



BOARD OF DIRECTORS REGULAR MEETING

Thursday, March 10, 2016 – 4:00 p.m.

Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga

Director Bruce Kloppenburg

Director Samuel Shinohara

Director Norio Nakajima

Director Hong Soon Im

Director Theresa Arriola

Director Bart Jackson

Director Shelly Calvo

Director Milton Morinaga

Director Clifford Guzman

Director Robert Hofmann

BOARD of DIRECTORS ABSENT:

Director Eduardo “Champ” Calvo

Director Katarina Sgro

GVB MANAGEMENT & STAFF PRESENT:

Dara Roberto

Meriza Peredo

Nicolas Yasuhiro

Gina Kono

Brian Borja

Dee Hernandez

Mark Manglona

Jon Nathan Denight

Rose Cunliffe

Nadine Leon Guerrero

Joshua Tyquiengco

Pilar Laguana

Ana Cid

Haven Torres

Telo Taitague

June Sugawara

Lisa Linek

Doris Ada

Regina Nedlic

Russell Ocampo

GUESTS:

Bernice Rivera – Office of Senator Tina Muna Barnes

Dan Fitzgerald - Deloitte

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:09pm.

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 February 11, 2016.

Motion Unanimously Approved. (Subject to minor revisions)

Chairman Baldyga made a motion to approve the minutes of the previous Board of Directors meeting dated February 25, 2016

Motion Unanimously Approved. (Subject to minor revisions)

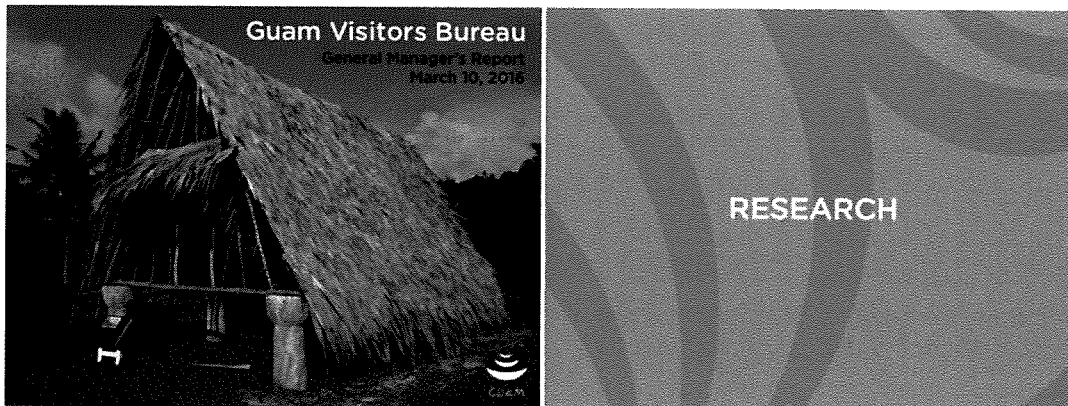
III. CHAIRMAN'S REPORT

- Chairman Baldyga congratulated KenCorp on the ground breaking of their new hotel.
- The Asian PGA is scheduled to meet with Governor Calvo. They are interested in a Guam PGA Tour.
- As suggested by our Deputy Telo Taitague, Chairman Baldyga noted it's a good idea to consider "going green" for the Board meetings (paperless or Ipads). If the cost can justify itself, it would be worthwhile.
- Chairman Baldyga reported he and Director Shinohara would be meeting with Dan Fitzgerald to finalize the new business policies and present to the Board at the next meeting.
- He reported the Bus Shelters were approved at the last meeting. It's moving along quickly – need to get the RFP organized and underway.

Update on Bills 234-33 & 252-33

- GM Denight reported the Public Hearing went very well,
- The Bill itself (252-33) was for \$910,000 but we asked for additional funding.
- They had questions about the actual cost of the project (mainly streetlights) - which we provided.
- Director Guzman said we requested they merge the 2 Bills to provide more flexibility. Senator Ada asked for the listing of priorities. The Destination Management Committee is preparing a list to bring to the Board for approval.
- Chairman Baldyga noted regarding Destination Management, there's a new Master Planner in Guam from Hawaii. He has done a lot of good quality work in Oahu. He suggested setting up a meeting with him to discuss how they should put together the next RFP for master planning in Tumon.

