



BOARD OF DIRECTORS REGULAR MEETING

Thursday, January 28, 2016 – 4:00 p.m.

Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga
 Director Clifford Guzman
 Director Hong Soon Im
 Director Shelly Calvo
 Director Norio Nakajima
 Director Theresa Arriola

Director Bart Jackson
 Director Bruce Kloppenburg
 Director Robert Hofmann
 Director Milton Morinaga
 Director Katarina Sgro

BOARD of DIRECTORS ABSENT:

Director Eduardo “Champ” Calvo – Off-island
 Director Samuel Shinohara – Off-island

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight
 Antonio Muna Jr.
 Nadine Leon Guerrero
 Regina Nedlic
 Gina Kono
 Elaine Pangelinan
 Meriza Peredo

Dara Roberto
 Dee Hernandez
 Nicolas Yasuhiro
 Brian Borja
 Lisa Linek
 Ana Cid
 Joshua Tyquiengco

Telo Taitague
 Rose Cunliffe
 June Sugawara
 Pilar Laguana
 Russell Ocampo
 Kraig Camacho

GUESTS:

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:12 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 December 10, 2015. Motion Unanimously Approved. (Subject to minor revisions)

III. CHAIRMAN'S REPORT

Immigration

- Chairman Baldyga reported progress on the immigration front. He added it would be the core focus of the Board and Management for the next few months.

VIP Program

- Draft form is completed and will now move into video production. More emphasis placed on the culture of Guam, language, history, etc. He noted it's a good program with a lot of benefits.

Legislative Bill 186-33

- Funding in the amount of \$250,000 to give to GVB for a pilot program to support the needs of the growing Korean Visitor Market.
- This would be for Korean Market support, translation, concierge support, etc.
- Director Jackson noted they recommended to include other Markets in the wording
- Chairman Baldyga replied that they have the flexibility, it is not indicated that those same locations can't be used for other markets.

Legislative Bill 247-33

- An act to appropriate \$820,000 from FY15 Hotel Occupancy Tax and Reserve Fund to the Guam Museum for operational cash flow.
- The Board would like to request for more information regarding plans to grow the Museum, cash flow projection, cash flow source, and any shortfalls, etc.
- The Board is in support of the museum, but given some concerns, they would like to meet with the Oversight Chair to get more information before they are able to take a final position.

GVB Proposed Bill for Capital Improvement Projects

- Streetlights are the #1 priority; the total cost to revitalize streetlights in Tumon estimated at \$2 million dollars.
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Guesthouse Issue

- There are at least 15-18 registered BNB's and another 120+ that exist (operating illegally).
- Core issue is that all properties should follow the law and pay occupancy tax.
- Suggested plan of action:
 - Ensure alignment of GHRA and GVB position
 - Gather list of rules and regulations for BNB operation
 - Organize a workshop to educate the public on requirements
 - Set forth a clear enforcement plan for violators

Guam Seal

- Guam Seal of approval is separate from the official Guam Seal.
- Program in which hotels, optional tours, retailers, restaurants, and industry partners who are in compliance with the laws and standards, would be able to display the "Guam Seal" at their place of business.
- It would allow a marketing opportunity to upsell the destination and also encourage people to patronize those places that have the seal of approval

IV. GENERAL MANAGER'S REPORT



Guam Visitors Bureau
General Manager's Report
January 28, 2016

PRELIMINARY MTD Visitor Arrivals
January 1 - 26, 2016
Total: 106,254 (7.6%)

% Market Mix	Origin	Pax	% to LY
48.8%	Japan	51,901	-4.5%
39.0%	Korea	41,435	26.2%
4.2%	US/Hawaii	4,497	2.5%
2.6%	Taiwan	2,800	28.7%
1.4%	China	1,509	93.2%
0.6%	Philippines	632	-2.6%



RESEARCH

PRELIMINARY Visitor Arrivals
FYTD 2016 (October 2015 – December 2015)
Total: 366,446 (11.1%)

