

**BOARD OF DIRECTORS REGULAR MEETING**

Thursday, June 22, 2017 – 3:30pm

Guam Visitors Bureau – Main Conference Room

**RECESSED**

**BOARD OF DIRECTORS PRESENT:**

Director Milton Morinaga  
Director Brad Kloppenburg  
Director William Nault  
Director Bart Jackson  
Director Young Hong

Director Monte Mesa  
Director Satoru Murata  
Director Katarina Sgro  
Director Tak Takano

**BOARD OF DIRECTORS TELEPHONICALLY:**

**BOARD OF DIRECTORS ABSENT:**

Director Robert Hofmann  
Director Theresa Arriola

Director Eduardo “Champ” Calvo  
Director Sam Shinohara

**GVB MANAGEMENT & STAFF PRESENT:**

Jon Nathan Denight  
Brian Borja  
Regina Nedlic  
June Sugawara  
Meriza Peredo  
Rose Cunliffe

Antonio Muna  
Kraig Camacho  
Lisa Linek  
Russell Ocampo  
Colleen Cabedo  
Pilar Laguana

Karida Brennan  
Josh Tyquiengco  
Nico Fujikawa  
Mark Manglona  
Nadine Leon Guerrero  
Sydney Leon Guerrero

**GVB MANAGEMENT & STAFF TELEPHONICALLY:**

**GUESTS:**

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**I. CALL TO ORDER**

Chairman Morinaga called the meeting of the board to order at 3:33pm.

**II. MINUTES OF THE PREVIOUS MEETING**

**Exhibit A**

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated June 8, 2017.

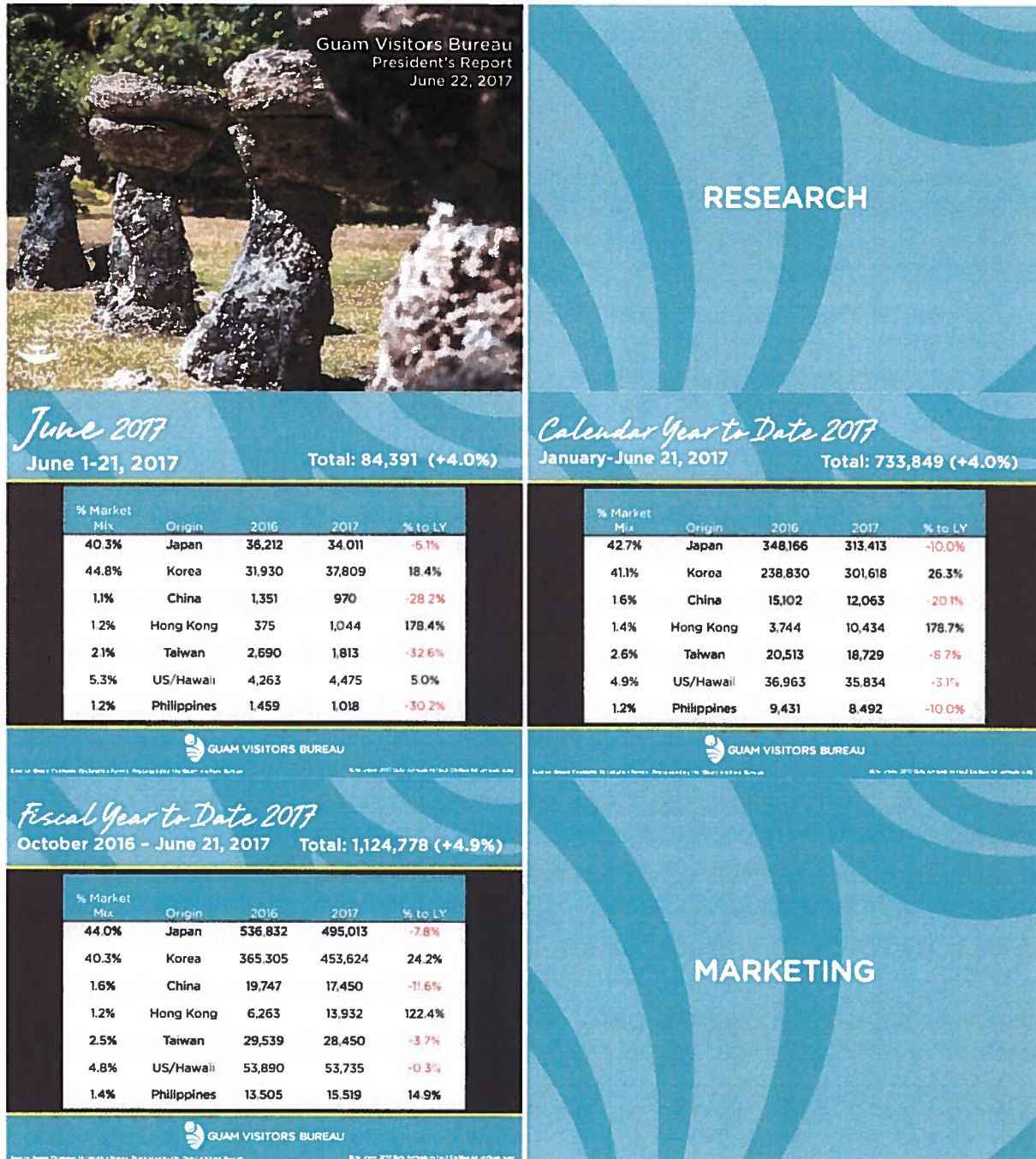
**Motion unanimously approved (Subject to minor revisions)**

**III. CHAIRMAN'S REPORT**

- Chairman Morinaga reported on the recent missions he attended (KOTFA, Hana Tour). Moving forward, he would like to make Guam booths more destination oriented.
- He also attended the LCC Conference in Japan and learned that China is experiencing problems trying to get their LCCs off the ground as their airports are crowded. Korea and Japan are having the same problem but a more pressing issue in Japan is that all LCCs are owned by ANA or Japan Airlines. LCCs from Korea and Hong Kong are helping, but they do not completely make up for the loss of flights from Delta. He also reported that the Chinese government is working to improve their railroad system.

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

- President Denight thanked the board, management and staff, and membership for their support at the FY2018 budget hearing.





