for nine (9) pax to attend the grand opening of JTB's Resort Shop in Osaka, Japan on November 20, 2015. (Estimated cost of travel: $1,305.00, account numbers # JA-GAMAL001 $145.00 and Account# DM-CPO001 $1,160.00).
Motion Approved.

<table>
<thead>
<tr>
<th>Osaka JTB</th>
<th>Per Diem Rate (M&amp;E Only)</th>
<th>Pax</th>
<th>Days</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Musicians, 3 Dancers</td>
<td>$145.00</td>
<td>5</td>
<td>1</td>
<td>$725.00</td>
</tr>
<tr>
<td>2 Miss Guamns</td>
<td>$145.00</td>
<td>2</td>
<td>1</td>
<td>$290.00</td>
</tr>
<tr>
<td>Staff: 1 CHaCO, 1 Marketing</td>
<td>$145.00</td>
<td>2</td>
<td>1</td>
<td>$290.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td>$1,305.00</td>
</tr>
</tbody>
</table>

Background: Immediately following the marketing blitz scheduled for Osaka, JTB will open a new location focusing on resort travel on November 20, 2015. JTB determined that Guam would be the featured destination for their grand opening. To support JTB, a portion of the approved delegation for the marketing blitz will remain in Osaka one additional day. Airfare for the marketing blitz was board approved on October 8, 2015.

Issue: Board approval required for travel.

Meetings with Japan National Ministers

Director Nakajima made a motion, seconded by Director Guzman to approve travel for the Governor, JMC Chairman, General Manager, Japan Marketing Officer and Governor’s security to attend meetings in Tokyo Japan from November 30 - December 2, 2015. (Estimated cost of travel: $14,702.20, Account# JA-SMD008).
Motion Approved.

<table>
<thead>
<tr>
<th>Air Fare Estimate</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Per diem</td>
<td>Days</td>
</tr>
<tr>
<td>Airfare - 5 pax</td>
<td>$1,000.00 $5,000.00</td>
</tr>
</tbody>
</table>
Governor $453.70 6 $2,722.20
Security $349.00 6 $2,094.00
JMC Chair Morinaga $436.25 4 $1,745.00
General Manager $436.25 4 $1,745.00
Japan Marketing Officer $349.00 4 $1,396.00

<table>
<thead>
<tr>
<th>Delegation</th>
<th>Per diem</th>
<th>Days</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Manager</td>
<td>$436.25</td>
<td>2</td>
<td>$872.50</td>
</tr>
<tr>
<td>Japan Marketing Officer</td>
<td>$349.00</td>
<td>2</td>
<td>$698.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td>$1,570.50</td>
</tr>
</tbody>
</table>

**Background:** GVB has invited Governor Calvo to Japan to meet with top-level Government officials from the Japan Ministry of Foreign Affairs, Japan Ministry of Land, Infrastructure, Transport and Tourism and the U.S. Embassy. These meetings will focus on flight service from Haneda airport and other efforts to increase travel from Japan to Guam. Meetings will also be scheduled with top Japanese companies, including JTB Executives, Ken Corp. President and the CEO of Rakuten. Governor Calvo will join the Guam Rugby Football Union for meetings with leaders of the Asian Rugby Football Union, Japan Rugby Football Union, Hong Kong Football Union and China Rugby. Agenda includes sports tourism opportunities for Guam with Japan Rugby hosting the Rugby World Cup 2019.

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

**Japan Marketing Office Manager Interview**

Director Nakajima made a motion, seconded by Director Jackson to approve travel for the General Manager and the Japan Marketing Officer to conduct interviews for the Japan Marketing Office Manager position. (Estimated cost of travel $1,570.50)

**Motion Approved.**

**Delegation**

<table>
<thead>
<tr>
<th></th>
<th>Per diem</th>
<th>Days</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Manager</td>
<td>$436.25</td>
<td>2</td>
<td>$872.50</td>
</tr>
<tr>
<td>Japan Marketing Officer</td>
<td>$349.00</td>
<td>2</td>
<td>$698.00</td>
</tr>
</tbody>
</table>

**Background:** Continuing on from the meetings with the various Japan and U.S. officials, Mr. General Manager Denight and Ms. Nadine Leon Guerrero will stay in Tokyo. Working with recruitment companies, candidates should be selected for consideration by the first week of December. Interviews will be conducted with the highest ranked individuals on December 2 and 3, 2015.

Director Nakajima made a motion, seconded by Director Arriola to put a committee together for an interview panel for the replacement of the GVB General Manager position in Japan.