% Market Mix	Origin	Pax	% to LY
51.5%	Japan	188,666	-3.3%
34.5%	Korea	126,475	53.0%
4.6%	US/Hawaii	16,927	3.1%
2.5%	Taiwan	9,026	-1.2%
1.3%	China	4,645	2.4%
1.1%	Philippines	4,074	3.8%



MARKETING

N. America/Pacific Marketing News

PATA Task Force Visit to Guam
January 24-27, 2016



DESTINATION

GIM News



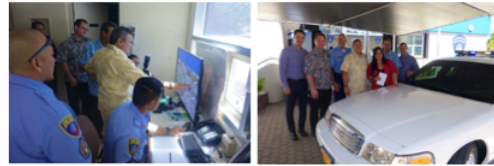
MARATHON - REGISTRATION SCHEDULE				
Registration Fee until:	28 Aug	30 Nov	31 Jan	01 Apr
Guam Resident:	\$40	\$65	\$75	\$90
Non-Resident:	\$60	\$85	\$100	\$120
MUST BE AT LEAST AGE 18 ON RACE DAY				

HALF MARATHON - REGISTRATION SCHEDULE				
Registration Fee until:	28 Aug	30 Nov	31 Jan	01 Apr
Guam Resident:	\$35	\$55	\$70	\$80
Non-Resident:	\$55	\$75	\$90	\$100
MUST BE AT LEAST AGE 18 ON RACE DAY				

5K AND 10K - REGISTRATION SCHEDULE				
Registration Fee until:	28 Aug	30 Nov	31 Jan	01 Apr
Guam Resident:	\$15	\$25	\$30	\$35
Non-Resident:	\$30	\$45	\$55	\$65

- Early bird registration ends January 31, 2016
- Register online at guaminternationalmarathon.com or the Pacific Islands Club front desk

CCTV Press Conference



- Press conference held January 19, 2016
- Docomo worked with GVB to donate Digital Sentry System worth over \$100K for Sgt. Frankie Smith Precinct
- GVB plans to expand coverage to include beach side monitoring and surveillance outside of Tumon
- Docomo will take care of repairs, maintenance & upgrades



V. TREASURER'S REPORT

Exhibit B

FY 2015						
	Appropriation	Received to Date		Balance		
Operations	\$ 20,115,000.00	\$ 20,115,000.00	100%	\$ -		0%
Destination Development	\$ 1,085,000.00	\$ 1,085,000.00	100%	\$ -		0%
Capital Improvement Projects	\$ 1,412,696.00	\$ 1,412,696.00	100%	\$ -		0%
FestPac	\$ 2,200,000.00	\$ 170,000.00	8%	\$ 2,030,000.00		92%
Rainy Day Fund	\$ 200,000.00	\$ 200,000.00	100%	\$ -		0%
Pass-Thru	\$ 835,000.00	\$ 787,000.00	94%	\$ 48,000.00		6%
Cultural & Sports Ambassador Fund	\$ 200,000.00	\$ 170,000.00	85%	\$ 30,000.00		15%
TOTAL	\$ 26,047,696.00	\$ 23,939,696.00		\$ 2,108,000.00		

FY 2016						
	Appropriation	Received to Date		Balance		
Operations	\$ 21,044,191.00	\$ 2,196,941.00	10%	\$ 18,847,250.00		90%
Destination Development	\$ 1,235,000.00	\$ 201,250.00	16%	\$ 1,033,750.00		84%
Rainy Day Fund	\$ 200,000.00	\$ 50,000.00	25%	\$ 150,000.00		75%
Cultural & Sports Ambassador Fund	\$ 200,000.00	\$ 10,000.00	5%	\$ 190,000.00		95%
Pass-Thru	\$ 750,000.00	\$ 237,500.00	32%	\$ 512,500.00		68%
TOTAL	\$ 23,429,191.00	\$ 2,695,691.00		\$ 20,733,500.00		

Total Receivables FY 2015/FY 2016 \$ 22,841,500.00

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund ¹	\$ 2,096,124.14
Bank of Guam - FESTPAC Trust Account ²	\$ 39,722.14
Cultural & Sports Ambassador Fund	\$ 180,000.00
TOTAL	\$ 2,315,846.28

