



BOARD OF DIRECTORS REGULAR MEETING

Thursday, November 9, 2017 - 3:30pm

Guam Visitors Bureau - Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director William Nault
Director Brad Kloppenburg	Director Katarina Sgro
Director Theresa Arriola	Director Robert Hofmann
Director Bart Jackson	Director Sam Shinohara

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Monte Mesa	Director Eduardo "Champ" Calvo
Director Satoru Murata	Director Young Hong
Director Tak Takano	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Antonio Muna	Karida Brennan
Brian Borja	Josh Tyquiengco	Nadine Leon Guerrero
June Sugawara	Nico Fujikawa	Sydney Leon Guerrero
Elaine Pangelinan	Lisa Linek	Josh Concepcion
Gabbie Franquez	Regina Nedlic	Meriza Peredo
Pilar Laguana		

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

Wayne Chargualaf - Marianas Business Journal
Cristen Rios - GVB Student Intern
Namkyung Lee - GVB Student Intern
Brenda He - GVB China
Bonny Chen - GVB China

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 4:02pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Jackson made a motion, seconded by Director Kloppenburg, to approve the minutes of the previous board of directors meeting dated October 12, 2017.
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- o Chairman Morinaga reported that he met with representatives from The Rotary Club of Japan regarding their 2019 district conference that will be held on Guam. The club expects about 1,500 to 2,000 people to come to Guam for the conference. Retail companies, hotels, and airlines will be busy in the time surrounding the conference. The last time the conference was held on Guam was in 2009. Chairman Morinaga shared that most attendees will make individual bookings for their trip here. He also mentioned that the Guam Hotel and Restaurant Association (GHRA) is aware of these plans.



- o Lastly, Chairman Morinaga shared that the recent Taiwan mission was very important. Governor Calvo met with the Taiwan President and emphasized that Guam needs another airline from Taiwan to service Guam. He also met with the Chairman and President of China Airlines to discuss this issue. Both agreed to look into it.

IV. PRESIDENT & CEO'S REPORT

GUAM VISITORS BUREAU
PRESIDENT'S REPORT
 11-09-2017

October 2017

October 1-31, 2017 **Total: 113,526 (-7.4%)**

RESEARCH

Calendar Year to Date 2017

January-October 31, 2017 **Total: 1,282,005 (+1.2%)**

% Market Mix	Origin	2016	2017	% to LY
30.4%	Japan	88,436	84,489	-38.0%
49.6%	Korea	48,119	56,282	17.0%
1.2%	China	2,385	1,295	-40.8%
0.5%	Hong Kong	651	611	-6.1%
1.7%	Taiwan	3,499	1,901	-45.7%
4.7%	US/Hawaii	8,922	8,318	-10.2%
1.8%	Philippines	2,406	1,732	-28.0%

% Market Mix	Origin	2016	2017	% to LY
41.7%	Japan	619,727	627,343	-14.9%
43.2%	Korea	441,074	553,718	25.5%
1.8%	China	23,961	19,386	-20.0%
1.0%	Hong Kong	6,529	13,165	101.6%
2.2%	Taiwan	36,007	28,480	-21.0%
5.0%	US/Hawaii	63,722	63,708	-3.1%
1.1%	Philippines	17,043	14,528	-14.9%

Source: Guam Customs Distribution Forms, Provided by the Guam Visitors Bureau

MARKETING

Source: Guam Customs Distribution Forms, Provided by the Guam Visitors Bureau

Japan Marketing News

School Trips

- Osaka Prefectural Sano Senior High School: 351 pax (Oct)
- Osaka Prefectural Izumi High School: 400 pax (Nov)
- Osaka Soai High School: 105 pax (Nov)



Japan Marketing News

Recovery Plan Update

Sales Co-ops

- Co-op support approved
- Campaign release sent, sales have begun
- Rakuten & Expedia promotions launched since Oct
- Sales team continues to



Advertising: launched Nov 6

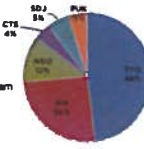
- Asahi Newspaper placed on Nov 6, morning edition (nationwide)
- Yahoo PC and SP top page banner ongoing for one month
- Campaign release sent
- PR photo contest ongoing (from Nov 6 - Dec 25)
- Landing page: <http://openvisitguam.jp/campaign/guam50th/>



