BOARD OF DIRECTORS REGULAR MEETING
Thursday, March 9, 2017 - 3:30pm
Guam Visitors Bureau - Main Conference Room

BOARD OF DIRECTORS PRESENT:
Director Milton Morinaga
Director Sam Shinohara
Director Theresa Arriola
Director Young Hong
Director William Nait
Director Satoru Murata
Director Bart Jackson
Director Brad Kloppenburg
Director Tak Takano
Director Robert Hofmann
Director Katarina Sgro
Director Monte Mesa

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:
Director Eduardo “Champ” Calvo

GVB MANAGEMENT & STAFF PRESENT:
Jon Nathan Denight
Dee Hernandez
Doris Ada
Meriza Peredo
Josh Tyquiendo
Pilar Laguana
Mark Manglona
Antonio Muna
Russell Ocampo
Lisa Linek
Gina Kono
Ana Cid
Regina Nedlic
Nakisha Garrido
Karida Brennan
Nico Fujikawa
Colleen Cabedo
Laurette Perez
Nadine Leon Guerrero
June Sugawara

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Lara Ozaki - Glimpses Publications
Rianne Peredo - Glimpses Publications
Joe Mesgon - Senator Dennis Rodriguez's Office

I. CALL TO ORDER
Chairman Morinaga called the meeting of board to order at 3:30pm.

II. MINUTES OF THE PREVIOUS MEETING
Director Jackson made a motion, seconded by Director Shinohara, to approve the minutes of the previous board of directors meeting dated February 9, 2017. Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN’S REPORT
- Chairman Morinaga reported that the team just returned from a China Sales Mission and it went well. This mission changed his vision of China. There was a great turnout and the attendees were very information-hungry. The Chairman added that vendor presentations were interesting too. The press conference with Senator Rodriguez, Director of Global Marketing (DoGM) Laguana, and himself also went well. He thanked Senator Rodriguez for taking part in this mission. Chairman Morinaga shared that the team had the opportunity
visit the Alibaba headquarters and he noted that they were their first outside visitors. He went on to talk about Alibaba’s travel app called Fliggy and how we signed a memorandum of understanding with the app operator. The Fliggy team has a platform to sell Guam for us and he is looking forward to seeing the app activity. He feels that travel agents have a very positive outlook on travel to Guam. The Chairman stated that the Consul General gave a presentation on how to visit the United States. Three documents are required: a valid passport, a valid Visa, and an electronic visa update system (EVUS), which he likened to an ESTA. He feels we should continue to support the market especially since there are now about 3.4 million people with a Visa. Vice Chairman Mesa asked if there is any way to determine where most of those Visas are issued from. He thinks we need to be tactical and target those areas. Director Shinohara reported that the office in Shanghai issues more Visas than the office in Beijing but people travel to those offices from a variety of different places. Director Hong added that this is a good time for Guam to attract Chinese tourists as they aren't traveling to Korea right now. Chairman Morinaga agreed that the politics between Korea and China is an issue so we need to be very careful with this market.

IV. **PRESIDENT & CEO'S REPORT**

- President Denight thanked Chairman Morinaga for his support in the Chinese market. He noted that one of the main issues we've been having is less charter flights from China. This is due to a lack of rooms. President Denight stressed that hoteliers need to chip in with a certain room blockage in order to get charter flights. To close this discussion, he stated that we will continue to grow the market and focus on the higher end travelers. President Denight feels we will attract those visitors with the Visa restriction.
- Chairman Morinaga added that he, President Denight, and DoGM Laguana met with Rear Admiral Chatfield. One item they discussed was Lunar New Year. She thanked the team for keeping her abreast of the peak season.
### February 2017
**Preliminary Civilian Air Arrivals**
Total: 121,839 (+1.9%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>53,991</td>
<td>44.6%</td>
</tr>
<tr>
<td>Korea</td>
<td>53,979</td>
<td>44.5%</td>
</tr>
<tr>
<td>U.S./Hawaii</td>
<td>9,471</td>
<td>7.8%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>3,610</td>
<td>3.0%</td>
</tr>
<tr>
<td>China</td>
<td>3,970</td>
<td>3.3%</td>
</tr>
<tr>
<td>Philippines</td>
<td>1,384</td>
<td>1.1%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>1,888</td>
<td>1.5%</td>
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### Calendar Year to Date 2017
Total: 257,173 (+2.2%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>Japan</td>
<td>110,129</td>
<td>43.0%</td>
</tr>
<tr>
<td>Korea</td>
<td>107,120</td>
<td>41.5%</td>
</tr>
<tr>
<td>U.S./Hawaii</td>
<td>12,476</td>
<td>4.9%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>7,460</td>
<td>2.8%</td>
</tr>
<tr>
<td>China</td>
<td>9,423</td>
<td>3.6%</td>
</tr>
<tr>
<td>Philippines</td>
<td>2,510</td>
<td>1.0%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>3,738</td>
<td>1.5%</td>
</tr>
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</table>