UNRESTRICTED

Bank of Guam - Operations	\$ 6,977,382.31
First Hawaiian Bank - Membership	\$ 80,084.63
Resona	\$ 440,161.84
Bank of Guam - TAF	\$ 1,560,694.78
Morgan Stanley - CD value as of 12/31/2015 ³	\$ 2,517,313.59
TOTAL	\$ 11,575,637.15

TOTAL as of 1/28/2016 \$ 13,891,483.43

Current Payables

Asatsu Invoices OCT - DEC	\$ 2,998,018.58
Japan Invoices	\$ 8,023.13
Guam Invoices	\$ 666,665.24
FY 2015/FY 2016 Pass-thru appropriations	\$ 46,875.00
Encumbered Contracts	\$ 6,702,809.00
Encumbered Purchase Orders	\$ 100,278.69
FESTPAC Trust Account	\$ 39,722.14
TOTAL as of 1/28/2016	\$ 10,562,391.78

NOTES

NOTE 1

\$2,095,910.53 Rainy Day Fund
 (\$1,000,000) Board approved allotment to Japan market for advertising
 \$1,095,910.53

NOTE 2

\$2,514,685.64 Morgan Stanley CD
 (\$265,139.44) Board approved \$1,034,000 on 3/13/14 for China Airline Incentive Program
 (\$1,001,073.24) Board approved \$1,028,500 on 5/22/14 for China market advertising
 (\$300,000.00) 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
 (\$20,000.00) Board approved \$20,000 for GEDA Imagine Guam Masterplan Overlay
 \$841,930.96

NOTE 3

\$2,739,635.96 FESTPAC Trust Account
 (\$2,700,000) Transferred from FESTPAC Trust Account to CAHA on 10/15/15
 \$39,635.96



Comparative Balance Sheet
December 31, 2015 & 2014

OPERATIONS		
	December 31, 2015	December 31, 2014
Assets		
Current Assets		
Cash & Cash Equivalents	12,719,957.50	12,289,594.42
Accounts Receivable - Appropriations	19,777,750.00	19,438,543.45
Accounts Receivable - Other	279,116.38	156,569.34
Total Current Assets	32,776,823.88	31,884,707.21
Long-term Assets		
Property & Equipment	6,715,040.29	6,797,271.60
Total Long-term Assets	6,715,040.29	6,797,271.60
Total Assets	39,491,864.17	38,681,978.81
Liabilities		
Current Liabilities		
Accounts Payable	923,690.37	378,000.53
Accounts Payable - Pass-thru entities	182,188.50	292,842.24
Deferred Revenue - Appropriations	19,777,750.00	19,438,543.45
Deferred Revenue - Membership	0.00	0.00
Total Current Liabilities	20,883,628.87	20,109,386.22
Long-Term Liabilities		
Unfunded Pension Cost	3,826,415.00	0.00
Accrued Sick Leave	155,337.61	149,926.82
Accrued Annual Leave	142,432.56	141,969.39
Total Long-Term Liabilities	4,124,185.17	291,896.21
Total Liabilities	25,007,814.04	20,401,282.43
Net Assets		
Beginning Net Assets	15,590,759.24	16,729,868.65
Change in Net Assets	(1,106,709.11)	1,550,827.73
Total Net Assets	14,484,050.13	18,280,696.38
Total Liabilities and Net Assets	39,491,864.17	38,681,978.81

SPECIAL PROJECTS		
	December 31, 2015	December 31, 2014
Assets		
Current Assets		
Cash & Cash Equivalents	1,656,612.14	2,211,248.35
Accounts Receivable - Appropriations	1,033,750.00	1,216,342.00
Accounts Receivable - Other	0.00	0.00
Total Current Assets	2,690,362.14	3,427,590.35
Total Assets	2,690,362.14	3,427,590.35
Liabilities		
Current Liabilities		
Accounts Payable	0.00	0.00
Accounts Payable - Pass-thru entities	28,303.19	0.00
Deferred Revenue	1,033,750.00	1,216,342.00
Total Current Liabilities	1,062,053.19	1,216,342.00
Total Liabilities	1,062,053.19	1,216,342.00
Net Assets		
Beginning Net Assets	1,526,965.86	1,321,860.42
Change in Net Assets	101,343.09	889,387.93
Total Net Assets	1,628,308.95	2,211,248.35
Total Liabilities and Net Assets	2,690,362.14	3,427,590.35