Japan Marketing News

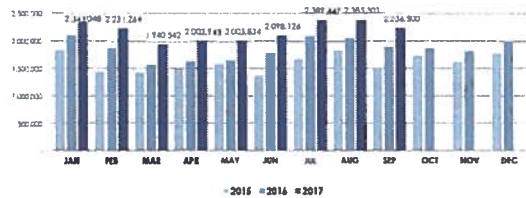
Guam Mega Fam Tour Update

- Overall Schedule
 - Nov 30 Arrive In Guam
 - Dec 01 Guam Trade Show & Welcome Dinner
 - 8:30am - 1:30pm Guam Trade Show @ Dusit Thani Resort Guam
 - 5:30pm - 8:30pm Welcome Dinner @ Plaza de Espefa
 - Dec 02 Open for tours and meetings
 - Dec 03 Return to Japan
- Hotel requests completed through GHRA
 - Total of 250 rooms offered; will need more rooms
- Air seats blockage completed
- Trade Show
 - Finalizing details and will send update to all registrants
 - Registration closed on November 8
- Will schedule meeting with JGTA to arrange on-the-ground accommodations (hotel and transportation)



Korea Marketing News

Overall Market Trend
Total Number of Korean Outbound Travelers



• Total number of Korean outbound travelers: 22 million (2017 SEP) -> 17.4% increased vs. 2016 SEP
2017 SEP YTD: 19.6 million -> 17.7% increased vs. 2016 YTD
* Reference: Korea Tourism Organization <http://kto.visitkorea.or.kr/eng/bochae/2016/20160901.pdf>

Korea Marketing News

Airline Capacity to Guam

Incheon - Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE113	09:15	14:35	Daily	338 seats x 30 = 10,140 seats
	KE111	19:35	01:00+1	Daily	276 seats x 30 = 8,280 seats
Jin Air	7C2162	19:05	15:25	Daily	189 seats x 30 = 5,670 seats
	7C3106	20:10	01:40+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	7C3108	21:50	03:20+1	Daily	189 seats x 30 = 5,670 seats
	LG641	09:35	14:50	Daily	189 seats x 30 = 5,670 seats
T'Way Air	TW501	18:00	23:30	Daily	189 seats x 30 = 5,670 seats
	Air Seoul	RS102	20:45	02:10+1	Daily

• Outbound seat capacity from ICN to GUM = 58,290 seats

Korea Marketing News

Airline Capacity to Guam

Busan - Guam

Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
Korean Air	KE2115	22:05	03:05+1	Wed/Thu/Sat/Sun	138 seats x 18 = 2,484 seats
Jin Air	7C3154	22:00 (Mon/Fri/Sat/Sun) 22:25 (Mon/Wed/Thu)	02:55+1	Daily	189 seats x 30 = 5,670 seats
Jin Air	LG647	07:30 (Mon) 08:00 (Tue-Sun)	12:50(Mon) 13:00(Tue-Sun)	Daily	189 seats x 30 = 5,670 seats
Air Busan	B8512	22:05	03:10+1	Wed/Thu/Sat/Sun	195 seats x 18 = 3,510 seats

• Outbound seat capacity from PUS to GUM = 17,334 seats

Daegu - Osaka - Guam

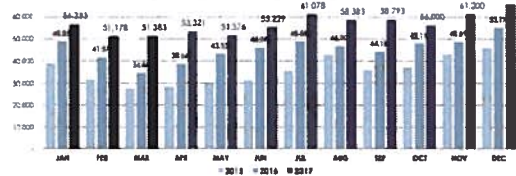
Airline	Flight No.	DEP. Time	ARR. Time	Days	Seat Capacity per month
T'Way Air	TW111 (via OSA)	08:35	15:10	Daily	189 seats x 30 = 5,670 seats

• Outbound seat capacity from DAE to GUM = 5,670 seats
• includes a certain portion of Japanese travelers

Total Outbound Seat Capacity (November)	
1 month Average	81,294 seats (Max.)