### Fiscal Year to Date 2017
October 2016 - February 2017
Total: 648,797 (+5.1%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>591,708</td>
<td>45.0%</td>
</tr>
<tr>
<td>Korea</td>
<td>256,510</td>
<td>19.8%</td>
</tr>
<tr>
<td>U.S./Hawaii</td>
<td>66,777</td>
<td>5.1%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>17,181</td>
<td>1.3%</td>
</tr>
<tr>
<td>China</td>
<td>11,100</td>
<td>0.8%</td>
</tr>
<tr>
<td>Philippines</td>
<td>9,963</td>
<td>0.7%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>7,033</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

### Month to Date 2017
March 1 - 31, 2017
Total: 26,146 (-2.0%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>Japan</td>
<td>12,448</td>
<td>47.1%</td>
</tr>
<tr>
<td>Korea</td>
<td>12,167</td>
<td>47.1%</td>
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<tr>
<td>U.S./Hawaii</td>
<td>1,163</td>
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<tr>
<td>Taiwan</td>
<td>479</td>
<td>1.8%</td>
</tr>
<tr>
<td>China</td>
<td>338</td>
<td>1.3%</td>
</tr>
<tr>
<td>Philippines</td>
<td>258</td>
<td>1.0%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>492</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

### Japan Marketing News
3 month Forecase

<table>
<thead>
<tr>
<th>Month</th>
<th>Current 1st Ave</th>
<th>2nd Ave</th>
<th>3rd Ave</th>
<th>2015 Total</th>
<th>2016 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>79,986</td>
<td>78,896</td>
<td>81,545</td>
<td>234,427</td>
<td>233,552</td>
</tr>
</tbody>
</table>

**Source:** Data from JTBA and other infl.

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**Guam Visitors Bureau**
401 Pale San Vitores Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8961 | www.visitguam.com
Japanese Marketing News

Guam Tourism Summit
- Summit to be held in all six (6) cities with direct flights.
- Summit 1 - Sapporo, Sendai and Fukusima (March 12-17, 2017)
- Summit 2 - Tokyo, Nagoya and Osaka (March 20-25, 2017)
- These Summit to include Media Event featuring An Apecanese Holmes, former Australian Consul General in Guam, and other counterparts.
- Special thanks to our members:
  - Outrigger Guam Beach Resort, Alami Buri & Car, Abouer Beach Club, Marriott World, Sapporo, Tokyo Marriott, Plaza, Forte, & Car, Okinawa Beach Resort, Guam Plaza Hotel, Guam Marriott, and others.
  - The tourism partners include: Guam Visitors Bureau, Okinawa Visitors Bureau, and other counterparts.

Taiwan: most popular destination after Premium Friday introduced
- "Taiwan" travel survey by the government's leading Premium Friday, which hit it out on February 3 (87.5%) to encourage workers in Japan to go home after (9:30) to get their Friday lunch back.
- 1st Taiwan (66.4%) 2nd: Shaping (5.8%) 3rd: Shaping (5.8%) 4th: Shiranui (5.9%) 5th: Yuzo (0.2%) 6th: Okinawa (0.2%)
- The most popular destination was Taiwan (17.3%), followed by Okinawa 0.2%.
- Culture (6.8%) and islands (3.8%).

Japanese Marketing News

AlfrAsia X will Launch Honolulu Service from Kansai
- AlfrAsia X currently serves Osaka with five weekly flights from Kuala Lumpur.
- They just announced that they will launch new four times weekly originating from Kuala Lumpur-Osaka-Honolulu from June 28th.
  - The planned aircraft to use is Airbus A-330-300 aircraft with 15 premium seats and 365 economy seats.