Comparative Statements of Revenues & Expenses
December 2015, December 2014, & YTD

OPERATIONS					SPECIAL PROJECTS				
	December 2015 Actual	December 2014 Actual	YTD as of December 2015	FY 2015 as of December 2014		December 2015 Actual	December 2014 Actual	YTD as of December 2015	FY 2015 as of December 2014
Revenue					Revenue				
GovGuam Allotments	0.00	1,000,000.00	3,005,566.00	4,274,437.00	GovGuam Allotments	0.00	100,000.00	378,280.00	1,431,354.00
GovGuam Allotments - Pass-thru	217.66	45,032.28	298,270.15	408,475.32	Interest Income	173.24	241.31	536.00	627.04
Federal	0.00	0.00	80,000.00	0.00	Miscellaneous	0.00	0.00	75.00	0.00
Membership	1,700.00	900.00	27,001.00	66,310.00	Total Revenue	173.24	100,241.31	378,891.00	1,431,981.04
Interest Income	965.58	742.32	3,141.23	2,295.42					
Foreign Exchange Gain/Loss	(4,406.83)	0.00	(7,257.48)	56,284.17	Operational Expenses				
CD Morgan Stanley Gain/Loss	(772.54)	0.00	591.04	350.72	Utilities	3,946.27	3,763.91	10,468.09	9,155.98
Miscellaneous	29,199.00	7,760.00	590,289.26	39,409.32	Professional Services	4,166.66	3,750.00	8,333.32	10,225.00
Consumption Tax	0.00	0.00	0.00	0.00	Materials & Supplies	0.00	0.00	0.00	0.00
In-kind Contributions	131,034.27	8,554.80	131,034.27	11,616.22	Equipment	0.00	0.00	3,500.00	0.00
Total Revenue	157,937.14	1,062,989.40	4,128,635.47	4,859,178.22	Contractual Services	255,244.35	124,300.64	255,244.35	422,636.57
					Repairs & Maintenance	0.00	0.00	0.00	0.00
Operational Expenses					Advertising & Printing	0.00	288.00	0.00	333.00
Personnel	285,442.54	176,994.21	648,526.24	513,498.78	Miscellaneous	0.90	1.15	2.15	2.40
Travel	16,958.26	21,081.99	160,929.16	112,084.01	Total Operational Expenses	263,358.18	132,103.70	277,547.91	442,352.95
Utilities	8,444.92	9,233.55	20,633.55	18,533.31					
Professional Services	513,967.43	625,051.33	950,184.41	896,113.90	Change in Net Assets	(263,184.94)	(31,862.39)	101,343.09	989,628.09
Materials & Supplies	4,377.06	12,594.84	35,454.07	22,075.83					
Equipment	1,101.03	798.27	1,742.86	27,095.37					
Contractual Services	19,608.95	6,816.60	39,192.55	39,608.10					
Rent/Lease	13,417.05	28,156.72	47,958.88	59,690.10					
Repairs & Maintenance	843.02	2,546.54	4,356.27	3,373.58					
Advertising & Printing	13,332.00	16,180.20	37,709.76	18,741.56					
Grants & Sponsorships	77,250.00	21,200.00	164,750.00	120,900.00					
Miscellaneous	25,563.38	30,942.13	91,587.05	76,836.76					
Total Operational Expenses	980,305.64	951,596.38	2,203,034.80	1,908,551.30					
Non-Operational Expenses									
Community Programs	0.00	0.00	0.00	0.00					
In-Kind Contributions	131,034.27	8,554.80	131,034.27	11,616.22					
Consumption Tax	0.00	0.00	0.00	0.00					
Pass-Thru Appropriations	6,250.00	53,750.00	2,901,250.00	309,025.00					
Depreciation	7,294.28	0.00	21,882.84	14,888.56					
Total Non-Operational Expenses	144,578.55	62,304.80	3,064,731.78	345,393.12					
Change in Net Assets	(965,947.05)	49,088.22	(1,139,131.11)	2,605,233.80					