IV. GENERAL MANAGER'S REPORT



**PRELIMINARY Visitor Arrivals
FEBRUARY 2016
Total: 142,332 (12.9%)**

% Market Mix	Origin	Pax	% to LY
50.4%	Japan	71,786	-3.2%
29.2%	Korea	41,576	31.2%
4.2%	US/Hawaii	5,977	5.8%
3.4%	Taiwan	4,796	0.4%
4.5%	China	6,391	21.5%
0.6%	Philippines	860	22.3%

**PRELIMINARY Visitor Arrivals
CYTD 2016 (January 2016 – February 2016)
Total: 271,591 (11.0%)**

% Market Mix	Origin	Pax	% to LY
49.5%	Japan	134,512	-3.3%
33.3%	Korea	90,435	28.2%
4.6%	US/Hawaii	12,622	9.6%
3.1%	Taiwan	8,471	14.8%
3.1%	China	8,518	36.2%
0.6%	Philippines	1,606	12.3%

**PRELIMINARY Visitor Arrivals
FYTD 2016 (October 2015 – February 2016)
Total: 638,053 (11.1%)**

% Market Mix	Origin	Pax	% to LY
50.7%	Japan	323,378	-3.3%
34.0%	Korea	216,910	41.6%
4.6%	US/Hawaii	29,549	5.8%
2.7%	Taiwan	17,497	6.0%
2.1%	China	13,163	22.0%
0.9%	Philippines	5,680	6.1%

**PRELIMINARY MTD Visitor Arrivals
March 1 - 8, 2016
Total: 34,875 (-1.6%)**

% Market Mix	Origin	Pax	% to LY
63.7%	Japan	22,202	-9.1%
23.9%	Korea	8,325	23.6%
4.4%	US/Hawaii	1,520	7.1%
2.2%	Taiwan	757	-16.7%
0.9%	China	298	-51.4%
0.8%	Philippines	262	24.8%

Japan Marketing News

3 month Forecast

Month	Forecast	LY Arrival	% Arrival	2015/2016 Seats	2015 Seats	% Capacity
March	74,000	87,735	-15.66%	96,813	109,190	-11.34%
April	48,000	52,393	-8.38%	75,162	84,469	-11.02%
May	45,000	49,270	-8.67%	79,219	90,529	-12.49%

(Data Source: OVA, JSTA and other MS)

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Japan Marketing News

Golden Week Charters as of March 1

Carrier	Class	Origin	Destination	Frequency	Capacity	Notes
Japan	Y	Osaka	Guam	3x/week	150	...
Norix	Y	Seoul	Guam	3x/week	240	...
Norix	Y	Seoul	Guam	3x/week	272	...
Norix	Y	Seoul	Guam	3x/week	307	...
Norix	Y	Seoul	Guam	3x/week	307	...
Norix	Y	Seoul	Guam	3x/week	150	...

Summary:
 - KC charter: 15 flights in each direction and/or capacity 1002 seats in each direction.
 - CI charter: 6 flights in each direction and/or capacity 1237 seats in each direction. Total: 4,239 seats
 - All flight listed above is subject government approval.

Japan Marketing News

- JTB doubles online bookings for Golden Week Holiday 2016
- JTB (online bookings) doubled bookings for April 24 - May 4, 2016
- 10 holidays days in a row
- Hawaii most popular for GW
- Guam is ranked 2nd
- Traditional bookings flat to last year

Ranking	Destination
1st	Hawaii
2nd	Guam
3rd	Italia
4th	Spain
5th	Netherlands



Japan Marketing News

- HIS Golden Week Charters
 - Korean Air charter Okayama – Guam May 3 - May 7 (159 seats)
 - Price range: 160,000- 219,000; Hotels: Pacific Bay, Guam Plaza, Royal Orchid Guam, Hilton Guam, Pacific Star
- Japan Outbound Travel for January
 - Preliminary reports indicated JOT up 3.3% (1,276,000) from Jan 1 - 31
 - Japanese visitors to China, Taiwan, and Hong Kong increasing
 - Yen improving to the Chinese Yuan

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1st	Hawaii
2nd	Guam
3rd	Italia
4th	Spain
5th	Netherlands