Japanese Marketing News

JAL Promoting Diversity
- Extending their mileage benefits to same-sex partners
- Expanding their "JAL Card Family Program" that allows members select miles from family members

HTJ targeting school excursions
- Hawaii is strengthening their education program for visitors
- Last year more than 200 schools from Japan traveled to the US for ESL/Exchange programs
- 118 schools selected Guam for the 2016-2017 school year with approximately 23,779 students

Japanese Marketing News

Golden Week
- Charter flight seat capacity for Golden Week
  - 2016 5,775 vs. 2017 3,051 (-47%)

Summer Charters
- Charter flight seat capacity for Summer period as of March
  - 2016 9,515 vs. 15,829 (+5,314 seats, 110% increase)
**Japan Marketing News**

**JAL Hawaii Frequency during peak season**
- JAL will increase the number of flights to Honolulu from Osaka and Osaka-Kansai (KIX) 
- During peak season, they will add five flights daily between Narita and Honolulu, and twice daily between Kansai and Honolulu.

<table>
<thead>
<tr>
<th>Month</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Holiday</th>
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<tr>
<td>2023</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

**China Marketing News**

**3 Month Airlift Forecast**

<table>
<thead>
<tr>
<th>Month</th>
<th>Forecast</th>
<th>Last Year</th>
<th>% Change</th>
<th>Total Forecast '17</th>
<th>Last Year '17</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar</td>
<td>1770</td>
<td>1100</td>
<td>56.4%</td>
<td>4756</td>
<td>4056</td>
<td>17.3%</td>
</tr>
<tr>
<td>Apr</td>
<td>2990</td>
<td>2312</td>
<td>34.2%</td>
<td>4596</td>
<td>4056</td>
<td>13.3%</td>
</tr>
<tr>
<td>May</td>
<td>2190</td>
<td>1940</td>
<td>12.4%</td>
<td>4466</td>
<td>4056</td>
<td>9.6%</td>
</tr>
</tbody>
</table>

**China Sales Mission 2017**

February 27 - March 3, 2017

- Targeted at Key Media, Beijing
- Arranged with Tourism Australia, Hong Kong, and Taiwan
- The Sales Mission attracted over 200 visitors

**2017 GVB China Sales Mission**

Media Interviews / B2B Meetings

**3017 MOU Signing Ceremony Between GVB and Fliggy**

- Deleg Feb 28, 2017
- Introduced Fliggy to 40 key media in Shanghai
- GVB signed an MOU with Fliggy

**GVB Meetings**

- Meetings with Han Air Airlines, Juneyo Airlines, Loag Air & HK Express
- Date: Feb 21, 28, Mar 1, 2017
- Participants
  - Senator Dennis Rodriguez Jr., Senator of Tourism
  - Mr. Willy Mendana, Chairman of the Board of Directors, GVB
  - Mr. Rill Laguana, Director of Global Marketing, GVB
  - Ms. Kate Harg, ASM - GVB Consultant
- Rocs of Han Air Airlines, Juneyo Airlines, Loag Air and HK Express

Guam Visitors Bureau | Setsebisan Bisita Guam
401 Paseo de Susana Dr., Tumon, Guam 96913 | Phone: (671) 646-5278 | Fax: (671) 646-8991 | www.visittguam.com
## EXHIBIT B

### V. TREASURER’S REPORT

#### FY 2016

<table>
<thead>
<tr>
<th>Description</th>
<th>Appropriation</th>
<th>Received to Date</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
<td>$21,044,391.00</td>
<td>$21,044,391.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Destination Development</td>
<td>$1,220,000.00</td>
<td>$1,220,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Rainy Day Fund</td>
<td>$200,000.00</td>
<td>$200,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Tourism Activities</td>
<td>$750,000.00</td>
<td>$750,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Guam Football Association</td>
<td>$400,000.00</td>
<td>$400,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Visit Guam</td>
<td>$285,000.00</td>
<td>$285,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>FESTPAC</td>
<td>$1,300,000.00</td>
<td>$1,300,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Capital Improvement Project</td>
<td>$1,000,000.00</td>
<td>$1,000,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$26,376,391.00</td>
<td>$26,376,391.00</td>
<td>$37,500.00</td>
</tr>
</tbody>
</table>

