



BOARD OF DIRECTORS REGULAR MEETING

Thursday, November 10, 2016 – 3:00 p.m.

Guam Visitors Bureau – Main Conference Room

BOARD OF DIRECTORS PRESENT:

Chairman Mark Baldyga	Director Bruce Kloppenburg
Director Norio Nakajima	Director Milton Morinaga
Director Theresa Arriola	Director Hong Soon Im
Director Clifford Guzman	Director Robert Hofmann
Director Bart Jackson	Director Eduardo “Champ” Calvo

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Sam Shinohara	Director Katarina Sgro
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GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Telo Taitague	Karida Brennan
Nicolas Yasuhiro	Russell Ocampo	Haven Torres
Regina Nedlic	Colleen Cabedo	Nadine Leon Guerrero
Mark Manglona	Pilar Laguana	Laurette Perez
Meriza Peredo	June Sugawara	Nakisha Garrido
Ana Cid	Nico Fujikawa	Kraig Camacho
Dee Hernandez	Josh Tyquiengco	

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

Lara Ozaki – Glimpses Publication
Christian Taitano – GVB Marketing Intern

I. CALL TO ORDER

Chairman Baldyga called the meeting of Board to order at 3:50 p.m.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

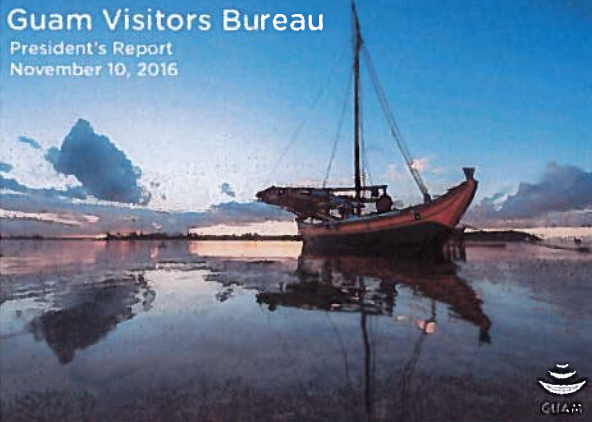
Chairman Baldyga made a motion to approve the minutes of the previous Board of Directors meeting dated October 27, 2016.

Motion Unanimously Approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

IV. GENERAL MANAGER'S REPORT

Guam Visitors Bureau
President's Report
November 10, 2016



PRELIMINARY Visitor Arrivals
OCTOBER 2016
Total: 122,534 (9.1%)

% Market Mix	Origin	Pax	% to LY
45.4%	Japan	55,636	-4.1%
39.3%	Korea	48,119	29.0%
4.8%	US/Hawaii	5,922	19.8%
2.9%	Taiwan	3,499	27.3%
1.9%	China	2,355	2.1%
2.0%	Philippines	2,406	82.3%

RESEARCH

PRELIMINARY Visitor Arrivals
CYTD 2016 (January 2016 - October 2016)
Total: 1,267,015 (9.7%)

% Market Mix	Origin	Pax	% to LY
48.9%	Japan	619,727	-3.5%
34.8%	Korea	441,074	30.2%
5.2%	US/Hawaii	65,722	12.8%
2.8%	Taiwan	36,007	0.2%
1.9%	China	23,981	12.3%
1.3%	Philippines	17,036	76.1%

PRELIMINARY MTD Visitor Arrivals
November 1 - 8, 2016
Total: 32,077 (6.5%)

% Market Mix	Origin	Pax	% to LY
48.1%	Japan	15,414	-3.5%
38.1%	Korea	12,227	17.0%
4.3%	US/Hawaii	1,365	10.7%
3.1%	Taiwan	980	44.8%
1.3%	China	410	103.0%
1.5%	Philippines	491	110.7%

MARKETING

Japan Marketing News

3 Month Forecast

Month	Forecast	17 Actual	% Actual	2016 Seats	2015 Seats	% Capacity
November	59,000	62,760	5.99%	74,649	89,680	12.82%
December	69,000	67,876	-1.66%	81,245	94,608	14.12%
January	60,000	62,716	-4.33%	73,612	91,942	19.94%

