



BOARD OF DIRECTORS REGULAR MEETING

Thursday, October 11, 2018 - 3:30pm
Guam Visitors Bureau - Main Conference Room

BOARD OF DIRECTORS PRESENT:

Director Milton Morinaga	Director Samuel Shinohara
Director Young Sook Hong	Director Theresa Arriola
Director Brad Kloppenburg	Director Satoru Murata
Director Robert Hofmann	Director William Nault

A quorum was met

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:

Director Eduardo "Champ" Calvo	Director Monte Mesa
Director Tatsuo Takano	Director Katarina Sgro
Director Bartley Jackson	

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight	Maura Yi	Rose Q. Cunliffe
Dee Hernandez	Doris Ada	Celia Dydasco
Brian Borja	Elaine Pangelinan	Karida Brennan
Nico Fujikawa	Mark Manglona	Nadine Leon Guerrero
Nicole Benavente	Sydney Leon Guerrero	Breeana Garrido
Nakisha Garrido	Gabbie Franquez	Maria San Nicolas

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:

Norio Nakajima, Micronesia Hospitality Inc. (MHI)
Aurelia "Ore" Castro David, Thai Airways

I. CALL TO ORDER

Chairman Morinaga called the meeting of the board to order at 3:54 pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Director Kloppenburg made a motion, seconded by Director Shinohara, to approve the minutes of the previous board of directors meeting dated September 27, 2018.

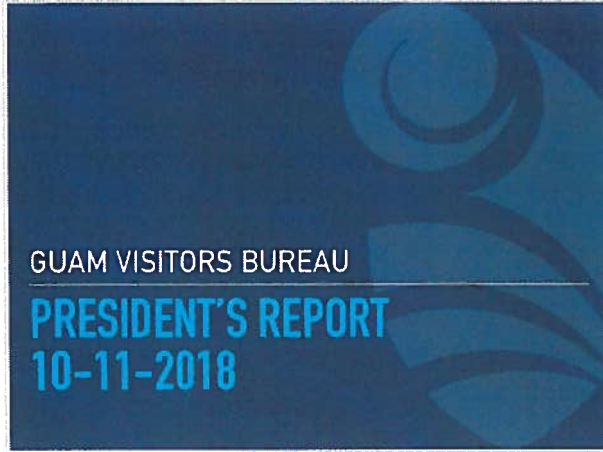
Motion unanimously approved (Subject to minor revisions)

III. CHAIRMAN'S REPORT

- o Chairman Morinaga shared with the board Japan's approval for global entry, along with other countries such as Taiwan. He would like GVB to promote global entry for our target markets which will allow our visitors faster and more convenient entry into Guam. GVB should inform visitors on global entry and the prerequisites for obtaining it.
- o Chairman Morinaga requested for a status update on the Farenholt avenue leading up to the Sheraton. President Denight to follow-up with Public Works and ask for the expansion program.
- o At the request of Chairman Morinaga, GVB management is to give a report on sponsorships and grants moving forward.



IV. PRESIDENT & CEO'S REPORT



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September 2018

September 1-30, 2018 **Total: 116,515 (-0.5%)**

% Market Mix	Origin	2017	2018	% to LY
33.4%	Japan	43,870	38,900	-11.3%
49.6%	Korea	59,880	57,768	-1.9%
1.7%	Taiwan	2,345	2,032	-13.3%
0.8%	China	1,294	899	-30.5%
7.3%	US/Hawaii	5,151	8,480	64.6%
0.4%	Hong Kong	366	433	18.3%
1.0%	Philippines	1,404	1,138	-18.9%
0.1%	Russia	124	124	0.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

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Fiscal Year 2018

October 2017 - September 30, 2018 **Total: 1,523,598 (-2.3%)**

% Market Mix	Origin	2017	2018	% to LY
34.8%	Japan	674,343	530,211	-21.4%
49.3%	Korea	649,435	751,400	15.7%
1.8%	Taiwan	36,270	27,522	-24.1%
1.1%	China	23,178	16,949	-26.9%
5.7%	US/Hawaii	76,296	86,941	14.0%
0.4%	Hong Kong	16,053	6,607	-58.8%
1.2%	Philippines	19,818	18,964	-4.3%
0.3%	Russia	3,151	4,008	27.2%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

