

BOARD OF DIRECTORS REGULAR MEETING

Thursday, July 27, 2017 - 3:30pm

Guam Visitors Bureau - Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Monte Mesa
Director Brad Kloppenburg	Director Satoru Murata
Director William Nault	Director Theresa Arriola
Director Bart Jackson	Director Tak Takano
Director Young Hong	Director Robert Hofmann

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Katarina Sgro	Director Eduardo "Champ" Calvo
Director Sam Shinohara	

GVB MANAGEMENT & STAFF PRESENT:

Antonio Muna	Karida Brennan	Dee Hernandez
Brian Borja	Doris Ada	Josh Tyquiengco
Laurette Perez	Lisa Linek	Nico Fujikawa
June Sugawara	Elaine Pangelinan	Nakisha Onedera Garrido
Meriza Peredo	Colleen Cabedo	Nadine Leon Guerrero
Sydney Leon Guerrero		

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

Jayde Bello - Market Research and Development
Fred Schumann - University of Guam
James Servino - Senator Regine Biscoe Lee's Office
Joe Mesngon - Senator Dennis Rodriguez's Office
Alex Aguon - GVB Intern

In the absence of President Denight due to travel, Vice President Muna served as Acting President & CEO.

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:30pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Vice Chairman Mesa made a motion, seconded by Director Hofmann, to approve the minutes of the previous board of directors meeting dated June 22, 2017.
Motion unanimously approved (Subject to minor revisions)

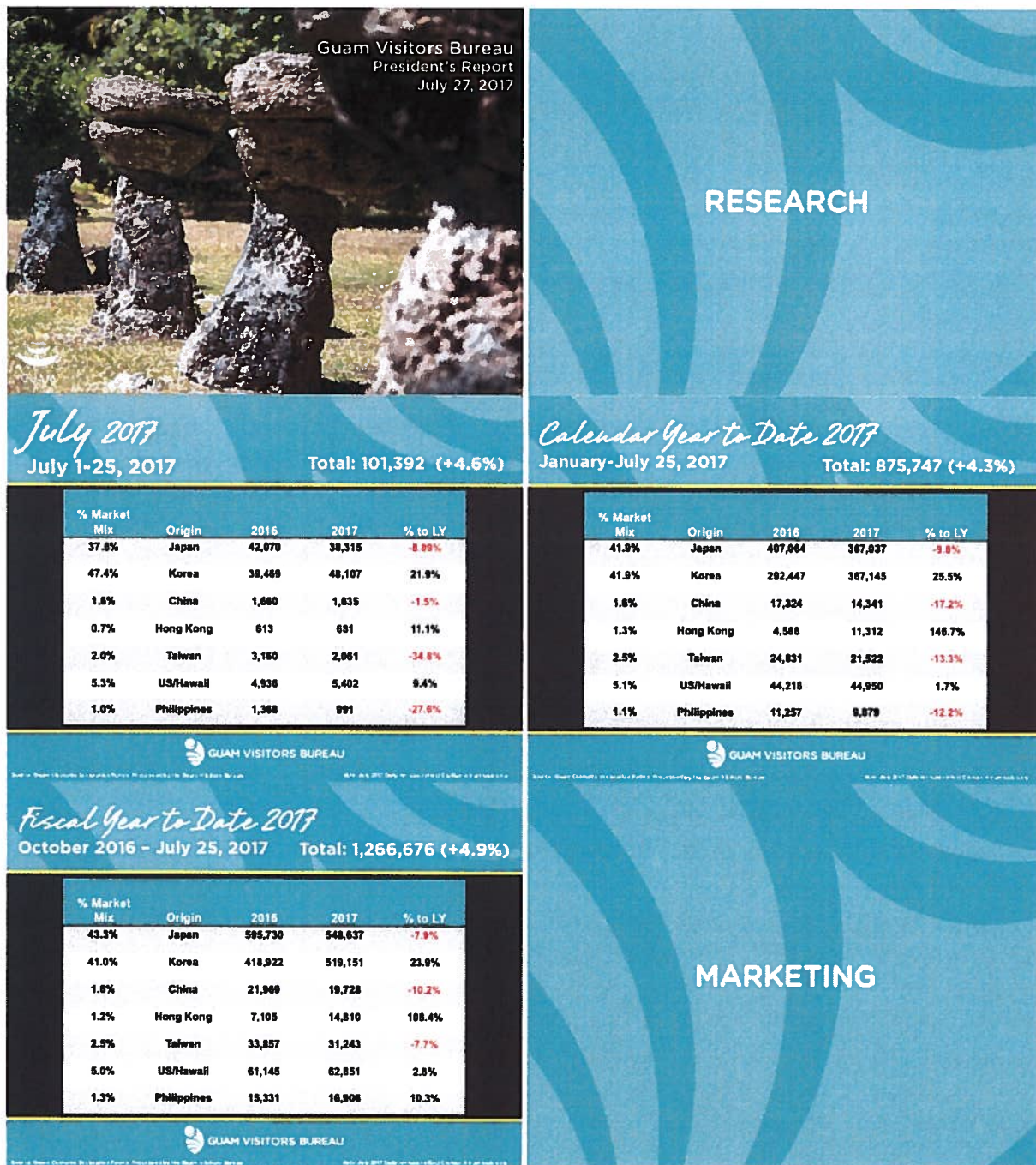
III. CHAIRMAN'S REPORT

- o Chairman Morinaga reported that the Japan market still needs work.
- o He also mentioned that he attended a workshop with the FBI. A special agent requested to be invited to all meetings GVB has with GPD moving forward. This would help the FBI in

