



BOARD OF DIRECTORS REGULAR MEETING

Thursday, July 14, 2016 - 3:00 p.m.

Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga

Director Sam Shinohara

Director Norio Nakajima

Director Hong Soon Im

Director Eduardo "Champ" Calvo

Director Therese Arriola

Director Bruce Kloppenburg

Director Milton Morinaga

Director Clifford Guzman

Director Bart Jackson

Director Robert Hofmann

BOARD of DIRECTORS TELEPHONICALLY:

BOARD of DIRECTORS ABSENT:

Director Katarina Sgro - Off island

GVB MANAGEMENT & STAFF PRESENT:

June Sugawara

Nadine Leon Guerrero

Lisa Linek

Nakisha Garrido

Pilar Laguana

Russell Ocampo

Dara Roberto

Brian Borja

Rose Cunliffe

Ana Cid

Gina Kono

Haven Torres

Jon Nathan Denight

Joshua Tyquengco

Dee Hernandez

Nicolas Yasuhiro

Regina Nedlic

Colleen Cabedo

GUESTS:

Bernice Rivera - Office of Senator Tina Muna Barnes

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 3:15 pm.

II. MINUTES OF THE PREVIOUS MEETING

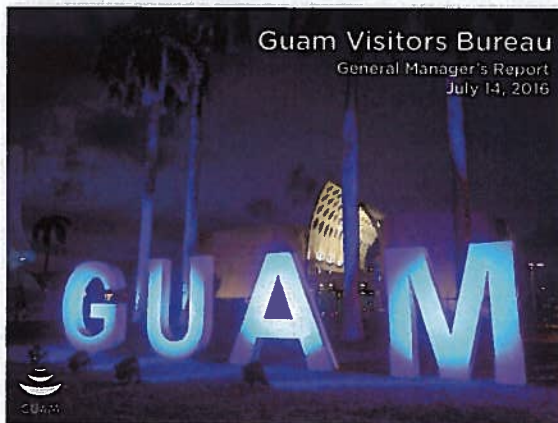
Exhibit A

III. CHAIRMAN'S REPORT

- Regarding the FY17 budget presentation - Chairman Baldyga praised Management on a job well done. Nathan noted GVB's budget hearing would be coming up in the next few weeks.
- Chairman Baldyga said a question had been raised at the last Board meeting regarding GVB's enabling legislation, and how many votes are actually needed for approval. It was clarified by the Board and legal counsel that "any resolution or action of the Board shall require an affirmative vote of 8". With no objections, the Board decided to add this clarification to the Board Policies & Procedures (for future Boards).

- Chairman Baldyga asked the Board for suggestions and feedback regarding the proposed Bill 338 (which would raise the TAF from 11 to 15%). Director Shinohara said an official opinion should be put forth. The Board requested that Management prepare a letter of concern to present to the Legislature.

IV. GENERAL MANAGER'S REPORT



PRELIMINARY Visitor Arrivals JUNE 2016 Total: 118,373 (17.1%)

% Market Mix	Origin	Pax	% to LY
44.8%	Japan	53,040	+2.3%
38.9%	Korea	46,078	47.9%
5.6%	US/Hawaii	6,582	15.8%
3.3%	Taiwan	3,848	25.1%
1.6%	China	1,913	73.6%
1.6%	Philippines	1,917	135.5%

PRELIMINARY Visitor Arrivals CYTD 2016 (January 2016 - June 2016) Total: 743,675 (10.8%)

% Market Mix	Origin	Pax	% to LY
49.1%	Japan	364,994	-4.7%
34.0%	Korea	252,978	35.0%
5.3%	US/Hawaii	39,282	11.0%
2.9%	Taiwan	21,671	8.2%
2.1%	China	15,684	42.3%
1.3%	Philippines	9,889	72.3%

PRELIMINARY Visitor Arrivals
FYTD 2016 (October 2015 - June 2016)
Total: 1,110,138 (10.9%)

% Market Mix	Origin	Pax	% to LY
49.9%	Japan	553,660	-4.2%
34.2%	Korea	379,453	40.5%
5.1%	US/Hawaii	56,209	8.5%
2.8%	Taiwan	30,697	5.3%
1.8%	China	20,309	30.7%
1.3%	Philippines	13,963	44.5%

PRELIMINARY MTD Visitor Arrivals
July 1 - 12, 2016
Total: 47,746 (21.1%)

% Market Mix	Origin	Pax	% to LY
44.2%	Japan	21,099	2.0%
40.1%	Korea	19,166	61.7%
5.1%	US/Hawaii	2,422	34.8%
3.5%	Taiwan	1,653	-41.2%
1.8%	China	861	63.7%
1.4%	Philippines	652	112.4%

MARKETING

Japan Marketing News

3 month Forecast

Month	Forecast	LY Arrival	% Arrival	2015/2016 Seats	2014/2015 Seats	% Capacity
June	56,000	54,263	+3.20%	74,942	83,599	-10.36%
July	58,000	59,062	-1.8%	78,032	91,057	-14.30%
August	72,000	73,692	-2.3%	97,989	99,793	-1.81%