TOTAL RECEIVABLES FY 2016: $37,500.00

#### FY 2017

<table>
<thead>
<tr>
<th>Description</th>
<th>Appropriation</th>
<th>Received to Date</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
<td>$21,044,391.00</td>
<td>$9,851,000.00</td>
<td>$12,223,391.00</td>
</tr>
<tr>
<td>Destination Development</td>
<td>$1,220,000.00</td>
<td>$522,000.00</td>
<td>$698,000.00</td>
</tr>
<tr>
<td>Rainy Day Fund</td>
<td>$200,000.00</td>
<td>$200,000.00</td>
<td>$0.00</td>
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<tr>
<td>Tourism Activities</td>
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<td>$750,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Guam Football Association</td>
<td>$400,000.00</td>
<td>$400,000.00</td>
<td>$0.00</td>
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<tr>
<td>Visit Guam</td>
<td>$285,000.00</td>
<td>$285,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>FESTPAC</td>
<td>$1,300,000.00</td>
<td>$1,300,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Capital Improvement Project</td>
<td>$1,000,000.00</td>
<td>$1,000,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$23,953,472.00</td>
<td>$9,106,800.00</td>
<td>$14,846,672.00</td>
</tr>
</tbody>
</table>

TOTAL RECEIVABLES FY 2017: $14,541,658.50

TOTAL RECEIVABLES: $14,579,085.50

### Accounts

#### RESTRICTED

- Bank of Guam - Rainy Day Fund: $2,167,002.40
- Bank of Guam - FESTPAC Trust Account: $426,933.00
- Cultural & Sports Ambassador Fund: $2,596,753.48
- TOTAL: $7,241,718.89

#### UNRESTRICTED

- Bank of Guam - Operations: $11,516,852.72
- First Hawaiian Bank - Membership: $23,931.53
- Raymond James - CD value as of 3/3/2017
- Bank of Guam - TAF: $22,231,339.50
- Raymond James - CD value as of 3/3/2017: $2,155,395.38
- TOTAL: $17,953,692.99

TOTAL as of 3/3/2017: $20,250,428.47

### Current Payables

- Asian invoices NOV - JAN: $950,500.81
- Japan invoices: $67,313.06
- Guam invoices: $356,928.00
- Encumbered Contracts: $4,613,829.17
- Encumbered Purchase Orders: $122,753.39
- FESTPAC Trust Account: $0.00
- TOTAL as of 3/3/2017: $1,058,129.81

### NOTES

- **NOTE 1**
  - $432,453.13 FESTPAC
  - $432,453.13 FESTPAC expenditures + remaining Operations
  - $432,453.13

- **NOTE 2**
  - $1,103,014.00 Morgan Stanley, Raymond James CD
  - $103,014.00 Board approved $990,000.00 on 07/24/16 for Tourism Development & Tax Auditors
  - $990,000.00 Board approved $990,000.00 on 07/24/16 for Tourism Development & Tax Auditors
  - $990,000.00 Board approved $990,000.00 on 07/24/16 for Tourism Development & Tax Auditors
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March 3, 2017

- Director Shinohara reported that we collected our outstanding 2016 allotments. The only items pending are pass through funds but once we receive them, we will disperse them to the entities.
VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

TESTIMONY ON BILL 08-34

Vice Chairman Mesa made a motion, seconded by Director Shinohara, to ratify Executive Committee’s approval of GVB’s testimony on Bill 08-34 (COR) - An Act to add a new Chapter 8 to Title 11 Guam Code Annotated known as “The Cannabis Control Act” relative to regulating the use, production, sale and taxation of cannabis, and the decriminalization of marijuana as a Schedule I Controlled Substance under the Guam Uniform Controlled Substances Act.”