their efforts to prevent terrorist activity. Chairman Morinaga asked that we share a calendar of events with them as well.

- o Lastly, he reported that we are still in discussions with JMC and JGTA to resolve the bus shelter maintenance issue.

IV. PRESIDENT & CEO'S REPORT



Marketing News

Håfa Adai Study Tour

- Dates: Jun 28-July 3, 2017
- 132 Participants
 - Japan: 84
 - Korea: 11
 - PHL: 12
 - China: 32
- Welcome Receptions, Trade Show and focus on local Signature Event BBQ Block party
- Would not have been possible without a GREAT response and support from industry!
- Comp rooms with breakfast, comp and discounted optional tours
- Agents able to pick tours that could appeal to their client base



Marketing News

Håfa Adai Study Tour

- 52 Booth holders at Trade Show
- Site inspections conducted at 13 different hotels by multiple groups
- Participants included MICE planners, product developers, media and airline representatives
- Comp rooms with breakfast, comp and discounted optional tours



Marketing News

Dangkulo na Si Yu'os Ma'åse'

Guam Hotel & Restaurant Association (GHRA), Japan Guam Travel Association (JGTA), United Airlines, Japan Airlines, I'woy, Korean Air, Jin Air & Cebu Pacific, Dusit Thani Guam Resort, Garden Villa Hotel, Guam Reef & Olive Spa, Hilton Guam Resort, Hotel Nikko Guam, Lotte Hotel Guam, Onward Beach Resort, Outrigger Guam Beach Resort, Pacific Star Resort and Spa, Sheraton Laguna Guam Resort, The Westin Resort Guam, Alupang Beach Club, Baba Corporation, Baldyga Group, DFS Guam, Discover Guam, Fiesta Resort Guam, Fish Eye Marine Park, Guam Plaza Hotel, Hard Rock Café, Joe's Jet Ski, Jungle Jim Island Adventure, Kloppenburg Enterprises, Lam Lam Tours & Transportation, LeoPalace Guam Resort, Micronesia Mall, Ocean Jet Club, Pacific Historic Parks, Encore, Starts Guam Golf Center, Ameri-Guam International Company, China International Travel, Easy Travel, Enterprise Rental, Guam Premier Outlets and Tumon Sands Plaza, Holiday Resort, Hotel Santa Fe, Mariana Ocean, PHR Ken Micronesia, PIC Guam, Royal Orchid Guam Hotel, Talc Automotive, UmTrip Guam, the University of Guam, and the Guam Museum

Special Thanks to Chairman Morinaga, Vice Chairman Mesa, Mayor Hofmann, Director Kloppenburg, and Director Nault

Japan Marketing News

	July	51,000	54,625	-6.64%	78,170	77,043	+1.46%
	August	69,000	79,342	-13.03%	86,826	96,987	-10.48%
	September	54,000	65,130	-17.09%	72,076	82,757	-12.91%

(Data Source: DMO MI, JGTA and other MI)

July 2017	August 2017	September 2017	October 2017
Nippon UA 21 flights per week (18,258) DL 12 flights per week (12,026) JL 7 flights per week (1,036) ANA 14 flights per week (1,388) All Nippon 14 flights per week (1,325) EVA 7 flights per week (825) Sasebo 14 flights per week (236) (Mon & Fri) Sun Jet 14 flights per week (258) (Thu & Sat)	Nippon UA 21 flights per week (18,258) DL 12 flights per week (12,026) JL 7 flights per week (1,036) ANA 14 flights per week (1,388) All Nippon 14 flights per week (1,325) EVA 7 flights per week (825) Sasebo 14 flights per week (236) (Mon & Fri) Sun Jet 14 flights per week (258) (Thu & Sat)	Nippon UA 21 flights per week (18,258) DL 12 flights per week (12,026) JL 7 flights per week (1,036) ANA 14 flights per week (1,388) All Nippon 14 flights per week (1,325) EVA 7 flights per week (825) Sasebo 14 flights per week (236) (Mon & Fri) Sun Jet 14 flights per week (258) (Thu & Sat)	Nippon UA 21 flights per week (18,258) DL 12 flights per week (12,026) JL 7 flights per week (1,036) ANA 14 flights per week (1,388) All Nippon 14 flights per week (1,325) EVA 7 flights per week (825) Sasebo 14 flights per week (236) (Mon & Fri) Sun Jet 14 flights per week (258) (Thu & Sat)