Japan Marketing News

- Haneda Daytime slots
 - US and Japan reached a deal on allocating slots for international flights at Haneda.
 - The deal opens up more favorable flight times for U.S. carriers.
 - The deal would give Japanese and U.S. carriers five new slots each between 0900 and 2500 and cut the number of slots between 2200 and 0700 from four to one.
- United
 - Announced that fuel surcharges will not be collected April 1 - May 31
- JAL and ANA
 - JAL's Guam Load factor 89.8 for 2015

	JL	NA	Total
Passenger	64,607	6,963	71,570
Load factor	72.0%	77.5%	75.9%
	2796	2290	5086

Japan Marketing News

- Air Asia Japan expansion into China & SE Asia
 - 6 new aircraft in 2017
 - Considering Beijing or Tianjin, Hong Kong or Macau, Seoul and Guam
 - Looking for airline incentives
- JTB Summer Products using Air Busan
 - 26 Charter Flights in August for Narita - Guam
 - Price range: ¥99,000 - ¥133,800
 - Flight schedule:
 - Depart Narita 8:30PM arrive 1:00AM
 - Depart Guam 4:00AM arrive Narita 7:00AM
- HIS Student Travel Survey
 - Guam ranked 3rd for girls and 1st for boys
 - Guam ranked 1st for combined trip

Ranking	Girls trip	Boys trip	Group
1st	Korea	Guam	Guam
2nd	Taiwan	Europe	Hawaii
3rd	Guam	Hawaii	Saudi
4th	Hawaii	Taiwan	Saudi
5th	Europe	Korea	Taiwan

The survey period: 01 January to 31 January

Korea Marketing News

Month	Forecast Pass	Last Year	%Change	Best Forecast '16	Best Data '15	% Change YoY
March	38,800	27,434	39.9%	66,000	28,420	48.1%
April	38,800	28,361	33.9%	56,252	25,917	50.8%
May	37,800	25,904	21.7%	61,000	28,620	56.5%

Month	Forecast Pass	Last Year	%Change	Best Forecast '16	Best Data '15	% Change YoY
March	38,800	27,434	39.9%	66,000	28,420	48.1%
April	38,800	28,361	33.9%	56,252	25,917	50.8%
May	37,800	25,904	21.7%	61,000	28,620	56.5%

Korea Marketing News

**Korea Outbound Travelers
Guam Market Share**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Estimated	1,867,000	1,892,000	1,916,000	1,940,000	1,964,000	1,988,000	2,012,000	2,036,000	2,060,000	2,084,000	2,108,000	2,132,000	21,800,000
Actual	1,875,000	1,900,000	1,915,000	1,930,000	1,945,000	1,960,000	1,975,000	1,990,000	2,005,000	2,020,000	2,035,000	2,050,000	21,800,000
Market Share	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
 - Mar.: Bomulsung, Lotte JTB, YB
 - Apr.: Lotte, Mode, Hana
- MICE Group
 - Mar.: Han Dok - 55 pax (New), Koreana Cosmetic - 120 pax (New), Takeda - 200 pax (New), Koreaeundan - 160 pax (New), Longevity - 120 pax (New)
 - Apr.: Boston Consulting - 150 pax (New), Neople - 500 pax, NH - 70 pax
 - May: Shinhan Insurance - 120 pax (New)

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2015	940	1,475	1,957	4,340	3,346	987	2,533	4,129	5,208	4,912	5,104	4,211	36,827
2016	350	930	1,200	3,500	1,140	1,115	1,825	2,451	3,115	2,750	3,945	4,215	24,000

Korea Marketing News

TV shooting - KBS2TV program "The Return of Superman"

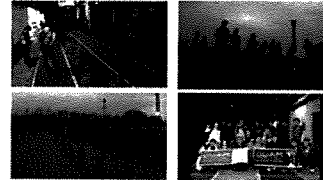
- Filming Duration : February 11-18, 2016 (Completed)
- Expected airing date : End of March to April
- Expected Media Value : USD 6,069,600.00
 - 20 mins x 3 episodes (re-run at KBS 2TV and Cable TV)
 - 3 episodes are guaranteed, but we are expecting to get more episodes



Korea Marketing News

GIM Promotion - GIM 2016 Running Club

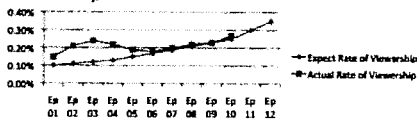
- 1st training on Feb.15
 - Selected 8 participants
- Next step
 - Mar. 20: 2nd Auction at Seoul International Marathon, final selection 6 pax
 - Apr. 10: GIM (Half or Full course)