(Data Source: GVB, JGTA and other HQ)

June 2016	July 2016	Aug 2016	Summer 2016 Charter Flight
<p>Japan</p> <p>UA: 21 Rights per week (2,378) DL: 14 Rights per week (2,348) AZ: 7 Rights per week (1,838) NH: 14 Rights per week (1,838) KE: 14 Rights per week (1,838) CX: 7 Rights per week (1,838) TW: 7 Rights per week (1,838) FM: 7 Rights per week (1,838) JL: 7 Rights per week (1,838) 3L: 7 Rights per week (1,838) 5L: 7 Rights per week (1,838) 6L: 7 Rights per week (1,838) 7L: 7 Rights per week (1,838) 8L: 7 Rights per week (1,838) 9L: 7 Rights per week (1,838) 10L: 7 Rights per week (1,838) 11L: 7 Rights per week (1,838) 12L: 7 Rights per week (1,838) 13L: 7 Rights per week (1,838) 14L: 7 Rights per week (1,838) 15L: 7 Rights per week (1,838) 16L: 7 Rights per week (1,838) 17L: 7 Rights per week (1,838) 18L: 7 Rights per week (1,838) 19L: 7 Rights per week (1,838) 20L: 7 Rights per week (1,838) 21L: 7 Rights per week (1,838) 22L: 7 Rights per week (1,838) 23L: 7 Rights per week (1,838) 24L: 7 Rights per week (1,838) 25L: 7 Rights per week (1,838) 26L: 7 Rights per week (1,838) 27L: 7 Rights per week (1,838) 28L: 7 Rights per week (1,838) 29L: 7 Rights per week (1,838) 30L: 7 Rights per week (1,838)</p>	<p>Japan</p> <p>UA: 21 Rights per week (2,378) DL: 14 Rights per week (2,348) AZ: 7 Rights per week (1,838) NH: 14 Rights per week (1,838) KE: 14 Rights per week (1,838) CX: 7 Rights per week (1,838) TW: 7 Rights per week (1,838) FM: 7 Rights per week (1,838) JL: 7 Rights per week (1,838) 3L: 7 Rights per week (1,838) 5L: 7 Rights per week (1,838) 6L: 7 Rights per week (1,838) 7L: 7 Rights per week (1,838) 8L: 7 Rights per week (1,838) 9L: 7 Rights per week (1,838) 10L: 7 Rights per week (1,838) 11L: 7 Rights per week (1,838) 12L: 7 Rights per week (1,838) 13L: 7 Rights per week (1,838) 14L: 7 Rights per week (1,838) 15L: 7 Rights per week (1,838) 16L: 7 Rights per week (1,838) 17L: 7 Rights per week (1,838) 18L: 7 Rights per week (1,838) 19L: 7 Rights per week (1,838) 20L: 7 Rights per week (1,838) 21L: 7 Rights per week (1,838) 22L: 7 Rights per week (1,838) 23L: 7 Rights per week (1,838) 24L: 7 Rights per week (1,838) 25L: 7 Rights per week (1,838) 26L: 7 Rights per week (1,838) 27L: 7 Rights per week (1,838) 28L: 7 Rights per week (1,838) 29L: 7 Rights per week (1,838) 30L: 7 Rights per week (1,838)</p>	<p>Japan</p> <p>UA: 21 Rights per week (2,378) DL: 14 Rights per week (2,348) AZ: 7 Rights per week (1,838) NH: 14 Rights per week (1,838) KE: 14 Rights per week (1,838) CX: 7 Rights per week (1,838) TW: 7 Rights per week (1,838) FM: 7 Rights per week (1,838) JL: 7 Rights per week (1,838) 3L: 7 Rights per week (1,838) 5L: 7 Rights per week (1,838) 6L: 7 Rights per week (1,838) 7L: 7 Rights per week (1,838) 8L: 7 Rights per week (1,838) 9L: 7 Rights per week (1,838) 10L: 7 Rights per week (1,838) 11L: 7 Rights per week (1,838) 12L: 7 Rights per week (1,838) 13L: 7 Rights per week (1,838) 14L: 7 Rights per week (1,838) 15L: 7 Rights per week (1,838) 16L: 7 Rights per week (1,838) 17L: 7 Rights per week (1,838) 18L: 7 Rights per week (1,838) 19L: 7 Rights per week (1,838) 20L: 7 Rights per week (1,838) 21L: 7 Rights per week (1,838) 22L: 7 Rights per week (1,838) 23L: 7 Rights per week (1,838) 24L: 7 Rights per week (1,838) 25L: 7 Rights per week (1,838) 26L: 7 Rights per week (1,838) 27L: 7 Rights per week (1,838) 28L: 7 Rights per week (1,838) 29L: 7 Rights per week (1,838) 30L: 7 Rights per week (1,838)</p>	<p>Summer 2016 Charter Flight</p> <p>Airline: UA 21 Rights (2,378) (21-24-Aug) DL 14 Rights (2,348) (25-28-Aug) AZ 7 Rights (1,838) (29-31-Aug) NH 14 Rights (1,838) (01-04-Sep) KE 14 Rights (1,838) (05-08-Sep) CX 7 Rights (1,838) (09-12-Sep) TW 7 Rights (1,838) (13-16-Sep) FM 7 Rights (1,838) (17-20-Sep) JL 7 Rights (1,838) (21-24-Sep) 3L 7 Rights (1,838) (25-28-Sep) 5L 7 Rights (1,838) (29-30-Sep) 6L 7 Rights (1,838) (01-02-Oct) 7L 7 Rights (1,838) (03-04-Oct) 8L 7 Rights (1,838) (05-06-Oct) 9L 7 Rights (1,838) (07-08-Oct) 10L 7 Rights (1,838) (09-10-Oct) 11L 7 Rights (1,838) (11-12-Oct) 12L 7 Rights (1,838) (13-14-Oct) 13L 7 Rights (1,838) (15-16-Oct) 14L 7 Rights (1,838) (17-18-Oct) 15L 7 Rights (1,838) (19-20-Oct) 16L 7 Rights (1,838) (21-22-Oct) 17L 7 Rights (1,838) (23-24-Oct) 18L 7 Rights (1,838) (25-26-Oct) 19L 7 Rights (1,838) (27-28-Oct) 20L 7 Rights (1,838) (29-30-Oct) 21L 7 Rights (1,838) (31-Oct-01-Nov) 22L 7 Rights (1,838) (02-03-Nov) 23L 7 Rights (1,838) (04-05-Nov) 24L 7 Rights (1,838) (06-07-Nov) 25L 7 Rights (1,838) (08-09-Nov) 26L 7 Rights (1,838) (10-11-Nov) 27L 7 Rights (1,838) (12-13-Nov) 28L 7 Rights (1,838) (14-15-Nov) 29L 7 Rights (1,838) (16-17-Nov) 30L 7 Rights (1,838) (18-19-Nov)</p>

