BOARD OF DIRECTORS REGULAR MEETING
Thursday, December 10, 2015 – 4:00 p.m.
Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:
Chairman Mark Baldyga
Director Samuel Shinohara
Director Theresa Arriola
Director Bartley Jackson
Director Eduardo “Champ” Calvo

Director Bruce Kloppenburg
Director Milton Morinaga
Director Norio Nakajima
Director Robert Hofmann

BOARD of DIRECTORS ABSENT:
Director Clifford Guzman – Family emergency
Director Shelly Calvo – Work matter
Director Katarina Sgro – Work matter
Director Hong Soon Im – Work matter

GVB MANAGEMENT & STAFF PRESENT:
Mark Manglona
Pilar Laguana
Brian Borja
Telo Taltague
Rose Cunliffe
Josh Tyquingco
Russell Ocampo
Doris Ada

Dara Roberto
June Sugawara
Gina Kono
Jon Nathan Denight
Dee Hernandez
Haven Torres
Regina Nedlic
Gabryel Franquez

Nicolas Yasuhiro
Kraig Camacho
Nadine Leon Guerrero
Meriza Peredo
Ana Cid
Nakisha Garrido
Lisa Linek

GUESTS:
Bernice Rivera - Office of Senator Tina Muna Barnes

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:38 p.m.

II. MINUTES OF THE PREVIOUS MEETING

- Chairman Baldyga made a motion, seconded by Director Shinohara to approve the minutes of the previous Board of Directors meeting dated November 12, 2015. Motion Unanimously Approved. (Subject to minor revisions)

III. CHAIRMAN'S REPORT

Chairman Baldyga wished everyone a happy holiday. He said 2015 was a good year – great job to the team.
Wrapping up 2015, Chairman Baldyga asked Director Shinohara to review policies with respect to the Board – actions, conflicts, committee issues, etc.

He asked the Board Secretary to follow up and ensure that all Board members have completed the mandatory Ethics training as required by law.

Chairman Baldyga requested staff do a short recap of 2016 Smart Goals – update,

Chairman Baldyga noted the Board spends a large amount of meeting time approving travel motions. Therefore, he requested Management create a 2016 travel plan by Committee (to include budgets), which the Board can review and approve beforehand.

IV. GENERAL MANAGER’S REPORT

![Guam Visitors Bureau General Manager's Report
December 10, 2015](image)

### PRELIMINARY Visitor Arrivals
**NOVEMBER 2015**
Total: 121,705 (14.7%)

<table>
<thead>
<tr>
<th>Origin</th>
<th>Rate</th>
<th>Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>57.5%</td>
<td>62,310</td>
</tr>
<tr>
<td>Korea</td>
<td>33.4%</td>
<td>40,510</td>
</tr>
<tr>
<td>US/Hawaii</td>
<td>4.9%</td>
<td>5,683</td>
</tr>
<tr>
<td>Taiwan</td>
<td>2.5%</td>
<td>2,984</td>
</tr>
<tr>
<td>China</td>
<td>1.0%</td>
<td>1,345</td>
</tr>
<tr>
<td>Russia</td>
<td>0.2%</td>
<td>258</td>
</tr>
</tbody>
</table>

### PRELIMINARY Visitor Arrivals
**CYTD 2015 (January 2015 - November 2015)**
Total: 1,276,584 (4.4%)

<table>
<thead>
<tr>
<th>Origin</th>
<th>Rate</th>
<th>Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>53.3%</td>
<td>105,841</td>
</tr>
<tr>
<td>Korea</td>
<td>25.5%</td>
<td>114,761</td>
</tr>
<tr>
<td>US/Hawaii</td>
<td>13.0%</td>
<td>63,686</td>
</tr>
<tr>
<td>Taiwan</td>
<td>1.9%</td>
<td>39,071</td>
</tr>
<tr>
<td>China</td>
<td>1.6%</td>
<td>22,604</td>
</tr>
<tr>
<td>Russia</td>
<td>0.3%</td>
<td>2,077</td>
</tr>
</tbody>
</table>

### PRELIMINARY Visitor Arrivals
**FYTD 2016 (October 2015 - November 2015)**
Total: 233,997 (11.4%)

<table>
<thead>
<tr>
<th>Origin</th>
<th>Rate</th>
<th>Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>51.3%</td>
<td>125,790</td>
</tr>
<tr>
<td>Korea</td>
<td>34.1%</td>
<td>80,310</td>
</tr>
<tr>
<td>US/Hawaii</td>
<td>4.1%</td>
<td>10,357</td>
</tr>
<tr>
<td>Taiwan</td>
<td>2.0%</td>
<td>5,892</td>
</tr>
<tr>
<td>China</td>
<td>1.9%</td>
<td>3,551</td>
</tr>
<tr>
<td>Russia</td>
<td>0.2%</td>
<td>443</td>
</tr>
</tbody>
</table>
PRELIMINARY MTD Visitor Arrivals
December 1 - 8, 2015
Total: 30,661 (13.7%)