Korea Marketing News

- Pro Baseball Players Match Play Championship in Guam- Completed

✓ Viewership



Episode	01	02	03	04	05	06	07	08	09	10	11	12
Report Rate of Viewership	0.10	0.11	0.12	0.13	0.14	0.15	0.16	0.17	0.18	0.19	0.20	0.21
Actual Rate of Viewership	0.10	0.11	0.12	0.13	0.14	0.15	0.16	0.17	0.18	0.19	0.20	0.21

Average viewership rate of golf channel: 3.0%
 2016 Population of South Korea: 49,200,000
 No. of households in Korea: 18,000,000

Korea Marketing News

- Pro Baseball Players Match Play Championship in Guam- Completed

Return on Investment (ROI)

- A total of 12 episodes @ \$250,000.00
- 111 episodes @ \$720,000.00 (One hour average ad price for MBC Sports Plus) X 11 @ \$720,000.00
 211 episodes for the final 9th hole match play @ \$500,000.00 (One hour average ad price for MBC tennis broadcast) X 11 @ \$500,000.00
- A total of 120 resources @ \$250,000.00
 = @ 240,000.00 (One hour average ad price formula) X 12 episodes X 10 times (per 1 episode)
- Ad board (at the main point of the golf course) @ \$400,000
 = @ 30,000 (Average ad board price) X 10 (per hole)
- Captain & announcement by anchors @ 400
- Exposure of sponsorship logo @ 400
- Exposure of sponsorship logo during the pre-game @ \$27,000.00
 = @ 10,000.00 (Average preview price) X 13 previews X 21 times (per episode)
- Press Coverage @ 135,000.00

Total Value of ROI @ \$7,497,000.00

Korea Marketing News

Media

- Filming for MBC Human Documentary 'Person is good'
- (Mar 4-9)
- ROI: 78,000 USD



Korea Marketing News

3 month PR Activities/Programs

- Guam Overseas Training & Friendly Soccer Match in Mar (Approved)
 - Overseas Training of 'Winter League' winner team
 - Soccer match in Guam between youth soccer teams from Korea and Guam
 - GVB Sponsor airfare, hotel, and transportation
 - Media Exposure: TV coverage by MBC Sports+
- Guam Live International Music Festival in April (Planning)
 - Send Korean pop singer(s) popular both in Korea & China
- FestPac- Guam Drawing Project in May (Planning)
 - Korean artists to experience Festival of Pacific Arts Guam
 - Photos, drawings of Guam and Festpac to be shown to the public through exhibitions, social media channels & blogs

China Marketing News

Guam: Best Island destination by Ctrip and Chinese Tourists



- Guam was awarded "Best Island Destination" by Ctrip, China's leading OTA (Online Travel Agency).
- Guam is ranked 6th among the Top 10 list, rising from other traditionally popular choices.
- Awards are generated by overall consideration of massive public votes, which lasted over 3 months and engaged over 4M citizens, as well as actual visitor bookings.

DESTINATION

Airport Service Development

Routes Asia 2016



- GIAA won prestigious Routes Asia Marketing Award for the under 4M passengers category
- GVB & GIAA met with 20 airlines, most interest ever!

Immigration News

- Meeting on Airport Immigration scheduled with Matt Herman from Congresswoman Madeleine Bordallo's Office on March 11th at 2 p.m. in the GVB Tumon office.
- Bordallo's Congressional Address Included tourism:
 - She shares concerns on long immigration processing times and states it is unacceptable.
 - U.S. Customs and Border Protection has committed to her they will work to ensure GIAA has the resources to meet FESTPAC demands.
 - Bordallo will work with local stakeholders and CBP to install new technology at the airport to automate forms required under the Guam-CNMI visa waiver program.
 - She calls upon Governor Calvo to exercise authority provided in the 2008 Consolidated Natural Resources Act to petition DHS to add Vietnam and the Philippines to the Guam-CNMI visa waiver program.