## Japan Marketing News

### 3 Month Forecast

Month	Forecast	LY Arrival	% Arrival	2017 Seats	2016 Seats	% Capacity
June	52,000	53,040	-1.98%	71,063	74,942	-5.15%
July	55,000	54,625	+0.69%	79,274	77,043	+2.9%
August	73,000	79,342	-7.19%	86,826	96,987	-10.48%

(Data Source: Dilo ML JGTA and other MI)

Jun 2017

Narita  
UA 21 flights per week (6,258)  
DL 12 flights per week (2,028)  
JL 7 flights per week (1,659)  
Nagoya  
UA 14 flights per week (1,988)  
Kansai  
UA 14 flights per week (1,988)  
TW 7 flights per week (1,323)  
Fukuoka  
UA 7 flights per week (826)  
Sapporo  
UA 2 flights per week (236)  
(Mon & Fri)  
Sendai  
UA 2 flights per week (236)  
(Thu & Sun)

July 2017

Narita  
UA 21 flights per week (6,258)  
DL 12 flights per week (2,028)  
JL 7 flights per week (1,659)  
Nagoya  
UA 14 flights per week (1,988)  
Kansai  
UA 14 flights per week (1,988)  
TW 7 flights per week (1,323)  
Fukuoka  
UA 7 flights per week (826)  
Sapporo  
UA 2 flights per week (236)  
(Mon & Fri)  
Sendai  
UA 2 flights per week (236)  
(Thu & Sun)

August 2017

Narita  
UA 21 flights per week (6,258)  
DL 12 flights per week (2,028)  
JL 7 flights per week (1,659)  
Nagoya  
UA 14 flights per week (1,988)  
Kansai  
UA 14 flights per week (1,988)  
TW 7 flights per week (1,323)  
Fukuoka  
UA 7 flights per week (826)  
Sapporo  
UA 2 flights per week (236)  
(Mon & Fri)  
Sendai  
UA 2 flights per week (236)  
(Thu & Sun)

## Japan Marketing News

### Co-operative Advertising

- DeNa Travel banner ads, editorial page and coupons: now until July 2017
- Ken Premier Hotel Management Ltd Globe Trotter Magazine: July 2017
- HIS Tokyo TV CM in Kanto: May – July 2017
- HIS Chubu Chunichi newspaper ads, banner ads on HIS website: May 20, 2017

### Group Sales

July	August	September
Narita: 1,237	Narita: 47	Narita: 95
Fukuoka: 60 pas	Osaka: 40	Nagoya: 35
	Fukuoka: 140	
Grand Total: 1,754 pas		

Source: GDS BACE Group Support Program as of 14 Jun 2017

## Japan Marketing News

### Guam Summer Holiday Charter : Schedule

Date/Period	Day	Sector	Airlines	Time	Aircraft	Charterer	Frequency	Available seats
14 Jul - 27 Aug 17	-	NRT/GUM	Tway	11:35 16:20	B737-800	2TB	45	8,460
28 Jul - 26 Aug 17	-	NGO/GUM	Uzbekistan	09:00 13:40	A320-200	HIS & 2TB	30	4,440
14 Jul 17	Fri	NGO/GUM	Jeju Air	21:00 01:40+1	B738-800	HIS & HNT	1	189
28 Jul - 20 Aug 17	-	KIX/GUM	United	11:55 16:40	B737-700 or B800	-	14	1,652
01 Aug - 26 Aug 17	-	NRT/GUM	United	11:55 16:45	B737-700 or B800	-	12	1,416
TOTAL							102	16,157

### Summary:

- July Total 4,519 seats (+4,519 seats)
- August Total 11,638 seats (+2,119 seats)
- Total (Jul & Aug) 16,157 (+6,638 seats)

## Japan Marketing News



### Advertising

- Banner ads and landing page placement on Facebook
- Sphere, Facebook Live, YouTube, Yahoo!, Twitter & Instagram ad placement
- Ro-yo Family Information Site: Special Guam promotion – June 23, 2017 for 2 months
- 50th Anniversary Facebook advertising 9 new creative web banners for June
- Yahoo! Brand Panel Vision Panel Advertisement (more) June 12, 2017 for 2 weeks
  - 26 million impressions secured, 4 million viewing estimated
  - 4 types of movies will be aired to all targets
  - Kanto area
  - Cost: \$226,876 for 2 week period
- Expedia Banner Ads and Direct Email Marketing July 10, 2017 – September 9, 2017



## Japan Marketing News

### Public Relations

- TV Program: Tabifuku Tie-in: May 24, 31, 2017
- Nonno Magazine Tie-in: May 20, 2017
- Haru Dining Magazine Tie-in: April 2017 issue
- Zesty Magazine Tie-in: April 23, 2017 issue
- Baby Life Magazine Tie-in: May 27, 2017 issue
- TV Program: Sando no Bonyari nu Tie-in: June 8, 15, 22 & 29, 2017
- TV Program: Dosanko Wide 179 Tie-in: June 2017
- Magazine Tie-ins for July: Delta Inflight magazine, Drive: Hanako Mama, Junon: Running Style
- TV Program: Kyokan News (Fukuoka Local TV) Tie-in: July Aug 2017
- Magazine Tie-ins for August: Zesty and Running Style
- Getty / Media FAM Tour – BBO Block Party: July 2017



## Korea Marketing News

### Visit USA Committee Korea Market Update



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## Korea Marketing News

**KOTFA (The 32nd Korea World Travel Fair)**  
June 1-4 at COEX  
97,735 pax attended



## Korea Marketing News

**Air Seoul Courtesy Visit**  
June 7, 2017  
Air Seoul HQ office



**Air Seoul Meeting Attendees:**  
CEO Mr. Ryu, Kwanghee /  
Managing Director Mr. Cho,  
Jinman / General Manager  
Mr. Kang, Min Kyu

**Discussed:**

- Air Seoul ICN - GUM launching in September and GVB's operational support
- Air Seoul management pre-visit to Guam before launch (TBD)
- Future co-op opportunity
- Overall Korean LCC market status

## Korea Marketing News

**2017 Guam Food Festival Media Day**  
June 7, 2017  
Grand Hyatt Seoul Poolside



118 pax [85 media / 15 Guam delegations / 18 celebrities]

## Korea Marketing News

**Hana Tour International Travel Show**  
June 8-11, 2017  
KINTEX



Approx. Number of Visitors: 115,000 pax  
On spot Guam Tour Product Selling: 2,187pax for 3days (approx. 16% increased vs. 2016)