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October 2018

October 1-6, 2018 **Total: 23,018 (-6.7%)**

% Market Mix	Origin	2017	2018	% to LY
34.3%	Japan	8,430	7,894	-45.4%
51.5%	Korea	16,353	11,865	-27.4%
1.8%	Taiwan	416	344	-17.3%
3.5%	China	673	811	20.5%
4.4%	US/Hawaii	779	1,008	29.4%
0.3%	Hong Kong	124	75	-39.5%
1.1%	Philippines	220	255	15.9%
0.2%	Russia	5	44	780.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: October 2018 daily arrivals reflect calendar air arrivals only.

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Calendar Year to Date 2018

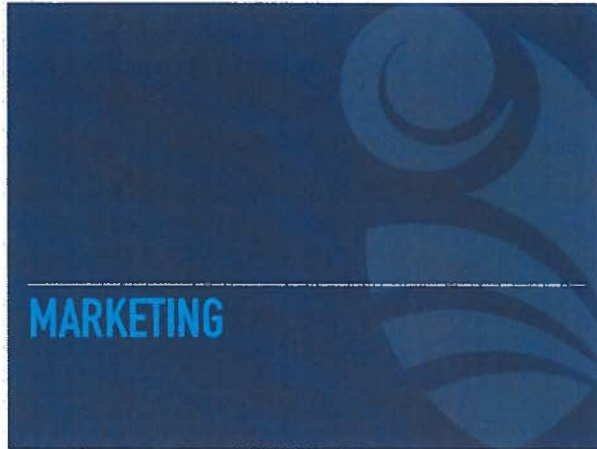
January - October 6, 2018 **Total: 1,174,585 (-1.6%)**

% Market Mix	Origin	2017	2018	% to LY
34.9%	Japan	498,184	410,331	-17.6%
49.1%	Korea	513,779	576,784	12.3%
1.9%	Taiwan	26,985	21,936	-18.7%
1.2%	China	18,464	13,736	-25.6%
6.1%	US/Hawaii	59,169	71,654	21.1%
0.4%	Hong Kong	12,678	4,621	-63.6%
1.1%	Philippines	13,016	12,943	-0.6%
0.2%	Russia	2,209	2,905	31.5%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau. Note: September 2018 daily arrivals reflect calendar air arrivals only.

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Japan Marketing News

Rakuten Open Tennis Championships

- October 1-7, 2018
- Musashino Forest Sports Plaza, Tokyo
- Attendance: 63,000+



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Japan Marketing News

Kansai Rainbow Festa

- October 6-7, 2018
- Ogimachi Park, Osaka
- Attendance: 10,000+
- Flyer distribution, main stage performance, Rainbow Parade



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Korea Marketing News

Ongoing & Upcoming Projects

2018 GVB Korea Roadshow

Region	Busan	Gwangju	Daejeon
Date	October 10 (Wed)	October 11 (Thu)	October 12 (Fri)
Venue	Paradise Hotel Busan Grand Ballroom (2F)	Ramada Plaza Gwangju Grand Ballroom (5F)	Hotel Novotel Ambassador Daejeon Champagne Hall (B2F)

✓ Summary: 12 members

300+ travel agents

✓ Period: October 10 - October 12, 2018



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Korea Marketing News

Ongoing & Upcoming Project

MBC Music K-Pop Concert on Guam



Date
December 1, 2018

Venue
Ypao Beach Park

Cast
TWICE, SuperNova, JB's, ELRIS and Mighty Mouth

Production/Broadcasting
MBC Music

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North America & Pacific Marketing News



Apple Vacations Travel Fair

- October 4-7, 2018
- GVB conducted a Guam Product Presentation and brought cultural dancers to introduce Guam to the Malaysian Market.
- Apple Vacations held their mini travel fair in the Curve Shopping Mall, an upscale mall in Kuala Lumpur.
- Lots of interest in Guam. More education among consumers is needed.