Japan Marketing News

JATA Tourism Expo 2017

- Dates: September 21-24, 2017
- Location: Tokyo Big Sight
- 8 booth spaces



Korea Marketing News

June 2017 Update Travel Trade Support

- Travel period: June 25 - 30, 2017
- Dinner Show: June 28 - 30, 2017
- Remarks: Hilton Hotel Guam
- Actual Sales: 338,000



Korea Marketing News

June 2017 Update
MBC Drama Shooting Schedule

- The Night Viewers' Choice
- Drama: Korea's Best Drama
- Drama: Korea's Best Drama
- Drama: Korea's Best Drama
- Drama: Korea's Best Drama
- Drama: Korea's Best Drama
- Drama: Korea's Best Drama
- Drama: Korea's Best Drama



China Marketing News

3 month Forecast

Month	Forecast Pax	Last Year	%Change	Seat Forecast '17	Seat Data '16	% Change Seats
July	1800	1660	8.4 %	3226	4014	-19.6%
August	1700	2077	-18 %	3226	4014	-19.6%
September	1500	1634	-7.6%	3608	3726	-3.2%

July

Shanghai UA : 9 flights this month 1062 (B737-700)

Nationwide KE, estimated 2000 seats per month for China market (A330-300)

Hong Kong UA, 4 flights per week, estimated 664 seats per month for China market (A737-80)

August

Shanghai UA : 9 flights this month 1062 (B737-700)

Nationwide KE, estimated 2000 seats per month for China market (A330-300)

Hong Kong UA, 4 flights per week, estimated 664 seats per month for China market (A737-80)

September

Shanghai UA : 8 flights this month 944 (B737-700)

Nationwide KE, estimated 2000 seats per month for China market (A330-300)

Hong Kong UA, 4 flights per week, estimated 664 seats per month for China market (A737-80)

China Marketing News

Fliggy Alibaba Joint Promotion

- Dates: Jun 10-15 and Sept 10-14, 2017
- Personnel: 22 travel bloggers and media
- Travel bloggers have been invited to experience Guam and posted or live streamed about this "mysterious journey" on social media with a total impression of 100 millions
- iQiyi filming crew filmed 4 episodes of Guam. Two episodes have been released, 2 more to be released in August

Partners: United Airlines, Valley of the Latte, Fish Eye Marine Park, Skydive Guam, Aulus Wedding, Hyatt Regency Guam, The Westin Guam Resort, Guam Reef & Olive Spa Resort, and Fiesta Guam Resort, Umitrip



China Marketing News

"Beautiful Accident" Movie

- Cross media promotional tie-in
- Weibo, Bluegogo, Huayi, WeChat, Viki magazine and at movie premiere night
- Reached 15,804,000 with #MeetBeautifulGuam on weibo
- Leading actresses Gui Lunmei and Ouyang Nana recorded promotional videos of Guam.
- Supported by United Airlines



China Marketing News

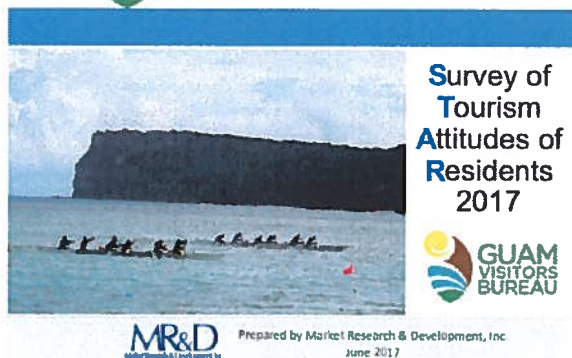
COSMO Bride Shooting Project in Guam

- Magazine read by nearly 89% of all wedding professionals in China
- Consumers looking for the latest wedding trends
- Guam scheduled to be covered in September issue

COSMO bride
时尚新娘



- STAR Report by Dr. Fred Schumann (University of Guam), assisted by Jayde Bello (Market Research and Development)



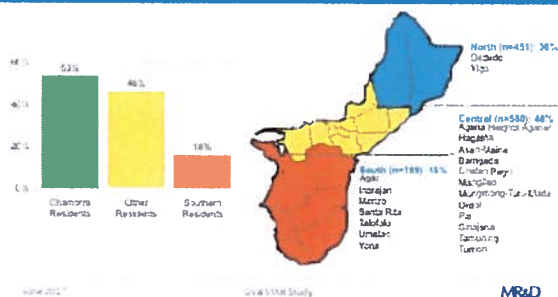
Survey Design

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- The last STAR survey was conducted by GVB in 2010. In conducting the survey in 2017, GVB was interested in tracking changes in attitudes recorded in prior surveys and investigating current issues, concerns and developments within the tourism industry. To accomplish this the project had three elements.
- 1. Qualitative Assessment:** Two focus groups were convened to explore issues important to residents today. The first group was comprised of "cultural stakeholders" to discuss issues about tourism that may be affecting the culture of Guam. The second group was among local private and public stakeholders representing local government and business interests.
- 2. Quantitative Survey:** More than 1,200 local residents inclusive of 600 Chamorros were interviewed over a four week period. Survey quantitatively assessed issues identified through the focus groups and tracked changes in items of importance to GVB from prior surveys.
- 3. Drivers Analysis:** The quantitative survey provided the means to identify what is most important in shaping the attitudes of residents regarding tourism. A two stage regression analysis was conducted and key drivers of local attitudes were identified.

