



**BOARD OF DIRECTORS REGULAR MEETING**

Thursday, November 12, 2015 - 4:00 p.m.  
Guam Visitors Bureau- Main Conference Room

**BOARD of DIRECTORS PRESENT:**

Chairman Mark Baldyga	Director Bart Jackson
Director Sam Shinohara	Director Hong Soon Im
Director Shelly Calvo	Director Clifford Guzman
Director Norio Nakajima	Director Katarina Sgro
Director Eduardo "Champ" Calvo	Director Theresa Arriola

**BOARD of DIRECTORS ABSENT:**

Director Milton Morinaga - Off-island  
Director Robert Hofmann  
Director Bruce Kloppenburg

**GVB MANAGEMENT & STAFF PRESENT:**

Russell Ocampo	Colleen Cabedo	Meriza Peredo
Nicolas Yasuhiro	Regina Nedlic	Brian Borja
Telo Taitague	June Sugawara	Dara Roberto
Doris Ada	Rose Cunliffe	Haven Torres
Antonio Muna Junior	Kraig Camacho	

**GUESTS:**

Bernice Rivera - Office of Senator Tina Muna Barnes

**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**

**Exhibit A**

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:

- o Cruise Industry
- o The Philippine Market
- o Fashion related to Shop Guam
- o IMG Golf Event



- o Guam's next big signature event
- o Destination Management

Korean Concierge Program

- o 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.
- o GVB provided testimony in support of the bill and was tasked to write the rules and regulations for it.


Membership Meeting

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

Ctrip Shanghai Meeting

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

**IV. GENERAL MANAGER'S REPORT**



**PRELIMINARY Visitor Arrivals  
CYTD 2015 (January 2015 - October 2015)  
Total: 1,154,879 (3.4%)**

% Market Mix	Origin	Pax	% to LY
55.6%	Japan	642,383	-5.0%
29.3%	Korea	338,731	35.6%
5.0%	US/Hawaii	58,263	1.0%
3.1%	Taiwan	35,927	-17.2%
1.8%	China	21,359	56.5%
0.2%	Russia	2,421	-84.2%

**PRELIMINARY Visitor Arrivals  
OCTOBER 2015  
Total: 112,292 (8.0%)**

% Market Mix	Origin	Pax	% to LY
51.7%	Japan	58,030	-4.3%
33.2%	Korea	37,306	52.7%
4.4%	US/Hawaii	4,944	-8.0%
2.4%	Taiwan	2,748	-18.9%
2.1%	China	2,306	21.1%
0.2%	Russia	187	-50.0%

**PRELIMINARY MTD Visitor Arrivals  
November 1 - 8, 2015  
Total: 30,111 (13.6%)**

% Market Mix	Origin	Pax	% to LY
53.1%	Japan	15,974	-3.5%
34.7%	Korea	10,454	55.7%
4.1%	US/Hawaii	1,233	3.4%
2.2%	Taiwan	677	39.9%
0.7%	China	202	-20.2%
0.4%	Russia	109	-30.1%

**Japan Marketing News**

**3 month Forecast**

Month	Forecast	LY Arrivals	% Arrival	2015 Seats	2014 Seats	% Capacity
November	61,000	64,939	-6.07%	8,876	88,730	-8.16%
December	70,000	69,463	+0.77%	9,518	96,853	-1.77%
January	59,000	64,111	-7.97%	9,987	97,550	-5.70%

(Data Source: GVB, JGTA and other MS)

Month	Forecast	LY Arrivals	% Arrival	2015 Seats	2014 Seats	% Capacity
November	61,000	64,939	-6.07%	8,876	88,730	-8.16%
December	70,000	69,463	+0.77%	9,518	96,853	-1.77%
January	59,000	64,111	-7.97%	9,987	97,550	-5.70%

**Japan Marketing News**

- Taiwan doing well, package price ¥29,800 and 39,800 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: 1-4:30PM Meeting, 6-8PM Dinner
  - Meeting location: Hakone

**Japan Marketing News**

**Sister Event**

Izu City (Toi Town) and Kashiwazaki Signing Ceremony  
Two Lovers Point at Kashiwazaki • October 28 – 29, 2015