Motion approved

- Director Jackson asked why this testimony was not discussed with the board as a whole. In similar cases moving forward, he would like to see the testimony at draft level prior to submission so all members have an idea of the position being taken. The board agreed that all members should discuss issues like this in the future. Vice Chairman Mesa stated that the previous board meeting was cancelled due to a lack of quorum and this testimony was time sensitive, so it had to be sent to the Executive Committee for approval.
8TH ANNUAL CHAMORRO CULTURAL FESTIVAL AND US-GUAM CHAMORRO DANCE ACADEMY

Vice Chairman Mesa made a motion, seconded by Director Arriola, to ratify Executive Committee’s travel approval for Master Frank Rebon and 2 assistants to attend the 8th Annual Chamorro Cultural Festival and conduct the US-Guam Chamorro Dance Academy in San Diego, California from March 22-27, 2017. (Estimated cost up to $10,382.00 from Acct No. DM-CPO006).

Motion approved

<table>
<thead>
<tr>
<th>Airfare</th>
<th>3</th>
<th>$2,000.00</th>
<th>$6,000.00</th>
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<tbody>
<tr>
<td>Per Diem</td>
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<td></td>
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</tr>
<tr>
<td>Lodging</td>
<td>3</td>
<td>$162.00</td>
<td>5</td>
</tr>
<tr>
<td>M&amp;E</td>
<td>3</td>
<td>$64.00</td>
<td>6</td>
</tr>
<tr>
<td>Prof Fee</td>
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<td></td>
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</tr>
<tr>
<td>Master</td>
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<td>$100.00</td>
<td>4</td>
</tr>
<tr>
<td>Assistants</td>
<td>2</td>
<td>$50.00</td>
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</tr>
<tr>
<td>Acct No. DM-CPO006</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Background: The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy workshop, which was launched in 2014. Four Chamorro cultural groups from Southern California will be participating in the workshops as well as perform at the Annual Chamorro Cultural Festival.

Issue: Board approval required for all travel.

GOVERNOR’S TRAVEL TO CHAMORRO CULTURAL FESTIVAL & HOT BOND MEETINGS

Vice Chairman Mesa made a motion, seconded by Director Jackson, to ratify Executive Committee’s travel approval for the Governor to join the Guam Delegation at the Annual Chamorro Cultural Festival in San Diego, CA from March 24-25, 2017 and to attend HOT Bond Meetings in San Francisco, CA from March 26-28, 2017. Cost is approximately $3,917.50 from the Business Development Account.

Motion approved

Estimated Airfare | $2,000.00
Per Diem - San Diego ($293.80 X 2 Days) | $587.60
Per Diem - San Francisco ($443.30 X 3 Days) | $1,329.90

TOTAL: $ 3,917.50

Background: The Governor will be in Honolulu attending the National Oceanic and Atmospheric Administration’s PRIMO Conference from March 20-23, 2017. It was requested for GVB to fund his travel to join the Guam Delegation at the Che'lu Chamorro Festival in San Diego, CA. Thereafter, the Governor will travel to San Francisco, CA for meetings with bond rating agencies regarding the HOT Bond. He will also meet with bond underwriters to discuss the refinancing of the HOT Bond.

Issue: Board approval required.
B. RESEARCH

Director Shinohara made a motion, seconded by Director Jackson, to approve authorization of the President and CEO, as Chief Procurement Officer of GVB, to enter into negotiations with the highest-ranking qualified Offeror in response to GVB RFP 2017-006 DATA ANALYTICS SOFTWARE AND INTERACTIVE DASHBOARD DEVELOPMENT and if successful, enter into contract. Motion approved.

Background: GVB is in the process of implementing a new smaller Guam Customs & Agricultural Declaration Form in partnership with the Guam Customs & Quarantine Agency. The development of this form requires the implementation of a new data analytics software. This software will enable near real time reporting integrated with GVB's corporate website and made available to the general public to view GVB reports and/or create custom reports.

Director Shinohara directed the board to the new customs form in their binders and then gave the floor to Director of Tourism Research (DoTR) Cid. DoTR Cid stated that we will be switching to the smaller form which is in line with the RFP that was launched two weeks ago and will close on March 17. Chairman Morinaga recalled travel agents printing their own forms in the past, which disrupted the scanning process. He asked how we can avoid that moving forward. DoTR Cid mentioned that we have a procedure in place now. We provide print specifications along with the form for anyone who is interested in printing their own. Additionally, those who print their own are required to print a minimum of 100 forms, which we first test for scanability.