Sports & Events

2016 Tokyo Marathon Expo
February 25-27, 2016



- 112,000 + attendees/ 30,000 + registered runners
- Special Guest Appearance: Naoko Takahashi 2000 Sydney Olympics Gold Medalist
- 3 day event



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	\$ 1,840,000.00	84%	\$ 360,000.00		16%
Rainy Day Fund	\$ 200,000.00	\$ 200,000.00	100%	\$ -		0%
Pass-Thru	\$ 835,000.00	\$ 835,000.00	100%	\$ -		0%
Cultural & Sports Ambassador Fund	\$ 200,000.00	\$ 200,000.00	100%	\$ -		0%
TOTAL	\$ 26,047,696.00	\$ 25,687,696.00		\$ 360,000.00		

FY 2016						
	Appropriation	Received to Date		Balance		
Operations	\$ 21,044,191.00	\$ 4,388,191.00	21%	\$ 16,656,000.00		79%
Destination Development	\$ 1,235,000.00	\$ 472,500.00	38%	\$ 762,500.00		62%
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	\$ 288,500.00	38%	\$ 461,500.00		62%
TOTAL	\$ 23,429,191.00	\$ 5,209,191.00		\$ 18,220,000.00		

Total Receivables FY 2015/FY 2016 \$ 18,580,000.00

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund ¹	\$ 2,146,339.90
Bank of Guam - FESTPAC Trust Account	\$ 120,000.00
Cultural & Sports Ambassador Fund	\$ 210,000.00
TOTAL	\$ 2,476,339.90

UNRESTRICTED

Bank of Guam - Operations	\$ 4,787,115.51
First Hawaiian Bank - Membership	\$ 74,976.53
Reasona	\$ 399,527.98
Bank of Guam - TAF	\$ 1,450,372.90
Morgan Stanley - CD value as of 01/31/2016 ²	\$ 2,518,148.75
TOTAL	\$ 9,230,141.67

TOTAL as of 3/8/2016 \$ 11,706,481.57

Current Payables

Asatsu invoices NOV - JAN	\$ 2,187,986.13
Japan Invoices	\$ 20,852.27
Guam Invoices	\$ 254,758.98
FY 2015/FY 2016 Pass-thru appropriations	\$ 38,500.00
Encumbered Contracts	\$ 5,050,191.16
Encumbered Purchase Orders	\$ 121,581.61
FESTPAC Trust Account	\$ 120,000.00
TOTAL as of 3/8/2016	\$ 7,793,870.15

NOTES

NOTE 1

\$1,984,349.14 Rainy Day Fund
(\$888,225) Board approved funding for Japan incentive
\$1,096,124.14

NOTE 2

\$931,936.07 Morgan Stanley CD
(\$86,542.00) Board approved \$86,542 on 7/23/15 for Department Revenue & Tax Auditors
\$845,394.07

- **FY15 Audit Presentation: Mr. Dan Fitzgerald of Deloitte**
- Mr. Fitzgerald reported the GVB audit went very well.
- There's a 3.8 million dollar liability on GVB's books. It gets paid down every time we make the normal biweekly payment to the Retirement Fund - because it's paid at the actuarial level. From a budgetary standpoint it does not impact anything therefore we could inform our Members that it's positive.
- At the Board level, he would hope they could assist Management because GVB is now used for what we call a "pass-thru agency". He noted that sometimes when saddled with pass-thru appropriations, depending on the time of the year, the rules of the game could change. He recommended to Management to continue working with the Legislature and BBMR - because the Legislature appropriates the money and gives the rules & responsibilities at one level, but BBMR allots the money and could add out rules and responsibilities. He recommended continued counsel and documentation in the committee minutes.
- Regarding FestPac Funds: Mr. Fitzgerald noted GVB does not have direct fiduciary responsibility over FestPac funds. GVB's only responsibility is to help accumulate resources and pass them through to the intended recipients - holding the money, investing the money, paying it out as required.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Director Jackson made a motion, seconded by Director Hofmann, to ratify Executive Committee's approval for the travel of the GVB Greater China Marketing Committee Chair or Co-Chair 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 \$4,872.00 to be taken from China Sales Market Development Account No. CI-SMD023.