Japan Marketing News

Summer Charter Products : Guam

- Exclusive Package Tour by JTB & HIS
- Jin Air (LJ) will operate 2 charter flights.
- Operate from Fukuoka to Guam with B737-800 aircraft.
- Capacity: 189 seats per aircraft.
- Departure date: 08Aug & 11Aug.
- JTB Price: JPY 89,800 - JPY 179,800.
- HIS Price: JPY 99,800 - JPY 36,4800.



- Exclusive Package Tour by Telmeclub
- China Airlines (CI) will operate 10 charter flights.
- Operate from Naita to Guam with A330-300 aircraft.
- Capacity: 307 seats per aircraft.
- Departure date: 08 - 17Aug.
- Price: JPY 64,800 -



Japan Marketing News

Summer Charter Updates : Guam Schedule

DEPARTURE	FLY	JPN TO GUM	FLY	GUM TO JPN	Craft	Capacity	FLY DAY
Naita (NRT)	BA1145	20:30 01-10+1	BA1135	04:10 07:30	A321-200	189	Ex NRT 01-10Aug. Ex GUM 05-10Aug.
Nagoya (NGO)	HY	08:00 - 11:30 dep	HY	18:00-21:30 arr	A320	160	Ex NGO 08-10Aug. Ex GUM 08-10Aug.
Naita (NRT)	CI7887	21:40 02-20+1	CI7884	05:45 08:15	A333	307	Ex NRT 02-19Aug. Ex GUM 13-20Aug.
Hiroshima (HLL)	CI7899	22:58 01-10+1	CI7890	04:20 07:40	B737-800	158	Ex HLL 01-10Aug. Ex GUM 05-10Aug.
Fukuoka (FUK)	LJ771	20:05 04+1	LJ772	04:30 07:30	B737-400	189	Ex FUK 04-10Aug. Ex GUM 02-10Aug.

Summary :

- > BX charter: 25 flights will operate from Naita. : additional 4878 seats.
- > HY charter: 20 flights will operate from Nagoya. : additional 3000 seats.
- > CI charter: 11 flights will operate from Naita (10) and Hiroshima (1). : additional 3228 seats.
- > LJ charter: 2 flights will operate from Fukuoka (2).