(Data Source : DfO HI, JGTA and other MI)

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Japan Marketing News

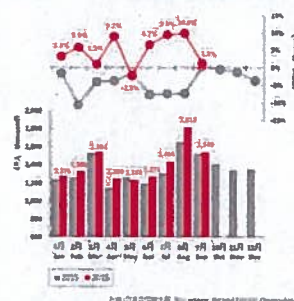
Year-end Charter Schedule Updates

DEPARTURE	FLT NR	JPN TO GUAM	FLT NR	GUAM TO JPN	Chart	Capacity	FLT DAY
Nagoya (NGO)	UA	11 50 18 25	UA	08 00 10 55	8737-700	118	to 11/20/16
Nagoya (NGO)	UA	11 50 18 25	UA	16 25 19 20	8737-700	118	to 11/20/16
Narita (NRT)	CI 7867	21 40 02 25+1	CI 7868	05 10 08 05	A330-300	307	to 11/20/16
Hiroshima (HLS)	CI 7850	20 45 01 30+1	CI 7850	04 40 08 00	8737-800	158	to 11/20/16
Tokushima (TAK)	CI 7869	11 00 15 45	CI 7870	16 20 19 35	8737-800	158	to 11/20/16
Nagoya (NGO)	CI 7813	22 30 03 00+1	CI 7814	08 40 08 35	A330-300	307	to 11/20/16
Kansai (KIX)	CI 7865	22 50 03 30+1	CI 7866	08 10 09 00	A330-300	307	to 11/20/16
Kansai (KIX)	CI 7861	10 35 15 15	CI 7862	16 30 19 20	8737-800	158	to 11/20/16
Fukuoka (FUK)	TW3327	21 00 01 35+1	TW3328	04 30 07 30	8737-800	198	to 11/20/16
Narita (NRT)	KEB135	22 10 02 40+1	KEB136	05 00 07 40	8777-200	248	to 11/20/16
Osaka (KIX)	KEB133	22 10 02 40+1	KEB134	05 00 08 00	8737-800	158	to 11/20/16

Summary:
 > 13 charter - 8 flights from NRT/HLS/TAK/KIX: 8,333 seats
 > UA charter - 2 flights from NGO: 238 seats
 > TW charter - 1 flight from FUK: 278 seats
 > KIX charter - 3 flights from NRT/KIX: 650 seats
Total seats: 9,502 seats (-38.8% vs 17)

Japan Marketing News

Japanese Overseas Travelers 2016



- Up 1.3% year on year to 1,545,000 in September 2016.
- The growth rate was lower than 10% in August 2016 mainly because of worse holiday sequences than a year ago.
- The total for the first nine months of 2016 was up 4.9% to 12,719,000.

Japan Marketing News

Competition

- Hawaiian Airlines continues investing its business resources to Japan to get the biggest share on the Japan-Hawaii routes in the future. Will begin serving three flights a week between Haneda and Kona on December 21 this year.
- JTB will be the new owner of MC&A, a destination and events management company in Hawaii, effective January 1, 2017. With the business extension, JTB will aim to send MICE travelers from Japan or Asia to North America or to all Hawaiian Islands. This move by JTB gives JTB entrance into English speaking markets as JTB continues to build its global MICE business. MC&A has over 30 years experience for the MICE business in Hawaii.

Japan Marketing News

Competition

- Tourism Malaysia set a goal to increase Japanese visitors by 5% or higher year on year in 2017, the 60th anniversary year of Japan-Malaysia diplomatic partnership although Japanese visitors to Malaysia were down 12.6% to 483,569 in 2015 and down 11.3% for the first six months of 2016. (JPY 1 = MYR .04)
- Tourism Authority of Thailand announced their goal for 2017 is 1.5M Japanese visitors with promotions under the theme "value for experience" instead of "value for money", which has been using, at their destination seminar held on November 1st in Japan. Promotions for golf, 130 years anniversary for treaty of amity between Thailand and Japan and Ekiden in Ayutthaya are already planned for 2017. Online education program launched August 2016. (JPY 1 = THB .34)

Japan Marketing News

Market Trend

- The latest Nielsen survey on smart phone apps used by Japanese (conducted July 2016, Female and male over 18 years old) finds that the number of apps a Japanese uses one time or more a month is 30 on average. Also, the numbers of apps used two times or more and 10 times or more a month increased to 22 and 12 respectively.
- By category, the most frequently-used apps were entertainment apps with 6.9 a month, however the number reduced from 7.1 a month two years ago. E-commerce apps used a month increased from 1.7 apps two years ago to 2.8, mainly boosted by expansion of the flea-market app market. Communication apps used a month were 2.5, the same as two years ago.

