BOARD OF DIRECTORS REGULAR MEETING
Thursday, January 11, 2018 - 3:30pm
Guam Visitors Bureau - Main Conference Room

BOARD OF DIRECTORS PRESENT:
Director Milton Morinaga
Director Brad Kloppenburg
Director Theresa Arriola
Director Robert Hofmann
Director Satoru Murata

Director Monte Mesa
Director Young Hong
Director William Nault
Director Eduardo “Champ” Calvo

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:
Director Tatsuo Takano
Director Sam Shinohara

Director Katarina Sgro
Director Bartley Jackson

GVB MANAGEMENT & STAFF PRESENT:
Jon Nathan Denight
Brian Borja
Nico Fujikawa
Meriza Peredo
Gabriele Franquez
Nadine Leon Guerrero

Rose Cunliffe
Doris Ada
Colleen Cabedo
Breeana Quitugua
June Sugawara
Maria San Nicolas

Maura Yi
Josh Tyquiengco
Dea Hernandez
Mark Manglona
Nakisha Garrido

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Wanye Chargualaf, Marianas Business Journal/Glimpses

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:49pm.

II. MINUTES OF THE PREVIOUS MEETING

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated December 14, 2017.

Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- Chairman Morinaga shared he had a great holiday, New Years, and is grateful everything ended safe and sound. He stated two items were pending on the agenda, one was the bus shelter and two was the vendor request to knock down some trees in order to accommodate the installation of the Tri-Vision display, which he opposed.

- Chairman Morinaga reported United Airlines eased baggage fees for routes going into China and Hong Kong from the United States, he hoped that the baggage fee waiver would be towards Japan fights.

IV. PRESIDENT & CEO'S REPORT
Regular Board Meeting – January 11, 2018 (2/11)

GUAM VISITORS BUREAU

PRESIDENT’S REPORT
01-11-2018

November 2017
Total: 121,513(-2.4%) –

% Market Mix | Origin | 2016 | 2017 | % to LV |
--- | --- | --- | --- | --- |
36.4% | Japan | 98,524 | 64,181 | -32.9% |
50.2% | Korea | 48,673 | 61,093 | 25.3% |
0.9% | China | 1,286 | 1,037 | -20.8% |
0.8% | Hong Kong | 688 | 686 | 4.2% |
1.6% | Taiwan | 3,245 | 1,069 | -67.7% |
4.6% | US/Hawaii | 4,838 | 5,871 | 20.1% |
2.0% | Philippines | 2,464 | 2,490 | 1.2% |

Source: Guam Visitors Bureau

Calendar Year to Date 2017
Total: 1,405,518(+0.9%) –

% Market Mix | Origin | 2016 | 2017 | % to LV |
--- | --- | --- | --- | --- |
49.7% | Japan | 876,301 | 871,634 | -0.5% |
43.8% | Korea | 488,747 | 474,811 | -2.9% |
1.4% | China | 85,447 | 80,443 | -5.9% |
0.8% | Hong Kong | 7,881 | 12,881 | 62.6% |
2.1% | Taiwan | 32,823 | 50,460 | 53.7% |
4.9% | US/Hawaii | 70,350 | 69,279 | -1.2% |
1.3% | Philippines | 15,587 | 17,018 | 9.9% |

Source: Guam Visitors Bureau

Fiscal Year to Date 2018
Total: 235,039(-4.8%) –

% Market Mix | Origin | 2017 | 2018 | % to LV |
--- | --- | --- | --- | --- |
33.8% | Japan | 78,501 | 78,501 | 0.0% |
49.9% | Korea | 96,782 | 117,085 | 21.2% |
1.5% | China | 3,961 | 2,482 | -34.1% |
0.4% | Hong Kong | 1,210 | 1,007 | -18.4% |
1.8% | Taiwan | 8,244 | 3,819 | -54.3% |
4.8% | US/Hawaii | 10,560 | 10,889 | 3.2% |
1.5% | Philippines | 4,900 | 4,222 | -14.0% |

Source: Guam Visitors Bureau

MARKETING

GUAM VISITORS BUREAU | SETBISION BISITAN GUAN
401 Pelle San Vitores Road | Tumon, Guam 96913 | Ph: (671) 646-5279 | Fax: (671) 646-8601 | www.guam.gov
Japan Marketing News

Vonnuzi Slants annual training on Guam
- Local media interviewed sports celebrities - former baseball player and current broadcaster Hiroyuki Mullage and Giants catcher Hiroyuki Shinnouke Abe
- Both spoke positively about training on Guam for years and how the island is their second home.