Motion Approved

Airfare:	Round-trip Airfare: \$2,500 x 1 pax	\$2,500.00
Per Diem:	Shanghai Lodging: \$259 x 2 nights	\$518.00
	Shanghai M&IE: \$143 x 2 days	\$286.00
	Beijing Lodging: \$258 x 2 nights	\$516.00
	Beijing M&IE \$119 x 2 days	\$238.00
	Guangzhou Lodging: \$243 x 2 nights	\$486.00
	Guangzhou M&IE: \$164 x 2 Days	\$328.00
	Total	\$2,372.00
	Total	\$4,872.00

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, CITS, 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.

The above motion will add one delegate to the official GVB delegation, as a senior representative from the GVB Greater China Marketing Committee. The role of the senior representative from this GVB advisory marketing committee is to strengthen Guam's sales pitch and coverage during these official trade events with key partners. The official delegation will be separated into two groups at each city's sales mission to maximize our return on investment: (1) international media and (2) one-to-one table talks with China travel agents. Therefore, a solid GVB delegation is required to fulfill the needs of the two on-the-ground working delegations representing Guam.

TAIWAN MOTION

Director Jackson made a motion, seconded by Director Hofmann, to ratify Executive Committee's approval for travel of a Senator of the 33rd Guam Legislature to participate in GVB's Taiwan Spring Toast and Sales Mission from March 13-18, 2016 in place of General Manager Jon Nathan Denight.
Motion Approved

BACKGROUND: GVB BOD at their December 12, 2015 meeting already approved a Motion for the General Manager, the Marketing Manager and 2 marketing staff to travel to Taiwan. Due to unexpected circumstances, the General Manager will not be able to participate. GVB will be hosting a Spring Toast in Taipei that will be attended by key trade partners who are very supportive of GVB initiatives. This is an opportunity to express our appreciation and the presence of a high caliber official would demonstrate our true commitment to the Taiwan market. Additionally, with declining arrivals from Taiwan, GVB has been working aggressively with its trade partners particularly with the airlines to generate more travel to Guam from Taiwan through the establishment of daytime flights with some success. This mission is critical to continue negotiations and maintain close relations with both China Air and Eva Air that are now providing direct air service.

GVB will also do sales calls in southern Taiwan (Kaohsiung) in an effort increase arrival numbers from this region.

As sufficient budget was already approved for this Mission, no additional budget will be required.

ISSUE: BOD approval required for travel.

B. NORTH AMERICA & PACIFIC MARKETS

- Director S. Calvo reported DGM Taitague & Marketing Officer Gina Kono attended the Micronesia Chief Executive Summit in Palau.
- The PATA TriAnnual Meeting will be held in Saipan March 30.
- 30 people from Cherry Mobile Telecom Philippines visited Guam as part of their incentive program for their distributors. She noted she was able to meet with the Owners and Executives. Moving forward this is one of the initiatives she's working on. Hopefully within the year we should expect more of these programs.

C. RESEARCH

- Director Shinohara asked Research Administrator Ana Cid to walk the Board through the new Customs Form.
 - Ana reported they are still in the form development stage.
 - They would be reducing the current size from 8.5 x 11 to half the size.
 - She would be meeting with GM Denight to make adjustments on format and content.

D. RUSSIA & NEW MARKETS

- Director Jackson said they are preparing for the Moscow show later this month and the PITE show in May. He added the market is still slow.
- On the issue of New Markets - Senator Rodriguez drafted a Resolution in support of a Vietnam & Philippines Visa waiver. The Guam Chamber of Commerce is in favor of the Resolution. He requested GVB take a formal position on this - Chairman Baldyga recommended drafting a letter of support.

E. VISITOR SAFETY & SATISFACTION

- Director Im reported the live entertainment at the airport is scheduled to start April 1st. The Board noted the importance of execution:
 - Strong quality control measures
 - No smoking
 - No gum chewing
 - Culturally appropriate and consistent
- Homeless Problem in Tumon
 - Director Im reported a large number of homeless people living along Tumon Bay.
 - The VSO's are helping with the issue but its large and a constant battle.
 - Suggested tearing down the abandoned parking structure.
 - Guam is estimated to have up to 1500 homeless individuals - concentrated mainly in Tumon and Hagatna.
 - Reach out to the organizations and centers for help.
- Director Im noted the broken glass problem on the beach. They would like to recommend The Legislature propose a Law prohibiting bottles on the beach.
- On the issue of trash pick up, for FY17 they would like to increase pick up along the beaches.
- Chairman Baldyga suggested businesses fronting San Vitores road should provide 2 things:
 1. 2 video cameras funded by the owner that connect directly to the police station.
 2. Trash containers every couple hundred feet.