The most frequently-used apps by category

category	2014/7/19	2016/7/19
Entertainment	7.1	6.9
Efficiency tool	5.0	5.6
Search portal site	2.6	2.9
E-commerce	1.7	2.8
Communication	2.5	2.5

Japan Marketing News

Market Trend

- In comparison of the number of apps used a month between heavy users and light users, apps used ten times or more a month by a heavy user were 18, while four by a light user. The highest use rate app was LINE for both heavy (90%) and light users (41%). For heavy users, the second highest use rate app was Pokemon Go (48%), followed by Twitter (47%) and Facebook (42%). For light users, popular apps were mail, portal or search tool.



Japan Marketing News

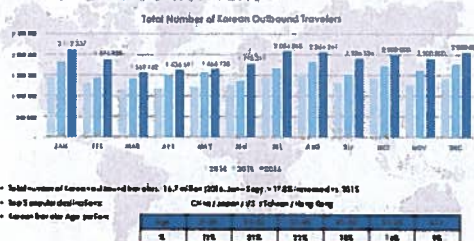
Strategic Alliance with Trip Advisor

- Improve Word of Mouth data
- Yearly Award for Best Facility endorsed by Trip Advisor
- Categories for hotels and restaurants
- Added benefit of increased customer service to receive prestigious award



Korea Marketing News

Korea Outbound Market Trend



Korea Marketing News

Korea Outbound Market Trend

Airline	Flight No.	Day	Frequency	Class	Seat Capacity
Asiana	771	Mon	1x/week	Y	270 seats
Asiana	772	Tue	1x/week	Y	270 seats
Asiana	773	Wed	1x/week	Y	270 seats
Asiana	774	Thu	1x/week	Y	270 seats
Asiana	775	Fri	1x/week	Y	270 seats
Asiana	776	Sat	1x/week	Y	270 seats
Asiana	777	Sun	1x/week	Y	270 seats
Asiana	778	Mon	1x/week	Y	270 seats
Asiana	779	Tue	1x/week	Y	270 seats
Asiana	780	Wed	1x/week	Y	270 seats
Asiana	781	Thu	1x/week	Y	270 seats
Asiana	782	Fri	1x/week	Y	270 seats
Asiana	783	Sat	1x/week	Y	270 seats
Asiana	784	Sun	1x/week	Y	270 seats
Asiana	785	Mon	1x/week	Y	270 seats
Asiana	786	Tue	1x/week	Y	270 seats
Asiana	787	Wed	1x/week	Y	270 seats
Asiana	788	Thu	1x/week	Y	270 seats
Asiana	789	Fri	1x/week	Y	270 seats
Asiana	790	Sat	1x/week	Y	270 seats
Asiana	791	Sun	1x/week	Y	270 seats

• Outbound seat capacity to Guam: 1,173,337 seats

Korea Marketing News

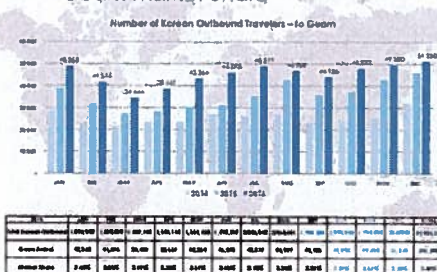
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Asiana	775	Fri	1x/week	Y	270 seats
Asiana	776	Sat	1x/week	Y	270 seats
Asiana	777	Sun	1x/week	Y	270 seats
Asiana	778	Mon	1x/week	Y	270 seats
Asiana	779	Tue	1x/week	Y	270 seats
Asiana	780	Wed	1x/week	Y	270 seats
Asiana	781	Thu	1x/week	Y	270 seats
Asiana	782	Fri	1x/week	Y	270 seats
Asiana	783	Sat	1x/week	Y	270 seats
Asiana	784	Sun	1x/week	Y	270 seats
Asiana	785	Mon	1x/week	Y	270 seats
Asiana	786	Tue	1x/week	Y	270 seats
Asiana	787	Wed	1x/week	Y	270 seats
Asiana	788	Thu	1x/week	Y	270 seats
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• Outbound seat capacity to Guam: 1,173,337 seats