<table>
<thead>
<tr>
<th>Market/Region</th>
<th>Origin</th>
<th>Plan</th>
<th>% MTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>15,997</td>
<td>15,997</td>
<td>100.0%</td>
</tr>
<tr>
<td>Korea</td>
<td>13,971</td>
<td>13,971</td>
<td>100.0%</td>
</tr>
<tr>
<td>US/Newzealnd</td>
<td>1,445</td>
<td>1,445</td>
<td>100.0%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>615</td>
<td>615</td>
<td>100.0%</td>
</tr>
<tr>
<td>China</td>
<td>189</td>
<td>189</td>
<td>96.9%</td>
</tr>
<tr>
<td>Russia</td>
<td>69</td>
<td>69</td>
<td>96.9%</td>
</tr>
</tbody>
</table>

Japan Marketing News

3 month Forecast:

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast</th>
<th>AV Avail</th>
<th>% Avail</th>
<th>2015/2016 Land</th>
<th>2015/2016 US</th>
<th>% Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>12,500</td>
<td>12,453</td>
<td>98.8%</td>
<td>95,156</td>
<td>94,950</td>
<td>101.9%</td>
</tr>
<tr>
<td>January</td>
<td>12,000</td>
<td>11,811</td>
<td>98.4%</td>
<td>81,387</td>
<td>81,150</td>
<td>99.6%</td>
</tr>
<tr>
<td>February</td>
<td>12,000</td>
<td>12,313</td>
<td>94.4%</td>
<td>81,410</td>
<td>80,994</td>
<td>92.8%</td>
</tr>
</tbody>
</table>

(data source: 2015/16 Asia and other FL)

Japan Marketing News

Chart & Extra update: Year-end & new year period

Sales Update for China Airlines:
- From HKG (China): 95,926 seat sold against per flight: 1,002 seat sold (prior year: 1,035 seat sold)
- From NKG (Korea): 95,926 seat sold against per flight: 1,002 seat sold (prior year: 1,035 seat sold)
- From NCV (Tai): 95,926 seat sold against per flight: 1,002 seat sold (prior year: 1,035 seat sold)
- From FTX (Tai): 95,926 seat sold against per flight: 120 seat sold (prior year: 120 seat sold)
Total: 32,023 seat sold against total capacity of 14,896 seats.

Japan Marketing News

Arrival Forecast 2016:
- The forecast shows approximately 79,560 arrivals from Japan in 2016.
- It is expected that 79,560 arrivals from Japan in 2016.

Japan Marketing News

Governor Calvo Trade Mission to Japan

- JTB Executives
  - 100 charter flights in 2016, Quality tours (gourmet), airport walk times, education/sports tourism, Lotte JTB, ask to include Guam in Nationwide flights
  - US Embassy with Ambassador Kennedy
  - Immigration wait times, Pre-clearance, Haneda, Realignment
  - Ministry of Land, Infrastructure, Transport and Tourism
  - Haneda, pre-clearance
  - K-Com
  - Discuss plans for new property
  - Rakuten
  - Signed friendship agreement to promote Guam travel and Made in Guam products, online opportunities
### Korea Marketing News

#### 3 month Forecast

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast/Pax</th>
<th>Last Year</th>
<th>%Change</th>
<th>Best Forecast '14</th>
<th>Best Data '14</th>
<th>% Change Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>43,000</td>
<td>36,556</td>
<td>18.1%</td>
<td>44,879</td>
<td>45,379</td>
<td>5%</td>
</tr>
<tr>
<td>January</td>
<td>40,000</td>
<td>34,784</td>
<td>22.9%</td>
<td>43,751</td>
<td>45,321</td>
<td>4%</td>
</tr>
<tr>
<td>February</td>
<td>37,000</td>
<td>31,877</td>
<td>12.8%</td>
<td>40,685</td>
<td>43,379</td>
<td>7%</td>
</tr>
</tbody>
</table>

### Korea Marketing News

#### 3 month Activities/Programs
- **MICE Group**
  - Dec.: KT – 80 Pax
- **Busan 20 Tas Fam with Air Busan on Nov. 26**
- **Dangug 13 Tas Fam with T'way on Nov. 28**
- **Spring Camp**
  - Seoul FC : 40 Pax (Jan. 8 - 26, 2016)

### Pro Baseball Players Match Play Championship In Guam (Dec 11-13)
Onward Taiofofo and Mangilao Golf Courses

**Benefits**
- Repeated exposure of SAG and attractions of Guam
- 52 games (36 reviews)
- The rise in awareness of Guam & growth in Korean visitors
- Expected to generate more than $16,000,000 of media exposure value
- Welcome reception on December 10, 2015, Outrigger Resorts’ Fort San Jose Ballroom at 6:00 p.m.