## GVB Korea Marketing Implementation VR Content Demo



## Marketing News

**IPW 2017**  
Washington, DC | June 3-7, 2017

- GVB Delegation attended IPW 2017, the largest travel trade B2B in the U.S.
- GVB secured over 80 pre-scheduled appointments including dozens of non-scheduled appointments
- GVB hosted a "Hafa Adai" Night with members of the Chamorro Organization from the Washington, DC, Maryland and Virginia area on June 5





## Marketing News

### PATA MICRONESIA CHAPTER 2ND TRI-ANNUAL MEETING | YAP, FSM JUNE 14-17, 2017



- Yap Homecoming Event on June 17-18, 2017
- PATA Micronesia Chapter Vice Chairman, Bernance Aldis, gave his brief remarks to the attendees of the Yap Homecoming Festival
- PATA Outgoing Chairman, Andrew Jones, was the keynote speaker and gave his remarks on global sustainability

## DESTINATION

## Sports & Events



### Guam BBQ Block Party

- Press conference to be held at 10 a.m. on June 27 in the Outrigger Lobby
- Hot Diggity Dog hot dog eating contest to return
- Micronesian Chefs Association and GVB partnering for popular BBQ grilling competition w/ 8 confirmed competitors
- \$4K in prize money
- Live entertainment by Guam Territorial Band and other artists
- T Galleria to host various activities
- Food and drink vendors
- Road closure Saturday, July 1 at 9 a.m. to Sunday, July 2 at 3 a.m.





# V. TREASURER'S REPORT

## Exhibit B

FY 2016						
	Appropriation	Received to Date		Balance		
Pass-Thru	\$ 750,000.00	\$ 712,500.00	95%	\$ 37,500.00	5%	
<b>TOTAL RECEIVABLES FY 2016</b>				<b>\$ 37,500.00</b>		
FY 2017						
	Appropriation	Received to Date		Balance		
Operations	\$ 21,282,472.00	\$ 15,962,056.50	75%	\$ 5,320,415.50	25%	
Destination Development	\$ 1,085,000.00	\$ 813,750.00	75%	\$ 271,250.00	25%	
Rainy Day Fund	\$ 200,000.00	\$ 150,000.00	75%	\$ 50,000.00	25%	
Cultural & Sports Ambassador Fund	\$ 200,000.00	\$ 150,000.00	75%	\$ 50,000.00	25%	
Pass-Thru	\$ 1,085,000.00	\$ 887,500.00	82%	\$ 197,500.00	18%	
<b>TOTAL</b>	<b>\$ 23,852,472.00</b>	<b>\$ 17,963,306.50</b>		<b>\$ 5,889,165.50</b>		
<b>TOTAL RECEIVABLES FY 2017</b>				<b>\$ 5,889,165.50</b>		
<b>TOTAL RECEIVABLES</b>				<b>\$ 5,926,665.50</b>		
<b>Accounts</b>						
<b>RESTRICTED</b>						
Bank of Guam - Rainy Day Fund <sup>1</sup>		\$ 2,235,331.07				
Cultural & Sports Ambassador Fund <sup>2</sup>		\$ 494,428.70				
<b>TOTAL RESTRICTED</b>		<b>\$ 2,729,759.77</b>				
<b>UNRESTRICTED</b>						
Bank of Guam - Operations		\$ 14,303,508.92				
First Hawaiian Bank - Membership		\$ 108,933.20				
Resona		\$ 471,653.79				
Bank of Guam - TAF		\$ 1,210,677.80				
Raymond James - CD value as of 05/31/2017 <sup>3</sup>		\$ 2,533,626.47				
<b>TOTAL UNRESTRICTED</b>		<b>\$ 18,628,400.18</b>				
<b>TOTAL CASH as of 06/19/2017</b>		<b>\$ 21,358,159.95</b>				
<b>Current Payables</b>						
Asatsu invoices JAN - APR		\$ 1,929,893.98				
Japan Invoices		\$ 201,732.36				
Guam Invoices		\$ 548,990.91				
Pass-Thru		\$ 26,250.00				
Encumbered Contracts		\$ 3,514,682.64				
Encumbered Purchase Orders		\$ 139,001.33				
<b>TOTAL as of 06/19/2017</b>		<b>\$ 6,360,551.22</b>				

### NOTES

#### NOTE 1

\$2,235,331.07 Rainy Day Fund  
 (\$135,857.26) Rainy Day expenses - reimburse Operations  
**\$2,099,473.81**

#### NOTE 2

\$494,428.70 Cultural and Sports Ambassador Fund  
 (\$32,750.00) Cultural and Sports Ambassador expenses - reimburse Operations  
**\$461,678.70**

#### NOTE 3

\$1,417,339.15 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  
 (\$150,000.00) Board approved \$150,000 on 07/14/16 for Pale San Vitores Road Bus Shelter Project  
 (\$50,000.00) Ex Com approved \$50,000 on 04/07/17 for Streetlight Project Management  
 (\$142,528.00) Board approved \$142,528 on 4/12/17 for VSS Supplemental Budget Request  
 (\$75,000.00) Board approved \$75,000 on 6/8/17 for Guam Basketball Federation FIBA U17 Championship Hosting  
**\$213,269.15**

June 19, 2017

**VI. REPORT OF THE BOARD COMMITTEES**

**A. EXECUTIVE COMMITTEE**

**B. DESTINATION MANAGEMENT**

- o Vice Chairman Mesa gave an update on the streetlights and bus shelters. All will be completed by September.
- o We are currently on the second phase of the flooding mitigation project. Inlets are being installed along the roads, which will impact traffic in Tumon. Furthermore, we need to ensure property owners are retaining the water on their property.

**C. GREATER CHINA**

- o Director of Global Marketing (DoGM) Laguana spoke briefly about the lawsuit between a Chinese airline and Saipan. The team will continue to monitor the situation.

**D. JAPAN**

**Committee minutes dated June 13, 2017**

**Exhibit C**

- o Director Nault reported that the team would like to improve on-island promotions. One such promotion could be treasure hunting. The team would work with membership and other markets to gain more support. President Denight agreed that this would be a great way to add value to our destination.
- o Director Nault then touched on airlines. The committee feels we need to look into airlines in more detail. Each destination has their own weaknesses and obstacles and creating subcommittees for each destination to develop strategies to overcome those obstacles might be beneficial.
- o Director Nault stated that we need to work more closely with GPD especially after the incident that occurred near the entrance of Two Lovers Point. Chairman Morinaga added that all directors should be on the Visitor Safety Officer chat. This will allow directors to make reports and share information more efficiently.
- o Chairman Morinaga would like to start an island wide effort of speaking more English to visitors, especially children. This will help promote Guam as a family friendly US destination. Director Jackson reminded the team that while Guam is a family destination, we need to be careful not to position ourselves solely as a family destination, because that is not what all visitors look for.
- o The committee would like for the Japan office to be more involved in committee meetings. Moreover, the committee is considering meeting twice a month instead of once. This would allow the team to be more progressive.