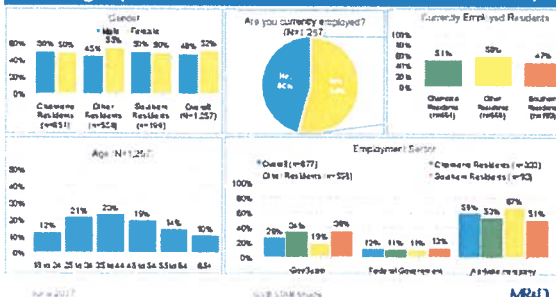
Sample Construction

3



Demographics

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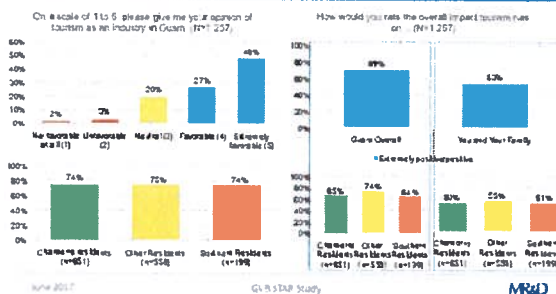
General Observations: Economic and Tourism Indicators

5

- Majority of residents view tourism favorably as an industry on Guam
- Residents also have a positive outlook for the growth of Guam's economy
- This year's survey indicated a greater tendency than in previous years to state that Guam has too many visitors.

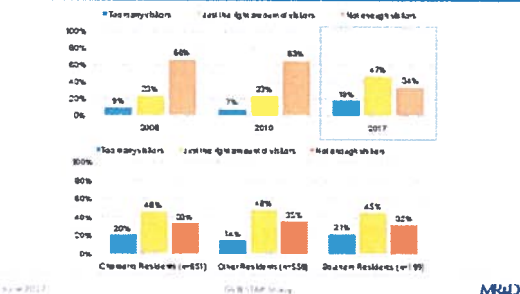
Favorability Towards Tourism

6



Number of Visitors to Guam

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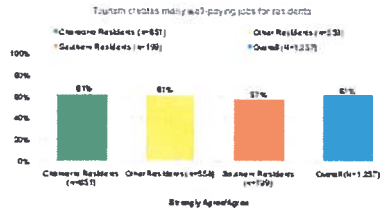
General Observations: Employment Indicators

8

- Most residents agree that tourism creates many well-paying jobs.
- Although there is a marked increase in residents agreeing that most industry managers are from Guam these days, there is an increase in the perception that most tourism jobs "don't offer much chance for advancement."

Employment Indicators

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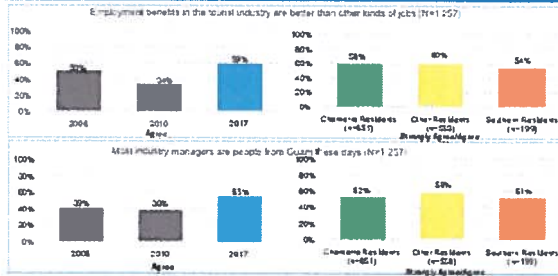
June 2017

Guam STAR Study

MR&D

Employment Indicators

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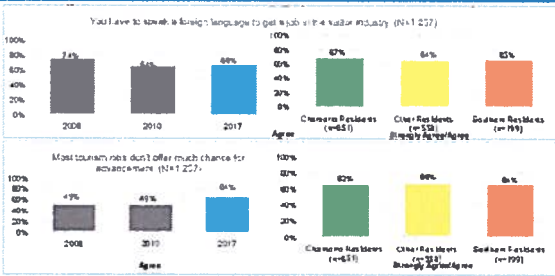
June 2017

Guam STAR Study

MR&D

Employment Indicators

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June 2017

Guam STAR Study

MR&D

General Observations

Social, Cultural and Environmental Indicators

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- Residents perceive there is balance between the benefits from tourism and the preservation of culture, environment, and quality of life.
- Perception concerning the number of visitors coming to Guam and the way tourism industry workers are perceived to be treated by visitors show a negative trend.
- Results this year show an increase in the proportion of residents agreeing with the statement that Guam has too much crime.