Korea Marketing News

Korea Outbound Market Trend



Korea Marketing News

2016 Shop Guam e-Festival Media FAM

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Korea Marketing News

2016 Mode Tour Travel Mart



- Period & Venue: October 13 (THU) - 16 (SUN) @ SETEC
- Total number of visitors: 72,000pax (7% increased vs. 2015)
- Total number of sales on spot (pax): 32,000pax (48% increased vs. 2015)
- Total number of sales revenue on spot (USD): USD20,000,000 (41% increased vs. 2015)
- Total number of GUAM PKG sales on spot (pax): 1,404pax (134% increased vs. 2015)

Korea Marketing News

Flaming Youth TV Shooting Inspection

TV Program Brief
TV Station: SBS
 • **Program schedule:** Every Tuesday
 • **Running time:** 80 minutes (11:10pm-)
 • **Viewership Rating:** 6-7%

Site Inspection (6pax)
• Period: October 27 - 29

Actual Shooting (approx. 60pax)
• Period: November 24 - 27



Taiwan Marketing News

Taipei International Travel Fair
November 4-7, 2016



Russia Marketing News

European part of Russia

Visa Free America (Online & Offline advertisement):

- Collaboration with travel web sources
- Travel application advertisement
 - Contextual advertisement
 - Banner advertisement
- Workshop for TAs in Moscow

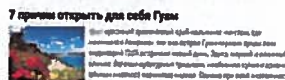
Far East of Russia

Shoo Guam Festival (Offline advertisement):

- Workshops for TAs (Vladivostok, Khabarovsk, Yuzhno-Sakhalinsk)
 - Glossy magazines advertisement
- Indoor advertisement (premium fitness-centers)
 - Outdoor advertisement



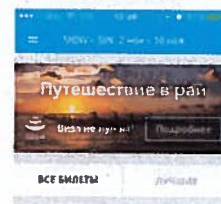
Collaboration with travel web sources



Contextual advertisement



Banner advertisement



Travel application advertisement

Russia Marketing News



Layout in glossy magazines



Advertisement



Outdoor



Workshop for TA in Vladivostok



Business meetings with TAs

Philippine Marketing News

TRAVEL GROUPS FROM THE PHILIPPINES

October

Manila International Marathon - 12 Runners
Quezon City Travel Agencies Association Famtour - 24 TA
Kaizen Events - 106 Student Athletes, Coaches, Parents

November

ACES, Inc. - 75 Dragon Boat Paddlers (Nov 17-22)
United Airlines Famtour - 7 Travel Agents (Nov 12-14)
Fiesta Tours Group - 24 Lawyers (Nov 10-13)
Travel Warehouse, Inc. - 20 pax (Nov 26-29)