### Mainland China Marketing News

#### 3 month Forecast

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast/Pax</th>
<th>Last Year</th>
<th>%Change</th>
<th>Best Forecast '14</th>
<th>Best Data '14</th>
<th>% Change Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>708</td>
<td>542</td>
<td>29.9%</td>
<td>712</td>
<td>713</td>
<td>0%</td>
</tr>
<tr>
<td>January</td>
<td>663</td>
<td>508</td>
<td>31.3%</td>
<td>659</td>
<td>660</td>
<td>0%</td>
</tr>
<tr>
<td>February</td>
<td>276</td>
<td>238</td>
<td>15.8%</td>
<td>283</td>
<td>284</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Taiwan Marketing News

#### 3 month Forecast

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast/Pax</th>
<th>Last Year</th>
<th>%Change</th>
<th>Best Forecast '14</th>
<th>Best Data '14</th>
<th>% Change Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>26,589</td>
<td>21,246</td>
<td>24.7%</td>
<td>27,183</td>
<td>27,183</td>
<td>0%</td>
</tr>
<tr>
<td>January</td>
<td>25,468</td>
<td>20,984</td>
<td>21.1%</td>
<td>26,183</td>
<td>26,183</td>
<td>0%</td>
</tr>
<tr>
<td>February</td>
<td>24,344</td>
<td>20,894</td>
<td>16.4%</td>
<td>25,183</td>
<td>25,183</td>
<td>0%</td>
</tr>
</tbody>
</table>
### Hong Kong Marketing News

#### 3 month Forecast

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast</th>
<th>Last Year</th>
<th>Difference</th>
<th>% Increase</th>
<th>% Change</th>
<th>% Chinese</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>600</td>
<td>725</td>
<td>-125</td>
<td>-17.3%</td>
<td>8.3%</td>
<td>9%</td>
</tr>
<tr>
<td>January</td>
<td>550</td>
<td>625</td>
<td>-75</td>
<td>-12%</td>
<td>8.7%</td>
<td>9%</td>
</tr>
<tr>
<td>February</td>
<td>500</td>
<td>550</td>
<td>-50</td>
<td>-9.1%</td>
<td>8.8%</td>
<td>9%</td>
</tr>
</tbody>
</table>

#### China Marketing News

**Nailing Training Seminar**
- Over 150 representatives of key TOs in Hong Kong the training seminar.
- Grace Ou, account director of GVB Sales & representative office, made a presentation on introducing Guan and 2015 Shop Guan Festival.
- Representatives from DYA, ICE and UA introduced their rights to the trade.
- Provided TOs the materials and DMC information they need with email.

### China Marketing News

#### GVB 2015 Guangzhou TV SGF Media Fam
- Media visit Shop Guan Festival and documented shopping experiences.
- Courtesy visit to GVB HQ.
- The event provided new opportunities to learn about Guan's unique culture and tourist offerings.

### GVB 2015 SGF Media Fam - Celebrity Group
- Media Fam Tour Date: 19th November
- Fan Tour Theme: SGF Guan Discovery

- Celebrated the unique landscapes and diverse shopping experiences.
- Courtesy visit to GVB HQ with in-depth conversation with GVB marketing manager and staff.
- Guan outdoor experiences were highlighted by experienced Skydivers, Zipline and e-norcy for a fun experience.
- Celebrities also visited Sfipsi Fuga Village.

### GVB Gala dinner for 2015 SGF First Group from Guangzhou
- Gala dinner on November 18th
- Venue: Sheraton Laguna Guan Resort

- Over 80 TOs and hotel representatives arrived for the Gala dinner.
- GVB hosted a welcome dinner for the SFG First Group.
- Festival organizers made special remarks to the guests who were also interviewed by Guangzhou TV.
### Destination Development
- Visitor Safety Patrol
  - Adding northern Tumon beach water safety officer
  - Adding Ypao and Nata'pan night patrol
- Tour Guide Certification
- GVB completed draft of GCC course
- Program needs to be updated
- Tumon Flooding Mitigation
  - Opportunity to meet with Stanley on Dec 15/16
  - DPW to issue culvert cleaning IFB
- Tumon Bay Lighting Improvement Phase II
  - Bid Opening tomorrow at 1:30 p.m.

### FestPac 2016
- New Latte Sponsor: CarsPlus Hynadal
- DFS Festival of Trees
- $100K Raffle Drawing @ Gov House 7pm
- Festival Grounds: Hulch, Paseo Stadium, Rec Center, Fishing Platform

### PATA New Tourism Frontiers Forum
- Theme: Eco-Tourism Transcending Climate Change
- Legazpi, Philippines
- GM Presentation: Eco-Tourism and the Blue Continent
- Invite to PATA Summit Guam 2016

### Only on Guam Star Wars Premiere
- Only on Guam promotion for people to submit their unique photos & videos to OOG website
- Participants could win a pair of tickets to Star Wars premiere on Dec. 17 at 10 a.m. at Micronesia Mall Stadium Theaters and win Share 82 red card
- Tickets also given away through Star Wars (KMR on radio (KHJ & KTKB))

### Community Outreach
- Tourism Works radio spots now playing, as well as social media segments
- The Regina andVoice on KH97 educates listeners on GVB events, activities and projects
- Continuation of the Only on Guam campaign through promotions and contests, such as the Star Wars movie premiere

