



Speaker Won Pat <speaker@judiwonpat.com>

Messages and Communications

Speaker Won Pat <speaker@judiwonpat.com>
To: Guam Legislature Clerks Office <clerks@guamlegislature.org>

Fri, Apr 24, 2015 at 12:16 PM

4/24/2015 4/24/2015Guam Visitors Bureau

Pursuant to Title 5 Ch 8 Section 8113.1. of the
Guam Code Annotated; board packet of April 23, 2015. 33-15-0365

----- Forwarded message -----

From: **Dara Roberto** <dara.roberto@visitguam.org>
Date: Fri, Apr 24, 2015 at 10:53 AM
Subject: GVB Board Packet: April 23, 2015
To: Speaker Won Pat <speaker@judiwonpat.com>

Hafa Adai Speaker Won Pat,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of April 23, 2015.

Senseramente',

Dara Roberto
Executive Secretary

GUAM VISITORS BUREAU
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33-15-0365
Office of the Speaker
Judith T. Won Pat, Ed.D.
Date: 04/24/2015
Time: 12:16 PM
Received By: CARL SANCHEZ
CS

2015 APR 24 PM 12:08

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Ufisinan | Etmás Ge'helo'Gi Liheslaturan Guáhan
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7 attachments

- AGENDA_20150423.docx 588K
- EXHIBIT_A_BOD_MINUTES_20150409.docx 4208K
- EXHIBIT_B_FY 2015 Cash Position as of 04-22-15.pdf 106K
- EXHIBIT_C_JMC Minutes_Signed_041415.pdf

0365

**CASH, RECEIVABLES, & PAYABLES POSITION
FY 2014 & FY 2015 COMPARATIVE REPORT**

FY 2014 (04/22/2014)	Balance	
BANK OF GUAM	\$7,753,637.15	
FIRST HAWAIIAN BANK - Membership	\$52,377.96	
RESONA BANK	\$363,204.99	
BOG - TAF ACCOUNT	\$964,450.57	
BOG - RAINY DAY FUND	\$1,796,316.10	
BOG - FESTPAC Trust Account	\$1,470,899.27	
MORGAN STANLEY - CD **	\$2,506,806.56	
BOG - 2/12 Memorial Fund	\$49,713.71	
TOTAL CASH IN BANKS AS OF 04/07/2014	\$14,957,406.31	
**Morgan Stanley CD Market value as of 02/28/2014		
FY 2014 BUDGET P.L. 32-068	\$ 18,262,134.00	
OPERATIONS TAF Special Projects		
\$15,487,134.00 \$2,000,000.00		
PASS THRU APPROPRIATIONS - \$775,000.00		
OPERATIONS	TAF Special Projects	Pass-thru
11/14/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00
11/15/13 \$1,161,535.00	\$ 150,000.00	\$ 58,125.00
11/29/13 \$ -0-	\$ -0-	\$ 7,500.00
12/11/13 \$1,161,535.00	\$ 150,000.00	\$ 63,750.00
12/24/13 \$ -0-	\$	\$ 3,750.00
01/10/14 \$1,032,535.00	\$ 150,000.00	\$ 26,250.00
01/21/14 \$ -0-	\$ -0-	\$ 2,500.00
02/11/14 \$ 386,100.00	\$ 150,000.00	\$ 22,500.00
03/17/14 \$1,936,970.00	\$ 150,000.00	\$ 96,000.00
04/17/14 <u>\$1,290,535.00</u>	<u>\$ 150,000.00</u>	<u>\$ 80,2500.00</u>
\$8,130,745.00	\$ 1,050,000.00	\$ 418,750.00
Total FY 2014 Allotment Received to Date:	\$9,599,495.00	
Accounts Receivable FY 2014	<u>\$8,662,639.00</u>	
FY 2014 ACCOUNTS PAYABLE as of 03/24/2014	Amount	
Asatsu invoices MARCH 2014	\$1,105,147.55	
Japan Miscellaneous Invoices	\$34,305.59	
Guam Miscellaneous Invoices	\$560,148.31	
FY 2011/2012/2013 Pass-thru appropriations	\$311,892.24	
FY 2014 Pass-thru appropriations	\$12,000.00	
Encumbered Contracts (not yet incurred)	\$3,252,918.37	
Encumbered Purchase Orders (not yet incurred)	\$97,822.12	
FESTPAC Trust Account	\$1,470,899.27	
Total Payables to Date	\$6,845,133.45	