Philippine Marketing News

Quezon City Travel Agencies Association Fam Tour October 29 - November 1, 2016

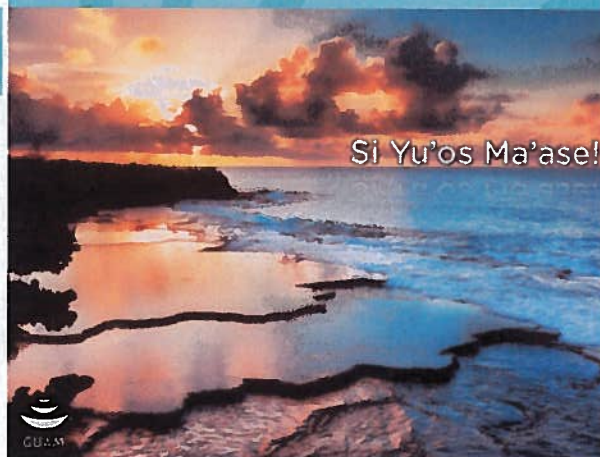


DESTINATION

Sports & Events

Ko'ko' Weekend 2016

- Guam Ko'ko' Kids Fun Run celebrated its 10th birthday on October 29th.
- Over 1,500 runners participated in Guam Ko'ko' Road Races on October 30th.
- Runners from Japan, Korea, Taiwan, Hong Kong, Norway, Australia, India and Philippines.
- Taisuke Ueda from Japan is the new overall half marathon winner, with a time of 01:13:25.
- Asuka Takagi from Japan is the top female who finished in 01:24:26.
- Over \$3,000 in cash awarded to soloists and teams who wore the best costumes.
- Results on guamkokoroadrace.com



V. TREASURER'S REPORT

Exhibit B



VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

- o Director Kloppenburg reported that the nominating committee met briefly yesterday and they have asked two more to members to attend all following meetings. Nomination forms have been sent out to membership with the deadline to make a nomination being December 1 and the deadline to accept a nomination being December 8. The committee will meet again next Tuesday with all eight committee members.
- o Chairman Baldyga stated that the annual membership meeting will be on the first Tuesday of January.

B. KOREA

- o Director Im stated that the biggest attraction for Korean visitors is shopping. He feels the restaurant options on island are sufficient for Korean visitors but we need to do more to create better deals, discounts, and benefits for shoppers. Chairman Baldyga recommended that Director Im discusses this with KMC and then come to the Board with a proposal.
- o Director Im reported that there is not enough signage in Korean. Chairman Baldyga suggested that he works directly with management to create a budget to update signage to include Korean, and then present it to the Board for approval.

C. MEMBERSHIP & COMMUNITY OUTREACH

GVB STAFF APPRECIATION PARTY

Director Guzman made a motion, seconded by Director Kloppenburg, to approve up to \$5,000.00 for the GVB Staff Appreciation Party. (Funds will be taken from the Membership account).

Motion Approved

Background: This past calendar year, with the many successful events, marketing promotions, hard work and dedication of the Management & Staff of the Bureau, an appreciation party is being requested.

Issue: Board approval required.

D. NORTH AMERICA & PACIFIC MARKETS

E. RESEARCH

- o President Denight reported that we are making progress with the new customs forms.

F. RUSSIA & NEW MARKETS

Committee minutes dated October 25, 2016

Exhibit C

G. VISITOR SAFETY & SATISFACTION



- o Director Im reported that he reviewed camera footage and found several different people hand billing in Tumon. He brought it up to Captain Caldwell and expressed how important it is to put a stop to this issue.
- o He also reported that some security cameras are down, but efforts are being made to replace them.
- o Vice President Taitague reported that the live entertainment will begin again January. We are currently in talks with the entertainers we previously used, to try to lower their price.
- o Director Im shared his concern that there is no shelter at the airport when it rains. Chairman Baldyga asked President Denight to suggest to the airport that they address this issue in their master plan.
- o President Denight brought up the Zika case in Palau. He stated that standing water and mosquitoes are important control issues. Chairman Baldyga mentioned that we have flights from Palau so we should have some kind of screening process in place for passengers. Director Jackson stated that we need to make a more serious prevention effort. For instance, we should be more active in asking hotels and business owners to avoid having standing water on their property. President Denight agreed and stated that we will do more outreach.

H. CULTURE & HERITAGE

I. SPORTS & EVENTS

- o President Denight reported that the Ko'ko' Road Races were successful.

J. ADMINISTRATION & GOV'T RELATIONS

Travel motions for review

Attachments A and B

TRAVEL AUTHORIZATION

Chairman Baldyga made a motion, seconded by Director Calvo, to approve the travel calendar for the remainder of FY2017 as presented. Changes made are subject to board approval.

Motion Approved

Issue: Board approval required.