Korea Marketing News

Guam Family Ambassador Production Year
- Period: January 17 - 21, 2018
- The family will be on-hand to promote Guam's family-friendly activities to the Korean market.

Korea Marketing

Visit Korea Trade Media Fair
- Period: January 19 - January 21, 2018
- Target Audience: 300 people (travel agencies & travel trade markets)
- Main Feature: Conduct site inspections to target mid-range hotels & optional tours

New Year’s Eve Fireworks
- New Year’s Eve Fireworks Show was held December 31 at Governor Joseph F. Flores Memorial Pier (Paseo Beach) Park
- Event was 5 p.m. to 12:30 a.m.
- Live entertainment, family-friendly activities and food trucks
- Photo contest ongoing - upload your best NYE photo from our “2018 Guamazing Fireworks” display for a chance to win $100
- Last day to submit photos is January 31 at visitguam.visitguam.com

GVB Christmas Village
- The Guam Holiday Illumination Christmas Village, “A Guamazing Christmas,” closes on January 14
- Bring family and friends and catch the magic of the holiday season one last time
- Christmas village located next to Tumon Sands Plaza
#InstaGuam launches

- The visit Guam 2018 campaign launched locally January 1st with the new #UnseenGuam theme
- #UnseenGuam promotes Guam as an instant vacation destination from major cities in the region and further promoting the island on social networking sites with content generated by locals, businesses, and visitors
- Visit Guam press contact continues at info@visitguam.com
- TVC now active on TV and on social media channels
## V. TREASURER’S REPORT

### EXHIBIT B

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<tr>
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**TOTAL RECEIVABLES**

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<td>$22,979,164.79</td>
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**RESTRICTED**

| Bank of Guam - Rainy Day Fund | $1,573,463.90 |
| Cultural & Sports Ambassador Fund | $151,803.72 |
| GV8 Cruise Ship Industry Development Program | $4,166.66 |
| TOTAL RESTRICTED | $1,765,444.62 |

**UNRESTRICTED**

| Bank of Guam - Operations | $9,435,871.81 |
| First Hawaiian Bank - Membership | $8,189.04 |
| Resona | $232,011.00 |
| Bank of Guam - TAF | $558,681.91 |
| Raymond James - CD value as of 11/30/2017 | $2,542,689.96 |
| TOTAL UNRESTRICTED | $12,882,348.72 |

**TOTAL CASH as of 11/8/2018**

| | $14,647,793.34 |

### Current Payables

| Asatuu Invoices (OCT - NOV) | $231,465.96 |
| Japan Invoices | $23,715.64 |
| Guam Invoices | $628,815.69 |
| Pass-Thru | $7,916.67 |
| Encumbered Contracts | $4,166.66 |
| Encumbered Purchase Orders | $11,121.74 |
| TOTAL as of 11/8/2018 | $5,419,605.07 |

### NOTES

**NOTE 1**

- $1,573,463.90 Rainy Day Fund
- $151,803.72 Rainy Day expenses Japan - reimburse Operations
- $1,765,444.62 Rainy Day expenses Guam

**NOTE 2**

- $191,980.72 Cultural and Sports Ambassador Fund
- $4,166.66 Cultural and Sports Ambassador expenses - reimburse Operations
- $185,105.72