### Community Outreach
- Hāla Adai Pledge Update
  - Over 70 new HAP supporting companies and organizations joined the program, representing over 30,000 supporters
  - Recent pledgers:
    - Mataon Guam
    - Kitchen Lingo
    - Mothering Naturally
    - Yayoi Kim
    - Naiine Insurance
    - Triple Shot Coffee House
  - Upcoming ceremonies:
    - Tumon Sands Plaza tenants and outside guests
    - 2015 Holiday Craft Fair vendors
## V. TREASURER’S REPORT

### Exhibit B

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BANK OF GUAM</td>
<td>$1,240,000.00</td>
<td></td>
<td>BANK OF GUAM</td>
<td>$1,015,897.00</td>
</tr>
<tr>
<td>FIRST HAWAIIAN BANK -</td>
<td>$105,505.00</td>
<td></td>
<td>FIRST HAWAIIAN BANK</td>
<td>$86,370.00</td>
</tr>
<tr>
<td>MEMBERSHIP</td>
<td></td>
<td></td>
<td>MEMBERSHIP</td>
<td></td>
</tr>
<tr>
<td>RESONA BANK</td>
<td>$180,019.47</td>
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<td>RESONA BANK</td>
<td>$45,335.60</td>
</tr>
<tr>
<td>BSG - TAF ACCOUNT</td>
<td>$2,489,442.00</td>
<td>$2,489,442.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSG - RAINY DAY FUND</td>
<td>$1,757,373.21</td>
<td></td>
<td>BSG - RAINY DAY FUND</td>
<td>$1,015,897.00</td>
</tr>
<tr>
<td>BSG - FESTPAC Trust Account</td>
<td>$1,299,612.33</td>
<td></td>
<td>BSG - FESTPAC Trust Account</td>
<td>$1,299,612.33</td>
</tr>
<tr>
<td>MORGAN STANLEY - CD **</td>
<td>$2,512,143.00</td>
<td></td>
<td>MORGAN STANLEY - CD **</td>
<td>$2,512,143.00</td>
</tr>
<tr>
<td>BSG - 7/32 Memorials Fund</td>
<td>$10.00</td>
<td></td>
<td>BSG - 7/32 Memorials Fund</td>
<td>$10.00</td>
</tr>
<tr>
<td>TOTAL CASH IN BANKS AS OF 05/01/14</td>
<td>$15,221,094.00</td>
<td>TOTAL CASH IN BANKS AS OF 05/01/15</td>
<td>$17,017,468.54</td>
<td></td>
</tr>
</tbody>
</table>

*Morgan Stanley CD Market value as of 07/03/2014

#### FY 2016 BUDGET P/L. 32-068

<table>
<thead>
<tr>
<th>OPERATIONS</th>
<th>$1,487,134.00</th>
<th>$2,000,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAF Special Projects</td>
<td>$183,000,000.00</td>
<td>$183,000,000.00</td>
</tr>
<tr>
<td>Pass-thru</td>
<td>$183,000,000.00</td>
<td>$183,000,000.00</td>
</tr>
</tbody>
</table>

#### FY 2016 Budget P/L. 33-86

<table>
<thead>
<tr>
<th>Operations</th>
<th>$23,042,910.00</th>
<th>$23,042,910.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destinations</td>
<td>$23,042,910.00</td>
<td>$23,042,910.00</td>
</tr>
<tr>
<td>Pass-thru</td>
<td>$23,042,910.00</td>
<td>$23,042,910.00</td>
</tr>
</tbody>
</table>

#### Total FY 2015 Allotment Received to Date: Accounts Receivable FY 2015

| $17,644,401.50 | $17,644,401.50 |

#### FY 2016 BUDGET P/L. 33-95

<table>
<thead>
<tr>
<th>Operations</th>
<th>$23,487,896.00</th>
<th>$23,487,896.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destinations</td>
<td>$23,487,896.00</td>
<td>$23,487,896.00</td>
</tr>
<tr>
<td>Pass-thru</td>
<td>$23,487,896.00</td>
<td>$23,487,896.00</td>
</tr>
</tbody>
</table>