Total seats : 11,473 seats (+6.4% v.s LY)

Japan Marketing News

Summer Charter Updates : Guam Package Tour

DEPARTURE	Month	Airline	Destination	Package Price (USD)	Frequency	Travel Agent
Honk (HKT)	August	Air Busan	Guam	99,800 ~	01-25Aug.	JTB
Honk (HKT)	August	Libellula Airways	Guam	107,800 ~	06-25Aug.	HIS
Honk (HKT)	August	Libellula Airways	Guam	111,900 ~	08-25Aug.	JTB
Honk (HKT)	August	China Airlines	Osaka	84,800 ~	06-17Aug	Tollan club
Hiroshima (HJL)	August	China Airlines	Guam	149,900 ~	11 Aug.	NTA
Hiroshima (HJL)	August	China Airlines	Guam	174,000 ~	11 Aug.	JTB
Hiroshima (HJL)	August	China Airlines	Guam	168,000 ~	11 Aug.	HIS
Hiroshima (HJL)	August	China Airlines	Guam	177,000 ~	11 Aug.	KNT
Fukuoka (FUK)	August	Jin Air	Guam	88,800 ~	04Aug, 11Aug	JTB
Fukuoka (FUK)	August	Jin Air	Guam	99,800 ~	04Aug, 11Aug	HIS

Japan Marketing News

Industry Updates:

Popular overseas destinations in summer for Japanese:

- Under Traveler's survey, a famous comparison site, Guam has been evaluated as the most popular destination in Summer 2016.
- AB Road survey**
- Guam food ranked 5th (up from 21) for destinations
 - Top destination for Males 18 - 29, 2nd for females same age group
 - For all age categories, Guam remains in the top 5

Ranking	Overall	Beach Resort	Asia
1st	Giam	Giam	Taipei
2nd	Taipei	Honolulu	Soul
3rd	Honolulu	Bali	Bangkok
4th	Soul	Sabu	Hong Kong
5th	Bali	Salpan	Singapore

Korea Marketing News

3 month Forecast

Month	Forecast P 08	Last Year	% Change	Real Forecast 18	Real Data '18	% Change Real
July	41,000	35,595	15.3%	83,401	42,418	49.8%
August	48,250	42,733	8.23%	83,401	50,847	24.1%
September	47,199	35,895	32.33%	81,864	48,204	33.8%

Editorial

July
Inches

- EE : 34 per week = 19,834 (A332, 8738)
- In Air : 14 per week = 11,346 (8738)
- In Air : 14 per week = 11,718 (A332, 8738)
- T Way : inches 7 per week = 5,830 (8738)

Sub total 47,957

Remain

- EE: Wood, Thu, Sat, Sun = 3,294 (8737)
 - Japs Air :
 Wood, Thu, Sat, Sun = 3,294 (8738)
 - Air Buzan : Wood, Thu, Sat, Sun = 2,916 (A3)
 - Jn Air : Mon, Wed, Fri, Sat = 3,294 (8734)
 Sub total 12,780

Design

Total \$3.07

• August
Inches
- EE : 14 per week = 19,034 (A130, B738)
- Jia Air : 14 per week = 11,346 (B738)
- Jia Air : 14 per week = 11,718 (A130, B738)
TUFay : inches 7 per week = 5,250 (B738)
Sub total 47,957
Sharon

- KE: Wed, Thu, Sat, Sun = 2,294 (8737)
 - Japs Air:
 Wed, Thu, Sat, Sun = 2,294 (8738)
 - Air Bremen: Wed, Thu, Sat, Sun = 2,316 (A)
 - Jet Air: Mon, Wed, Fri, Sat = 2,294 (8739)
 *Sole initial 12 708

Design

Total 52,071

September
Incubation

- H1: 14 per week = 18,420 (A333, H738)
- Ho A1: 14 per week = 18,352 (B738)
- Jeju A1: 14 per week = 11,340 (A330, H738)
- Y Way: Incubation 7 per week = 5,670 (B737)

Sub total 47,410

Quota

EE: Wind, Thu, Sat, Sun = 3.254 (17377)
 - Japs Air:
 Wind, Thu, Sat, Sun = 3.254 (17388)
 Air Summ: Wind, Thu, Sat, Sun = 7.915 (4325)
 Mo Air: Mon, Wind, Fri, Sun = 3.254 (17381)
 Sub total 17.793

Dagga

Total \$1,314

Korea Marketing News

Korea Outbound Travelers Guam Market Share

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Korea Marketing News

ESTA Promotion



Korea Marketing News

ESTA Promotion



North America/ Pacific Marketing News

IPW 2016
June 18-22, 2016 | New Orleans, Louisiana



- Over 150 pre-scheduled appointments with buyers, and trade professionals
- WITTI Event held on June 18, 2016
 - Lucky draw prize for 4-night hotel stay including breakfast and two comp. optional tours.
- Appointments from China, Korea, Japan, Philippines, Singapore, Malaysia, Australia, Russia and Europe.
- Meetings with Brand USA, U.S. Commercial Service and more.