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Director Kloppenburg made a motion, seconded by Director Guzman to ratify Executive Committee's approval for authorization of the General Manager as Chief Procurement Officer to enter into negotiation and contract with the highest rated and most qualified offeror for GVB IFB2016-001 Printing of Guam Customs Agriculture Declaration Forms.

Motion Approved.

Background: The Guam Visitors Bureau expends for the printing of the Guam Customs Agriculture Declaration Forms. The form generates valuable visitor statistical data such as visitor arrivals, purpose of trip, length of stay, and gender / age demographics. Forms are printed in four (04) different languages: English, Japanese, Korean, Chinese and Russian.

Issue: Board approval required.

Director Kloppenburg made a motion, seconded by Director Guzman to ratify Executive Committee's approval for the travel of the General Manager to attend meetings in Japan with office staff on January 11-12, 2016. (Estimated cost of travel \$1,558.84)

Motion Approved.

Background: Meetings regarding transition of the Japan office will be scheduled to take place in the new year.

Airfare		1	\$980.09
	Per diem	Days	

General Manager	\$578.75	1	\$578.75
		TOTAL	\$1,558.84

Tumon Bay Lighting Improvement Project

Director Kloppenburg made a motion, seconded by Director Guzman to ratify Executive Committee's approval for authorization of the General Manager as Chief Procurement Officer of the Bureau to enter into a contract with the lowest responsible bidder for the Phase II Tumon Bay Lighting Improvement Project - purchase of Parts and Supplies.

Motion Approved.

Background: A Street Light Evaluation was conducted on 18 electrical panels, 323 light poles and medians. Many light fixtures were not operational and some worked sporadically. The assessment identified problems and provided alternative solutions to fix the streetlights on the main strip of Tumon.

Issue: Board approval required for the Phase II Tumon Bay Lighting Improvement Project - purchase of Parts and Supplies.

ASM TOURISM TRAINING

Director Kloppenburg made a motion, seconded by Director Guzman to ratify Executive Committee's approval for the travel of the GVB General Manager or his designee, and GVB Marketing Manager to attend the ASM Training from February 2-3, 2016 in Bangkok, Thailand. Cost is approximately \$6,439.00 funds to come from FY2016 Budget Accts# KO-SMD023 (\$3,584.00) and JA-SMD008 (\$2,855.00).

Motion Approved.

Airfare - (\$1,500 x 2 pax)	\$ 3,000.00
GM Staff Per Diem - Lodging (\$146/night x 4 nights + 25%)	\$ 730.00
GM Staff Meals & Incidentals (\$100/day x 5 days + 25%)	\$ 625.00
GVB Staff Per Diem - Lodging (\$146/night x 4 nights)	\$ 584.00
GVB Staff Meals & Incidentals (\$100/day x 5 days)	\$ 500.00
Misc. Expenses (i.e. meetings, communication, excess baggage)	\$ 1,000.00
Total:	\$6,439.00

Background: Airport Strategy and Marketing (ASM) Global Route Development approached GVB to seek our participation in their upcoming training program that they are hosting in Bangkok, Thailand from February 2-3, 2016 entitled "Route Development for Tourism and Destinations". This special training focuses on helping NTOs to understand the aviation industry. This valuable opportunity to learn from ASM consultants will add value to the work we do with the airport and within the bureau.

The two-day course is aimed at destinations looking to effectively work with airports and other partners to successfully implement a route development strategy.

Airlines tell us that one of the most important influencers in decision on new routes is the support offered by destination partners. Equally important to the airlines is stakeholders presenting a unified approach saving them having to deal separately with each interested party. This two-day course will focus on helping stakeholders utilize their collective resources to beat the competition and win new air services.