**E. KOREA**

- o Director Jackson reported that the team attended two successful missions: KOTFA and Hana Tour.
- o Air Seoul, a higher end LCC, will be coming to Guam in the second half of the year. One LCC may have to drop out as there are not enough rooms on island.
- o Chairman Morinaga asked for the Korea office to monitor the development of the consumer protection law in Korea.
- o Vice Chairman Mesa inquired up the auditors GVB hired through Rev and Tax. Director Jackson stated that they were hired three or four years ago to look into tour agent companies and optional tour companies that were not properly reporting income and

paying taxes. They were not tasked to look into long term vacation rentals because at the time, they were not an issue. Chairman Morinaga asked management to coordinate a meeting with Rev and Tax to discuss how we should move forward with more current issues.

**F. MEMBERSHIP & COMMUNITY OUTREACH**

- o Director Kloppenburg thanked the team for their support at the recent membership meeting. The next meeting is tentatively scheduled for August 15. The meeting after that is tentatively scheduled for October 6. Both meetings will feature off island guest speakers.

**G. NORTH AMERICA & PACIFIC MARKETS**

**H. RESEARCH**

**I. RUSSIA & NEW MARKETS**

**J. VISITOR SAFETY & SATISFACTION**

- o Director Hong reported that there are some issues with the showers at Ypao Beach. The complaint has been forwarded to Department of Parks and Recreation.
- o She then read a letter from the tourist involved in the incident near the Two Lovers Point entrance. It detailed the incident and how they were assisted after. She thanked the representative from Summer Dream for translating and the manager of Fisheye for dinner. She would like to come to Guam again in the future. Chairman Morinaga said we should use this as a learning experience.

**K. CULTURAL & HERITAGE**

Director Kloppenburg made a motion, seconded by Vice Chairman Mesa, to approve travel for the Mr. and Miss Guam (Shop Guam Festival 2017 Promotion) to attend the 6<sup>th</sup> Travel Madness Expo on July 7-9, 2017 at the SMX Convention Center in Manila, Philippines. Total cost is approximately \$5,910.00 from the Cultural Heritage FY2017 Account.

**Motion approved**

Participation Budget Breakdown:

Airfare:	\$1,000.00 x 2 pax	\$2,000.00
Mr/Miss GUAM Per Diem:	\$291.00 x 5 days x 2 pax	\$2,910.00
Prof. Fees:	\$100 x 5 days x 2 pax	\$1,000.00
<u>Estimated Total:</u>		\$5,910.00

**Background:** The travel industry is out to show its might at the 6<sup>th</sup> annual Travel Madness Expo 2017, with most of its 5,000 players poised to show up at the event as exhibitors and in other capacities to show their unity with all the allied sectors and the general public. The Travel Madness Expo is the Philippines' 2<sup>nd</sup> largest travel show with a main focus on outbound travel.

All of the four exhibit halls of the SMX Convention Center in the Mall of Asia have been booked for the biggest ever-multispectral participation in the Travel Madness Expo, which has been setting record highs since its debut in 2012. The Mr. and Miss Guam will highlight and kick-off our SGF 2017 activities which PH Market will be the first to do.



The event is organized by executives of the top travel agencies in the Philippines and is considered to be the second largest travel expo in the Philippines.

**Issue:** Board approval needed for all travel.

- Chairman Morinaga asked if it is necessary for both to attend. DoGM Laguana stated that we will be promoting the Shop Guam Festival at this event and they are both Shop Guam Ambassadors.

#### L. SPORTS & EVENTS

Director Sgro made a motion, seconded by Vice Chairman Mesa, to approve travel for GVB Community Development Officer to participate in SPORTEC EXPO, the largest exhibition of Sports and Fitness in Japan from July 24-28, 2017. (Estimated cost \$3,425.00 from Account # AS-ESP001).

**Motion approved**

Airfare:	Round-trip Airfare: \$1000 x 1 pax	\$1,000.00
Per Diem:	Tokyo Full Per Diem: \$485 x 5 nights x 1 pax	\$2,425.00
Misc. Expenses:		\$0.00
	Total:	\$3,425.00

**Background:** SPORTEC is the largest and most comprehensive exhibition of the sports and fitness industry in Japan. Expectedly 800 exhibitors and 50,000 visitors will be gathered from the global sports and fitness industry displaying events, activities and products.

The Sports business in Japan has been one of the most worthy growth business investments. SPORTEC provides businesses the opportunity to share products, events and grow your network within the Sporting Fitness industry in Japan. With that said, GVB Japan will be occupying a booth space at SPORTEC in order to promote Ko'ko' and all other Guam Sporting and signature events. At which time GVB will meet with and introduce its new Japan Ko'ko' secretariat with JTB Sports Desk.

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

- Because this is a Japan event, Chairman Morinaga asked that the committee communicate better with the Japan Marketing Committee (JMC) so that they can offer their support as well. He emphasized how important it is to communicate between committees and markets.

#### M. ADMINISTRATION & GOV'T RELATIONS

- Resolution No: 2017-001 Relative to recognizing Emelia Sanchez Quinata for her twenty years of dedication and service to the GVB and the people of Guam, and honoring her on her retirement (Exhibit D).

Chairman Morinaga made a motion, seconded by Vice Chairman Mesa, to approve Resolution No: 2017-001.