#### Total FY 2016 Allotment Received to Date: Accounts Receivable FY 2016

| $18,878,155.50 | $18,878,155.50 |

#### FY 2015/2016 ACCOUNTS PAYABLE as of 11/10/2014

<table>
<thead>
<tr>
<th>Amount</th>
<th>$2,636,263.62</th>
<th>$2,636,263.62</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASIA Invitations</td>
<td>$2,636,263.62</td>
<td>$2,636,263.62</td>
</tr>
<tr>
<td>JAPAN Miscellaneous Invoices</td>
<td>$430,854.40</td>
<td>$430,854.40</td>
</tr>
<tr>
<td>GUAM Miscellaneous Invoices</td>
<td>$409,582.24</td>
<td>$409,582.24</td>
</tr>
<tr>
<td>Pass-thru</td>
<td>$249,582.24</td>
<td>$249,582.24</td>
</tr>
<tr>
<td>Pass-thru</td>
<td>$423,479.03</td>
<td>$423,479.03</td>
</tr>
<tr>
<td>Encumbered Contracts (not yet incurred)</td>
<td>$52,800,406.75</td>
<td>$52,800,406.75</td>
</tr>
<tr>
<td>Encumbered Purchase Orders (not yet incurred)</td>
<td>$122,010.81</td>
<td>$122,010.81</td>
</tr>
<tr>
<td>FESTPAC Trust Account</td>
<td>$11,000,000.00</td>
<td>$11,000,000.00</td>
</tr>
<tr>
<td>Total Payables to Date</td>
<td>$3,799,636.53</td>
<td>$3,799,636.53</td>
</tr>
</tbody>
</table>

#### Note 1

- **$2,059,871.73** Rainy Day Fund
- **$2,059,871.73** Board approved allotment to Japan market for advertising

#### Note 2

- **$2,114,355.49** Morgan Stanley CD
- **$1,585,224.41** Board approved $1,585,224.41 on 1/31/14 for China Airlift Package Program
- **$1,000,000.00** Board approved $1,000,000.00 on 6/22/14 for China market advertising
- **$600,000.00** Board approved $600,000.00 on 1/17/15 for Guam Football Association
- **$600,000.00** Board approved $600,000.00 on 1/5/16 for Department Revenue & Tax Auditors

#### Note 3

- **$7,076,435.99** FESTPAC Trust Account
- **$53,750.00** Transferred from FESTPAC Trust Account to GPA on 10/18/14
- **$940,300.00**
VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

PATAcademy Human Capital Development Workshop

Director Kloppenburg made a motion, seconded by Director Jackson, to ratify Executive Committee's approval for travel for the Deputy GM to attend the PATAcademy Human Capital Development (HCD) Workshop in Bangkok, Thailand from December 1-3, 2015. (Amount approximately $2,387.50: from the FY2016 Pacific Budget Acct# PA-SMD024)

Motion Approved

Airfare (Estimated) $ 850 x 1 pax: $850.00
Per diem: $246 + 25% x 5 days: $1,537.50
TOTAL: $2,387.50

Background: The PATAcademy-HCD will have the December edition in Bangkok, Thailand to cover the importance of sustainability. Sustainability touches all aspects in the tourism industry and members from all sectors within tourism will be invited to join and share their practices. The HCD Academy gives participants the knowledge and understanding of the importance of the surrounding environment in which their organizations operate. The workshop will be confronting challenges head-on through group activities, networking events and site visits along with presentations from the leading sustainability experts. Participants will gain insights about sustainability – only within their sectors but also within the industry as a whole.

Issue: Approval for travel needed.

GVB-MBC MOU Signing Korea

Director Kloppenburg made a motion, seconded by Director Hofmann, to ratify Executive Committee’s approval for travel for KMC Chairman to attend the GVB-MBC MOU signing in Seoul, Korea from December 2 - 3, 2015. (Cost is approximately $1,425.00 from account KO-SMD023).

Motion Approved

Budget breakdown:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airfare:</td>
<td>$800.00</td>
</tr>
<tr>
<td>Per Diem:</td>
<td></td>
</tr>
<tr>
<td>Lodging ($230 x 25% = $287.50 x 1 night)</td>
<td>$287.50</td>
</tr>
<tr>
<td>M&amp;E ($135 x 25% = $168.75 x 2 days)</td>
<td>$337.50</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$1,425.00</strong></td>
</tr>
</tbody>
</table>

Background: The Guam Visitors Bureau (GVB) previously received board approval for the travel of KMC Chairman to attend meetings in Japan for JGTC on November 12, 2015. Due to a last-minute request from (HIC) Korea PR, GVB plans to have KMC Chairman travel to Seoul prior to the meetings in Japan for a GVB-MBC MOU Signing.
MBC stands for Munhwa Broadcasting Corporation and is one of the tree major broadcasting stations in Korea. Since its inception in 1961, MBC has contributed to the development of the Korean broadcasting industry based on its nationwide network of 19 regional stations and 10 subsidiaries. The multimedia group has various channels – 1 national terrestrial television, 3 radio, 4 cable, 4 satellite, and 5 DMB.

As a global multimedia company, MBC has secured substantial overseas viewership by exporting quality broadcasting contents to about 30 foreign countries. In addition, MBC is pursuing exchange and cooperation with various broadcasting fields through active partnership with many foreign broadcasters around the world.

MBC currently is broadcasting all the major professional Korean baseball games and has worked with GVB to include Guam in their baseball game airing. One was done showing Governor Calvo throwing the first pitch of the opening baseball season. Also, while we were in Busan attending the Busan International Travel Fair, Guam was given air time to introduce the Guam destination to the viewing public.