**NOTE 3**

| $2,542,689.96 Raymond James - CD |
| ($1,573,463.90) Paid - China airline incentive program and market advertising |
| ($1,085,000.00) Paid - Sponsorship Guam Football Association |
| ($2,000,000.00) Paid - Guam Masters Travel Overlay |
| ($75,000.00) Paid - Planning, Architectural and Engineering Services for Guam Bay Improvement |
| ($75,000.00) Paid - Sponsorship Guam Basketball Federation FIBA U17 Championship |
| ($10,000.00) Paid - Hagatna maintenance and streetcar project for Guam |
| ($1,800,000.00) BALANCE - Rainy Day expenses Guam |
| ($4,166.66) BALANCE - Cultural and Sports Ambassador expenses - reimburse Operations |

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January 8, 2018
President Denight reported the allotment for October has been received but none since then, he assured that allotments will be received next week. As side from allotments, cash flow and preparation for the upcoming yearly audit everything is fine.

Vice Chairman Mesa stated he would like a written report or presentation on the China trip that took place for the GVB Cruise Ship Industry Development Program. President Denight said Vice President Muna can provide a trip report for his attendance.

VI.

REPORT OF THE BOARD COMMITTEES

1. EXECUTIVE COMMITTEE

STRATEGIC MEETING WITH JTB EXECUTIVES

Vice Chairman Mesa made a motion, seconded by Director Kloppenburg, to ratify Executive Committee’s travel approval for JMC Chairman, GVB President & CEO, and GVB Marketing Manager – Japan to attend a new year dinner meeting with JTB Executives in Tokyo, Japan from January 26, 2018 – January 29, 2018. Estimated cost: $9,076.00; Account # JA-SMD008.

Motion approved

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<td>JMC Chairman</td>
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<td>President &amp; CEO</td>
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Background: A strategic meeting has been arranged with Chairman Nault, President Denight, Mr. Borja, Acting Japan Director Kaneko, and JTB Executives from Japan to discuss the next phase of Japan recovery efforts and the upcoming year's sales and marketing initiatives. These JTB Executives also serve as Chairmen of the Japan Guam Tourism Council (JGTC) Kanto, JGTC Kansai, and JGTC Chubu. Participation from GVB top management is crucial to find ways to battle the decline in the Japan Market. While in town, GVB management will also hold administrative meetings with GVB Japan staff.

Note: Meeting date is subject to change based on JTB management’s schedules.

Issue: Board approval required for travel.

- Director Nault mentioned that the dates may change a day or two from the original date stated in the motion.
- Director Calvo asked if this was the same travel Chairman Morinaga wanted to attend. Chairman Morinaga mentioned he would like to participate. Director Hofmann questioned why Chairman Morinaga was not already included in the travel motion and Chairman Morinaga answered that it was not discussed earlier. Director Calvo asked if Chairman Morinaga's schedule permitted his travel, Chairman Morinaga stated yes. Director Arriola expressed that if this was an JTB Executive strategic meeting, then Chairman, JMC Chairman and GVB Executive(s) should be present. She also inquired why the motion was sent to the Executive Committee and not to all board members when it is not until the end of January. President Denight answered it is usually best to plan out travel about a month in advance, to make reservations and for cost. Director Calvo stated if Chairman Morinaga
would like to attend he should and the motion be amended. Director Hofmann said since the motion was already approved by the Executive Committee, there should be a new motion. Furthermore, it's important to have Chairman Morinaga represent the GVB Board of Directors as a whole to support the Japan Market.

STRATEGIC MEETING WITH JTB EXECUTIVES

Director Hofmann made a motion on the floor, seconded by Director Calvo, to approve travel for GVB Chairman of the Board to attend a new year dinner meeting with JTB Executives in Tokyo, Japan on January 25, 2018. Estimated cost: $1,880.00; Account # JA-SMD008. Motion approved

Cost breakdown and background provided by Japan marketing team

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The following JTB executives will be attending this high-level important meeting in Tokyo: Toru Ikuta, President & CEO, JTB World Vacations; Tomoyuki Kajihara, Division Director & General Manager, Hawaii & Micronesia, JTB World Vacations; Daisuke Watanabe, Senior Manager, Micronesia Planning & Purchasing Department, JTB World Vacations. As such, attendance by GVB Chairman of the Board sends a valuable message of commitment to JTB, one of the largest wholesalers to sell the Guam product. Attendees will have discussions about Guam's 2018 sales plan and how to move forward.