C. RUSSIA & NEW MARKETS

Director Jackson reported that next week we have a team that will be attending MITT. The team will also be attending a meeting to discuss charter flights with the possibility of direct flights to Guam. He mentioned that Saipan has direct flights and we would like the same opportunity. Without these flights, the Russian market will continue to see just three to four thousand arrivals per year. In closing, he stated that the market is improving as the ruble stabilizes.

D. VISITOR SAFETY & SATISFACTION

Director Hong reported that the committee will meet on the third Tuesday of every other month. The first meeting will be on March 21. Committee members will consist of representatives from the following agencies/companies: GPD, GFD, DRP, EPA, BSP, GHRA Safety & Security, Docomo and the Lieutenant Governor's office.

She then touched on the Visitor Industry Professional (VIP) Program. Negotiations are ongoing for video production and the program is expected to launch by October 2017.

Next, Director Hong stated that the team is scheduling a beach inspection in the evening sometime next week to identify the dark areas that need lighting for safety.

Lastly, she mentioned that all of the crosswalk signs along San Vitores Road will be replaced. This should be completed by the end of March.
E. CULTURAL & HERITAGE

- Director Arriola reminded the board that March is Chamorro Month. She appreciates any way members can promote the culture in the areas of business. She went on to thank the team for using the Chamorro culture as the center of recent promotions.
- Director Arriola then announced that she will be attending the upcoming Chamorro Cultural Fair. She thanked the board for supporting the delegation that will be attending, especially Master of Chamorro Dance, Frank Rabon. She feels that above all else, workshops from our masters have a lasting impact. She was also happy to report that Governor Calvo will be attending.

F. SPORTS & EVENTS

Committee minutes dated February 21, 2017

- Director Sgro reported that we had the press conference for the United Airlines Guam Marathon a couple weeks ago. We currently have about 2,000 registered runners. Director Shinohara added that we may have north of 2,000 runners and numbers are climbing every day. He went on to say that as of the press conference, registration was 30% higher than it was around this time last year. Director Hong stated that at the press conference, it was announced that we are expecting about 4,500 participants this year.

- President Dentign then touched on the Ko'ko' Road Races (KKRR). He proposed a few changes to the event based on feedback from the race organizer, Guam Sports Events, Inc. The first change would be the race course. He would like to differentiate the course from the United Airlines Guam Marathon and bring the race to Agana. He feels that with the new developments, Agana would be a picturesque location with the museum as the starting point and the FestPac huts as the location for the closing events. President Dentign added that the run towards the south will be less challenging than the current route. Next, he'd like to remove the part of the law that links the KKRR to the Guam Micronesia Island Fair (GMIF). Initially, the two were linked together so that agencies like the Guam Police Department and the Guam Fire Department would be required to assist at both events. President Dentign does not think gaining their assistance will be an issue as we work closely with them on several other projects. Finally, if approved by the board, President Dentign proposed changing the name to the Guam Half Marathon. The Ko'ko' bird will still be the mascot for the event and we will continue to promote it, but most people do not know what a "road race" is. We will still remain committed to this race, but our goal is to attract international visitors. This change will make it clear to potential visitors that the event is a half marathon, which is currently the most popular race distance. He added that we will still have the 10k and 5k races as part of the event. If the board approves these changes, President Dentign will then discuss them with our oversight chair, Senator Dennis Rodriguez. Coming from JGTA and JGTC, Chairman Morinaga's only concern is that Japan has already started marketing the event with the original name (KKRR). He is not against changing the name, but he feels this should take effect for the event in 2018. This will give an ample amount of time to market the event with the new name. President Dentign noted that we will launch the event in May and registration will open in June. Chairman Morinaga asked Director Murata to email members of the JGTA to get their feedback. If JGTA members support it, then he will approve. Director Jackson also suggested presenting it to the JMC. President Dentign agreed to work with all stakeholders but as this is time sensitive, we need to decide now. Director Arriola suggested that President Dentign begins the process of writing the Legislation but before introducing it, we consider the feedback from all stakeholders. The board was in agreement.
G. ADMINISTRATION & GOV'T RELATIONS

- President Denight stated that the Vice President/Deputy General Manager position has been vacant. After consulting with the Governor, he decided to appoint Mr. Antonio Muna, Jr. for said position. He then asked if any member would like to make the motion as he needs the advice and consent of the board to move forward.