They are also coordinating an upcoming golf tournament to be held on Guam December 10 - 14, 2015. Twenty (20) professional baseball players from the Korea Professional Baseball Players Association (KPBPA) and ten (10) Korean Ladies Professional Golfers will hold a golf tournament. 12 episodes will be aired and return on investment (ROI) is estimated at US$7,920,000.00. Also, the tournament will have 36 reruns for ROI of US$8,640,000.00. Additional ROI are, ad boards - US$5,400.00; sponsorship logo during the previews - US$240,000.00. Grand total of US$16,805,400.00 in media exposure will be gained.

MBC would like to have a Memorandum of Understanding (MOU) with GVB to collaborate together on future publicity opportunities in 2016 and is requesting GVB to accept and sign an MOU.

Issue: Board approval required for all travel.

B. GREATER CHINA
Committee minutes dated December 4, 2015

Director Kloppenburg reported Taiwan market is down 4%, but we should expect to see an increase based on the addition of daytime flights.

He added we recently entered into an incentive travel plan agreement with Ctrip China and plan on broadening it out with other agents.

Guam Visitors Bureau 2016 China Sales Mission

Director Kloppenburg made a motion, seconded by Director Jackson, to approve travel for (1) Senatorial Delegate, GVB Marketing Manager and (2) GVB Marketing Officers to conduct a Guam Sales Mission in the first-tier cities of Shanghai, Beijing and Guangzhou from February 28 - March 5, 2016. Cost is approximately $19,884.75 to be taken from China Sales Market Development Account No. CI-SMD023.

Motion Approved
Airfare:

<table>
<thead>
<tr>
<th>Description</th>
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<tr>
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<tr>
<td>Shanghai M&amp;E</td>
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<tr>
<td>Beijing Lodging</td>
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<tr>
<td>Beijing M&amp;E</td>
<td>$297.50</td>
</tr>
<tr>
<td>Guangzhou Lodging</td>
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<tr>
<td>Guangzhou M&amp;E</td>
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<tr>
<td>HK Lodging</td>
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<td>$225.00</td>
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Per Diem:

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<tbody>
<tr>
<td>Shanghai Lodging</td>
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<td>Shanghai M&amp;E</td>
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<tr>
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<tr>
<td>Beijing M&amp;E</td>
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<tr>
<td>Guangzhou Lodging</td>
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<td>HK Lodging</td>
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<td>HK M&amp;E</td>
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Misc. Expenses:

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<tr>
<th>Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Business communication costs &amp; excess baggage fees</td>
<td>$1,500.00</td>
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<tr>
<td>Total</td>
<td>$19,884.75</td>
</tr>
</tbody>
</table>

Background: The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-tier cities of Shanghai, Beijing, and Guangzhou. The GVB 2016 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these first-tier cities in China.

Through a series of face to face meetings held in Shanghai, Beijing and Guangzhou, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax.

In addition to the trade aspect of this 3-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments.

It is crucial to strengthen relationships with our travel trade partners in these first-tier cities (such as Ctrip, CTS, CTS, CYTS, GZL, and Beijing ANZ) in order to develop more sales and marketing programs to support our direct service flights and to maximize sales during peak China outbound travel period such as Chinese New Year and the summer period as well as during Guam's historically low arrival periods.

The success of this mission will result in 1.) Strengthening Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; 2.) Offer valuable face time for businesses with key decision makers from the travel trade in China; 3.) Educate Chinese travel trade frontline staff on Guam products; 4.) Engage with and learn about the Chinese travel trade through in-depth one-to-one-meetings and networking events.
Dates of travel are subject to change based on GVB Marketing Overseas Mission schedule, availability of flights, and trade partner schedules.

Issue: Board approval needed for all travel.

Guam Visitors Bureau 2016 Hong Kong Sales Mission

Director Kloppenburg made a motion, seconded by Director Jackson, to approve travel for GVB Marketing Manager and (1) GVB Marketing Officer to conduct a Guam Sales Mission in Hong Kong from January 6 - 9 2016. Cost is approximately $7,070.00 to be taken from the Hong Kong Sales Market Development Account No. HK-SMD023.

Motion Approved

<table>
<thead>
<tr>
<th>Airfare:</th>
<th>Round-trip Airfare: $1,000 x 2 pax</th>
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<tbody>
<tr>
<td>Per Diem:</td>
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<td>Hong Kong M&amp;E: $180 x 4 days x 2 pax</td>
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<td>Misc. Expenses:</td>
<td>Business communication costs &amp; excess baggage fees</td>
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<tr>
<td>Total</td>
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<td>$7,070.00</td>
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</table>

Background: The Guam Visitors Bureau will be conducting a focused sales mission in Hong Kong to provide the most updated Guam sales information to our key travel agent partners as well as orientate those who are interested in selling the Guam product.

Dates of travel are subject to change based on GVB Marketing Overseas Mission schedule, availability of flights, and trade partner schedules.

Issue: Board approval needed for all travel.