F. CULTURE & HERITAGE

- Director Arriola reported she would be representing GVB at the Che'lu festival in San Diego next weekend.

G. SPORTS & EVENTS

- Gm Denight reported they are working on a Summer Beach Festival for this summer (mid-July through August). He would have a more complete report at the next Board meeting.

H. ADMINISTRATION & GOV'T RELATIONS

I. DESTINATION MANAGEMENT

Exhibit C

Director Hofmann made a motion, seconded by Director Kloppenburg, to approve \$12,500 for graffiti campaign efforts that GVB is the beneficiary agency to administer the QC benefactors' funds for anti-graffiti and tourism related infrastructure improvement projects. Funding source is the QC Program administered by GEDA.
Motion Approved.

Discussion/Comments:

- This would cover supplies and paint for panel boxes, telephone pedestals, streetlight poles, and retaining walls for the remainder of the year.

Director Hofmann made a motion, seconded by Director Shinohara, to approve transfer of \$200,000 to the Mayors Council of Guam for the 19 village projects that we listed as part of the refurbishment, repair, maintenance, and restoration of either a park or village, in time for FestPac. Management to determine the appropriate account.
Coming from public law 33-73.
Motion Approved.

J. GREATER CHINA

Exhibit D

- Director Kloppenburg reported they had a really strong Chinese New Year. They are experiencing issues with Hong Kong, and Taiwan is down but overall things are moving along. He would provide a detailed report at the next Board meeting.

K. JAPAN

Exhibit E

- Director Nakajima said they held their JMC meeting yesterday.
- The wedding market business in Guam is shrinking while Okinawa is booming. The industry realized they need to work more closely with GVB and are now regularly attending the JMC meetings.
- Director Nakajima noted the 2 major sports events – the GIM in April and the Ko'ko' in October. He asked why GVB would be giving up the Ekiden portion of the Ko'ko Race. The Ekiden is very popular in Japan.

- GM Denight noted they would like to refresh and differentiate the 2 races since they are currently run on the same course. The Ekiden numbers (participants) have dropped. They would like to do a destination race with a unique course - not in competition with the GIM.

L. KOREA

Exhibit F

- Director Jackson reported business has been good.
- The selection committee interviewed 3 different presenters for the RFP for representation in Korea and the Board had given approval to negotiate with the highest scorer. We are still in negotiations phase and would be able to provide the Board with more updated proposals at a later time.

M. MEMBERSHIP & COMMUNITY OUTREACH

Director Guzman made a motion, seconded by Director Shinohara, to approve travel for a guest speaker from Korea for our Membership meeting tentatively scheduled for April 01, 2016. Cost is approximately \$1533.60 to be taken from Membership account.
Motion Approved

Background: With the increase of visitors coming out of the Korea market - the Bureau would like to help prepare the members and industry with the knowledge of this new market. Kim Jong Won is a professor with Sejong University in Korea. He is an expert in the Korean outbound visitor teaching tourism, and a former Vice President of Korean Air and its sister company Hanjin Travel. Below are the topics that Professor Won will address in his presentation:

- Who are they? Where do they come from?
- How do they differ from the Korean visitors in the past?
- Market nuances
- Local expectations
- Best management practices (How to deal with negative experience?)
- Outbound projections
- World market and challenges other destination face

Airfare	Round trip : \$549.60 x (1) pax	\$549.60
Per Diem:	Hotel lodging : \$159.00 x (4) nights	\$636.00
	Guam M&IE : \$87.00 x (4) days	\$348.00
TOTAL:		\$1533.60

Discussion/Comments:

- Director Guzman noted the next Membership Meeting is scheduled for April 1st and they would like to bring in a guest speaker from Korea.

VII. OLD BUSINESS

VIII. NEW BUSINESS



IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

Upcoming Board Meetings:

- o Thursday, March 24, 2016 at 3:00pm, GVB Main Conference Room.
- o Thursday, April 14, 2016 at 3:00pm, GVB Main Conference Room.

Announcements:

XI. ADJOURNMENT

Chairman Baldyga made a motion to adjourn the meeting. Meeting adjourned at 6:02 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

- 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