FY 2015 (04/22/2015)	Balance			
BANK OF GUAM	\$5,992,788.30			
FIRST HAWAIIAN BANK - Membership	\$80,637.85			
RESONA BANK	\$402,147.03			
BOG - TAF ACCOUNT	\$1,942,641.86			
BOG - RAINY DAY FUND	\$2,009,252.63			
BOG - FESTPAC Trust Account	\$2,653,010.91			
MORGAN STANLEY - CD **	\$2,512,229.30			
TOTAL CASH IN BANKS AS OF 04/22/2015	\$15,592,707.88			
**Morgan Stanley CD Market value as of 3/31/2015				
FY 2015 BUDGET P.L. 32-181	\$ 23,847,696.00			
Operations	\$ 20,115,000.00			
Destination Development	\$ 1,085,000.00			
Capital Improvement Projects	\$ 1,412,696.00			
Pass-thru Appropriations	\$ 1,235,000.00			
	Operations	Destination	CIP	Pass-thru
10/9/2014	\$ -	\$ -	\$ -	\$ 150,000.00
11/5/2014	\$ 3,274,437.00	\$ 230,562.00	\$ 1,100,792.00	\$ 212,750.00
12/19/2014	\$ 1,000,000.00	\$ -	\$ 100,000.00	\$ 5,300.00
12/23/2014	\$ -	\$ -	\$ -	\$ 39,375.00
1/13/2015	\$ 73,713.00	\$ 50,000.00	\$ 116,250.00	\$ 136,000.00
2/20/2015	\$ 4,014,437.00	\$ 230,562.00	\$ -	\$ 137,375.00
	\$ 8,362,587.00	\$ 511,124.00	\$ 1,317,042.00	\$ 680,800.00
Total FY 2015 Allotment Received to Date:				\$10,871,553.00
Accounts Receivable FY 2015				<u>\$12,976,143.00</u>
FY 2014/2015 ACCOUNTS PAYABLE as of 2/24/2015	Amount			
Asatsu invoices JAN 2015, FEB 2015, & MAR 2015	\$2,138,568.48			
Japan Miscellaneous Invoices	\$57,270.25			
Guam Miscellaneous Invoices	\$263,237.04			
FY 2014 Pass-thru appropriations received in FY 2015	\$6,500.00			
Encumbered Contracts (not yet incurred)	\$6,660,406.76			
Encumbered Purchase Orders (not yet incurred)	\$125,922.69			
FESTPAC Trust Account	\$2,653,010.91			
Total Payables to Date	\$11,904,916.13			



REGULAR BOARD OF DIRECTORS MEETING
Thursday, April 23, 2015 – 4:00 p.m.
Guam Visitors Bureau Main Conference Room

AGENDA

- I) **CALL TO ORDER**
- II) **MINUTES OF THE PREVIOUS MEETING** **Exhibit A**
Approval of minutes of the previous Board of Directors meeting dated April 9, 2015.
- III) **CHAIRMAN'S REPORT**
- IV) **GENERAL MANAGER'S REPORT**
- V) **TREASURER'S REPORT** **Exhibit B**
- VI) **REPORT OF THE BOARD COMMITTEES**

A. EXECUTIVE COMMITTEE

KOREA CRM/CSM TRAINING

Motion to ratify Executive Committee's approval for the travel of the GVB Computer Specialist to conduct the Simpleview CRM and CSM training with GVB Korea in Seoul, South Korea from March 31 – April 2, 2015. Cost is approximately \$2,440.00 from account KO-SMD023.