Guam Visitors Bureau 2016 Taiwan Sales Mission

Director Kloppenburg made a motion, seconded by Director Jackson, to approve travel for the GVB General Manager, GVB Marketing Manager and (2) GVB Staff to conduct a Guam Sales Mission in the Taiwan cities of Taipei & Kaohsiung from March 13 - 18, 2016. Cost is approximately $11,186.50 to be taken from Taiwan Sales Market Development Account No. TW-SMD023.

Motion Approved

<table>
<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>Per Diem:</td>
<td>Taipei Lodging: $203.75 x 4 nights</td>
<td>$815.00</td>
</tr>
<tr>
<td></td>
<td>Taipei M&amp;E: $122.50 x 5 days</td>
<td>$612.50</td>
</tr>
<tr>
<td></td>
<td>Kaohsiung Lodging: $150.00 x 1 day</td>
<td>$150.00</td>
</tr>
<tr>
<td></td>
<td>Kaohsiung M&amp;E: $95.00 x 1 day</td>
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<tr>
<td>Total</td>
<td></td>
<td>$1,672.50</td>
</tr>
<tr>
<td>Per Diem:</td>
<td>Taipei Lodging: $163 x 4 nights x 3 pax</td>
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<tr>
<td></td>
<td>Taipei M&amp;E: $98 x 5 days x 3 pax</td>
<td>$1,470.00</td>
</tr>
</tbody>
</table>
### GUAM VISITORS BUREAU

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaohsiung Lodging: $120 x 1 night x 3 pax</td>
<td></td>
<td>$360.00</td>
</tr>
<tr>
<td>Kaohsiung M&amp;E $76 x 1 days x 3 pax</td>
<td></td>
<td>$228.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$4,014.00</strong></td>
</tr>
</tbody>
</table>

**Misc. Expenses:**
- Business communication costs & excess baggage fees: **$1,500.00**
- **Total:** **$11,186.50**

**Background:** Taiwan continues to be an important tourism market source for Guam, contributing over 50,000 visitors annually. With the recent launch of additional daytime flights from China Airways as well as continued support from Eva Airways, the Taiwan market has further potential for further growth and development.

The Guam Visitors Bureau (GVB) will be conducting a focused sales mission in Taipei that coincides with the annual Spring Toast. GVB will provide the most updated Guam sales information to our key partners from China Airlines and Eva Airways, the travel agencies who are currently selling or interested in selling the Guam package, and our trade partners from the American Institute in Taiwan and the Taiwan Visitors Authority.

Traditionally GVB only conducts one overseas mission per fiscal year: the International Travel Fair in Taipei. In order to continue to grow and develop Taiwan’s outbound potential to Guam there is a need to look at other potential cities in Southern Taiwan; therefore GVB will conduct a similar sales presentation to the travel agencies and media in Southern Taiwan. Specifically the city of Kaohsiung, which is the largest municipality and second most populous city in Taiwan.

Dates of travel are subject to change based on GVB Marketing Overseas Mission schedule, availability of flights, and trade partner schedules.

**Issue:** Board approval needed for all travel.

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**Tourism Destination Marketing Representation Services in Hong Kong**

Director Kloppenburg made a motion, seconded by Director Jackson to approve authorization of the General Manager as Chief Procurement Officer to enter into negotiations with the highest rated and most qualified Offeror for GVB RFP 2016-004: Tourism Destination Representation Services in Hong Kong, and if successful, enter into contract.

**Motion Approved**

**Background:** The Guam Visitors Bureau “GVB”, a non-stock, non-profit membership corporation, is soliciting proposals from established marketing companies to act as GVB’s tourism destination marketing representative in Hong Kong to assist GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB’s liaison office in matters pertaining to Guam for FY2016, FY2017, FY2018, FY2019 and FY2020, subject to availability and certification of funds from fiscal year to fiscal year.

**Issue:** Board approval required.

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**C. JAPAN**

Committee minutes dated November 10, 2015

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Exhibit D
Immigration Wait Time

Director Morinaga reported that the JMC’s major mission is to address the immigration wait lines. He reported the wait time is currently at 2 to 2.5 hours. He noted the benefit of being a close destination is ruined when tourists are stuck waiting in line at the airport. He also noted with FestPac fast approaching, the lines and wait time would only get worse.

Director Morinaga stated it is not just the Japan Market but also Korea and China Markets affected.

Director Jackson noted he attended the last JGTC meeting with Director Morinaga and was shocked by the comments from agents. He said one of the agents from JTB (most successful travel agency in the world) shared during her last visit to Guam that people in line stated that “they would never come back to Guam – the line is just impossible”.

Director Nakajima said they are faced with several issues. They need to work with the US Government banning Guam/CNMI only visa waiver. They also need to work on establishing a special lane for the disabled, the elderly, and families with children. He also suggested working with GIA to give consideration when working with new airline arrivals – especially afternoon flights.

Director Jackson noted the Ambassadors could be more helpful in assisting visitors through the line; making sure the forms are correctly filled out – every little bit helps. Chairman Baldyga proposed revisiting the Airport Ambassador program – consider redoing the contract to include more funding.