**Korea Marketing News**

**3 month Forecast**

Month	Forecast Pax	Last Year	%Change	Seat Forecast '15	Seat Data '14	% Change Seats
November	39,000	25,928	50.4%	55,551	34,693	60.7%
December	42,000	32,236	30.3%	56,870	37,456	51.8%
January, 2016	43,500	38,765	12.2%	57,770	49,739	14.9%

Month	Forecast Pax	Last Year	%Change	Seat Forecast '15	Seat Data '14	% Change Seats
November	39,000	25,928	50.4%	55,551	34,693	60.7%
December	42,000	32,236	30.3%	56,870	37,456	51.8%
January, 2016	43,500	38,765	12.2%	57,770	49,739	14.9%

**Korea Marketing News**

**Korea Outbound Travelers  
Guam Market Share**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Outbound	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Guam	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Market Share	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%

BLU K outbound program

**Korea Marketing News**

**3 month Activities/Programs**

- TV Home-shopping
  - Nov.: KRT
- MICE Group
  - Nov.: Atomy – 140 pax (New), Korea Telecom – 80 pax, Dongbu Insurance – 135 pax, Nong Hyup Bank – 160 pax (New)
  - Dec.: KT – 80 pax (New)

**MICE Monthly Total**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2015	847	1,481	1,957	4,349	3,368	887	2,513	8,132	6,706				24,700
2014	851	851	1,370	3,070	1,181	1,165	1,258	2,481	3,115	1,769	3,846	4,215	26,886

**Korea Marketing News**

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 Pa'a Taotao Tano

**Korea Marketing News**

Mode Fair from Oct. 29 to Nov. 1



Senator Barnes & KMC Chairman Bart Jackson join in the ribbon cutting to officially open the Mode Fair.

**Korea Marketing News**

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



**Korea Marketing News**

Mode Fair from Oct. 29 to Nov. 1  
Guam Product Seminar



Senator Barnes and KHC Chairman made opening remarks during the Guam Product Seminar. Emcee YK Kim, TLK

Welcomed around 100 mode tour agents/trade media. Presentations continued with Guam partners making their individual presentations.

**Korea Marketing News**

Mode Fair from Oct. 29 to Nov. 1



**Taiwan Marketing News**

**November**  
Event : Taipei International Travel Fair (ITF) 2015

- GVB Members joining the GVB delegation Aqua Suites, Days Inn, Guam Reef, The Westin, Skydive Guam, Hyatt Regency Guam, and Ameri-Guam International
- Guam won the Best Booth Design Award among over 1,400 Booths
- Governor Eddie Baza Calvo joined the trade-related events in Taiwan. Meetings with China Airlines and EVA Airways, and opened GVB's Destination Guam Trade Workshop
- GM was invited as VIP for ribbon cutting ceremony and USA Pavilion opening on ITF.
- Airline company meetings, media interviews all went smoothly and received great responses.



**Mainland China Marketing News**

**Zhengzhou Guam Sales Training Seminar**

Date: 26<sup>th</sup> October 2015

Venue: JW Marriott Hotel Zhengzhou

Accomplishment:

- Over 120 pax from Zhengzhou travel trade participated the training seminar
- Guam destination knowledge was provided to participants, and Guam promotional materials were distributed.
- Zhengzhou Tourism Administration, Korean Air Zhengzhou Branch and Dynamic Airways participated the training seminar as valued GVB partners.
- Influential Zhengzhou medias conducted a group interview to GVB Marketing Manager Ms. Pilar Laguna to learn about Guam.



**Hong Kong Marketing News**

**"GUAM RUNC" in Hong Kong to Promote GJH2016**

20 December, 2015

- Race recruitment started on 5 Nov
- Promotion of GJH2016 has started and support given to Maywood Travel to advertise in magazine focused on sports and adventures
- 5 travel agents signed up to promote GJH2016

**Joint Promotion with Wedding Centre on Nov Wedding Expo**

5 & 6 November, 2015

- Wedding Expo decorated their booth with Guam element
- Guam wedding flyers were being distributed during the expo
- We will sponsor HK\$500/pax for those who signed up Guam wedding package during Wedding Expo.
- We delivered the talk during Expo about Guam's offering

**Shao Guam Festival**

1 November, 2015 - 15 December, 2015

- Guam holiday, United Vacations, Sunflower Travel signed up to promote SGF packages. Others are waiting for the incentive package to be confirmed by HQ



**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 3<sup>rd</sup> place overall and the female runner came in 9<sup>th</sup> place out of all female runners.