Korea Marketing News

Number of Korean Outbound Travelers - to Guam



Month	2017	2016	2015
Jan	54,300	48,811	46,283
Feb	51,178	41,918	41,918
Mar	51,381	51,178	51,178
Apr	53,321	53,321	53,321
May	51,316	51,316	51,316
Jun	53,229	53,229	53,229
Jul	45,646	45,646	45,646
Aug	58,383	58,383	58,383
Sep	58,793	58,793	58,793
Oct	66,000	66,000	66,000
Nov	61,300	61,300	61,300
Dec	61,300	61,300	61,300
CTD	61,300	61,300	61,300

• Total number of Korean travelers to Guam: 54,300 (2017 OCT) -> 1.6% increased vs. 2016 OCT
* Korea 2017 OCT YTD: 533,276 -> 25.4% increased vs. 2016 YTD

Korea Marketing News

2017 GVB Korea Roadshows



- Period: October 17 - 19, 2017
- Venue: Westin Chosun Busan/ Ramada Plaza Gwangju/ Novotel Ambassador Daegu
- Delegation: Total 180 - Akupang Beach Club / Baihyang Group / Care Tech Resort (Bayview) / Dusit Thani Guam Resort / Fish Eye Marine Park / Guam Plaza Resort & Spa / Hyatt Regency Guam / IT&E / Nissan Rent A Car / Ocean Venture / Outrigger Guam Beach Resort / Pacific Star Resort & Spa / Royal Orchid Guam Hotel / SENTRY Hospitality / The Westin Resort Guam / Tumon Bay Lobster & Grill
- Participants: Busan: Approx. 100pers / Gwangju: Approx. 95pers / Daegu: Approx. 100pers

Korea Marketing News

The 97th National Sports Festival



- Period: October 20 - 28, 2017
- Venue: Chungju City, Korea
- Attendees: Kraig Carnacho, GVB Community Outreach Coordinator
Annana Naata, Miss Guam

Korea Marketing News

Mode Tour Travel Mart 2017

- Period: November 16 - 19, 2017
- Venue: COEX, Seoul

<Guam Pavilion>

- Delegate Participation
 - ✓ Akupang Beach Club
 - ✓ Pacific Star Resort & Spa
- Co-Exhibitor Booth Participation
 - ✓ Bayview & Ocean View
 - ✓ Dusit Thani Guam Resort
 - ✓ Guam Plaza Resort & Spa
 - ✓ Hyatt Regency Guam
 - ✓ Lotte Hotel Guam
 - ✓ Net Enterprise
 - ✓ Onward Beach Resort Guam
 - ✓ Outrigger Guam Beach Resort
 - ✓ PHH
 - ✓ Pleasure Island
 - ✓ Royal Orchid Guam Hotel
 - ✓ The Westin Resort Guam



Korea Marketing News

2017 GVB Year End Appreciation Party

- Date: November 29, 2017
- Venue: Seoul Dragon City (TBD)
- Objective: To thank for major travel agencies, airlines, local partners, and media for the successful year 2017 and to ask keeping their efforts to boost up Korean market to the Guam tourism.
- Target Audience: 120pax
- Agenda: Welcome Remarks
2017 GVB Korea performance review
2018 new campaign & Marketing Plan
Dinner & Lucky Draw



Korea Marketing News

2017 Hana Tour International Travel Show

- Period: December 01 - 03, 2017
- Venue: BEXCO, Busan

● Purpose of 2017 Busan Hanabour International Travel Show

Based on the experience of BEXCO travel show for 11 years, visiting the cultural tourism industry targeting at 20,000 visitors with 220 exhibition booths.

● TRAVEL SHOW IN BUSAN BEXCO DURING 2ND HALF

● HIGHLY POPULATED REGION

Of the 11 million population of Busan Metropolitan City, 188,239 people live in the region adjacent to BEXCO. Residents go, shopping go, tourism go and dine go, which is 11 percent.

● EXCELLENT ACCESSIBILITY

15 minutes walk from Gimhae City and BEXCO stations of Busan Metro Subway and accessible to bus, taxi, or airport through free shuttle-bus.

● READY TOURIST ATTRIBUTES

Shopping Department Store, Leisure Department Store, Entertainment, etc. are located within 10 minutes walking distance with nearby tourist attractions in Busan.

● COMPOSITION OF THE EXHIBITION



North America Marketing News

IMEX AMERICA 2017
Las Vegas, Nevada
October 10-12, 2017



Pacific Marketing News

ITB ASIA
Singapore
October 23-28, 2017



Pacific - Upcoming Events

PATA MICRONESIA CHAPTER 3RD TRI-ANNUAL MEMBERSHIP MEETING PALAU
NOVEMBER 12-14, 2017



Approximately 25 PATA Micronesia Chapter members confirmed to attend.

PATA NEW TOURISM FRONTIER FORUM PALAU
NOVEMBER 15-17, 2017



PATA is holding the New Tourism Frontiers Forum in Palau from November 15-17, 2017.