  Director Shinohara made a motion, seconded by Director Jackson, to approve President Denight's recommendation of the appointment of Antonio Muna, Jr. as the Vice President/Deputy General Manager of Guam Visitors Bureau.
  Motion approved

- Vice President Mura thanked the board for putting their trust in him. He also thanked President Denight for giving him the opportunity to work with the management and staff in this new capacity. He feels the team has had a lot of success over the last few years and we will continue to build upon that success and do greater things for the people of Guam.

- The board congratulated Vice President Muna.

H. DESTINATION MANAGEMENT

- Vice Chairman Mesa inquired about the status of the negotiations for the consulting firm. President Denight reported that we are finalizing the contract. We are moving forward with the first task order as it is an IDIQ with Willy Flores Group. He stated that we will start with the planning of the tourism district plan. President Denight then added that Vice Chairman Mesa met with the destination management subcommittee that will be helping with that planning. Vice Chairman Mesa stated that he met with the subcommittee to review the work that the previous board started. The next step will be for the consultant to look at pricing of infrastructure improvements. Chairman Morinaga suggested that the subcommittee starts a timeline noting all important dates (start dates, end dates, etc.). Director Mesa noted that the committee's budget has never been passed for these destination management projects. One possible solution might be utilizing any surplus funds we have after six months. President Denight stated that the only two projects that the board has funded for CIP are the streetlights (materials are on island and we awarded the labor side of it) and the bus shelter project, which should be completed by the summer.

I. GREATER CHINA

Committee minutes dated February 10, 2017

- Director Shinohara thanked the Chairman for his support on the recent China Sales Mission.
- He mentioned that the next GCMC meeting is tomorrow so he will have more to report at the next board meeting.
- DoGM Laguana shared that the China trip went well but we have some new developments in the other markets, namely Taiwan with aviation. The team will get more details at the committee meeting tomorrow and then they will share them with the board.

J. JAPAN

Committee minutes dated February 14, 2017
JATA KYUSHU TRIP (26 MAR - 28MAR, 2017)

Director Takano made a motion, seconded by Vice Chairman Mesa, to approve travel for one GVB Japan staff to join JATA Kyushu Trip from March 26 - March 28, 2017. (Estimated cost of travel $1,265.00, Account #SMD003).

Motion approved

Travel Expenses

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<tr>
<th>Item</th>
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<td>Airfare</td>
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<td>JP Transportation to/from airport:</td>
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<tr>
<td>Guam Per Diem:</td>
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<td>Total:</td>
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Background: Japanese tourists to Guam have been declining by year. Although it is the 30th anniversary this year to serve one and only direct flight to Fukuoka, load factor of United Airlines is poor and it is concerned that the service itself may discontinue. JATA Kyushu Chapter recognize that promoting demand to travel to Guam, the nearest United States, and maintaining Fukuoka-Guam direct flight are the urgent tasks. Therefore, JATA Kyushu decided to organize JATA Kyushu Chapter training trip to Guam, through cooperation by United Airlines. The trip is meant for executives of administrative agents to visit Guam to rediscover its allure and have productive discussion with GVB to restore demand for Guam.

- Arrival breakdown: 9 JATA Kyushu (FUK), 2 UA (1 NRT & 1 FUK), 1 GVB Japan (KIX)
- General Schedule
  1st day (3/25 Sat): UA166 FUK/GUM 11:50/16:25 (Some of them are coming on Saturday and the rest of them are coming on Sunday.)
  2nd day (3/26 Sun): Inspection / Golf / Meeting with UA
  3rd day (3/27 Mon): Inspection / 18:30 meeting and welcome dinner reception
  4th day (3/28 Tue): Back to Fukuoka by UA165 GUM/FUK 07:35/10:50
- Delegation member
  <JATA Kyushu>
  1. Mr. Isao Nakatsu, President of KNT Kyushu (Branch Chief of JATA Kyushu)
  2. Mr. Kazuyoshi Furuta, President of JTB Kyushu (Deputy Branch Chief of JATA Kyushu)
  3. Mr. Tatsuya Seguchi, President of Nishitetsu Travel (Deputy Branch Chief of JATA Kyushu)
  4. Mr. Hiroshi Yamada, General Manager, Kyushu Regional Headquarters of NTA (Former Branch Chief of JATA Kyushu)
  5. Mr. Fumitake Matsuoka, Branch Manager, Overseas Travel Planning & Operation Center, KNT Kyushu (Overseas Travel Committee member of JATA Kyushu)
6. Mr. Shuichi Matsuda, General Manager, Overseas Travel Dept., JTB Kyushu (Overseas Travel Committee Chairman of JATA Kyushu)