North America/ Pacific Marketing News

PATA Annual Summit May 18-21, 2016
PATA Youth Symposium | Press Conference | PATA Colloquium



North America/ Pacific Marketing News

PATA Annual Summit May 18-21, 2016
International Media Coverage of PATA and FestPac



North America/ Pacific Marketing News

PATA Delegates at
12th Festival of Pacific Arts Opening Ceremony
May 22, 2016 – Paseo Stadium



North America/ Pacific Marketing News

PATA Annual Summit Recap



North America/ Pacific Marketing News

PATA CEO Visit to Saipan and Palau
May 22-26, 2016



North America/ Pacific Marketing News

36th Executive Development Institute for Tourism (EDIT) Programme 2016
June 5-17, 2016
University of Hawaii Travel Industry Management (TIM) School



- GVB's Regina Nedlic completed 2-week interactive curriculum covering areas of Technology, Destination Management, Strategic Development and Planning, Hospitality and Transportation, Data Collection, Digital Media and Tourism Policy
- Other countries in attendance were Solomon Islands, Thailand, Nepal, Caribbean Islands and China

North America/ Pacific Marketing News

Upcoming Events



- PATA Micronesia Chapter Meeting 2nd Tri-Annual Meeting
- PNI August 15 - 18, 2016
- PATA Travel Mart 2016, Jakarta, Indonesia - Micronesia Pavilion September 7-9, 2016
- MICE Asia - September 22-23, 2016
- ITBA Asia - October 19-21, 2016

DESTINATION

Sports & Events



Guam Summer Beach Fest July 16 - August 28

- New GVB signature event spans 7 weekends in Tumon Bay
- Features the new Tumon Night Market
- Free event will also have fireworks every Saturday, fitness on the beach, food trucks, family movie nights on Sundays, a beer garden, beach activities and live music and entertainment
- Will be from 5-9 p.m. Fridays-Sundays starting July 16 to August 28 at Governor Joseph Flores Memorial Park

Sports & Events

Guam Summer Beach Fest TVC



Sports & Events

Visit Guam 2017 Expo

July 16, 2016 | Agana Shopping Center | 10 a.m. - 2:30 p.m.

- Expo will launch the Visit Guam 2017 Events Calendar
- Proclamation by Acting Governor Tenorio to declare the year 2017 as Visit Guam 2017: Year of Love
- Exhibitors of signature events and activities featured in ASC Center Court
- Raffle prizes to be drawn



Procurement Activity Report

RFPs

GVB RFP 2016-009: Marketing Services In Japan
Lead: MARKETING/Nadine Leon Guerrero
Status: Presentations completed

GVB RFP 2016-012: Tourism Marketing Representation Services in the Republic of the Philippines
Lead: MARKETING/Mark Mangiona
Status: July release

GVB RFP 2016-013: Tourism Marketing Representation Services in Russia
Lead: MARKETING/Mark Mangiona
Status: July release

GVB RFP 2016-014: Korea Concierge Pilot Program
Lead: DESTINATION/Meriza Peredo
Status: September release

Procurement Activity Report

RFPs

GVB RFP 2016-015: VIP Video Production
Lead: DESTINATION/Meriza Peredo
Status: September release

IFBs
GVB IFB 2016-007 MS: Tumon and Hagatna Beach Maintenance Project
Lead: DESTINATION/Doris Ada
Status: in progress for FY2017 (October 1 start date)



V. TREASURER'S REPORT

Exhibit B

FY 2016						
	Appropriation	Received to Date		Balance		
Operations	\$ 21,044,191.00	\$ 10,354,441.00	49%	\$ 10,689,750.00	51%	
Destination Development	\$ 1,235,000.00	\$ 743,750.00	60%	\$ 491,250.00	40%	
Rainy Day Fund	\$ 200,000.00	\$ 150,000.00	75%	\$ 50,000.00	25%	
Cultural & Sports Ambassador Fund	\$ 200,000.00	\$ 110,000.00	55%	\$ 90,000.00	45%	
Pass-Thru	\$ 750,000.00	\$ 531,250.00	71%	\$ 218,750.00	29%	
Guam Football Association	\$ 400,000.00	\$ 400,000.00	100%	\$ -	0%	
Pilot Program Korean Visitor Market	\$ 250,000.00	\$ 250,000.00	100%	\$ -	0%	
FESTPAC	\$ 1,300,000.00	\$ 1,300,000.00	100%	\$ -	0%	
Capital Improvement Projects	\$ 1,000,000.00	\$ 1,000,000.00	100%	\$ -	0%	
TOTAL	\$ 26,379,191.00	\$ 14,839,441.00		\$ 11,539,750.00		
Total Receivables FY 2016				\$ 11,539,750.00		
Accounts						
RESTRICTED						
Bank of Guam - Rainy Day Fund ¹		\$ 2,032,996.00				
Bank of Guam - FESTPAC Trust Account		\$ 644,695.54				
Cultural & Sports Ambassador Fund		\$ 299,000.00				
TOTAL		\$ 2,976,691.54				
UNRESTRICTED						
Bank of Guam - Operations		\$ 4,361,359.92				
First Hawaiian Bank - Membership		\$ 64,299.10				
Resona		\$ 390,264.66				
Bank of Guam - TAF		\$ 2,340,910.52				
Raymond James - CD value as of 06/30/2016 ²		\$ 2,522,949.94				
TOTAL		\$ 9,679,784.14				
TOTAL as of 07/12/2016		\$ 12,656,475.68				
Current Payables						
Asatsu Invoices APR - MAY		\$ 302,425.73				
Japan Invoices		\$ 60,626.30				
Guam Invoices		\$ 246,539.82				
FY 2016 Pass-thru appropriations		\$ 16,250.00				
Encumbered Contracts		\$ 2,999,473.32				
Encumbered Purchase Orders		\$ 173,328.40				
FESTPAC Trust Account		\$ 644,695.54				
TOTAL as of 07/12/2016		\$ 4,443,339.11				
NOTES						
NOTE 1						
	\$2,032,996.00	Rainy Day Fund				
	(\$790,742.42)	Board approved funding for Japan Incentive				
	\$1,242,253.58					
NOTE 2						
	\$1,406,662.62	Morgan Stanley/Raymond James CD				
	(\$86,542.00)	Board approved \$86,542 on 07/23/15 for Department Revenue & Tax Auditors				
	(\$700,000.00)	Board approved \$700,000 on 02/25/16 for Pale San Vitores Road Bus Shelter Project				
	\$620,120.62					