**Motion approved**

#### VII. OLD BUSINESS

#### VIII. NEW BUSINESS

**IX. EXECUTIVE SESSION**

**X. ANNOUNCEMENTS**

**Announcements:**

- Resolution presentation for President's "E" Award: June 23 at 2pm, Congress Building
- Guam BBQ Block Party press conference: June 27 at 10am, Outrigger lobby
- Håfa Adai Study Tour:

- Thursday, June 29

Welcome Reception (Korea, China and PI market)  
Venue: Guam Museum 6:30 pm to 8:30 pm

- Friday, June 30

Trade Show 9:30 am to 11:30 am (Japan market)  
Venue: Dusit Thani Grand Ballroom

Trade Show 2:00 pm to 4:00 pm (Korea, China and PI market)  
Venue: Dusit Thani Grand Ballroom

- Friday, June 30

Welcome Reception (Japan market)  
Venue: The Beach 6:30 pm to 8:30 pm

- Guam BBQ Block Party: July 1

**Upcoming Board Meetings:**

- Thursday, July 13, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, July 27, 2017 at 3:30pm, GVB Main Conference Room

**XI. ADJOURNMENT**

Chairman Morinaga made a motion, seconded by Vice Chairman Mesa, to enter into recess. Meeting to reconvene on Wednesday, June 28 at 3:30pm in GVB's main conference room. Meeting recessed at 4:55pm.

**Motion unanimously approved**



**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
3. Management to look into drafting rules and regulations for signage in bus shelters
4. Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market
5. Management to schedule a board working session to discuss tourism capital improvements





**BOARD OF DIRECTORS REGULAR MEETING**

Wednesday, June 28, 2017 - 3:30pm

Guam Visitors Bureau - Main Conference Room

**RECONVENED**

**BOARD OF DIRECTORS PRESENT:**

Director Milton Morinaga

Director Brad Kloppenburg

Director William Nault

Director Bart Jackson

Director Young Hong

Director Monte Mesa

Director Robert Hofmann

Director Katarina Sgro

Director Theresa Arriola

**BOARD OF DIRECTORS TELEPHONICALLY:**

**BOARD OF DIRECTORS ABSENT:**

Director Satoru Murata

Director Sam Shinohara

Director Eduardo "Champ" Calvo

Director Tak Takano

**GVB MANAGEMENT & STAFF PRESENT:**

Jon Nathan Denight

Kraig Camacho

Regina Nedlic

Mark Manglona

Antonio Muna

Josh Tyquiengco

Lisa Linek

Pilar Laguna

Karida Brennan

Doris Ada

Nico Fujikawa

Sydney Leon Guerrero

**GVB MANAGEMENT & STAFF TELEPHONICALLY:**

**GUESTS:**

Joe Mesngon - Senator Dennis Rodriguez's Office

Willy Flores - WB Flores & Associates

Alan Fujimori - Pacific Alliance

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**I. CALL TO ORDER**

Chairman Morinaga called the meeting of the board to order at 3:45pm.

**II. REPORT OF THE BOARD COMMITTEES**

**A. DESTINATION MANAGEMENT**

- o Vice Chairman Mesa reported that the committee wanted to give a presentation to update the board on CIP projects for the new fiscal year. He introduced the Destination Management Subcommittee Chairman, Clifford Guzman, Willy Flores, the President of WB Flores & Associates, and Alan Fujimori from Pacific Alliance. Mr. Guzman stated that the presentation will go over what encompasses the \$59 million proposed bond. He then gave the floor to Mr. Flores and Mr. Fujimori to give the presentation.





## PROPOSED HOT BOND PROJECTS

### PRIORITY INFRASTRUCTURE PROJECTS

#### FLOOD MITIGATION

**1. PROBLEM**

- Isolated flooding occurs at low points along San Vitores Boulevard between the JFK Road and Rivera Lane. The primary disposal facilities for this section of roadway are the Guma Tranvildit Ponding Basin, the Matsapang Beach drain field and the Fujita Ponding Basin and Drain Field. The Matsapang Beach drain field requires restoration and rejuvenation and the Fujita Ponding Basin and Drain Field require expansion or rejuvenation.
- The flood occurrences are sporadic but provide disruption and damage which need to be addressed.
- Ongoing and past efforts have addressed significant issues and provided useful data regarding stormwater collection, treatment and disposal along San Vitores, but will need to be further development and refinement.

### PRIORITY INFRASTRUCTURE PROJECTS

#### FLOOD MITIGATION

**2. MITIGATION AND MAINTENANCE PLAN**

- Further develop the flood mitigation improvements program to address the deteriorated condition of both the Matsapang Drain Field and the Fujita Ponding Basin and Drain Field.
- Any solution at a minimum should include the improvements at Matsapang and Fujita, but will also require interception of sheet flows from private properties and unimproved rights-of-ways.
- It will also include improvements of spot problem areas and a regular program of maintenance for the entire drainage system along San Vitores Boulevard.

**3. ORDER OF MAGNITUDE PROBABLE COSTS: \$12,600,000**

### PRIORITY INFRASTRUCTURE PROJECTS

#### FLOOD MITIGATION



**EXISTING CONDITION: FUJITA & MATSAPANG DRAIN FIELDS**

**FIGURE 1**

The existing conditions at both Matsapang and Fujita include collapsed chamber sections from both vehicle loads and a lack of maintenance.

### PRIORITY INFRASTRUCTURE PROJECTS

#### FLOOD MITIGATION



**FIGURE 2**

The Fujita Ponding Basin can be developed into a similar walking and sightseeing attraction as the historic Off Ward Park.

### PRIORITY INFRASTRUCTURE PROJECTS

#### HARDSCAPE

**1. PROBLEM**

- Existing roadways need repair, resurfacing and restroing (R.R.R.).
- Some pedestrian crossings are unsafe due to speeding, excessive road geometry, and limited sight distances.
- San Vitores Boulevard does not qualify for federal funding.
- Roads have minimal bicycle facilities, sidewalks with commercial frontage should be wider.

- o For the first HOT Bond, \$11 million was set aside for flood mitigation. Approximately \$8 million remains as \$3 million was used for the study and first phase of the project. Proposed legislation will appropriate the remaining funds to the Palacio in Hagåtña.
- o Mr. Flores added that another effort we need to make to mitigate flooding is to ensure property owners are not discharging rainwater onto the roads.



**PRIORITY INFRASTRUCTURE PROJECTS**

**HARDSCAPE**

2. SOLUTION:

- Conduct a traffic study to investigate whether future road improvements to bypass Route 1, coupled with introduction of modern-day roundabouts on San Vitores Boulevard, will allow lane reductions or a "road-diet" to widen sidewalks, add bike lanes and bus bays.
- Utilize complete street and calming principles such as curb extensions, reduced lane widths and curb radiuses to slow cars to improve pedestrian safety and access.
- Improve bike access by restriping bike lanes during the regular PRR schedule.