The Forum gathers the top minds in destination travel for evening and insightful discussions on some of the major issues in marketing and managing tourism growth to lesser-known destinations.

Free registration and United Airlines is offering discounted airfare to PATA Micronesia Chapter members.

More information can be found at www.PATA.org.

Philippines Marketing News

QCTAA FAMTOUR

- Quezon City Travel Agencies Association (QCTAA) Famtour
- October 29 - November 1
- 32 pax



Philippines Marketing News

Shop Guam e-Festival

- Production Tour



Alecia Gosiengfiao
Facebook: 6,058,236
Instagram: 722,000
Twitter: 398,000

- Trade Incentive Program
 - Top Sellers of Guam
- Airline Partnership
 - QR Code on Flight Itinerary / Boarding Pass
- Consumer Activation
 - Mail Activation
- Social Media Promotion
 - Cross Promotion / Influencers
- PR

Philippines Activities

- CEB Baggage Promo- Sept 15 - Dec 15
- QCTAA Famtour - Oct 28 - Nov 1 (Coop - QCTAA/GVB)
- SGF Promotions - Nov 10 - Feb 28
- SGF Production Tour - Nov 12 - 16
- Cebu Pacific Media Tour - Nov 18-21 (Fully Funded by CEB)
- PTAA Trade Tour - Nov 25-28 (Coop - CEB/GVB)
- USGS Platinum Key Services ATTA Calabarzon B2B - Nov 29

Taiwan Marketing News

2017 Taipei International Travel Fair

The 2017 Taipei International Travel Fair was held at Taipei World Trade Center from October 27 to 30. Guam had 8 booths in the USA Pavilion.

- Governor of Guam participated in the ribbon cutting ceremony and visited Guam booth.
- GVB members who participated included Guam Reef & Olive Spa Resort, Pacific Star Resort, Dusti Thani Guam Resort and Nissan Rent-a-Car.
- Guam stood out among 1,650 booths and won the brand new ITF Theme Award from the Taiwan Visitors Association, incorporating elements of onsite experience, activities, visual promotions, photo check-ins and other aspect to the ITF theme, "Have Fun in Taiwan and Go See the World."



Taiwan Marketing News

2017 ITF

- Trade Gathering was held with important market partners
- A series of airline courtesy visits were arranged

- ◆ China Airlines: Chairman Nuan-Hsuan Ho Senior VP Steve Chang
- ◆ EVA Air: Deputy Sr. VP Andrew Su Executive VP Douglas Li Deputy Jr. VP Julia Huang
- ◆ StarLux: President Glenn Chai Chief PR Officer K.W. Nieh



Taiwan Marketing News

Taiwan's President Tsai Ing-Wen Visits Guam

- President Tsai arrived Guam on 11/3
- Governor of Guam welcomed President Tsai at the airport
- There was a reception held at the Latte of Freedom
- Over 30 media (9 TV media) attended and broadcasted the event



Shop Guam e-Festival

Campaign Launch / Overview
11/10/2017 – 2/28/2018



Record Breaking Co Op Offers

More than 300 special offers in 2017

- GVB HQ is launching the 6th annual Shop Guam e-Festival from Nov 10th 2017 to Feb 28th 2018.

- The 2017 Shop Guam mobile APP will feature special offers from Guam's retailer, restaurants, optional tour providers, and tourism services vendors.



Shop Guam e-Festival

TripAdvisor Global Partnership
Campaign Page & Global Digital Advertising

GVB is partnering with TripAdvisor to launch a global OTA promotion to feature the top offers from 2017 Shop Guam e-Festival and trade show packages for Shop Guam.



Shop Guam e-Festival

Social Media Production Tour
11/12/2017 – 11/17/2017

GVB will bring in 7 international talents to Guam to create social media contents and live-streaming promotion for the 2017 Shop Guam e-Festival.



GVB will also produce 360 videos featuring the behind the theme production of the 2017 Shop Guam e-Festival for the global campaign promo

Shop Guam e-Festival

Global Online & Offline Promotions
From digital, social media to offline trade

GVB global team is launching a variety of online to offline marketing promotions for 2017 Shop Guam e-Festival. We also work with international travel trade and airline partners to develop Shop Guam packages to sell. There are also many mobile, OTA and offline media advertisements.