7. Mr. Tsukasa Tanaka, General Manager, Planning & Promotion Div., Nishitetsu Travel (Overseas Travel Committee member of JATA Kyushu)

8. Mr. Yasuo Tsuji, Manager, Kyushu Regional Headquarters of NTA (Overseas Travel Committee member of JATA Kyushu))

9. Mr. Toshikazu Nagaoka, Executive Director of JATA Kyushu

10. Ms. Hitomi Yamamoto, Kyushu Regional Sales Manager, UA

<GVB Japan>

1. Ai Nagasawa, Sales & Marketing Representative, Western Japan

**Issue:** Board approval required for all travel

**K. KOREA**

Committee minutes dated February 14, 2017

- Director Jackson reported that the numbers continue to increase and the market is doing well.
- He then mentioned that the Ambassador for Guam Tourism from Korea, Mr. Song Seung Heon recently visited the island.
- He added that we had a Sony Korea promotion in February.
- Lastly, he reported that the team will be taking a quick day and a half trip to Korea next week. There have been some management changes here and within the HIC office. This is an opportune time to get everyone on the same page as we move forward. The team will also be looking at a potential site for a festival that is being planned for June.

**L. MEMBERSHIP & COMMUNITY OUTREACH**

- Director Arriola inquired about the date for the next membership meeting. Director Kloppenburg stated that the date has not been confirmed yet.
- Chairman Morinaga shared that he would like for those who took part in the China Sales Mission to speak briefly at the next membership meeting about supporting the market.

**M. NORTH AMERICA & PACIFIC MARKETS**

- Director Hofmann reported that the PATA Micronesia Chapter First Tri-Annual Meeting will be in Pohnpei from March 29 to March 31.
- He then shared that the team is looking for advertisement for the commemorative booklet for the upcoming 100th Anniversary of the SMS Cormoran II Scuttling. Chairman Morinaga inquired about first responders being present as diving will be apart of the ceremony. DoGM Laguana added that the two ceremonies will be held on April 7. There will be a peace tribute at Apra Harbor in the morning and then a peace memorial service at the US Naval Cemetery in the afternoon. She hopes to get a good showing from the GVB team as this event is important for the preservation of military and scuba diving history. DoGM
Laguna also shared that a grandson of one of the crewmembers will be participating and the T. Stell Newman Visitor Center will be giving free lectures on the SMS Cormoran II and the Tokai Maru. Lastly, she stated that we have an ongoing promotion where $50 will be awarded to those who go diving within a specific two week period surrounding the anniversary.

VII. OLD BUSINESS

VIII. NEW BUSINESS

Chairman Morinaga made a motion, seconded by Vice Chairman Mesa, to change the date of the first board meeting in April from Thursday, April 13 at 3:30pm to Wednesday, April 12 at 3:30pm.

Motion approved

- Chairman Morinaga will be traveling on the regularly scheduled meeting date.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, March 23, 2017 at 3:30pm, GVB Main Conference Room
- Wednesday, April 12, 2017 at 3:30pm, GVB Main Conference Room

Announcements:

- President Denight invited the board to the Ha'a Adai Pledge Signing at the Legislature tomorrow at 2pm. Members of the 34th Guam Legislature will be taking the pledge.

XI. ADJOURNMENT

Director Arriola made a motion, seconded by Director Shinohara, to adjourn the meeting. Meeting adjourned at 4:50pm.

Motion unanimously approved

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

Board Minutes respectively submitted by Karida Brennan, Executive Secretary
Action Items:

1. VSS Committee to find solution for lighting issue along beaches
   - Lighted sidewalks
   - Lights provided by hotels, but not projected over water

2. Assignment of the Chairperson for the Administration and Government Relations Committee