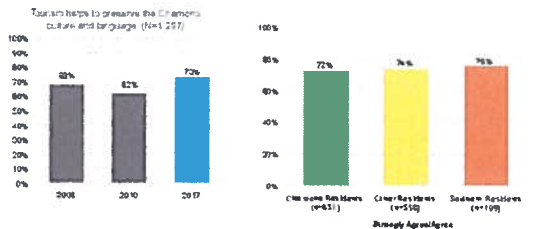
June 2017

Guam STAR Study

MR&D

Social, Cultural and Environmental Indicators

13



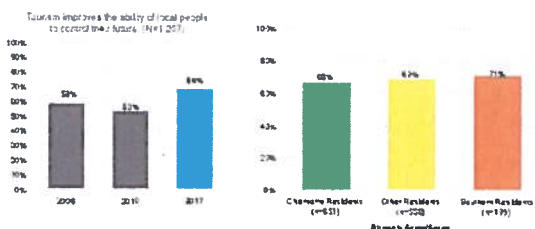
June 2017

Guam STAR Study

MR&D

Social, Cultural and Environmental Indicators

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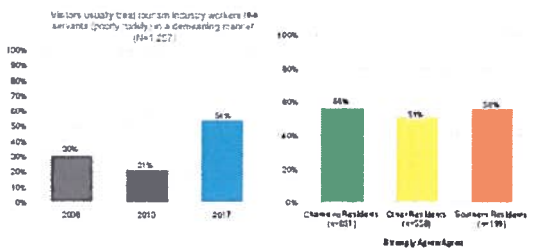
June 2017

Guam STAR Study

MR&D

Social, Cultural and Environmental Indicators

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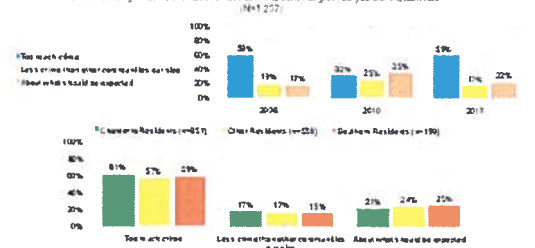
June 2017

Guam STAR Study

MR&D

Social, Cultural and Environmental Indicators

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June 2017

Guam STAR Study

MR&D

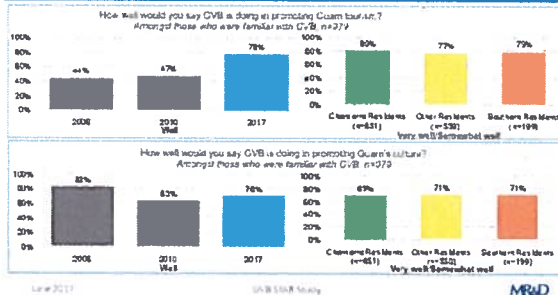
General Observations: GVB

17

- Ratings of GVB's performance has increased significantly since 2010.
- Residents believe that GVB is doing a good job in promoting Guam and in promoting Guam's Culture.
- Residents indicated that GVB should focus on traditions, history and food when promoting Guam's culture to visitors.
- Residents surveyed were familiar with various "Hot Bond" projects and highly agree with the use of Hotel Occupancy Tax revenues for these purposes.
- For future GVB-sponsored community events, residents indicated high interest in Food, Traditions, and Arts/Craft events.