Google Brand Accelerator



Beginning of FY2018, GVB is invited to join the Google Brand Accelerator partnership. It is a complimentary and exclusive white glove support from Google team in NYC for a select handful of new-to-Google, high-potential companies that need a direct relationship with Google to grow



Google Brand Accelerator

Global Strategic Planning Meeting with Google
11/6/2017 in NYC



On Monday 11/6, GVB Director of Global Marketing, Pilar Laguna and Global Social Media Strategist, Jason Lin, completed a one day strategic planning meeting with Google Brand Accelerator team in NYC. Agenda included YouTube lab visit, VR demo and FY18 global digital marketing planning with GVB President & CEO, Nathan Denight, calling in from Guam.

Google Brand Accelerator

Create demand from travelers during their dreaming stage with Guam Inspiration videos exposure on YouTube



Capture demand from travelers during vacation planning on Google Search



Google Brand Accelerator

InstaGuam Global Campaign Strategy
From dreaming to path of purchase



Brand Exposure

Travel Activation



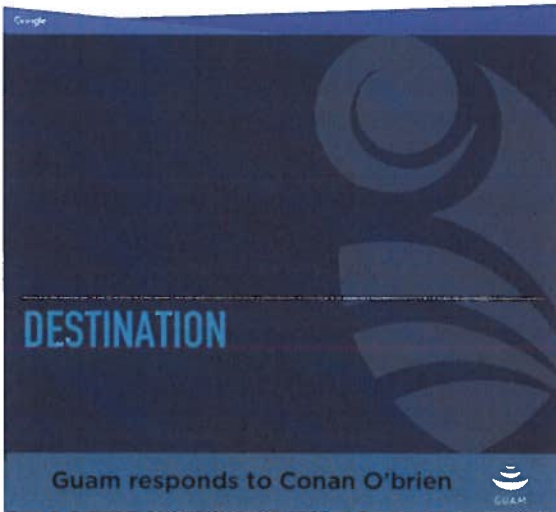
YouTube Video
InstaGuam exposure
advertising targeting diverse
demographics globally.



Display / Retargeting
InstaGuam re-marketing to
high intent users based on
Google user behavioral data



Keyword Search
Keyword ad based on users
searching for travel to Guam
or competitive destinations.



Streetlight Project

- San Vitores Streetlight Project is now complete
- All 325 streetlight have been fixed as of September 30th, but 4 streetlights are now damaged due to car accidents
- Repairs are pending insurance claims
- locations of damaged lights.
 - Westin Hill across Proa
 - Segan Kotturan Chamoru across Burger King





Visit Guam 2018



#instaGuam

Instant Vacation + Sharing on SNS

GUAM VISITORS BUREAU
SI YU'OS MA'ASE'!