**PRIORITY INFRASTRUCTURE PROJECTS**

**HARDSCAPE**

3. ORDER OF MAGNITUDE PROBABLE COSTS: \$20,000,000



FIGURE 3  
Existing roads need repair, resurfacing and restriping.



FIGURE 4  
Convert San Vitores for multi-modal access with a "Road Diet."

**PRIORITY INFRASTRUCTURE PROJECTS**

**HARDSCAPE**

FIGURE 5  
Modern-day roundabouts will allow vehicle speeds and free-flow traffic compared to signals.



FIGURE 6  
Roundabouts can be configured for effect intersections such as Fajita and Hupac Landing Road.



**PRIORITY INFRASTRUCTURE PROJECTS**

**LIGHTING & SIGNAGE**

1. PROBLEM:

- Lighting presents an opportunity to lower operating costs and improve light levels and distribution with the advent of LED, photovoltaic and battery technology. Way-finding and thematic signage in many locations is non-existent or is minimally used to direct visitor and residents through the civic and urban districts of Hagåtña and Tumon.

2. SOLUTION:

- Test the viability of LED, PV/battery technology for the urban districts as well as developing strong theming for both street lighting and signage. Apply theming to the regulatory signage as well. Lighting fixtures and signage will be developed as a common design typology.

**PRIORITY INFRASTRUCTURE PROJECTS**

**LIGHTING & SIGNAGE**

3. ORDER OF MAGNITUDE PROBABLE COSTS: \$6,000,000



FIGURE 7  
LED, PV and battery technology make street lighting a sustainable option.

**PRIORITY INFRASTRUCTURE PROJECTS**

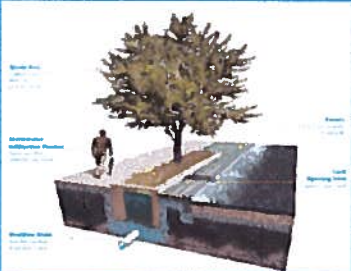
**LIGHTING & SIGNAGE**



FIGURE 8  
Develop a family of streetscape features including signage, lighting and other streetscape elements.

- o \$20 million includes one year of maintenance for hardscape.
- o Lighting and signage will supplement GVB's current streetlights project.



<p><b>PRIORITY INFRASTRUCTURE PROJECTS</b></p> <p><b>SOFTSCAPE</b></p> <p>1. PROBLEM</p> <ul style="list-style-type: none"> <li>The major public streets and areas in Hagåtña and Tumon need landscape revitalization. Many lack street trees and most do not have adequate pedestrian amenities.</li> </ul> <p>2. SOLUTION</p> <ul style="list-style-type: none"> <li>Develop a streetscape framework that provides a simple but bold design character for both visitors and residents to enjoy. This framework at a minimum should connect the major generators including Hagåtña, Tumon and the airport.</li> <li>Reflect both the cultural and native landscape and be easy to maintain.</li> <li>Vehicular and pedestrian amenities such as gateways, street trees, street furnishings, public art, photo opportunities and special features such as fitness stations, trail markers, water features and more extensive plantings could be provided.</li> </ul>	<p><b>PRIORITY INFRASTRUCTURE PROJECTS</b></p> <p><b>SOFTSCAPE</b></p> <ul style="list-style-type: none"> <li>Low Impact Development should be integrated into the softscape as much as possible. The streetscape framework plan would incorporate possible public-private partnerships where some of the special features identified can be integrated into focal points on the private owners' properties that benefit both partners.</li> </ul> <p>3. ORDER OF MAGNITUDE PROBABLE COSTS: \$1,000,000</p>  <p>FIGURE 9</p>
<p><b>PRIORITY INFRASTRUCTURE PROJECTS</b></p> <p><b>SOFTSCAPE</b></p>  <p>FIGURE 10</p> <p>Low Impact Development should be incorporated into the streetscape design to mitigate flooding.</p>	<p><b>PUBLIC PARKS IMPROVEMENTS</b></p> <p><b>MT. LAM LAM NATURE TOUR</b></p> <p>1. PROBLEM</p> <ul style="list-style-type: none"> <li>Sub-standard trail conditions and some accessibility issues are not conducive to a scenic destination. Littering, parking issues and a general lack of security and amenities create a mixed atmosphere which can be disturbing and dangerous.</li> </ul> <p>2. SOLUTION</p> <ul style="list-style-type: none"> <li>The construction of Trailhead signage to help identify scenic trail start.</li> <li>The installation of a trail "walk-way" with informational and directional signage to define a safe path free of erosion and loose soil.</li> <li>Scenic "Photo-op" rest stops to highlight 360° vistas of Guam including the southern mountain range and scenic views of Mañesa, Humata, Bay, Sella and Ordi Bays and Ocos Island.</li> <li>Create and encourage Eco-tourism.</li> <li>Create a safe environment by providing security for parking and throughout the trail.</li> </ul>
<p><b>PUBLIC PARKS IMPROVEMENTS</b></p> <p><b>MT. LAM LAM NATURE TOUR</b></p> <p>3. ORDER OF MAGNITUDE PROBABLE COSTS: \$1,000,000</p>  <p>FIGURE 11 Existing Trailhead</p>  <p>FIGURE 12 Conceptual Signage for Trailhead</p>	<p><b>PUBLIC PARKS IMPROVEMENTS</b></p> <p><b>MT. LAM LAM NATURE TOUR</b></p>  <p>FIGURE 13 Existing Trail</p>  <p>FIGURE 14 Existing Trail</p>

- Chairman Morinaga agrees with the public park improvements but he wants to ensure that safety is the top priority.



PUBLIC PARKS IMPROVEMENTS

**MT. LAM LAM NATURE TOUR**



FIGURE 18  
Conceptual Walkway for Sleep Tent in



FIGURE 19  
Conceptual Walkway for Flat Tent in

PUBLIC PARKS IMPROVEMENTS

**MT. LAM LAM NATURE TOUR**



FIGURE 17  
Natural Trail Lookout Mt. Lam Lam



FIGURE 15  
Rest Area and Photo Op




FIGURE 16  
Overlook and Rest Area

PUBLIC PARKS IMPROVEMENTS

**YPAO & MATAPANG**

1. PROBLEM

- Tumon Park's need an upgrade to establish a beach resort quality throughout for visitors and the local community.