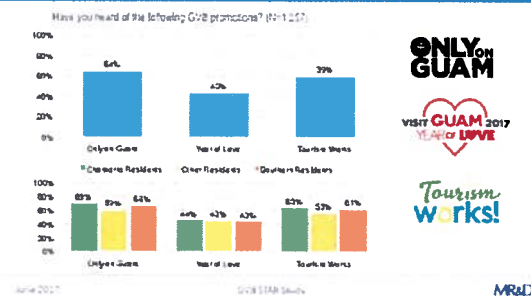
Performance of GVB

18



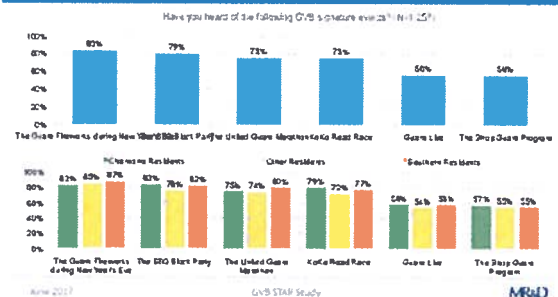
GVB Promotion Awareness

19



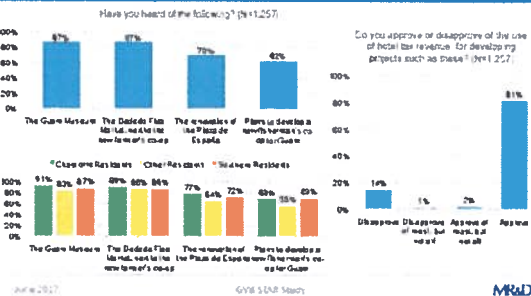
GVB Signature Events

20



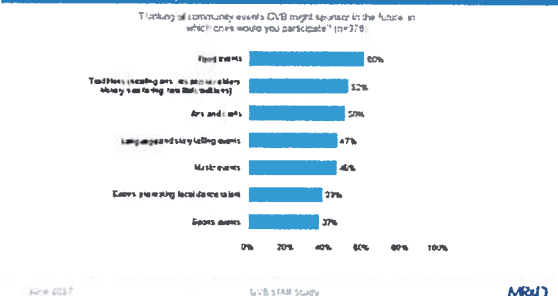
HOT Bond Projects

21



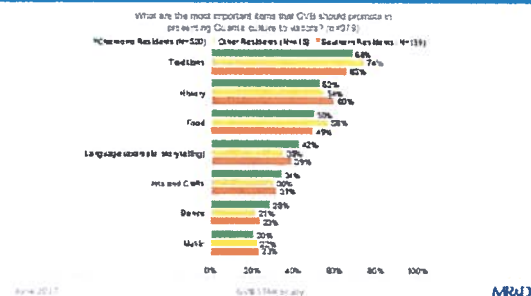
Future GVB-Sponsored Events Interest

22



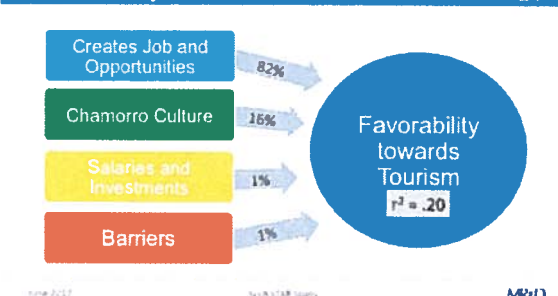
Top Cultural Elements of Guam

23



Drivers Analysis

24



- o Director Jackson asked about the accuracy of the results considering 46% of participants were unemployed. Dr. Schumann agreed that while this is a valid point, other members of the unemployed participant's household might be employed. Director Kloppenburg added that some of the unemployed participants could also be retired.
- o Director Jackson then asked about the Number of Visitors to Guam questions. Dr. Schumann explained that answers were based on perception. The point of this part of the



survey is that there more people who feel that there are just the right amount of visitors than those who feel that there are not enough visitors. Director Hofmann added that this perception may come from road traffic.

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%
TOTAL RECEIVABLES FY 2016				\$ 37,500.00	

FY 2017					
	Appropriation	Received to Date		Balance	
Operations	\$ 21,282,472.00	\$ 17,735,528.32	83%	\$ 3,546,943.68	17%
Destination Development	\$ 1,085,000.00	\$ 904,166.66	83%	\$ 180,833.34	17%
Rainy Day Fund	\$ 200,000.00	\$ 166,666.66	83%	\$ 33,333.34	17%
Cultural & Sports Ambassador Fund	\$ 200,000.00	\$ 166,666.67	83%	\$ 33,333.33	17%
Pass-Thru	\$ 1,085,000.00	\$ 953,333.27	88%	\$ 131,666.73	12%
TOTAL	\$ 23,852,472.00	\$ 19,926,361.58		\$ 3,926,110.42	

TOTAL RECEIVABLES FY 2017 **\$ 3,926,110.42**

TOTAL RECEIVABLES **\$ 3,963,610.42**

Accounts

RESTRICTED

Bank of Guam - Rainy Day Fund ¹	\$ 2,252,217.33
Cultural & Sports Ambassador Fund ²	\$ 511,143.82
TOTAL RESTRICTED	\$ 2,763,361.15

UNRESTRICTED

Bank of Guam - Operations	\$ 12,806,367.92
First Hawaiian Bank - Membership	\$ 108,820.45
Resona	\$ 233,045.95
Bank of Guam - TAF	\$ 911,599.35
Raymond James - CD value as of 06/30/2017 ³	\$ 2,534,831.14
TOTAL UNRESTRICTED	\$ 16,594,664.81

TOTAL CASH as of 07/24/2017 **\$ 19,358,025.96**

Current Payables

Asatsu invoices MAR - MAY	\$ 1,610,465.35
Japan Invoices	\$ 64,506.67
Guam Invoices	\$ 782,097.24
Pass-Thru	\$ 29,166.67
Encumbered Contracts	\$ 2,467,894.44
Encumbered Purchase Orders	\$ 125,370.30
TOTAL as of 07/24/2017	\$ 5,079,500.67

NOTES

NOTE 1

\$2,252,217.33 Rainy Day Fund
(\$242,547.00) Reimbursable Rainy Day Expenses - Japan
\$2,009,670.33

NOTE 2

\$511,143.82 Cultural and Sports Ambassador Fund
(\$39,500.00) Cultural and Sports Ambassador expenses - reimburse Operations
\$471,643.82

NOTE 3

\$1,418,543.82 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
(\$150,000.00) Board approved \$150,000 on 02/02/17 for Planning, Architectural and Engineering Services for Tumon Bay Improvement
(\$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
\$64,473.82