Note: Meeting date is subject to change based on JTB management's schedules.

Issue: Board approval required for travel.

- Vice Chairman Mesa shared that he would like to give relevance and courtesy to the new Japan Chairman to lead the delegation and asked if Chairman Morinaga had a new strategy he would like to share with the board. Director Calvo stated there is no conflict and anything the committee does is under the board; it is a matter of attendance to an important meeting. Chairman Morinaga stated he is not trying to undermine the power of the new Japan Chairman, it is a business courtesy to the JTB President and CEO to have the presence of GVB Chairman of the Board and to also have the backing of the Japan Chairman. Vice Chairman Mesa assured that the board will follow wherever the Chairman leads, however he expressed concern over the cost for a meeting with one travel agent, JTB.
- Director Nault clarified the JTB strategic meeting is to discuss marketing promotions for the coming year. The discussion started last month at JGTC, specifically with the JGTC Kanto Chairman, whom Chairman Morinaga also has spoken with, this meeting is a follow-up. Upon
speaking with his Japan Vice Chairman, Director Nault did not think it was necessary for Chairman Morinaga to attend this meeting in Tokyo, not due conflict on agendas but because the top JTB Executive will be coming to Guam next month. Their formal greeting can be made then, therefore no push was made for Chairman Morinaga’s attendance. Director Arriola said the Chairman’s title holds above all on the board and in instances where we have a struggling market like Japan, the Chairman’s presence is imperative “we need to bring in the big guns”.

2. CULTURAL & HERITAGE

3. SPORTS & EVENTS

- President Denight spoke on behalf of Director Sgro, the numbers of participants for United Guam Marathon are similar to last year’s, which is a positive outcome despite the North Korea threats. The UGM organizers are asking for GVB’s support on the 10K and 5K as we get closer to the event. Marathon runners normally plan a year in advance but with the 10K and 5K we can attract short-term runners closer to date. All courses will be held on the same day.
- Chairman Morinaga mentioned that Ken Corp gave an in-kind donation for ad spots on the Shibuya intersection screen plus 8 other screens. President Denight expressed appreciation for all Ken Corp’s support on this event.

4. ADMINISTRATION & GOVT’ RELATIONS

- Due to Vice President Muna’s absence with a death in the family, President Denight reported GVB is updating the Personnel Rules and Regulations Handbook. GVB has been using an interim and has not been updated since 2002. The board opted under the GovGuam’s Civil Service copying DOA’s handbook, which is not specific to the bureau. GVB’s Personnel Rules and Regulations will be presented to the board for review upon completion.
- President Denight stated for next meeting he will present on proposed bills, such as the HOT Bond Funding. Chairman Morinaga brought up the proposed bill in regards to spas. President Denight added that the proposed bill is changing the way massage therapist are licensed by creating new rules and regulations. Chairman Morinaga is concerned with the pass of this new bill it will have a negative impact on spas from difficulty finding licensed therapists. Requiring licenses may also cause a rise in costs making it more competitive for Guam.

5. DESTINATION MANAGEMENT

- Vice Chairman Mesa reported 10 out of 12 bus shelters are complete. One will be complete by the end of the month and the last will be aligned with the construction by Sandcastle. He thanked management for finding a solution to fund the trash bin maintenance for FY2018. The concrete trash bins were given to the Mayor’s Office, which helped to include the bus shelter trash bins into the budget. Chairman Morinaga asked what is the solution for upkeep on bus shelters, President Denight stated he met with a bus company and the issue is pending their answer. Chairman Morinaga suggested having businesses adopt a bus shelter near their premise, PIC showed interest in adopting one by the hotel. He proposed reaching out to other hotels and businesses, Director Calvo advised a formal request/letter be made from GVB. Director Hofman asked to have any lean bars checked out, whether or not they are ADA compliant. President Denight added the bus shelters were designed to be ADA compliant but he will confirm.
- Flood mitigation update: 15 of 21 inlets complete, 1 of 9 trench drains complete with a need to revisit because of funding. Marianas Moorhens have been spotted at the Fujita ponding basin, according to DOAg the area is a possible nesting ground for the endangered species causing the delay in drainage.
Streetlights update: 393 complete; other streetlight issues, please report so they may be fixed. Pothole is back near DFS T Galleria and is currently being worked out with DPW. Vice Chairman Mesa noted that additional funding is required to address these types of issues.