Course Content (Modules)

- Economic impact and benefits of new air service
- How to collectively build a business case

- Understanding airlines and the mix of traffic
- What are airlines looking for from destinations
- Who are the different stakeholders and what roles they play?
- Forward planning –assigning resources, actions and deadlines
- Forward planning –assigning resources, actions and deadlines
- Contributing to a sales campaign project
- Commercial support and incentives
- Negotiating with airlines and tour operators
- Legal issues
- Case studies
- Airline speaker

While in Bangkok, GVB Senior Management and GVB Marketing Manager plan to meet with PATA to discuss the upcoming Annual Summit in May and conduct courtesy calls with Dusit Thani.

Issue: Board approval for travel required.

GVB KOREA ADMINISTRATIVE MEETINGS

Director Kloppenburg made a motion, seconded by Director Guzman to ratify Executive Committee's approval for the travel of the KMC Chairman, GVB Marketing Manager and a GVB Marketing Staff to conduct administrative meetings with the industry from February 16-18, 2016 in Seoul, Korea. Cost is approximately \$5,511.25 from the FY2016 Korea Budget, Acct# KO-SMD023.

Motion Approved.

Airfare - (\$900 x 3 pax)	\$ 2,700.00
KMC Chair Per Diem – Lodging (\$230/night x 2 nights x 25%)	\$ 575.00
KMC Chair Meals & Incidentals (\$135/day x 3 days x 25%)	\$ 506.25
GVB Staff Per Diem – Lodging (\$230/night x 2 nights x 2 pax)	\$ 920.00
GVB Staff Meals & Incidentals (\$135/day x 3 days x 2 pax)	\$ 810.00
Total:	\$5,511.25

Background: The KMC Chairman, GVB Marketing Manager and Marketing Officer plans to meet with the industry to discuss issues and opportunities within the market.

Issue: Board approval for travel required

PTAA Travel Tour Expo 2016

Director Kloppenburg made a motion, seconded by Director Guzman to ratify Executive Committee's approval for the travel of the GVB General Manager or NAP Committee Chairwoman, GVB Marketing Manager, one (1) GVB Marketing Staff, one (1) GVB CHO Staff, two (2) Musicians and four (4) Dancers to attend the 2016 Philippines Travel Agents Association Travel Tour Expo in Manila, Philippines from February 3-7, 2016. Total cost of travel is \$27,130.00. (Cost approximately \$8,500.00 from the Philippine Market Acct. No. PI-TTC067 and \$18,630.00 from the Cultural Heritage Acct. No. DM-CPO005)

Motion Approved.

Marketing Budget Breakdown:

Airfare:	\$1,000.00 x 3 pax	\$ 3,000.00
GM or Chair Per Diem:	\$298.00 x 5 days x 25%	\$ 1,862.50
MM and MOII Per Diem:	\$298.00 x 5 days x 2 pax	\$ 2,980.00
Unanticipated Expenses:	Communications, excess baggage, meetings, etc.	\$ 657.50

<u>Estimated Total:</u>	\$8,500.00
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CHC Budget Breakdown:

Airfare:	\$1,000.00 x 7 pax	\$ 7,000.00
CHO Staff Per Diem:	\$298.00 x 5 days x 7 pax	\$10,430.00
Professional Fees:	Musicians \$100.00 x 3 days x 2 pax + Dancers \$50.00 x 3 days x 4 pax	\$ 1,200.00
<u>Estimated Total:</u>		\$18,630.00

Background: The Travel Tour Expo was established by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a much awaited annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry. More than 65,000 travelers/visitors were present in last year's show, which also featured more than 400 exhibitors offering more travel options to visitors.

GVB has been an active participant in this show for the past 13 years. GVB will once again reach out to United and other Micronesian islands' NTOs/STOs to take on a regional marketing approach and offer attractive travel packages to potential visitors.

Issue: Board approval needed for all travel.