July 24, 2017



- o Acting President Muna reported that we are on track with our appropriations.
- o Director Jackson received word that some members of the legislature feel expenditures from the Tourist Attraction Fund are too focused on tourism when they need to be used to benefit the island more.
- o Vice Chairman Mesa was concerned that the cash position did not reflect all expenditures approved by the board. He specifically asked about the balances of the Rainy Day Fund and Morgan Stanley/Raymond James - CD as the Accounts section and the NOTES section of report do not match. Acting President Muna explained that the NOTES section illustrates encumbrances made by the board, but they have yet to be paid. Director Jackson suggested adding the word 'Encumbered' to the NOTES section of the cash position moving forward.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Vice Chairman Mesa made a motion, seconded by Director Jackson, to ratify Executive Committee's travel approval for Lt. Governor and one staff from Lt.'s Office to attend the Kashiwa Festival from July 28-30, 2017. (Estimated cost of travel \$4,835.90 from Account# JA-TTC009).

Motion approved

Airfare:	\$1,000.00 x 2 pax		\$2,000.00
Per Diem:	Lodging \$276.00 x 2 nights + 30%	x 1 pax	\$ 717.60
	M&IE \$227.00 x 3 days + 30% x 1 pax		\$ 885.30
	Lodging \$276.00 x 2 nights x 1 pax		\$ 552.00
	M&IE \$227.00 x 3 days x 1 pax		<u>\$ 681.00</u>
		Total:	\$4,835.90

Background: In keeping with our Friendship Agreement signed in 1991, a group of students from Kashiwa comes to Guam every year. Promoting cultural exchange programs, a delegation will be sent to Kashiwa to share Guam's culture with the Kashiwa International Relations Association. This group in turn comes to Guam.

Issue: Board approval needed for all travel.

PATA EXECUTIVE BOARD MEETING IN JULY 2017

Vice Chairman Mesa made a motion, seconded by Director Jackson, to ratify Executive Committee's approval to amend previously approved travel for President & CEO Jon Nathan Denight to attend the PATA Executive Board meeting on July 2017 in Bangkok, Thailand to include travel to Tokyo, Japan for GVB Japan Administrative Meetings. (Cost is approximately \$1,541.25 from account no. JA-SMD008.)

Motion approved

Per Diem:	Tokyo	Lodging	Nights	M&IE	Days	
	President & CEO	\$345.00	2	\$283.75	3	\$1,541.25
					Total:	\$1,541.25

Background: GVB President & CEO will travel to Bangkok, Thailand via Tokyo, Japan to attend the PATA Executive Board meetings. While in Tokyo, Nathan is scheduled to meet with GVB Japan Director Satomi Yamamoto, the GVB Japan Sales Team, and GVB's Japan PR/Advertising agency, ADK, to address current FY2017 performance, sales activities, and PR/Advertising campaigns. Additionally, Nathan will maximize this opportunity to discuss the strategic direction of FY2018's sales and marketing promotions and campaigns per the GVB BOD and the GVB Japan Marketing Committee. FY2018 is fast approaching and now is the most opportune time for planning ahead in order to keep Japan market's activities aggressive and dynamic.

Issue: Board approval required for all travel.

B. GREATER CHINA

Committee minutes dated July 14, 2017

Exhibit C

Director Jackson made a motion, seconded by Vice Chairman Mesa, to authorize the President and CEO as Chief Procurement Officer of GVB to negotiate with the highest-ranking qualified Offeror in response to GVB RFP 2017-007, Tourism Destination Marketing Representation Services in China, and if successful, to enter into a contract.

Motion approved

Background: This agency will act as GVB's representative and liaison office in China for the purpose of promoting Guam tourism and achieving visitor arrival goals. The renewal of the Agency's contract after the first fiscal year will be based on the Agency's receipt of a satisfactory performance evaluation from GVB, the availability of funds, and a determination of need. The budget amount may vary year to year and is subject to change. The contractual obligation of both parties in each fiscal period succeeding the first is subject to appropriation and availability of funds.

Issue: Board approval required.

- o Director Jackson asked what is budgeted for representation services for China. Marketing Manager for China Nadine Leon Guerrero stated that we currently pay \$236,000.

Director Jackson made a motion, seconded by Vice Chairman Mesa, to authorize the President and CEO as Chief Procurement Officer of GVB to negotiate with the highest-ranking qualified Offeror in response to GVB RFP 2017-009, Travel Trade Incentives and Events Performance Audit Services, and if successful, to enter into a contract.

Motion approved

Background: During certain months of the fiscal year, GVB offers incentive plans within target market areas that require validated reports to track sales and monitor arrival numbers from their respective country to Guam. GVB therefore requires auditing services to validate the numbers submitted.

Issue: Board approval required.