Vice Chairman Mesa brought up the request to knock down trees for the installation of the Tri-Vision display screen, he agrees with Chairman Morinaga to keep the trees, unless affected by rhino beetles. President Denight explained that an application was submitted to DOAg to clear the trees so their Tri-Vision display may be seen, they asked for GVB’s feedback but no action is going to be taken at this time. We will wait and see the results of the installation and address the issue in a responsible matter if needed. Chairman Morinaga made it clear that he does not want any coconut trees removed but they can be trimmed.

6. GREATER CHINA

Vice Chairman Mesa praised Chairman Morinaga’s strategy to increase airlines capacity in Taiwan after meeting with President Ing-Wen and supports his efforts to enhance the Taiwan market. Chairman Morinaga is reaching out to President Denight and Marketing Director Laguna to promote and have more Guam exposure via Taiwan events and trade shows if not this year, then the next. We should reach out to the Taiwan government and show that we will take initiative.

Vice Chairman Mesa also noted the strategy to increase room inventory to accommodate the 2020 Tourism Plan of reaching 2 million visitors. It is encouraging Evergreen put up a sign for future development but is currently on hold with the issue of H2 visa workers. Relief is forth coming with the signing of NDAA which will allow employment of H2 visa workers with funding effective in April.

7. JAPAN

JAPAN OFFICE PRODUCTIVITY SOFTWARE AND EMAIL TRANSFER

Director Nault made a motion, seconded by Director Arriola, to approve travel for GVB Vice President or his designee to travel to Tokyo, Japan for 2 nights and 2 days in January 2018 to transfer GVB Japan office’s productivity software and email system to Google. Estimated cost: $2,257.50; Account # JA-SMD008.

Motion approved

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Background: GVB Japan office will be migrating their current productivity software and email system to Google to be more compatible with GVB headquarters. Benefits of this switch include increased email storage, audio and video calling, shared calendars, utilizing Google forms for surveys, and file sharing.

Vice President Muna (or his designee) will travel to Japan to set up each staff account, transfer email data to the Google server, and provide a tutorial to use the new system. Physical presence is required by a representative with a technological skill set for a secure transfer and to resolve any issues that may arise during the transition period. Moreover, it is crucial that the transfer is performed internally to prevent the loss of data and/or a security breach, as email is GVB’s main form of business communication.

Issue: Board approval required for travel.
President Denight explained that several years ago the switch was made over to Google Suite and he would like to have the Japan office on board with the same system. Vice President Muna was the one to set up the system on Guam, therefore he would be tasked with the transition for the Japan office. Currently, Japan office email capacity is limited requiring third party programs to assist. With the switch both offices can work off a same cohesive system. He added one the goals this year is to utilize Google hangouts for conference calls.

Furthermore, Director Nault stated the limited capacity of the current Japan office software makes them enable to work off their smart phones or out of the office. Vice President Muna is directly involved with the transition and the transfer will have passwords with information sensitive data onto the webserver. After the transition is complete, Vice President Muna will train the Osaka office employees.

Vice Chairman Mesa questioned if Google will be communication platform utilized for our global markets not just Japan moving forward. President Denight answered this is specific for Japan because their office is an internal office operated under GVB, while other markets are outsourced. Chairman Morinaga added the Japan office needs to be up to speed with their technology to complement with our GVB office server. This will also serve as a test to see if Google is best suited for all of our Japan offices as a means of communication, storage and flexibility.

8. KOREA

Director Kloppenburg mentioned the KMC meeting minutes is attached and they just completed their first meeting for the year.