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Chairman Baldyga made a motion, seconded by Director Jackson to ratify Executive Committee's travel approval for the First Lady Christine Calvo and GVB DGM Telo Taitague to attend meetings with Secretary of Homeland Security, Mr. Jeh Johnson in Washington D.C. from July 12 – 13, 2016 and attend the National Governors Association (NGA) 2016 Summer Meeting in Des Moines, Iowa from July 13 – 16. (Cost approximately \$1,649.25, Account Number VSS001).

Motion Approved
(11/12 Directors Approved)

Airfare	2	\$0.00		\$0.00
Per Diem				
FL Lodging - DC	1	\$174.00	1	\$174.00
FL M&IE - DC	1	\$69.00	2	\$138.00
DGM Lodging - DC	1	\$217.50	1	\$217.50
DGM M&IE - DC	1	\$86.25	2	\$172.50
FL Lodging - Iowa	1	\$101.00	3	\$303.00
FL M&IE - Iowa	1	\$59.00	2	\$118.00
DGM Lodging - Iowa	1	\$126.25	3	\$378.75
DGM M&IE - Iowa	1	\$73.75	2	\$147.50
Total Expense:				\$1,649.25

Background: The DGM will join the Governor and First Lady in meeting with Secretary of the Homeland Security Mr. Jeh Johnson to discuss the CPB lines at airport. Items to be discussed are the excessive delays in processing time, in part because of language difficulties (more than 90% of Guam visitors come from Asian countries), and the insufficient number of ground agents available to ensure that arrival documents are correctly prepared and arriving passengers directed to the right queues. Additionally, the DGM will join Governor Calvo and First Lady in meetings at the National Governors Association (NGA) 2016 Summer Meeting in Des Moines, Iowa from June 13 – 16.

B. SPORTS & EVENTS

C. ADMINISTRATION & GOV'T RELATIONS

Chairman Baldyga made a motion, seconded by Director Jackson to authorize the Chief Procurement Officer to begin negotiations with the highest ranked qualified offerer for RFP2016-009 Marketing Services in Japan.

Chairman Baldyga moved to amend the motion to insert the words "and contract" between negotiations and with. **Motion passed as stated and amended.**

Bus Shelter Funding

Chairman Baldyga made a motion, seconded by Director Jackson, to authorize the use of an additional \$200,000 from GVB's TCD account for the Pale San Vitores Road Bus Shelter Project.

Chairman Baldyga moved to amend the motion to add the following at the end of the sentence: "and to process subject to confirmation by the architect that the cost is reasonable".

Motion passed as stated and amended.

Background: The Board of Director's authorized the use of \$700,000 from GVB's TCD account for the Tumon Bus Shelter project. GVB went out to bid for and the winning bid was \$850,000. GVB is requesting an additional \$200,000, which will include a contingency in the budget should it be necessary, to complete the project.

Issue: Board approval required in expending TCD funds.

Discussion/Comments:

- o Director Nakajima questioned the reason for the increase.
- o GM Denight reported that based the number was based on a recommendation by their architects, TRMA.
- o The Board recommended Management review in detail each individual item and verify that these are reasonable prices.

D. DESTINATION MANAGEMENT

- Director Calvo voiced his concern over the homeless problem along Ypao beach – hanging out and harassing people.
- Director Hofmann suggested a push to tear down the abandoned parking structure nearby (which they are living in).
- The Board asked Management to craft a letter to the Lieutenant Governor's office regarding safety management.

E. GREATER CHINA

Committee minutes dated July 1, 2016

Exhibit C

Taiwan – Guam Sales Mission & Chamorro Dance Academy

Director Kloppenburg made a motion, seconded by Director Jackson, to approve travel for GVB Director of Global Marketing, GVB Taiwan Marketing Manager, GVB Destination Specialist – Chamorro Culture, Master of Chamorro Dance, and three (3) Cultural Performers to conduct a Guam Sales Mission in the cities of Taichung (near Taipei) and Kaohsiung from August 21-26, 2016 and to establish a Guam Chamorro Dance Academy in Taiwan. The Cost is approximately \$5,590.00 from Account No: TA-ADV018 and \$12,475.00 from Account No: DM-CPO003.

