



**BOARD OF DIRECTORS REGULAR MEETING**

Thursday, February 25, 2016 - 4:00 p.m.

Guam Visitors Bureau- Main Conference Room

**BOARD of DIRECTORS PRESENT:**

Chairman Mark Baldyga  
Director Sam Shinohara  
Director Clifford Guzman  
Director Katarina Sgro  
Director Hong Soon Im

Director Robert Hofmann  
Director Shelly Calvo  
Director Norio Nakajima  
Director Theresa Arriola  
Director Milton Morinaga

**BOARD of DIRECTORS ABSENT:**

Bruce Kloppenburg - Off-island  
Eduardo "Champ" Calvo - Off-island  
Bart Jackson

**GVB MANAGEMENT & STAFF PRESENT:**

Jon Nathan Denight  
Antonio Muna Jr.  
Rose Cunliffe  
Russell Ocampo  
Gina Kono  
Colleen Cabedo  
Mark Manglona

Telo Taitague  
Meriza Peredo  
June Sugawara  
Nakisha Onedera  
Pilar Laguana  
Nicolas Yasuhiro

Brian Borja  
Ana Cid  
Nadine Leon Guerrero  
Doris Ada  
Lisa Linek  
Dee Hernandez

**GUESTS:**

Stephen Petith - HK Office  
Calvin Pang - HK Office  
Kana Li - HK Office  
Chloe Lee - HK Office  
Pirro Wong - HK Office

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**I. CALL TO ORDER**

Chairman Baldyga called the meeting of the board to order at 4:28pm.

**II. MINUTES OF THE PREVIOUS MEETING**

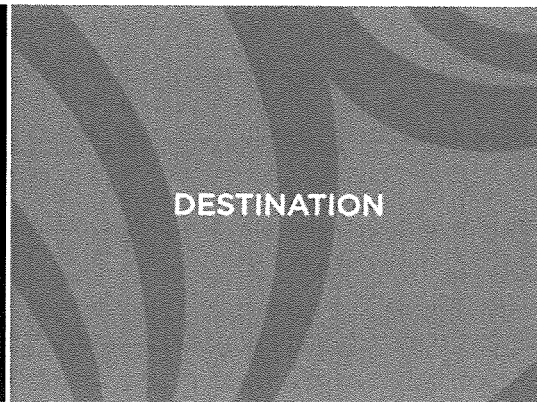
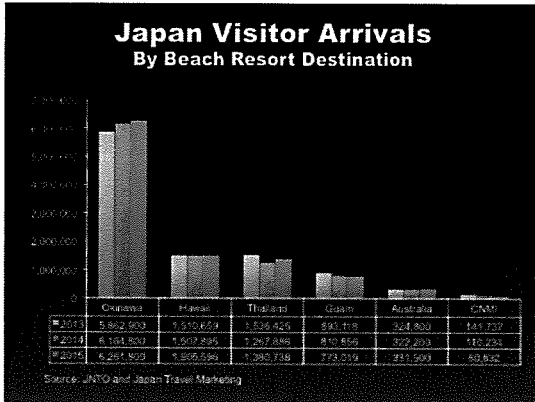
**III. CHAIRMAN'S REPORT**

- Chairman Baldyga asked Marketing Manager Pilar to introduce the new Hong Kong team. Pilar welcomed our newly appointed Hong Kong Marketing Rep Team to Guam - starting with Stephen Petith, Account Director; Calvin Pang, Sales & Marketing; Pirro Wong, Social Media; and Chloe Lee and Kana Li, Travel Agents.

- Chairman reported there would be a Public Hearing tomorrow for the Street Lights Bill. Anyone who is available, please go down and support.
- Chairman stated he'd like to seek funding to get the Tumon Redevelopment Master Plan started. He added it would be useful to bring in a professional to come up with the proposed signage law. Chairman asked GM Denight to produce a rough budget number and send a proposal on where those funds might come from.
- Chairman Baldyga stated at the next Board meeting they would review the revised policies and procedures from Director Shinohara.
- Chairman Baldyga noted with the PATA Board and FestPac coming, it would be a good time to freshen up and update the Tourism 2020 Plan.
- Chairman Baldyga reported we've been using "Only On Guam" as a concept name but there is a trademark. They (Executive Committee) met with the trademark owner and was able to find a middle ground and would present to the Board once finalized.