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V. TREASURER'S REPORT

Exhibit B

- o Director Shinohara stated the FY2019 budget on the report is not the same as what was approved at the last board meeting, it is exclusive of prior year fund additions. As previously decided, reports will list each markets' spending, currently the report shows expenses through August 2018.
- o Each committee needs to formalize a spending plan so initiatives are pushed forward inclusive of projects that previously did not have a budget.

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. ADMINISTRATION & GOV'T RELATIONS

RESOLUTION NO. 2018-004 PRESENTATION

GVB Board Resolution No. 2018.-004 was presented to Norio Nakajima before the meeting was called to order.

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- o GVB to submit a testimony on Bill No. 333-34 (LS) and the public hearing to be held on Friday, October 26, 2018 at 9am in the Guam Congress Building Public Hearing Room.

C. RUSSIA & NEW MARKETS

D. KOREA

- o Director Kloppenburg reported in KMC Chairman Jackson's absence, ongoing is the Korea Roadshow taking place in Busan, Gwangju, and Daegu. Upcoming will be Hana Tour Travel Show in Busan followed by the year end appreciation party. Next KMC meeting will be on Tuesday, October 23, 2018 at 11:00 am in the GVB main conference room.

E. JAPAN

- o Director Nault reported a favorable meeting with Rakuten President & CEO Hiroshi Mikitani to possibly send their soccer or baseball team to Guam in 2020. With the increase in seat capacity, a Japanese TV reality show is interested in filming an episode in Guam sometime around March/April 2019.

F. NORTH AMERICA & PACIFIC MARKETS

G. GREATER CHINA

- o Director Shinohara reported having positive feedback from airline companies on the the incentive package offers after attending World Routes Asia.
- o Taiwan market completed the PLI Golf Tournament that will be featured on Golf Digest along with some golf packages.
- o Director Shinohara announced a new rep office for our Hong Kong market.
- o Starting in November, UA will have 6 weekly direct flights from Guam to Hong Kong.
- o President Denight met with Jerry Tan and George Chiu to strategize and make plans to further develop flights/charters to the southern part of China and also support the Hong Kong routes. With the bullet train connection to Hong Kong, it'll be an easier transit from outer cities.



H. CULTURAL & HERITAGE

I. DESTINATION MANAGEMENT

J. SPORTS & EVENTS

K. MEMBERSHIP & COMMUNITY OUTREACH

- GVB is to follow-up with GHRA to co-host the gubernatorial forum.
- Deadline for membership renewal and dues was October 10, 2018 for eligibility to vote on January 3, 2019 membership election.

L. RESEARCH

- Director Shinohara informed the board of Director of Research Cid's passing.

M. VISITOR SAFETY & SATISFACTION

- Director Hong commented more security measures need to be taken by the big X crosswalk near the Plaza and DFS T Galleria. Cars will make turns on a red light when they are not supposed to, which is dangerous for pedestrians. More safety measures need to be put in place to prevent any accidents from happening. Suggestions were brighter painted sidewalks, bigger signs, police presence or security cameras.
- The crosswalk with the blinking lights by Outrigger Hotel is another dangerous area for pedestrians. Cars are supposed to slow down and stop when the lights blink for pedestrians to cross but some cars will not do so. President Denight noted that GEDA is to place signs to clarify pedestrians have the right of way.
- President Denight met with Director Reyes from DPR who informed the closure of public bathrooms is due to the cleaning contract being out for bid. DPR's staff is currently doing what they can with cleaning and maintaining the bathrooms but they are short staffed. GVB will try and assist DPR with what they can.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, October 25, 2018 at 3:30pm, GVB Main Conference Room
- Thursday, November 8, 2018 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT



Director Shinohara made a motion, seconded by Director Kloppenburg, to adjourn the meeting.
Meeting adjourned at 4:39 pm.

Motion unanimously approved

A handwritten signature in black ink, appearing to read "Theresa C. Arriola".

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

A handwritten signature in black ink, appearing to read "Maura Yi".

Board Minutes respectively submitted by Maura Yi, Executive Secretary