GM Denight said the Lt’s Office would take the lead and they had a meeting with Chief of Staff Joe Duenas to get him updated. The Governor is involved and very aware. He noted that key management is CBP. We had an ESTA line and it was taken away. According to CBP only 10% of people were using it.

Suggested action:

- GVB write a letter of concern to the CBP stressing the negative impact on tourism it has caused (wait time).
- Set up a meeting with GIA.
- Write a letter of concern to Congresswoman Bordallo’s office seeking her help.
- Meet with all stakeholders (GVB/GIA) to come up with solutions.
- Get Adelup and The Governor involved and aware.
- Augment CBP budget to help provide more agents.

Director Morinaga suggested a motion to agree by the Board to write a resolution to be presented to CBP.

Chairman Baldyga made a motion, seconded by Director Nakajima, to authorize Management to craft a Resolution addressing the long delays at the Airport for Executive Committee review and approval.

Motion approved.

Resolution for Takagi-san

Director Kloppenburg noted that Takagi-san received an award from the Emperor of Japan. He suggested the Board present a Resolution recognizing Takagi-san’s contribution to Guam.

Chairman Baldyga made a motion, seconded by Director Arriola, to issue a Resolution congratulating Takagi-san on his award.

Motion Approved.
Resolution for Miyata-san

Before moving on from Japan, GM Denight would like to propose a motion to the Board. It was suggested that Miyata-san be recognized as a Sports Ambassador for Guam. He retired from Leo Palace and would be moving back to Japan to take on the role as President of a Japan Soccer Club. This would be great opportunity to continue to use his connections to promote Guam as a sports destination.

Chairman Baldyga made a motion, seconded by Director Hofmann, to issue a Resolution congratulating Mr. Miyata from Leo Palace, and presenting him the honor of being an Honorary Sports Ambassador for the Guam Visitors Bureau.

Motion Approved.

D. KOREA
Committee minutes dated December 1, 2015

Director Jackson reported good news from Tway - they are considering adding seats from the Fukuoka to Guam market.

Director Jackson reported a big event this weekend based on our MOU signing with MBC - a KLPGA and Korean Baseball Association Competition with estimated exposure worth 17 million dollars.

E. MEMBERSHIP & COMMUNITY OUTREACH

*Nothing to report

F. NORTH AMERICA & PACIFIC MARKETS
Committee minutes dated November 18, 2015

*Nothing to report

G. RESEARCH

*Nothing to report

H. RUSSIA & NEW MARKETS

*Nothing to report

I. VISITOR SAFETY & SATISFACTION

*Nothing to report

J. CULTURE & HERITAGE

*Nothing to report

K. SPORTS & EVENTS

*Nothing to report
L. ADMINISTRATION & GOV'T RELATIONS

*Nothing to report

M. DESTINATION MANAGEMENT

*Nothing to report

VII. OLD BUSINESS

- Cruise Industry
- Philippine Market
- Fashion related to Shop Guam Festival
- IMG Golf Event
- GVB next signature event
- Destination Management

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

Upcoming Board Meetings:

- Thursday, December 24, 2015 at 4:00pm, GVB Main Conference Room.
- Thursday, January 14, 2016 at 4:00pm, GVB Main Conference Room.

Announcements:

XI. ADJOURNMENT

Chairman Baldyga made a motion, seconded by Director Arriola, to adjourn the meeting. Meeting adjourned at 5:36 p.m. Motion Unanimously Approved.

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

Board Minutes respectively submitted by Dara Roberto, Executive Secreta
Action Item:

1. Management to finalize signage/touting/abandoned building/hand-billing legislation and submit by August 1, 2015. No internal experience to draft this → need to outsource.
2. Tumon Masterplan Task Force
3. Management to incorporate into a capital request for funding possibly via a bond.
4. Submit a draft plan by August 1, 2015 Director Guzman/Doris Ada
5. Management to present to the Board at the next meeting:
   - Total Festpec Budget
   - Sources of funding already approved and still needed
   - 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 GVB Branding of event + Community outreach
7. Management to follow up with Lt. Carbullido (GPD) on incidence report. Meriza Peredo
8. Think Tank task force meeting to discuss CBP issue Lt. Gov. Task Force
9. Management to set up seminar with Korean Association of Guam regarding Guest House legalities
10. Due at end of year - Management to provide an end of year Sports & Events recap:
    - Money spent
    - Arrivals
    - Return on Investment
11. Director Shinohara to review policies with respect to Board conflicts, committee issues, etc.
12. Staff to provide a short recap of 2016 Smart Goals: Where we are at and where we are going.
13. Management to provide 2016 travel plans by committee.
15. Management to craft a resolution addressing the long delays at the airport - for Executive Committee review and approval.
16. Revisit the Airport Ambassador program - possibly redo the contract.
17. Jan 11th or 12th Special Meeting to discuss ideas for 2016.
18. Letter to Congresswoman Bordallo re CBP
19. Management to craft resolution congratulating Takagi-san on his award from the Emperor of Japan
20. Management to craft resolution recognizing Miyata-san as GVB Sports Ambassador