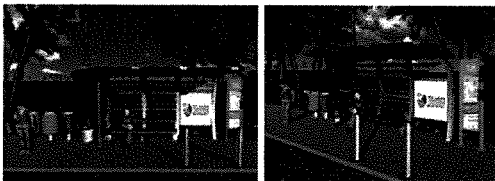
IV. GENERAL MANAGER'S REPORT





### Pale San Vitores Road Bus Shelters

- Design Approved by Task Force



### Pale San Vitores Road Bus Shelters

- Locations:

- GVB Main Office
- PIC North Bound
- PIC South Bound
- Fountain Plaza
- Holiday Resort North Bound
- Holiday Resort South Bound
- Pacific Bay Hotel
- Tumon Sands Plaza
- Hyatt
- Sand Castle
- Outrigger
- Westin
- Pacific Place
- Lotte Hotel



### Pale San Vitores Road Bus Shelters

- Budget:

- The bus shelter project was budgeted in the FY2016 CIP request. CIP projects were not funded.
- GVB requesting use of its TCD Account to pay for the shelters.

- TOTAL NEEDED: \$700K



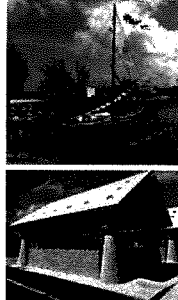
### FestPac Update



Ribbon cutting held for Paseo Rec. Center on February 19<sup>th</sup>. Renovated facility will be used as an operations hub during FestPac

### FestPac Update

- Matson celebrated 20<sup>th</sup> anniversary today, with sakman from San Diego launched at Hågatña Boat Basin
- Construction of huts for FestPac in Chamorro Village is moving along. Estimated completion of project around April 2016
- The huts will eventually be used as an extension of the Chamorro Village for Wednesday night market vendors to utilize



## V. TREASURER'S REPORT

- GM Denight reported they would be releasing the audit by next week. They just met with the OPA and everything looks fine and in order - good job to Rose and the GVB team.

## VI. REPORT OF THE BOARD COMMITTEES

### A. EXECUTIVE COMMITTEE

### B. MEMBERSHIP & COMMUNITY OUTREACH

- Director Guzman reported we garnered almost 2 new members a day since January 25<sup>th</sup> - we are up to 285 and making good progress.
- We had a great mixer - thank you to everyone who attended.
- Chairman Baldyga recommended setting the date and speaker for the next quarterly meeting. He suggested Korea as a target topic and would like to have 1 in-house guest speaker and 1 by Skype.

### C. NORTH AMERICA & PACIFIC MARKETS

- Director Calvo reported she is waiting on the PATA Task Force report regarding the Cruise initiative.
- Philippine Market - Next month is the inaugural flight for Cebu Pacific.
- Incentive Groups - Director Calvo reported she is working with major companies on incentive building. The challenge is obtaining a VISA. She suggested working with upper management (groups of 20-30) to start with.
- GM Denight reported they attended the PTAA Expo and won best booth design.

### D. RESEARCH

- GM Denight said they would like to work on updating the software but would need to identify source of funding.

### E. RUSSIA & NEW MARKETS

*\*Nothing to report*

## F. VISITOR SAFETY & SATISFACTION

- Director Im asked the Board to address the "First Impression" problems at the Airport. The departure seats need to be replaced, the restrooms are dirty, overhang for taxi pick-up, lack of WIFI in certain area's, etc. Chairman Baldyga asked GM Denight to provide a list of 'asks' to be submitted to GIAA.
- Director Morinaga reported he attended a 10-hour tour of immigration. He noted only 2 Ambassadors assisting with the lines. GM Denight said they would be adding more Ambassadors in March.

## G. CULTURE & HERITAGE

*\*Nothing to report*

## H. SPORTS & EVENTS

- Director Sgro reported the team is at the Tokyo Marathon Expo handing out 10,000 promo items for the Ko'ko Road Race.
- She reported an increase in Taiwan participants - up to 160 this year from last.

## I. ADMINISTRATION & GOV'T RELATIONS

- GM Denight reported the different Committee's would start working on the budget now that we have a Treasurer Finance Committee. He added they would like to get the budget done a lot earlier than last year.