**KO'KO WEEKEND**

**GVB SIGNATURE EVENT**

- 9<sup>th</sup> Annual Ko'ko' Kids Run
- 10<sup>th</sup> 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



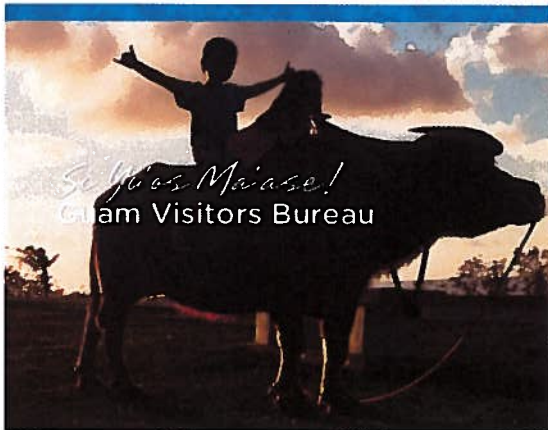
guamkokoroadrace.com

**ECONOMIC IMPACT**

- 2015 Projection = \$ 2.4 million
- 948 overseas runners + 1,422 additional visitors using a conservative assumption that each guest brought 1.5 friends and family
- Average length of stay at 3.5 days = 4,977 gain on visitor days
- Assumed an average of \$488.15 in average spending per day
- International Breakdown
  - Japan = 304
  - Korea = 137
  - Other Markets = 507