Motion Approved.

GVB Greater China Marketing

Airfare:	Round-trip: GUM/TPE/GUAM	
	August 21-26, 2016: \$1,000 x 2 pax	\$2,000.00
	Sub-Total:	\$2,000.00

Per Diem:	Taipei Lodging - \$163 x 3 Nights x 2 pax	\$978.00
	Taipei M&IE - \$98 x 5 Days x 2 pax	\$980.00
	Kaohsiung Lodging - \$120 x 2 Nights x 2 pax	\$480.00
	Kaohsiung M&IE - \$76 x 1 Days x 2 pax	\$152.00
	Sub-Total:	\$2,590.00
Miscellaneous:	Excess baggage, communications, meeting expenses, etc.	\$1,000.00
	Grand Total	\$5,590.00

Cultural Heritage

Airfare:	Round-trip: GUM/TPE/GUAM	
	August 21-26, 2016: \$1,000 x 5 pax	\$5,000.00
	Sub-Total:	\$5,000.00
Per Diem:	Taipei Lodging - \$163 x 3 Nights x 5 pax	\$2,445.00
	Taipei M&IE - \$98 x 5 Days x 5 pax	\$2,450.00
	Kaohsiung Lodging - \$120 x 2 Nights x 5 pax	\$1,200.00
	Kaohsiung M&IE - \$76 x 1 Day x 5 pax	\$380.00
	Sub-Total:	\$6,475.00
Professional Fees:	Master of Chamorro Dance (\$100 x 4 days x 1 pax)	\$400.00
	Cultural Performers (\$50 x 4 days x 3 pax)	\$600.00
	Sub-Total:	\$1,000.00
	Grand Total	\$12,475.00

Background: As Taiwan continues to be an important tourism market source for Guam, contributing over 50,000 visitors annually GVB will conduct meetings in Kaohsiung and a focused marketing and sales mission in the city of Taichung. Taichung County is a special municipality located in central western Taiwan with a population of over 2.7 million people making it the third largest city in the country. As we continue to grow and develop Taiwan's outbound potential to Guam we are targeting new market segments to create new business. With China Airlines' 1-hour flight schedule (on Wednesday and Sunday's) and additional Saturday flight, Taiwanese visitors living in Taichung, Kaohsiung, and other southern regions can now transit to Guam on a connecting flight or the high-speed rail with greater convenience. On this mission, our marketing department will conduct a sales presentation to provide the most updated Guam information to key partners, travel agencies, and media in Taichung County.

In addition, in FY2010 the Guam Visitors Bureau (GVB) launched the Guam Chamorro Dance Academy and conducted five 2-day dance workshops in the Tokyo area targeting Hula Dance Clubs. Up to 50 pax attended each dance workshop conducted by Master of Chamorro Dance Frank Rabon. The success of the program proved that our people and heritage are enticing elements in Guam's role as an attractive destination as the program was expanded to include other regions of Japan.

Expanding the Guam Chamorro Dance Academy in Taiwan will help to promote Guam's unique culture and heritage, fostering not only cultural exchange between Taiwanese and Chamorro people, but promoting travel between our two countries.

Issue: Board approval needed for all travel.

F. JAPAN

- Director Morinaga reported he met with the Lt. Governor and CBP official. CBP decided not to eliminate the ESTA line. They acknowledged the Ambassador program as helpful in the line flow.
- Director Morinaga said they would start using the electronic version of the visa waiver application - this would allow passenger to fill out the forms before departing Japan.
- CBP would like to encourage US citizens to apply for global entry - to make the process easier.

Management Audit

Director Morinaga made a motion, seconded by Director Jackson to revise previously approved motion travel for transition meetings in Japan to reflect travel for the Business Development Manager and the Marketing Manager - Japan to attend transition meeting in Tokyo, Japan in August 2016. (Estimated cost \$7,070.00 account # JA-SMD045).

Chairman Baldyga moved to amend the motion to delete the word "transition" and replace it with the words "management audit".

Motion passed as stated and amended.

Discussion/Comments:

- o GM Denight noted that it's a Management audit and that they are not transitioning to anything.

Background: Previously approved on January 28, the motion has been revised to reflect one trip instead of two and revised the delegation.

Delegation	Per diem	Days	Total
Business Development Manager	\$507.00	5	\$2,535.00
Marketing Officer II Japan	\$507.00	5	\$2,535.00
Airfare (\$1,000 x 2)			\$2,000.00
TOTAL			\$7,070.00

Issue: Board approval required for travel.

Interviews in Japan

Director Morinaga made a motion, seconded by Director Jackson, to approve travel for GVB President & CEO, two Board members and Marketing Manager - Japan to Tokyo, Japan to conduct interviews for Japan Manager position in August 2016, account #SMD045. (Estimated cost: \$11,224.75)

Director Kloppenburg moved to amend the motion to add (1) more Board Member (Chairman preferably) for a total of (3) Board Members. (Total amount of \$14,126.00)

Motion passed as stated and amended.