9. MEMBERSHIP & COMMUNITY OUTREACH

10. NORTH AMERICA & PACIFIC MARKETS

11. RESEARCH

President Denight reported in the absence of Director Shinohara, the transition into the new data software has been in effect since January 1st, 2018. The team is still catching up due to the extension of use on the old forms and having to manually input data. The team is working out the kinks and hopes to have everything on track by the end of January. The new data software will enable different data reports onto a dashboard faster and with ease.

Tourism Satellite Account (TSA) survey measures the economic activity from tourism from a UNWTO standard. GVB reported every 3-5 years including one last year (not necessary to have one annually). The report generates data such as how many jobs created, how much taxes are provided, etc. The 2016 report will be released next month.

Chairman Morinaga requested a follow-up with which airlines allow computers/electronics as carry-ons.

12. RUSSIA & NEW MARKETS

Chairman Morinaga stated Russian tourist are still coming. There is a community of Russian, they held a Christmas Party at PIC with an attendance of about 200.

Director Hofmann mentioned they are also signing up for asylum with the government and are receiving benefits.

M. VISITOR SAFETY & SATISFACTION
Chairman Mesa acknowledged Director Hong and the VSS team (G4S and the VSOs) for assisting with the recent incidents and applauded their prompt attention to these matters.

VII. OLD BUSINESS

Chairman Mesa reported DRT is working with the media to track down the illegal accommodation businesses. He said the news reporter went undercover and busted the 3D room BnB across St. Johns causing it to shut down.

VIII. NEW BUSINESS

Proposed bill to build a power plant near Tanguisson Beach is planned to be located closer to Marine Drive away from the beach. Chairman Morinaga requested for more details on this bill. Vice Chairman Mesa recalls being at a presentation with GVB Management and some BOD members last year pre-announcing the project but it was supposed to be closer to the sewer, away from water treatment plant. Director Calvo suggested contacting GPA to obtain further information because they obtained the property and have plans to move forward with this 5-year project.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

- March is Chamorro Month, have all markets embrace the culture
- Mango Festival May 25-27, 2018

Upcoming Board Meetings:

- Thursday, January 25, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, February 8, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Arriola made a motion, seconded by Vice Chairman Mesa, to adjourn the meeting. Meeting adjourned at 4:50pm. Motion unanimously approved

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

Board Minutes respectively submitted by Maura Yi, Executive Secretary
Action Items:

1. Assignment of the Chairperson for the Administration and Government Relations Committee
   → Chairman Morinaga assigned Acting President Muna as Chairperson for Administration and Government Relations Committee

2. Management to work with DRT on extended homestay issue
   → Letter sent to DRT Director on August 29 requesting to appoint a DRT representative to work with GVB TIR to establish and implement an outreach program
   → Destination Specialist Peredo met with the DRT and discussed the current laws and status of pending legislation regarding short term vacation rental, guesthouse and B&B
   → Working sessions will begin in January and outreach program to be conducted in February and March 2018

3. DMV approved drivers' license for rental care
   → Destination Specialist Peredo reached out to DMV on January 3, 2018
   → DMV stated the international driver’s license is only a translation of a valid foreign driver’s license not a valid driver’s license, therefore both are required to be present if stopped by an officer of the law

4. GVB Membership and HAP for food truck vendors
   → Destination Specialist Peredo coordinating a list of food truck vendors

5. GIAA free Wi-Fi
   → Free Wi-Fi is available at GIAA
   → Restricted use for mobile devices or any electronic devices in the Immigration and Customs Halls, Wi-Fi blocked in these areas

6. Bus shelter trash bin issue
   → Management has identified railveyor CIP funding to supplement the additional costs to open the bus shelter trash receptacles for FY2018
   → Continuing to engage bus companies to finalize rate structure for future use of the shelters into FY2019

7. GVB Cruise Ship Industry Development Program written report

8. Full report on Proposed Bills

9. GVB formal request for Bus Shelter adoption

10. Lean bar policy ADA compliance

11. Airlines carry-on/checked baggage computer policy