Visit Guam 2018 campaign 





V. TREASURER'S REPORT

Exhibit B

FY 2016					
	Appropriation	Received to Date		Balance	
FY 2016 Pass-Thru	\$ 750,000.00	\$ 712,500.00	95%	\$ 37,500.00	5%
TOTAL PRIOR FY RECEIVABLES				\$ 75,000.00	
FY 2018					
	Appropriation	Received to Date		Balance	
Operations	\$ 18,750,216.00	\$ 1,895,851.32	10%	\$ 16,854,364.68	90%
Sustained Marketing - Korea	\$ 4,000,000.00	\$ -	0%	\$ 4,000,000.00	100%
Destination Development	\$ 1,085,000.00	\$ 90,416.66	8%	\$ 994,583.34	92%
GVB Cruise Ship Industry Development Program	\$ 50,000.00	\$ 4,166.66	8%	\$ 45,833.34	92%
Rainy Day Fund	\$ 200,000.00	\$ 16,666.66	8%	\$ 183,333.34	92%
Cultural & Sports Ambassador Fund	\$ 200,000.00	\$ 16,666.66	8%	\$ 183,333.34	92%
Pass-Thru	\$ 790,000.00	\$ 65,833.26	8%	\$ 724,166.74	92%
TOTAL RECEIVABLES FY 2018	\$ 25,075,216.00	\$ 2,089,601.22		\$ 22,985,614.78	
TOTAL RECEIVALBES				\$ 23,060,614.78	
RESTRICTED					
Bank of Guam - Rainy Day Fund ¹		\$ 2,042,029.25			
Cultural & Sports Ambassador Fund ²		\$ 495,501.63			
GVB Cruise Ship Industry Development Program		\$ 4,166.66			
TOTAL RESTRICTED		\$ 2,537,530.88			
UNRESTRICTED					
Bank of Guam - Operations		\$ 12,380,097.35			
First Hawaiian Bank - Membership		\$ 106,361.96			
Resona		\$ 386,013.24			
Bank of Guam - TAF		\$ 608,964.07			
Raymond James - CD value as of 09/30/2017 ³		\$ 2,537,450.39			
TOTAL UNRESTRICTED		\$ 16,018,887.01			
TOTAL CASH as of 11/07/2017		\$ 18,556,417.89			
Current Payables					
Asatsu Invoices (AUG-SEPT)		\$ 916,428.30			
Japan Invoices		\$ 30,873.71			
Guam Invoices		\$ 630,507.52			
Pass-Thru		\$ 35,833.34			
Encumbered Contracts		\$ 5,574,652.03			
Encumbered Purchase Orders		\$ 240,397.87			
TOTAL as of 11/07/2017		\$ 7,428,692.77			
NOTES					
NOTE 1		\$2,042,029.25 Rainy Day Fund			
		(\$388,973.15) Reimbursable Rainy Day Expenses - Japan			
		\$1,653,056.10			
NOTE 2		\$495,501.63 Cultural and Sports Ambassador Fund			
		(\$301,775.00) Cultural and Sports Ambassador expenses - reimburse Operations			
		\$193,726.63			
NOTE 3		\$2,537,450.39 Raymond James - CD			
		(\$1169,250.98) PAID - China airline incentive program and market advertising			
		(\$300,000.00) PAID - Sponsorship Guam Football Association			
		(\$20,000.00) PAID - GEDA Imagine Guam Masterplan Overlay			
		(\$665,147.45) PAID - Pale San Vitoras Road Bus Shelter Project			
		(\$28,783.52) PAID - Planning, Architectural and Engineering Services for Tumon Bay Improvement			
		(\$75,000.00) PAID - Sponsorship Guam Basketball Federation FIBA U17 Championship			
		(\$10,000.00) PAID - Hagatna maintenance and streetscape project for GM:F			
		(\$148,051.96) BALANCE - Pale San Vitoras Road Bus Shelter Project			
		(\$121,216.48) BALANCE - Planning, Architectural and Engineering Services for Tumon Bay Improvement			
		(0.00)			

November 11, 2017

- o Director Shinohara reported that we are on track with respect to receiving our allotments. Another \$1.8 million will be coming through very soon.
- o Chairman Morinaga asked if there are any updates on our budget. President Denight stated that there has been a slight delay because Senator Rodriguez introduced a bill to allocate funds from the taxes from the sale of large properties. That said, there has been no further movement.





VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

SHOP GUAM E-FESTIVAL (SGEF) 2017 GLOBAL PRODUCTION TOUR

Director Hofmann made a motion, seconded by Director Arriola, to ratify Executive Committee’s travel approval for one (1) GVB Japan staff to join the SGeF Global Production Tour in Guam from November 11-18, 2017. Estimated cost \$1,537.50; Account # JA-PRE002.

Motion approved

Airfare:	\$1,000 x 1 pax			\$1,000.00
Per Diem:	Guam	M&IE	Days	
	GVB Marketing & PR Representative or Designee	\$62.50	7	\$437.50
Japan Transportation	To and from airport			\$100.00
Total:				\$1,537.50

Background: GVB is conducting global media production tour from November 11-18, 2017 in order to develop simultaneous exposure about SGeF 2017 and contents for postings throughout the campaign. Each market will be bringing a main “Talent” with a photographer/camerman to feature and promote upcoming Shop Guam e-Festival 2017. GVB Japan staff would handle branding compliance, talent coordination support and escort the talent while in Guam.

Issue: Board approval required for travel.

- o President Denight shared that this staff will be assisting with the Japanese media.

B. RUSSIA & NEW MARKETS

- o Director Jackson shared that our Russia office handled a three-city road show last month and it went very well.
- o Arrivals are increasing slowly as the price of oil also increases. Jeju Air is flying from Vladivostok to Seoul which makes the connection to Guam better. Hotels are seeing bookings pick up for the winter season.
- o Next week while attending a mission in Seoul, Director Jackson will pay a courtesy call to the Czech Republic Embassy, as recommended by the Czech Republic Ambassador whom he met a few months ago. Additionally, the team might attend a trade show in Prague next February.

C. VISITOR SAFETY & SATISFACTION

- o Chairman Morinaga asked for an update on the signs that were vandalized recently. Director Kloppenburg and President Denight mentioned that some arrests have been made. President Denight also shared that in these situations, the clean up has to happen immediately, which is what we have been doing. Chairman Morinaga asked all to keep their eyes and ears open and to share any new information with the board and authorities.