Discussion

February 2017

- Airline Meetings (Japan): No discussion
- Guam Chamorro Dance Academy: Chairman Baldyga noted that this is inclusive of all five workshops. President Denight mentioned that this is the eighth year we've done this and it continues to grow each year.
- PATA Adventure Travel & Responsible Tourism Conference and Mart: President Denight stated that adventure travel tour agencies will be in attendance and there is also a conference portion to the mission.
- 2017 Outlook and Economic Forecast: President Denight reported that this is a research trip. GVB is part of the Hawaii Chapter of the Travel and Tourism Research Association. The Director of Tourism Research (Ana Cid) has been making efforts to build up memberships and increase participation in research missions, as we try to revamp the Research Department. He also stated that this is the first time GVB has participated in this event in quite some time. He

reported that the team will also be meeting with the CEO of the Hawaii Tourism Association.

- PATA Executive Board Meeting: President Denight stated that the Director of Global Marketing (Pilar Laguana) will be attending the meeting as she is a member of the Executive Board. Chairman Baldyga noted that these meetings are always productive.
- PTAA Travel Tour Expo 2017: President Denight reported that this is the main show in the Philippines. While there, the team always meets with airline partners. For this trip, they plan to meet with United Airlines, Philippines Airlines, and Cebu Pacific.
- GVB 2017 China Sales Mission: Pilar stated that this is our annual road show. There will be an educational seminar, the embassy will participate, and wholesalers and media will be in attendance. President Denight mentioned that this mission will focus in on Shanghai, Beijing, and Guangzhou, which are the three main core markets in China. Pilar stated that this is a large show requiring ample amount of staff.

March 2017

- 2017 Chamorro Cultural Fest: President Denight reported that we have been supporting this event for the last couple of years. For this event, we use our culture to build up our footprint in the west coast. We try to appeal to friends and relatives, one of our key markets.
- MITT/MICE 2017: President Denight mentioned that this is our big show in Moscow. Chairman Baldyga inquired about the number of trips we take to Russia each year. Pilar reported that we take two.
- PATA Micronesia Chapter 1st Tri-Annual Meeting:

Chairman Baldyga made a motion, seconded by Director Arriola, to amend the PATA Micronesia Chapter Tri-Annual Meetings for 2017 motion by deleting the words "Guam Legislative Representative" and replacing it with the word "Senator."

Motion passed as stated and amended

- GVB Korea Administrative Meetings: President Denight likened this mission to traveling for KGTC meetings or airline meetings. Chairman Baldyga noted that the team will be in Korea for two nights for this mission.

April 2017

- Japan Guam Tourism Council Meetings: Chairman Baldyga noted that these meetings are regularly scheduled.
- Liaoning Province Sales Mission: Chairman Baldyga stated that he would like to see the team extend their trip to cover more business while there if possible. Pilar reported that we have a sister city relationship with Liaoning Province and we are trying to keep that relationship intact. Liaoning Province's leadership team visited Guam recently as a reciprocal exchange to the MOU the Governor signed.
- Asia Dive Expo (ADEX) (Marketing Motion): President Denight mentioned that this is the biggest expo in Asia and we have been attending for many years. Chairman Baldyga suggested to Pilar that she meets with Silk Air while in Singapore. Pilar noted that we have to find a wholesaler who will partner for us. Director Kloppenburg brought up Tigerair but Chairman Baldyga reported that Tigerair aircrafts do not make Guam range.
- Asia Dive Expo (ADEX) (Sports & Events Motion): Chairman Baldyga questioned if it is necessary that the Community Development Officer attend this show. Pilar stated that she hopes to create a sports/diving event and would like for the Community Development Officer to handle it. She also said that there are about 19 local dive shops and that number continues to grow. We need to do more to market them together. She also stated that she wants to bring more

awareness to our marine assets. Chairman Baldyga touched on the rusty, sunken material near Apra Harbor and how he wants to find a way to have it removed. He also proposed sinking a vessel and creating a dive site out of it. Pilar mentioned that we should do more to celebrate Ocean Day next year.

- Sado Island Toki Marathon Sister City Event: President Denight stated that we have a sister city relationship with Sado Island in Niigata. They send runners to the Ko'ko' Road Races and we reciprocate. He reported that this year, Niigata sent a delegation of 6 people. The Chairman asked if the cost of the trip is worth that delegation size. President Denight responded saying this mission is part of our agreement.

- Airline meetings (Japan): No discussion

May 2017

- PITE 2017: President Denight confirmed that this is the second Russia trip for the year.