guamkokoroadrace.com





V. TREASURER'S REPORT

Exhibit B

**CASH, RECEIVABLES, & PAYABLES POSITION  
FY 2015 & FY 2016 COMPARATIVE REPORT**

FY 2015 (11/10/2014)				Balance	FY 2016 (11/10/2015)				Balance
BANK OF GUAM				\$7,405,177.66	BANK OF GUAM				\$9,757,751.56
FIRST HAWAIIAN BANK - Membership				\$105,913.63	FIRST HAWAIIAN BANK - Membership				\$87,075.99
RESONA BANK				\$107,687.32	RESONA BANK				\$66,355.83
BOG - TAF ACCOUNT				\$2,641,498.46	BOG - TAF ACCOUNT				\$2,160,663.13
BOG - RAINY DAY FUND				\$194,912.14	BOG - RAINY DAY FUND - NOTE 1				\$2,095,493.27
BOG - FESTPAC Trust Account				\$1,589,298.43	BOG - FESTPAC Trust Account - NOTE 3				\$39,635.96
MORGAN STANLEY - CD **				\$2,511,793.09	MORGAN STANLEY - CD ** - NOTE 2				\$2,517,459.39
BOG - 2/12 Memorial Fund				\$24,684.71	TOTAL CASH IN BANKS AS OF 11/10/2015				\$16,724,443.14
<b>TOTAL CASH IN BANKS AS OF 09/08/14</b>				<b>\$16,300,965.46</b>	<b>**Morgan Stanley CD Market value as of 10/31/2015</b>				
FY 2014 BUDGET P.L. 32-066				\$ 19,422,134.00	FY 2015 BUDGET P.L. 32-181				\$ 23,847,696.00
OPERATIONS TAF Special Projects					Operations				\$ 20,105,000.00
\$15,487,154.00 \$2,000,000.00					Destination Development				\$ 1,085,000.00
PASS THRU APPROPRIATIONS - \$1,935,000.00 (amended per PL 32-181)					Capital Improvement Projects				\$ 1,412,696.00
					Pass-thru Appropriations				\$ 1,235,000.00
OPERATIONS	TAF Special Projects	Pass-thru			Operations	Destination	CIP	Pass-thru	
11/14/13	\$1,361,535.00	\$ 150,000.00	\$ 58,125.00		10/1/2015	\$ -	\$ -	\$ 150,000.00	
11/15/13	\$1,361,535.00	\$ 150,000.00	\$ 58,125.00		11/1/2015	\$ 3,274,437.00	\$ 230,562.00	\$ 1,100,792.00	
11/29/13	\$ -	\$ -	\$ 7,500.00		12/19/2014	\$ 1,000,000.00	\$ -	\$ 3,300.00	
12/11/13	\$1,361,535.00	\$ 150,000.00	\$ 63,750.00		12/21/2014	\$ -	\$ -	\$ 39,375.00	
12/24/13	\$ -	\$ -	\$ 3,750.00		1/13/2015	\$ -	\$ -	\$ 81,500.00	
01/20/14	\$1,002,535.00	\$ 150,000.00	\$ 26,250.00		2/20/2015	\$ 4,064,437.00	\$ 230,562.00	\$ -	
02/21/14	\$ -	\$ -	\$ 2,500.00		4/20/2015	\$ 3,694,437.00	\$ 230,562.00	\$ 217,125.00	
03/21/14	\$ 386,160.00	\$ 150,000.00	\$ 22,500.00		6/21/2015	\$ 80,000.00	\$ -	\$ -	
03/27/14	\$1,506,970.00	\$ 150,000.00	\$ 86,000.00		7/16/2015	\$ 300,000.00	\$ -	\$ -	
04/17/14	\$1,250,535.00	\$ 150,000.00	\$ 80,250.00		8/12/2015	\$ 1,508,425.00	\$ 81,376.00	\$ -	
05/09/14	\$ 640,817.55	\$ 150,000.00	\$ 54,250.00		8/12/2015	\$ 2,934,438.00	\$ 230,562.00	\$ 212,825.00	
06/20/14	\$1,361,535.00	\$ 150,000.00	\$ 36,250.00		8/15/2015	\$ -	\$ -	\$ 15,750.00	
08/04/14	\$1,361,535.00	\$ 150,000.00	\$ 36,250.00		8/21/2015	\$ 1,800,000.00	\$ -	\$ -	
08/12/14	\$1,361,535.00	\$ 150,000.00	\$ 36,250.00		10/27/2015	\$ -	\$ -	\$ -	
08/26/14	\$1,361,535.00	\$ 150,000.00	\$ -		10/28/2015	\$ 20,115,000.00	\$ 1,085,000.00	\$ 1,412,696.00	
08/28/14	\$1,361,535.00	\$ 150,000.00	\$ 36,250.00					\$ 1,157,000.00	
10/02/14	\$425,000.00	\$ -	\$ 25,000.00						
11/5/2014	\$ -	\$ -	\$ 29,500.00						
	\$14,909,893.55	\$1,850,000.00	\$ 795,500.00						
Total FY 2014 Allotment Received to Date				\$17,646,403.55	Total FY 2015 Allotment Received to Date				\$23,769,696.00
Accounts Receivable FY 2014				\$1,775,730.45	Accounts Receivable FY 2015				\$78,000.00
FY 2015 BUDGET P.L. 32-181				\$ 23,847,696.00	FY 2016 BUDGET P.L. 33-66				\$ 23,429,191.00
Operations - \$20,105,000.00					Operations				\$ 21,044,191.00
Destination Development - \$1,085,000.00					Destination Development				\$ 1,235,000.00
Capital Improvement Projects - \$1,412,696.00					Pass-thru Appropriations				\$ 1,150,000.00
PASS THRU APPROPRIATIONS - \$1,235,000.00									
Operations	Destination	CIP	Pass-thru		Operations	Destination	CIP	Pass-thru	
10/28/14	\$ -	\$ -	\$ 150,000.00		10/28/2015	\$ 2,136,941.00	\$ 301,298.00	\$ 297,500.00	
11/05/14	\$1,274,437.00	\$ 230,562.00	\$1,100,792.00			\$ 2,136,941.00	\$ 301,298.00	\$ 297,500.00	
	\$1,274,437.00	\$ 230,562.00	\$1,100,792.00						
Total FY 2015 Allotment Received to Date				\$4,968,541.00	Total FY 2016 Allotment Received to Date				\$2,695,691.00
Accounts Receivable FY 2015				\$18,879,155.00	Accounts Receivable FY 2015				\$20,733,500.00
FY 2014/2015 ACCOUNTS PAYABLE as of 11/10/2014				Amount	FY 2015/2016 ACCOUNTS PAYABLE as of 11/10/2015				Amount
Asatsu Invoices				\$0.00	Asatsu invoices MAY-SEPT 2015				\$836,535.65
Japan Miscellaneous Invoices				\$58,660.80	Japan Miscellaneous Invoices				\$68,028.90
Guam Miscellaneous Invoices				\$359,149.19	Guam Miscellaneous Invoices				\$45,374.73
FY 2011/2012/2013/2014 Pass-thru appropriations				\$296,592.24	FY 2015 Pass-thru appropriations				\$21,325.00
FY 2015 Pass-thru appropriations				\$56,000.00	Encumbered Contracts (not yet incurred)				\$5,073,102.76
Encumbered Contracts (not yet incurred)				\$6,280,406.75	Encumbered Purchase Orders (not yet incurred)				\$282,151.72
Encumbered Purchase Orders (not yet incurred)				\$82,845.49	FESTPAC Trust Account				\$39,635.96
FESTPAC Trust Account				\$1,589,298.43	<b>Total Payables to Date</b>				<b>\$6,366,354.72</b>
<b>Total Payables to Date</b>				<b>\$8,722,952.93</b>					
					NOTE 1				
					- \$2,095,071.78 Rainy Day Fund				
					- \$1,000,000.00 Board approved allotment to Japan market for advertising				
					- \$1,095,071.78				
					NOTE 2				
					- \$2,514,685.64 Morgan Stanley CD				
					- \$265,139.44 Board approved \$1,034,000 on 3/11/14 for China Airline Incentive Program				
					- \$1,001,071.24 Board approved \$1,028,500 on 5/22/14 for China market advertising				
					- \$100,000.00 Board approved \$300,000 on 7/23/15 for Guam Football Association				
					- \$86,542.00 Board approved \$86,542 on 7/23/15 for Department Revenue & Tax Auditors				
					1861930.96				
					NOTE 3				
					- \$2,339,635.96 FESTPAC Trust Account				
					- \$2,703,000.00 Transferred from FESTPAC Trust Account to CIAHA on 10/15/15				
					339,635.96				