D. CULTURAL & HERITAGE

- o Director Arriola shared that Destination Specialist for Chamorro Culture Dee Hernandez is currently in Alabama attending the World BBQ Competition. President Denight added that the Micronesia Chefs Association (MCA) has been helping us develop the Guam BBQ Block Party. The team is now participating in the BBQ segment of the competition.
- o Director Arriola also mentioned that the team has been busy attending missions in Taiwan and several other areas.

E. SPORTS & EVENTS

- o Director Sgro congratulated the team on a successful Koko Half Marathon. The next committee meeting is on Tuesday so she will report on the final numbers at the next board meeting. She also shared that the committee received positive feedback on the new course. President Denight mentioned that we had over two thousand participants, with two hundred of them coming from Japan. Chairman Morinaga asked if there will be any changes to the race next year. President Denight stated that the race will be moved to December next year, since there are several marathons in Japan in October. As for the name change, he said he will leave it to the committee to decide. Chairmam Morinaga asked the committee to share any further changes with the board as soon as possible. Finally, Director Sgro shared that all participants are aware of the date change as they received a Save the Date in their race packet.

F. ADMINISTRATION & GOV'T RELATIONS

TRAVEL AUTHORIZATION

Exhibits C & D

Director Hofmann made a motion, seconded by Director Jackson, to approve travel for the remainder of FY2018 as presented.

Motion approved

Background: Travel for the first quarter of FY2018 (October, November, and December) was approved by the board during GVB's regular board of directors meeting on October 12, 2017.

Issue: Board approval required.

-
- o Director Shinohara directed the board to Action Item #1 and asked for a status update. Chairman Morinaga said he will address this item at the next board meeting.

G. DESTINATION MANAGEMENT

- o Chairman Morinaga asked for an update on the bus shelters. President Denight reported that the project is moving along quite nicely. There are three shelters that need to be completed. Currently, the team is working with bus companies to arrange a usage fee that will go towards the maintenance of the shelters. He also shared that the main advertising panel in each shelter will be devoted to the Shop Guam e-Festival over the next few months. The bus schedule and map will also be displayed in each shelter.

H. GREATER CHINA

Committee minutes dated October 6, 2017

Exhibit E

- o Director Shinohara introduced Brenda He and Bonny Chen from our China office.





- o He then reported that the team had a conversation about Taiwan and the load factors we are seeing in the marketplace. Before Eva Air pulled out, we were at 50% load factor. So without Eva Air, the assumption was that China Airlines would have a greater load factor, but that is not the case. One explanation as to why we have not seen a shift is because the pricing has increased significantly. This is something that needs to be taken into consideration as we search for new market entrance. The committee also discussed what needs to be done in China. The team will come back to the board at the next meeting with a specific ask for support.

I. JAPAN

Committee minutes dated October 17, 2017

Exhibit F

- o Director Nault reported that we currently have 250 rooms for the MegaFam Tour but we have 300 participants and counting. We will be going back to GHRA and other hotel partners to ask for more rooms. The MegaFam schedule will be shared with all hotels, members, and other industry partners who are involved. For this project, we are focusing on social media. Chairman Morinaga added that the team is making this effort to send a positive message back to Japan that Guam is still a good place to visit. Chairman Morinaga asked the team to ensure JGTA knows this tour is not just about selling tours; it is about the message and experience.
- o Director Nault reported that he would like to be able to offer Wi-Fi to all who visit Guam. President Denight shared that Docomo is expanding their Wi-Fi network.
- o Finally, Director Nault stated that the team will be working vigorously on other campaigns in the coming months but more details will be shared at the next board meeting.

RESOLUTION NO: 2017-004

Exhibit G

Director Nault made a motion, seconded by Director Jackson, to approve Resolution No: 2017-004 relative to authorizing the use of the Rainy Day Fund pursuant to GCA §9303 to increase marketing activities in Japan to battle the decline in arrivals due to unforeseen certain external economic and political conditions.

Motion approved

- o President Denight shared that per the Rainy Day Fund law, you can only ask for half of the balance at one time. As the actual balance is \$1,669,722.76, the max we can allocate for this campaign is \$834,861.38. We will use the existing Japan budget to cover the difference.

J. KOREA

Committee minutes dated October 10, 2017

Exhibit H

- o Director Jackson reported that next week the team will be attending Mode Tour followed by the year end appreciation reception and Hana Tour in Busan. He also reported that we had a very successful road show last month and he thanked Director Kloppenburg for leading the delegation. The market continues to be extremely strong.