- Toyohiragawa Marathon Sister City Event: President Denight stated that, similar to Sado Island, we have a sister city relationship with Toyohiragawa. They sent 12 runners to participate in the Ko'ko' Road Races.

- IGLTA 34th Annual Global Convention/Scuba Show: Pilar reported that since Guam legalized same sex marriages, it is an opportunity to do direct marketing with Asian market sources. We are seeing quite a bit of interest in couples wanting to come to Guam to get married, especially coming from Taiwan and Hong Kong. Pilar also stated that we are working with United to create packages for this. Chairman Baldyga agreed that the LGBT community is great to support but he questioned whether we need to travel to Florida for it. Pilar stressed that we need to be knowledgeable about this segment to create niche-marketing programs to target. She also mentioned that our local LGBT community is very supportive. Director Guzman noted that this travel segment has been growing. President Denight stated that Pilar has been working on the IGLTA market. We joined their association and this is their big show. Pilar pointed out that as a result of the Scuba Show last year, we attracted a group of 24 divers, so we do see results.

- PATA Annual Summit/Executive Board Meeting: Chairman Baldyga noted that this is a long trip and asked if it needs to be that long. President Denight that the trip was planned according to the agenda and if the team is able to come back earlier, they will.

- Kaohsiung International Travel Fair (KTF) & Kaohsiung Guam Chamorro Dance Academy (GCDA): Director Arriola mentioned that we just started the GCDA in Taiwan.

Director Kloppenburg made a motion, seconded by Director Calvo, to amend the Kaohsiung International Travel Fair and Kaohsiung Guam Chamorro Dance Academy motion by changing the amount to be taken from account number DM-CP003 from \$31,687.81 (as presented) to \$21,824.00.

Motion passed as stated and amended

June 2017

- HANA Tour International Travel Show 2017: No discussion

- KOTFA 2017: Chairman Baldyga inquired about staying in Korea for HANA Tour and KOTFA instead of making two separate trips. Pilar will try to develop a schedule to conduct other business between the two events.

- International Pow Wow (IPW): Pilar stated that this is the US's largest show where they bring in international buyers and sellers. She noted that the team renews their contacts at this show and we get buyers to inspect our destination. President Denight mentioned that travel agents from all around the world are invited.

- Hong Kong ITE & MICE 2017: No discussion
- 48th (ttra) Annual International Conference: President Denight reiterated that we are now apart of the TTRA Hawaii Chapter and this will be our first time attending this conference.
- PATA Micronesia Chapter 2nd Tri-Annual Meeting: No discussion
- Japan Guam Tourism Council Meetings: No discussion

July 2017

- Kashiwa:

Chairman Baldyga made a motion, seconded by Director Guzman, to amend the Kashiwa motion by changing the amount to be taken from account number JA-TTC009 from \$10,059.00 (as presented) to \$10,602.00.

Motion passed as stated and amended

- Liberation Festivities in Washington, DC: Chairman Baldyga noted that we attend these festivities in support of our Congresswoman.
- GVB Korea Administrative Meetings: No discussion
- Travel Madness Expo: No discussion
- PATA Executive Board Meeting: No discussion

August 2017

- Audit (Japan): No discussion
- The Travel Mart (TTM) Philippines/Guam Product Update in Cebu: No discussion
- Taiwan International Tourism Expo (TITE): Pilar mentioned that this is a new show that we attend as we are trying to open up a new city/gateway for Guam.
- PATA Micronesia Chapter 3rd Tri-Annual Meeting: No discussion

September 2017

- PATA Travel Mart 2017: Pilar noted that this year, the PATA Travel Mart will be in Macau.
- Korea Road Shows & Busan International Fair 2017: No discussion
- 23rd PIFA/West Coast Road Show: Pilar stated that PIFA is a huge exhibition for Pacific Islanders. In addition to attending PIFA, the team puts on Guam product seminars for travel agents and media.
- JATA: Chairman Baldyga mentioned that at the most recent JATA trip, it seemed as though GVB was overstaffed. He suggested that management reevaluate the delegation to determine if it is necessary for all to go.
- MICE Asia Pacific Exhibition: President Denight stated that this mission is the Asia version of IMEX.
- Japan Guam Tourism Council Meetings: No discussion

October 2017

- 98th Korea National Sports Festival: President Denight stated that this is a big sports event that gives Guam a lot of media coverage.