PATA Adventure Travel and Responsible Tourism Conference (ATRTCM) and Mart 2016 – February 17-19, 2016, Dusit Island Resort Chiang Rai, Thailand

Director Kloppenburg made a motion, seconded by Director Guzman, to ratify Executive Committee's approval for the travel of the GVB General Manager or his designee, and Marketing Manager to attend the PATA Adventure Travel and Responsible Tourism Conference and Mart 2016 taking place at the Dusit Island Resort Chiang Rai, Thailand from February 17-19, 2016. (Cost approximately \$3,562.50, Acct. No. PA-SMD025).

Motion Approved.

Travel Expenses:

Airfare:	\$800 x 2 pax =	\$1,600.00
GM/Per Diem	\$130 + 25% = \$162.50/day x 5 days =	\$812.50
MM/Per Diem	\$130 x 5 days = \$520 x 1 pax=	\$650.00
Unanticipated Expenses (Communications, excess baggages, etc)=		<u>\$500.00</u>
TOTAL ESTIMATED EXPENSES:		\$3,562.50

Background: Under the theme 'Creating Experiences, Sharing Opportunities', the PATA Adventure Travel and Responsible Tourism Conference & Mart 2016 (#ATRTCM2016) takes place in the historic city of northern Thailand – Chiang Rai. Abbreviated as ATRTCM 2016, this event is a three-day niche event that brings together public and private sectors involved in adventure travel and responsible tourism to discuss new opportunities for promoting environmental protection and social sustainability within the industry.

The program comprises a one-day conference, followed by a one-day travel mart with pre-arranged buyers meet sellers appointments, and networking opportunities with scheduled events to conclude on the third day. The choice of the destination reflects the growing importance of dispersing tourists to emerging destinations, following successful events in Bhutan and Nepal in previous years.

Issue: Board approval needed for all travel.

Airline Meetings in Japan

Director Kloppenburg made a motion, seconded by Director Guzman, to ratify Executive Committee's approval for the travel of the Governor, JMC Chairman, General Manager, and Governor's security to Tokyo, Japan to meet with Peach Aviation from February 16-18, 2016. (Estimated cost per trip \$10,667.20; account # JA-SMD045).

Motion Approved.

Governor	\$601.90	3	1,805.70
First Lady	\$463.00	3	\$1,389.00
JMC Vice Chair	\$578.75	3	\$1,736.25
General Manager	\$578.75	3	\$1,736.25
Airline			\$4,000.00

TOTAL: \$10,667.20

Background: Japanese LCC, Peach Aviation continues to increase passengers domestically and internationally. During the year-end holidays international passengers increase by 36% achieving a load factor of 91.5%. Internationally, Peach currently services Seoul, Busan, Kaohsiung, Taipei, and Hong Kong.

B. JAPAN

Exhibit C

Committee minutes dated January 15, 2016

- Director Morinaga reported a MICE group from HTM recently visited. GVB sponsored a meal at The Dusit Thani and they were very impressed with the facility. They did a promotion with Toshi and OOG. Overall, it was a good FAM tour.
- Director Morinaga updated that Toshi came back to Guam last month with a group of 150 people. They hosted a private party at the GLOBE. He reported the advertising of Toshi was successful.
- Director Morinaga reported that slowly hotels are experiencing MICE business.
- He added that the Governor would be traveling to Japan to meet with LLC Peach Air in hopes of bringing service to Guam.
- JTB and HIS are trying to place more effort into Guam (other than Hawaii).
- GM Denight added that ADK presented very detailed marketing intelligence on the whole Japan picture, which he would share with the Board. It provides a lot of useful information on which markets to target.
- GM Denight stated the estimate for this year is projected to be the same as last year. We are trying to be very targeted towards groups and MICE business.
- Director Nakajima added that according to JTB research division, we are expecting this year to be better than last year.
-

C. KOREA

Exhibit D

Committee minutes dated January 12, 2016

- Director Jackson reported active discussions at the KMC regarding underground tourist issues.
- Director Jackson stated that the Visitors Bureau should be very active and stand firm against illegal activity.

D. MEMBERSHIP & COMMUNITY OUTREACH

- Director Guzman reported the next Membership Mixer is scheduled for February 29, 2016 at the Pacific Star Hotel.
- They are launching 2 focus groups (inclusive of members and nonmembers) to conduct interviews to get a better perspective on the benefits of being a GVB Member.