Airfare	\$1,000.00 x 4 pax	\$4,000.00
President & CEO - per diem	\$633.75 x 3 days	\$1,901.25
Board Member - per diem	\$633.75 x 3 days	\$1,901.25
Board Member - per diem	\$633.75 x 3 days	\$1,901.25

Marketing Manager Japan – per diem \$507.00 x 3 days \$1,521.00

Total Estimated Expense \$11,224.75

Background: GVB Japan Manager's position will be open for next fiscal year. An ad for this position was placed earlier this year. A total of 27 applications for Japan Manager position were reviewed and short listed to the top eight (8) to be interviewed in Japan.

Issue: Board approval required for travel.

Discussion/Comments:

- o Chairman Baldyga requested Management set up additional agent meetings to get the best value out of their time there.

G. KOREA

Exhibit D

Committee minutes dated June 21, 2016

Committee minutes dated July, 2016

H. MEMBERSHIP & COMMUNITY OUTREACH

- Director Guzman reported that DPW completed the safety assessment for the 3 traffic lights. Their recommendations would be presented to the Committee for review.
- The revised Tumon signage laws are almost done and presented to the Committee.

Please note these important dates below:

Applications received from July 01 will be accepted for the FY2017 Membership.

Membership renewal:

OCTOBER 01, 2016 - FY2017 Membership begins.

OCTOBER 05, 2016 - Deadline for Member's to voting eligibility (Payments will need to be submitted for voting eligibility).

JANUARY 03, 2017 - Membership election for (4) Directors to sit on the Board.

Members can buy up to (10) votes at \$100 each

I. NORTH AMERICA & PACIFIC MARKETS

Exhibit E

Committee minutes dated July 6, 2016

PACIFIC MOTION

Director Arriola made a motion, seconded by Director Shinohara, to approve travel for the Director of Global Marketing to attend the PATA Executive Board Meeting from July 27-31, 2016 (Estimated cost of travel: \$3,092.00 from the FY2016 Pacific Market Meetings/Events Account #PA-SMD025)

Motion Approved.

Airfare: \$1,800 x 1 pax	\$1,800.00
Perdiem (Full perdiem MIE for Bangkok, Thailand):	
\$246 x 2 days x 1 pax	\$492.00
(MIE only) \$100 x 3 days x 1 pax	\$300.00
Misc Expense:	<u>\$500.00</u>
TOTAL:	\$3,092.00

Background: Director of Global Marketing Ms. Pilar Laguana has been elected as an Executive Board (EB) Member of the PATA Int'l Board 2016-2017 since May 2016 during the PATA Annual Summit. Guam's active participation in PATA and as a founding member of the association has elevated our destination and has brought interest in the organization to continue to keep Guam in the forefront of the association's programs. By engaging more with PATA and its membership, Guam will be able to have a strong communication for future business opportunities for Guam and our Micronesia region. In addition, the PATA is working with a more diverse group of individuals on the new board that will take the association to a new level with all the changing facets of the travel and tourism industry. The newly elected Executive Members will convene to discuss board and committee duties and responsibilities, upcoming events/activities for 2016 and 2017, along with the Executive Board Meeting pending work from previous years to be discussed at the PATA Headquarters in Bangkok, Thailand from July 28-30, 2016.

Action: Board approval needed for travel.

J. RESEARCH

K. RUSSIA & NEW MARKETS

L. VISITOR SAFETY & SATISFACTION

M. CULTURE & HERITAGE

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

Upcoming Board Meetings:

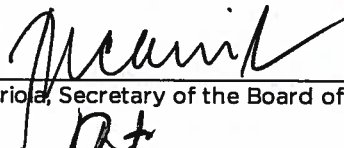
- o Thursday, July 28, 2016 at 3:00pm, GVB Main Conference Room.
- o Thursday, August 11, 2016 at 3:00pm, GVB Main Conference Room.

Announcements:

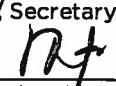
- o **Visit Guam 2017 Expo: Saturday, July 16, 2016, 10am-2:30pm, Agana Shopping Center - Center Court**
- o **Guam Summer Beach Fest: July 16 to August 28, Tumon Bay**
- o **Quarterly Membership Meeting: Friday, July 22, 2016 - 9am-11:30am, Hilton Guam Resort & Spa Micronesian Ballroom**
- o **GVB/GHRA HERO Awards Luncheon: July 29, 2016 @ 11am - Hilton Guam Resort & Sp**

XI. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Jackson to adjourn the meeting. Meeting adjourned at 4:47 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:

- Update of the Tourism 2020 Plan
- Management to follow up on Board vacancy
- Management to craft a letter opposing Bill 338
- Management to provide the Board with FestPac close out report
- ~~- Management to set up meeting with DPW regarding Westin and Archbishop Flores intersections~~

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

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
- 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