DATE TBD

- Håfa Adai Guam Study Tour: Chairman Baldyga mentioned that in the past, we would have two study tours – one for regular travel agents and one for MICE, which he found to be very effective. He asked President Denight to consider if this is worth redoing.
- Signature Events: President Denight noted that this motion is for four different trips.

K. DESTINATION MANAGEMENT,

L. GREATER CHINA



- o Director Kloppenburg reported that the China International Travel Mart is coming up where we will be attending with and promoting alongside United Shanghai. He said that there has not been an official announcement from United yet, but he does believe we are going to have the third flight out of Shanghai, which will help us tremendously.

M. JAPAN

PLANNING MEETINGS

Director Morinaga made a motion, seconded by Director Jackson, to approve travel for the President & CEO to attend planning, marketing and administrative meetings in Tokyo, Japan from November 16-18, 2016. (Estimated cost \$3,036.25; account # MA-SMD045).

Motion Approved

Delegation	Per diem	Days	Total
President & CEO	\$678.75	3	\$2,036.25
Airfare	\$1,000.00		\$1,000.00
TOTAL			\$3,036.25

Background: As the Japan market continues to move forward, several items need to be finalized and secured.

Discussion

- Chairman Baldyga brought up the "JGTA Concerns relates [sic] to Visitor Safety/Capital Improvement" document presented to him by Director Nakajima. He proposed that management addresses each issue and develop a budget, timeline, and action plan for each item to be presented to the Board at the next meeting. Chairman Baldyga said management should also include the traffic circle near the hospital, as there should be more signage for drivers.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- o Wednesday, November 23, 2016 at 3:00 p.m., GVB Main Conference Room
- o Thursday, December 15, 2016 at 3:00 p.m., GVB Main Conference Room

Announcements:



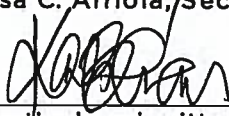
XI. ADJOURNMENT

Chairman Baldyga made a motion to adjourn the meeting. Meeting adjourned at 4:42 p.m.

Motion Unanimously Approved



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



Board Minutes respectively submitted by Karida Brennan, Executive Secretary

Action Items:

- Vice President to work on having the rusty, sunken vessels removed near Atlantis/Apra Harbor.
- Staff to look into sinking a vessel and creating a natural wreck diving pathway.
- Management/Director of Global Marketing to create a list showing the number of days of the year they are traveling. → **Executive Secretary and Administrative Assistant - Marketing**
- Director of Global Marketing/Marketing team to determine if they can make one trip to Korea for HANA Tour and KOTFA instead of two separate trips. The team will determine if other business can be conducted between the two events. → **Per Marketing team, events are scheduled for the same time so we will send two separate delegations**
- Management/staff to identify a solution for Christmas lights. → **One possible solution: Solar lights**
- Staff to provide a short recap of 2016 Smart Goals: Where we are and where we are going → **Management and staff to submit 3rd quarter calendar year recap and in December, a 4th quarter calendar year recap to be used as transition tools for new Board**
- Management/staff to work with GPD and Legislature to create legislation enabling VSOs to issue citations for hand billing, illegal beach activities, etc. → **Met with GPD; GPD raised serious concerns regarding liability and training; need to meet with AG**
- Research Department to produce a key statistics report at the end of the year to distribute to membership
- Management to set up workshop regarding GuestHouse issue - open to public → **Management will schedule a meeting with DRT and 2 new hires in the next few months → Planning for 1st quarter**
- Vice President to follow up with DOA about payment for DRT auditors
- Update Tourism 2020 Plan → **Working session held on 9/29/16 → Chairman Baldyga will work with management to update plan based on comments from working session and submit back to Board to finalize**
- **Tumon District Improvement Plan**
 - 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
 - o Management to develop a budget, timeline, and action plan for each item on the "JGTA Concerns relates [sic] to Visitor Safety/Capital Improvement" list.
 - o Management/staff to develop a proposed budget to update signage to include Korean language.