K. MEMBERSHIP & COMMUNITY OUTREACH

- o Director Kloppenburg reported that we currently have 251 members which is lower than last year, but that can be attributed to the election.





- o The team is trying to confirm Damian Cook as the guest speaker for the next membership meeting. Mr. Cook is the CEO, Founder, and Managing Director of eTourism Frontiers, a global initiative to develop online tourism in emerging markets. He will be in the region for a PATA event and we are hoping to have him stop over as he is passing through. Tentative dates for the meeting are November 20 and November 21.

GVB STAFF APPRECIATION PARTY

Director Kloppenburg made a motion, seconded by Director Jackson, to approve up to \$5,000.00 for the GVB Employee Appreciation Party (funds will be taken from the membership account).

Motion approved

Background: GVB will be hosting its annual Employee Appreciation Party on December 7, 2017. This holiday party is the main social event of the year for GVB employees. It is a celebration of all of GVB's accomplishments and team effort in promoting and improving our visitor industry. At this time, funding is being requested to help defray the cost to host the party.

Issue: Board approval required.

-
- o Director Jackson touched on Guam Homeland Security Advisor Mr. George Charfauros's presentation at the Bank of Guam Economic Forum. He spoke about Guam's missile defense system and how that works. He thinks that presentation put people at ease knowing there are so many lines of defense. Some members, especially those who are not American citizens, might not understand military capability so this presentation would be very beneficial for them. President Denight agreed and added that he has been working with the Japan Consulate and the Ministry of Foreign Affairs (MOFA) to try to get them to be more proactive. Many school groups who visit Guam have shared that they use the MOFA website to determine whether it is safe to travel here or not. Director Hofmann shared that the Mayor's Council sat through the same presentation, but he felt differently from Director Jackson. He was concerned about the effects after the attack. Chairman Morinaga suggested having Mr. Charfauros present to the board first and then determine if the presentation is suitable for members.

L. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated November 1, 2017

Exhibit I

M. RESEARCH

- o Acting Director of Tourism Research (DoTR) Nico Fujikawa gave the board an update on the new customs forms. The team began distributing the forms last week. Next week, industry partners will receive bulk orders to last the next few months. Director Arriola asked if there are a lot of old forms to destroy. Acting DoTR Fujikawa reported that most partners only have one or two boxes of the old forms.
- o Chairman Morinaga asked President Denight for more details on Global Entry and Taiwan. Director of Global Marketing (DoGM) Pilar Laguana shared that the program just launched in Taiwan last week. President Denight also shared that citizens of Taiwan can apply for Global Entry. Guam is one of the key locations in the region for interviews for the program. President Denight said he would provide more details at the next meeting.

VII. OLD BUSINESS





VIII. NEW BUSINESS

- o President Denight stated that the next meeting falls on Thanksgiving. Director Arriola said that typically, the board only meets once in November and December. Chairman Morinaga cancelled the second November meeting. That said, the next board meeting will be on December 14.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Announcements:

- o Reschedule November 23 Board Meeting
- o Veterans Day - Friday, November 10 (GVB closed)
- o Thanksgiving - Thursday, November 23 (GVB closed)

Upcoming Board Meetings:

- o Thursday, November 23, 2017 at 3:30pm, GVB Main Conference Room - CANCELLED
- o Thursday, December 14, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Jackson, to adjourn the meeting. Meeting adjourned at 4:55pm.

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. **Assignment of the Chairperson for the Administration and Government Relations Committee**
2. **Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market**
 - President Denight and Director of Global Marketing Laguana participate in a weekly call with GIAA and ASM World Route Development Consultants
 - Chairman Morinaga, President Denight, and Vice President Muna met with GIAA Chairman Ricardo Duenas and Executive Manager Charles Ada on August 2
 - Governor Calvo has created a working group of GVB, GIAA, and GEDA to work on Japan air service
3. **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
4. **Develop list of safety tips/guidelines for car rental companies to review with all customers at every point of sale**
 - Letter sent to DRT Director on August 29 requesting for a list of car rental companies
5. **Overgrown trees along Ypao Road**
 - Flame tree to be trimmed within the next few weeks
6. **Stray dog issue**
 - Destination Specialist Ada reached out to Mayor Rivera on September 22
 - Mayor Rivera is working with Animal Control Division and the Governor's Office