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**

**Exhibit C**

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.**

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

**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

- o Director Nakajima noted that November is a busy month for group travel.
- o He reported the average afternoon wait time for CBP processing is 2.5 hours.
- o Afternoon arrivals are extremely congested.
- o Reaction from travelers - they would not return to Guam.
- o 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.**

Osaka JTB	Per Diem Rate (M&IE Only)	Pax	Days	
2 Musicians, 3 Dancers	\$145.00	5	1	\$725.00
2 Miss Guams	\$145.00	2	1	\$290.00
Staff: 1 CHaCO, 1 Marketing	\$145.00	2	1	\$290.00
<b>TOTAL</b>				<b>\$1,305.00</b>

**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.**

	Air Fare Estimate		
Airfare - 5 pax	\$1,000.00		\$5,000.00
	Per diem	Days	



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
			\$14,702.20

**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	Per diem	Days	
General Manager	\$436.25	2	\$872.50
Japan Marketing Officer	\$349.00	2	\$698.00
		TOTAL	\$1,570.50

**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.**

	Air Fare Estimate		
Airfare* - 5 pax		\$1,000.00	\$5,000.00
	Per diem	Days	

3 Board Members	\$436.25	2	\$2,617.50
General Manager	\$436.25	1	\$436.25
Japan Marketing Officer	\$349.00	2	\$698.00
		Total	\$8,751.75

**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 Bello. 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

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

### Lost and Found Tourist Name Card

- o 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

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

## IX. EXECUTIVE SESSION



X. ANNOUNCEMENT

**Upcoming Board Meetings:**

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

\_\_\_\_\_  
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