2. SOLUTION

- Unify the shoreline with a beach walk, working in partnership with beach resorts and condominiums.
- Improve public access from San Vitores Blvd.
- Remediate the park's landscaping.
- Enhance the park experience by adding exercise stations.
- Add beach side lighting for safety and security.
- Mitigate beach erosion.
- Integrate storm water best management practices in the park facilities.
- Develop public-private partnerships to fund security and maintenance.

PUBLIC PARKS IMPROVEMENTS

**YPAO & MATAPANG**




FIGURE 20  
Develop public-private partnership to provide security and maintenance where the beach walk traverses the resort properties.



FIGURE 21  
Enhanced park experience with exercise course and stations.

PUBLIC PARKS IMPROVEMENTS

**YPAO & MATAPANG**

3. ORDER OF MAGNITUDE OF PROBABLE COSTS: \$1,000,000




FIGURE 20  
Tidy Shoreline with a beach walk




FIGURE 21  
Add beachside lighting for safety and security

PUBLIC PARKS IMPROVEMENTS

**YPAO & MATAPANG**



FIGURE 24  
Ypaos Beach Model



**PUBLIC IMPROVEMENTS**

**FISHERMAN'S CO-OP**

1. EXISTING CONDITION

- The Guam Fisherman's Co-op is located in Hagåtña at The Greg D. Perez Marina in the heart of the island's capital. The dated existing structure serves 300-400 customers daily with a retail area of roughly 400 square feet.
- The Guam Fisherman's Co-op is the only fisherman's cooperative on the island and therefore needs to be updated to better serve the growing local and tourist markets.

2. SOLUTION

- Demolition of existing structure and new construction of a larger modern facility to adequately support existing and expanding market needs.
- The area is well-visited with significant foot and vehicular traffic. The re-designed movement of pedestrians and vehicles will create efficient spaces and integration into Paseo De Susana. Improvements will enhance environmental protection and economic growth.

3. ORDER OF MAGNITUDE OF PROBABLE COSTS: \$4,000,000

**PUBLIC IMPROVEMENTS**

**FISHERMAN'S CO-OP**



FIGURE 25 Existing Facade Photo courtesy of Greg D. Perez

**PUBLIC IMPROVEMENTS**

**FISHERMAN'S CO-OP**



FIGURE 26 Proposed Design Image courtesy of Greg D. Perez, architect

**PRIORITY INFRASTRUCTURE PROJECTS**

**HISTORIC INALAHAN**

1. PROBLEM

- Inalahan remains the best example of the character and scale of Guam's old villages. Despite various preservation and community efforts, a most fragile aspect of the Isle's culture, the old village lifestyle, continues to disappear at an alarming rate and Inalahan remains the last best chance to preserve these characteristics for future generations to study, appreciate and enjoy.
- Nevertheless, today the village languishes in a no man's land of deteriorating and derelict buildings interspersed with still functioning or preserved structures. A victim of modernization, urban migration to nearby Majolaj, probable land disputes and lifestyle changes, the village struggles with self-image and economic viability.

(As compiled from the Inalahan Historic District Rehabilitation Plan, September 2, 2006, by J.B. Jones, MA, 12/2010)

**PRIORITY INFRASTRUCTURE PROJECTS**

**HISTORIC INALAHAN**

2. SOLUTION

- The Revitalization Plan focuses on four main objectives:
- Define the current physical condition of the District.
- Identify potential projects planned for the Historic District.
- Identify the stakeholders' vision for the Historic District.
- Recommend improvements to foster the vision for the Inalahan Historic District.
- Major improvements identified in the plan: Development of the ridge, stabilization of the Baptist Church, development of cottage industry, businesses and residential uses in the houses along San Jose Street, use of pocket parks, parking for interim open space developments, and development of new residential or mixed-use structures in the District.

3. ORDER OF MAGNITUDE PROBABLE COSTS: \$7,000,000

(As compiled from the Inalahan Historic District Rehabilitation Plan, 12/2010)

**PRIORITY INFRASTRUCTURE PROJECTS**

**HISTORIC INALAHAN**



FIGURE 27 The village of Inalahan today

- o Maintenance for the Fisherman's Co-op will be funded by the Fisherman's Co-op; maintenance is not included in the \$4 million.



PRIORITY INFRASTRUCTURE PROJECTS

**HISTORIC INALAHAN**




FIGURE 28  
Proposed Revitalization Plan for the village of Inalahan  
(As excerpted from the Inalahan Historic District Revitalization Plan, 12/2013)

PRIORITY INFRASTRUCTURE PROJECTS

**HISTORIC INALAHAN**

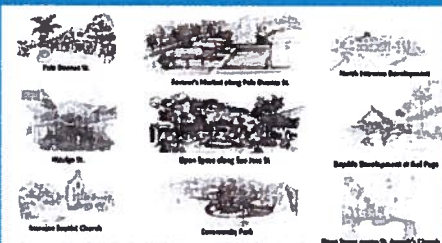


FIGURE 29  
Possible scenarios for the District's development  
(As excerpted from the Inalahan Historic District Revitalization Plan, 12/2013)

PRIORITY INFRASTRUCTURE PROJECTS

**F.Q. SANCHEZ E.S. REVITALIZATION**

F.Q. Sanchez Elementary School was named after pioneering educator Francisco Quintan Sanchez. It was constructed in 1953 by world-renown architect Richard Neutra, who also designed the Guam Government House. In 1996, the school was listed on both the Guam and the National Registers of Historic Places. Under the lead of the Humatac Mayor's Office, Guam Preservation Trust spearheaded the design efforts for the revitalization of the school.

**1. PROBLEM**

- The school had been closed since 2011 due to underutilization and education department-wide budget shortfalls. Its students were subsequently transferred to Menzo Elementary School.
- Alternative uses for the school had since been proposed since its closing: the Humatac Mayor's Office, a municipal planning council office, a youth center for recreational youth activities, or a senior citizens center or healthcare facility.

PRIORITY INFRASTRUCTURE PROJECTS

**F.Q. SANCHEZ E.S. REVITALIZATION**

**2. SOLUTION**

- Proposed plans for the structure include the housing of the Humatac Community Heritage Center & Museum.

**3. ORDER OF MAGNITUDE PROBABLE COSTS: \$2,000,000**

PRIORITY INFRASTRUCTURE PROJECTS

**F.Q. SANCHEZ E.S. REVITALIZATION**




FIGURE 30  
F.Q. Sanchez Elementary School has been closed since 2011.