**Motion Approved.**

**Japan Guam Tourism Council Meeting**

Director Jackson made a motion, seconded by Director Shinohara to approve travel for the General Manager, three Board Members and the Japan Marketing Officer to attend the Japan Guam Tourism Council meeting from December 4 - 5, 2015. (Estimated cost of travel $8,751.75, Account #JA-SMD008).

**Motion Approved.**

<table>
<thead>
<tr>
<th>Airfare* - 5 pax</th>
<th>$1,000.00</th>
<th>$5,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per diem</td>
<td>Days</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>3 Board Members</td>
<td>$436.25</td>
<td>2</td>
</tr>
<tr>
<td>General Manager</td>
<td>$436.25</td>
<td>1</td>
</tr>
<tr>
<td>Japan Marketing Officer</td>
<td>$349.00</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>

**Background:** At the conclusion of the interviews, the Japan Guam Tourism Councils (Kanto, Kansai and Chubu) General Meeting will take place in Hakone, Japan. The venue was selected by the three JGTC Chairs to encourage greater participation from our stakeholders in Japan. Due to schedule conflicts the General Manager is only able to attend one day.

**E. KOREA**

Director Jackson reported a 50-60% increase in seats - noting the growth of the LCC, and Guam as a destination market.

Director Jackson said they would meet on Monday with the AG, Department of Revenue & Taxation, and Customs & Immigration to address the underground black market home-stay issue. There are 15-20 registered guesthouses and at least 100 underground guesthouses. He added from a safety, revenue, and tax dollars standpoint, they really need to resolve the issue.

**F. MEMBERSHIP & COMMUNITY OUTREACH**

Director Guzman thanked the staff for putting together the Membership Meeting.

He introduced the new Membership Contractor Ms. Jade Eello. She would be assisting with Membership and the CRM.

They would like to host a Membership mixer to tie in with the PATA Mic meeting coming up in December.

**GVB Staff Appreciation Party**

Director Guzman made a motion, seconded by Director Arriola to approve up to $5,000.00 for the GVB Staff Appreciation Party on December 5, 2015 at the Dusit Thani Resort Guam. 

**Motion Approved.**

Funds will be taken from the Membership account.

**Background:** This past calendar year, with the many successful events, marketing promotions, hard work and dedication of the Management & Staff of the Bureau, an appreciation party is being requested.

**Issue:** Board approval required.

**G. NORTH AMERICA & PACIFIC MARKETS**

Director Arriola reported Guam would be hosting the PATA Mic Quarterly Meeting on December 2-4.

She added the GM would be attending the New Tourism Frontiers Forum in the Philippines on November 18.
H. RESEARCH

Director Shinohara requested an update on the Scanamind trip.

I. RUSSIA & NEW MARKETS

J. VISITOR SAFETY & SATISFACTION

GIAA Live Entertainment
- Director Im reported an RFP would be issued.
- 6 month trial.
- 4 hour afternoon arrival and farewell greeting.
- 3 hour early morning arrival greeting.
- Budgeted under VSS.

Lost and Found Tourist Name Card
- Suggested distribution by Guam Customs or Tour agents.

K. CULTURE & HERITAGE

Director Arriola reported they would be meeting in December to discuss the grants-in-aid for cultural capacity building.

L. SPORTS & EVENTS

Director Arriola acknowledged and thanked the GVB staff for putting together a successful Ko’ko’ event.

M. ADMINISTRATION & GOV’T RELATIONS

VII. OLD BUSINESS

VIII. NEW BUSINESS

PATA
- Chairman Baldyga suggested setting up a working committee to ensure proper planning.
- The hiring of an outside event organizer (possibly off-island) to handle the event.
- Proper protocol was stressed regarding the dignitaries and high-level senior executives.

IX. EXECUTIVE SESSION
X. ANNOUNCEMENT

Upcoming Board Meetings:

- Thursday, November 26, 2015 at 4:00pm, GVB Main Conference Room.
- Thursday, December 10, 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 5:31 p.m. Motion Unanimously Approved.

[Signature]
Mrs. Theresa C. Arriola, Secretary of the Board of Directors

[Signature] 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

6. Management to look into how GVB can leverage and support the next GFA event from a promotional standpoint

7. Management to follow up with Lt. Carbildo (GPD) on incidence report.

8. “Think-tank” task force meeting to discuss CBP issue

9. Management to set up seminar with Korean Association of Guam regarding Guest House legalities

10. Management to provide Board with recommendation regarding testimony on Bill 127-33

11. Due at end of year - Management to provide an end of year Sports & Events recap:
    o Money spent
    o Arrivals
    o Return on Investment