### FESTPAC Funds Transfer

Director Shinohara made a motion, seconded by Director Hofmann, to authorize the transfer of \$1,589,776.19 from the FestPac Trust Account to the Coordinating Committee of the 12<sup>th</sup> Festival of Pacific Arts operations account under the Council on the Arts & Humanities Agency, Department of Chamorro Affairs.  
Motion Approved

**Background:** The Organizing Committee established under P.L. 30-83 has oversight of the expenditure of funds appropriated to GVB's FestPac trust account. This is to support the successful hosting of the 12<sup>th</sup> Festival of Pacific Arts on Guam from May 22 to June 4, 2016.

**Issue:** Board approval required.

## J. DESTINATION MANAGEMENT

- Chairman Baldyga asked GM Denight to provide a budget number needed to paint all the utility boxes one uniform color. He noted a great job by the DM team making small improvements over time.

Director Hofmann made a motion, seconded by Director Shinohara, to authorize the use of GVB's TCD account of up to \$700,000 for the Pale San Vitores Road Bus Shelter Project.  
Motion Approved

**Background:** As part of Phase I of the Pale San Vitores Road Bus Shelter Project, GVB met with the trolley companies HIS and LamLam to realign their bus stops along Pale San Vitores Road. This increased efficiency of traffic flow throughout Tumon. Phase II includes the building of 14 shelters to include seating and recycling at these stops for the convenience and added benefit of our visitors and community that utilize trolley services

**Issue:** Board approval required in expending TCD funds.

#### K. GREATER CHINA

- GM Denight reported a big trade mission headed to China.
- Marketing Manager Pilar shared that a delegation of 7 members would be traveling to Shanghai, Beijing and Guangzhou for sales seminars, media events, and to attend the launch of the Brand USA campaign.
- She added we had 27 charter flights from United during the Chinese New Year.

#### L. JAPAN

- Director Morinaga reported they met with Vanilla Air and initially they were excited to start sending LCC's to Guam. But with respect to protocol among the Star Alliance Group, they have to withdraw for now.
- He and Governor Calvo had dinner with Peach Air and they are very interested in flying to Guam.
- He reported meeting with HIS. Package tours are down and they would like to recommend marketing Guam as a family destination – especially during the Japanese summer months.
- GM Denight noted they are currently working towards a Guam Beach Summer Festival.
- Director Nakajima said JGTA had their monthly meeting yesterday and Members would like to know what is going on regarding CBP issues. Chairman Baldyga suggested that GM Denight and Director Morinaga visit the next meeting with a current presentation on the issue.

#### M. KOREA

- Director Im stated he's worried about the Korean Economy because of matters in China and North Korea. Korean exchange is weaker now but May pick back up in May because of the National Election.

Director Im made a motion, seconded by Director Shinohara to recommend board approval to authorize the GVB General Manager as Chief Procurement Officer to enter into negotiation and contract with the highest rated and most qualified offeror for GVB RFP2016-006 Tourism Destination Marketing Representation Services in The Republic of Korea.  
Motion Approved



VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

- o Friday, February 26, 2016; 9:00AM - Guam Legislature Public Hearing Room
- 1. Bill 252-33 ***"An act to appropriate the sum of \$910,000 from the FY2015 Hotel Occupancy Tax Unreserved Fund balance to the Guam Visitors Bureau for safety related capital improvement projects in Tumon."***
- 2. Bill 234-33 ***"An act to appropriate the balance amount in the FY2014 Hotel Occupancy Tax Surplus Fund to the Guam Visitors Bureau for safety related capital improvement projects in Tumon."***

Upcoming Board Meetings:

- o Thursday, February 25, 2016 at 4:00pm, GVB Main Conference Room.
- o Thursday, March 10, 2016 at 4:00pm, GVB Main Conference Room.

Announcements:

XI. ADJOURNMENT

Chairman Baldyga made a motion to adjourn the meeting. Meeting adjourned at 5:40 p.m. Motion Unanimously Approved.

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

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Board Minutes respectively submitted by Dara Roberto, Executive Secretary

**Action Item:**

**Tumon Masterplan Task Force**

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

**Festpac** → Nathan shared with Executive Committee

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

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

- o Money spent
- o Arrivals
- o Return on Investment

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

- o 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

- Identify funds for Professional Consultant for Tumon Improvement Plan

- Update Tourism 2020