PRIORITY INFRASTRUCTURE PROJECTS

**F.Q. SANCHEZ E.S. REVITALIZATION**




FIGURE 31  
F.Q. Sanchez Elementary School will now house the Humatac Community Heritage Center & Museum.

- o Director Arriola asked why the funding for Historic Inalahan and F.Q. Sanchez E.S. Revitalization is not coming from the Guam Preservation Trust (GPT). Vice Chairman Mesa stated GPT does not have enough so we are assisting them.
- o Director Arriola shared her concerns about funding another museum when the Guam Museum in Agana is still trying to open.
- o Director Hofmann feels that instead of funding the Humatac Museum, we should use those funds to improve other points of interest that are frequented by more visitors. The board agreed to amend the resolution with this change.

HOT BOND BUDGET PROJECTION

**PROJECT COST ESTIMATE**

FOOD DOME	\$12M
LANDSCAPE	\$20M
LIGHTING & SIGNAGE	\$6M
SOFTSCAPE	\$4M
MT. LAM LAM	\$1M
VRIO & MARINER BUSES	\$1M
FISHERMAN'S CO-OP	\$4M
HISTORIC MALAJUAN	\$7M
HUMATAK MUSEUM	\$1M
<b>TOTAL</b>	<b>\$59M</b>

- Resolution 2017-002 Relative to approving the Capital Improvement Projects plan as submitted by the Guam Visitors Bureau Destination Management Subcommittee and endorsing the proposed legislation authored by Senator Dennis Rodriguez entitled, "An act to add a new section 1515.1 to Article 5 Chapter 1 of Title 5, Guam Code Annotated" that provides funds for the implementation of this plan (Exhibit E).

Vice Chairman Mesa made a motion, seconded by Director Hofmann, to approve Resolution No: 2017-002 subject to amending the last item on page 2 to read "POINTS OF INTEREST & VILLAGE SCENIC SITES" instead of "HUMATAK MUSEUM."

**Motion approved as stated and amended**

- Vice Chairman Mesa reported that DMC submitted proposed signage rules and regulations for the government to consider for the hotel zone only, not the whole island.
- Director Hong reported a damaged road area near DFS. Director Hofmann said that he would look into it.

## B. ADMINISTRATION & GOV'T RELATIONS

- President Denight directed the board to Bill No. 90-34 An act to add a new § 849.13 to Article 1 of Chapter 8, Title 1, Guam Code Annotated, relative to dedicating and naming the Guam Visitors Building, as the Nobert "Bert" R. Unpingco Building (Exhibit F). The public hearing for this bill will be on Thursday, July 6. Once the draft testimony is completed, President Denight will share it with the board for review.
- Director Arriola suggested including "visitor's center" in the new name so that tourists are still able to identify who we are as an agency.

## C. JAPAN

Director Nault made a motion, seconded by Director Arriola, to approve travel for GVB President & CEO to participate in airline meetings in Tokyo, Japan with GIAA from July 5-8, 2017. Estimated cost of travel is \$3,170.00 to be paid from JA-SMD008.

**Motion approved**

Airfare:	\$1,000 x 1 pax	\$1,000.00
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	Tokyo	Lodging	Nights	M&IE	Days	
Per Diem:	President & CEO	\$345.00	3	\$283.75	4	\$2,170.00
Total:						\$3,170.00

**Background:** The A.B. Won Pat Guam International Airport Authority will be conducting an overseas mission for air route development to Guam with Executive Manager Charles Ada and air service route development consultant ASM. One leg includes a visit to Tokyo to meet with current and potential airline partners to, once again, discuss the Guam business opportunity for more direct service. GVB has been invited to participate and will present a follow-up to the initial presentation of the air service support plan in April. Scheduled meetings include Delta and Skymark.

Japan's seat capacity and arrivals continue to decline. Stakeholders and business partners are critically reviewing the performance of Guam's number one market and GVB stands ready to change factors in favor of Guam relative to the economics of supply and demand.

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

#### D. NORTH AMERICA & PACIFIC MARKETS

- o Director Hofmann reported that we will be hosting two liberators for Liberation Day. We will be asking members for in-kind contributions.

#### PATA EXECUTIVE BOARD MEETING IN JULY 2017

Director Hofmann made a motion, seconded by Director Arriola, to approve travel for President & CEO, Jon Nathan Denight to attend the PATA Executive Board meeting on July 2017 in Bangkok, Thailand. (Cost approximately \$3,500.00 Acct. No. PA-SMD025)

**Motion approved**

#### Travel Expenses:

Airfare: \$1,500 x 1 pax	\$1,500.00
Per Diem: \$246 x 5 days + 25%	\$1,537.50
Unanticipated Expenses (Communications, excess baggages, etc)	\$462.50
<b>TOTAL ESTIMATED EXPENSES</b>	<b>\$3,500.00</b>

**Background:** GVB President & CEO, Mr. Jon Nathan Denight, was elected as the Chairman for the PATA Government & Destinations Committee during the PATA Annual Summit 2017 in Sri Lanka, which also affords him a position on the PATA Executive Board. Mr. Denight joins Director of Global Marketing, Ms. Pilar Laguna on the Executive Board of PATA, which presents Guam and the region of Micronesia a unique opportunity and strong presence in PATA. This will be Mr. Denight's first PATA Executive Board Meeting.

### III. OLD BUSINESS

- o Vice Chairman Mesa spoke briefly about a letter from Sam Shinohara with United Airlines. He asked President Denight to forward the letter to the rest of the board. President Denight stated that the letter was sent after United held a meeting with their industry partners. He added that he will be joining a conference call with the air route planner tomorrow morning.
- o Chairman Morinaga asked President Denight to follow up on the bus shelter maintenance issue with bus companies. President Denight elaborated on the issue stating that the team





- proposed a usage fee for the bus shelters. Bus companies felt the usage fee was too high so we are working with them to find ways to reduce the cost.
- o Chairman Morinaga announced that the Christmas village that is usually located in the open lot across Proa will be moved to the lot adjacent to Royal Orchid this year.

IV. ADJOURNMENT

Vice Chairman Mesa made a motion, seconded by Director Jackson, to adjourn the meeting. Meeting adjourned at 5:17pm.

Motion unanimously approved

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

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Board Minutes respectively submitted by 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
3. Management to look into drafting rules and regulations for signage in bus shelters
4. Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market
5. Management to schedule a board working session to discuss tourism capital improvements