E. NORTH AMERICA & PACIFIC MARKETS

Exhibit E

Committee minutes dated January 6, 2016

PATA Taskforce Visit

- Director S. Calvo reported on a successful visit with the PATA Taskforce
- Courtesy visits with Governor Calvo and the Legislature
- Working sessions at GVB
- Awaiting their recommendation on the cruise initiative

F. RESEARCH

**Nothing to report*

G. RUSSIA & NEW MARKETS

Exhibit F

Committee minutes dated January 5, 2016

- Director Jackson reported we had a reasonably good year.
- 300-400 visitors per month staying an average of 2 weeks.
- The Market continues to be active.
-

H. VISITOR SAFETY & SATISFACTION

- Director Im reported the beach safety program launched January 1st.
- Director Im reported they would be issuing an RFP for the live entertainment at GIA.
- He added that we should monitor the Zika virus epidemic occurring in parts of the world.

I. CULTURE & HERITAGE

- Director Arriola reported that Festpac is fast approaching and we need to provide full support to ensure a successful event.

J. SPORTS & EVENTS

**Nothing to report*

K. ADMINISTRATION & GOV'T RELATIONS

Travel Motions for review

Attachment A

Travel Authorization

Motion to approve the travel calendar for the rest of FY2016 as presented. Changes made are subject to board approval.

Motion amended.

Issue: Board approval required.

Director Guzman made a motion, seconded by Director Jackson, notwithstanding all previously approved motions, to approve the Marketing Committee approved travel motions as indicated in Attachment A.

Motion Approved.

Comments/Discussion:

- It was requested that Management put together FY16 travel for the Board's advance review.
- The Travel Calendar is comprised of the Marketing Department, Research Department, Destination Management, and Administration Department.
- These motions went through Committee and now presented to the Board for review and approval.

L. DESTINATION MANAGEMENT

- Director Hofmann reported that landscaping is ongoing.
- Graffiti removal slow but ongoing.
- Department of Parks and Recreation repaired 14 public bathrooms.
- Chairman Baldyga added he would like to revisit the "Paint Guam" initiative.

M. GREATER CHINA

Exhibit G

Committee minutes dated January 11, 2016

- Director Kloppenburg reported they have a China mission scheduled for the end of February. He encouraged Membership to attend.
- February is expected to be a busy month with Chinese New Year; 15 charters out of mainland China and 7 out of Taiwan.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

Upcoming Board Meetings:

- Thursday, February 11, 2016 at 4:00pm, GVB Main Conference Room.
- Thursday, February 25, 2016 at 4:00pm, GVB Main Conference Room.

Announcements:

XI. ADJOURNMENT

**Chairman Baldyga made a motion to adjourn the meeting. Meeting adjourned at 5:44 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:

Tumon Masterplan Task Force

- Finalize signage / touting / abandoned-building / hand-billing legislation **No internal experience to draft this → need to outsource**
- Incorporate into a capital request for funding via a bond
- Submit draft plan → **Director Guzman / Doris Ada**
- Adjust the bill we are putting forward to include a budget for MasterPlan

Festpac → **Nathan shared with Executive Committee**

- Total Festpac Budget
- Sources of funding already approved
- Sources of funding still needed
- How accounts will be handled and administered

Sports & Events Recap → **next BOD meeting**

- Money spent
- Arrivals
- Return on Investment

Immigration wait time / CBP → **Lt. Gov. Task Force**

- Report from Lt. Governor's Office

- **Management to set up workshop regarding GuestHouse issue – open to public**

- **Director Shinohara to present Board policies and procedures**

- **Staff to provide a short recap of 2016 Smart Goals: Where we are at and where we are going → next BOD meeting**

- **Management to craft Resolution congratulating Takagi-san on his award from the Emperor of Japan → PIO working with Japan Consulate**

- **Special meeting to discuss ideas for 2016 → GVB plans by Fiscal Year – Plan FY17 now**

- **Working session to formulate language of Bill 186-33**