C. JAPAN

Committee minutes dated July 11, 2017

Exhibit D

- o Director Nault reported that in the most recent JMC meeting, Mr. Yamashita of Arluis shared that there is a decrease in the wedding market, but the team will continue to promote it with new chapels set to open this year.
- o The team also discussed the new hotel being built next to Tumon Sands Plaza. The hearing for this hotel was initially scheduled for July but it has been postponed until September. The hotel will feature 250-300 rooms.
- o JMC and JGTA have also been discussing the bus shelter maintenance issue. Vice Chairman Mesa and Acting President Muna noted that all bus shelters should be completed by the end of September.
- o Director Jackson suggested that we have a board session solely for the Japan team to explain to the rest of the directors what is being done to improve the current state of the Japan market. The board needs to be more informed about what is being done to resolve this issue because they are accountable. Moreover, Guam cannot survive without a strong Japan market. Director Arriola added that she would like to know what strategies are being used to increase numbers in a different segment of the population in Japan and/or to slow the decline. Chairman Morinaga agreed that a board session would be beneficial but needs to discuss the details with President Denight.

D. KOREA

Committee minutes dated June 20, 2017

Exhibit E

Committee minutes dated July 11, 2017

Exhibit F

- o Director Jackson reported that the team has a number of upcoming activities including a US Commercial Service Officer from the US Embassy in Korea who will be coming to Guam and speaking at the GVB membership meeting in August.
- o He touched on the events around the Air Seoul launch that is scheduled for September and a couple upcoming missions in Korea.

E. MEMBERSHIP & COMMUNITY OUTREACH

- o Director Kloppenburg reported that our next quarterly membership meeting will be on August 15 at the Westin Resort and Spa.
- o We are currently accepting 2018 membership renewals and applications.
- o As of today, we have 393 members.

F. NORTH AMERICA & PACIFIC MARKETS

G. RESEARCH

Director Jackson made a motion, seconded by Director Hofmann, to authorize the President and CEO as Chief Procurement Officer of GVB to enter into a contract with the lowest responsible and responsive bidder for GVB IFB 2017-006.

Motion approved

Background: The project consists of furnishing all necessary labor, materials, equipment, tools and services for the PRINTING OF GUAM CUSTOMS AGRICULTURE DECLARATION FORMS as generally described in the Scope of Work to print, package and deliver the Guam Customs/Agriculture Declaration Form on an as needed basis as directed by the GVB Research Department.



Issue: Board approval required.

H. RUSSIA & NEW MARKETS

- o Director Jackson reported that the Russia market picks up in the summer. We have a regular Russian presence so business is somewhat like last year. With Donald Trump and Vladimir Putin's relationship, we can expect good things from this market.

I. VISITOR SAFETY & SATISFACTION

- o Director Hong reported that the RFP for the Visitor Safety Officer Program will be announced during the first week of August.
- o Video production for the Visitor Industry Professional Program commenced and the first set of drafts will be submitted during the first week of August.
- o We will be providing financial support for the Southern Guam Soil and Water Conservation District.
- o Tour Guide Certification will take place from August 7 to August 14 at GCC.
- o The HERO Awards will be on Friday, July 28 at the Hilton Resort and Spa. Seventy-nine individuals have been nominated.
- o New crosswalk signs will be installed throughout San Vitores Road. Signs will be translated for all source markets. The deadline to respond for this RFQ is July 31.

J. CULTURAL & HERITAGE

K. SPORTS & EVENTS

- o Director Nault reminded the board that the Ko'ko' Half Marathon will be on October 29 in Agana.

L. ADMINISTRATION & GOV'T RELATIONS

- o Director Jackson touched on the possible minimum wage increase. He stated that the Guam Chamber of Commerce and the Guam Hotel and Restaurant Association have been working directly with Speaker Cruz on this issue. Director Jackson stated there will either be a \$0.45 or \$0.50 increase to Guam's minimum wage effective January 1. Furthermore, tip credit will be adjusted to \$8.25 meaning restaurant servers will not be impacted by the increase if their tips can be offset by the same amount.

M. DESTINATION MANAGEMENT

- o Vice Chairman Mesa reported that of the 495 streetlights that need repairs, 374 have been completed. He advised the board to report any issues they come across to Destination Specialist for Infrastructure and Maintenance Doris Ada.
- o He also thanked the team for their expediency in fixing the damaged road near T Galleria. The team will need to put out an RFQ for a more permanent solution for the road issues.
- o Lastly, he reported that the signage proposal that was submitted to the legislature and the Governor's Office is for the hotel zone only.

VII. OLD BUSINESS

VIII. NEW BUSINESS





IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

- o Quarterly membership meeting: Tuesday, August 15, 2017 (Tentative)

Upcoming Board Meetings:

- o Thursday, August 10, 2017 at 3:30pm, GVB Main Conference Room
- o Thursday, August 24, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Hofmann made a motion, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 4:33pm.

Motion unanimously approved

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
 - o Lighted sidewalks
 - o 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~~ → Completed on June 22, 2017