Airfare (\$800.00 x 1pax)	\$800.00
Per Diem – Lodging (\$230/night x 4nights x 1pax)	\$920.00
Per Diem – M&IE (\$144/day x 5days x 1pax)	\$720.00
Total	\$2,440.00

Background: Simpleview Inc. is GVB's contractor for its online website marketing and database development (CRM and CMS) backend. GVB's Social Media Specialist and Computer Specialist/Global Webmaster are in the final stages of launching GVB's foreign language websites utilizing the CRM and CMS administration. GVB plans to send the Computer Specialist to our overseas offices to conduct hands-on training for each of the required modules. With the objective to launch all of our global websites effectively, cohesion between our markets is vital for a successful launch and online campaign, thus in-depth sessions and proper training are required.

Issue: Board approval required for travel.

SelectUSA Investment Summit



Motion to ratify Executive Committee's approval to amend the previous board approved SelectUSA Investment Summit motion dated Thursday, February 26, 2015, to add the GVB General Manager or his designee.

Motion to approve two (2) delegates: GVB General Manager or his designee and the Governor's Chief of Staff to attend the SelectUSA Investment Summit in Washington D.C. from March 23-24, 2015 and the subsequent travel of the GVB General Manager to attend the Che'lu, Inc. Chamorro Cultural Festival and Chamorro Clubs Outreach in San Diego, California from March 27-29, 2015. (Estimated cost of travel for SelectUSA Investment Summit is \$12,681.80; \$6,340.90 to be paid from FY2015 Acct# KO-SMD023 and \$6,340.90 to be paid from FY2015 Acct# CI-SMD023. Estimated cost of travel for Che'lu Inc. Chamorro Cultural Festival approximately \$1,153.75 from the FY2015 North America Sales Marketing Development Acct# US-SMD023).

Airfare:	Roundtrip: GUAM/DC/GUAM - 1 pax	\$3,320.90
	GUAM/WASHINGTON D.C./SD/GUAM - 1 pax	\$3,320.90
Registration:	Investment Summit \$645.00 registration fee x 2 pax	\$1,290.00
Per Diem:	GVB Management (or designee) & Office of the Governor Chief of Staff	\$3,750.00
	Washington D.C. Lodging \$286.25 x 5 nights x 2 pax = \$2,862.50	
	Washington D.C. Per Diem \$88.75 x 5 days x 2 pax = \$887.50	
	GVB Management	\$1,153.75
	San Diego Lodging \$177.50 x 4 nights x 1 pax = \$710.00	
	San Diego Per Diem \$88.75 x 5 days x 1 pax = \$443.75	
Misc Expenses:	Excess baggage fees, business meetings & communication	\$1,000.00
	TOTAL:	\$13,835.55

Background: The SelectUSA summit is an unparalleled event that brings together investors from all over the world, economic development organizations from every corner of the United States, high-level government officials, and others working to facilitate investment in the United States. The summit will take place March 23-24, 2015 at the Gaylord National Resort and Convention Center in National Harbor, Maryland, in the Washington D.C. metro area.

Attendees will have the opportunity to meet 1,300 investors who are looking for a location for their business operations. The summit provides an opportune time to show off the advantages that Guam has to offer on the trade show floor. Attendees will learn of the latest trends and issues as well as resources to effectively reach investors and connect with other economic developers, service providers, and government officials who can share tools and information

As a focus of foreign direct investment to the United States, GEDA is leading this overseas mission along with GVB and GiAA. Each agency will financially contribute to the cost of attending the event. In addition, a comprehensive Guam sales kit will be presented to potential investors. Investment focus will be real estate, specifically in hotel development in the market of Japan, Korea, and China.

To capitalize on the travel to the mainland U.S., the General Manager will travel to San Diego, California to attend the Che'lu Inc. Chamorro Cultural Festival and Chamorro Clubs outreach

The General Manager will lead the delegation at GVB marketing department's several Guam product update sessions with Chamorros and Friends of Guam to share key information on Guam travel and on the Guam

Micronesia Island Fair (GMIF), Guam's 71st Liberation, Ko'ko Road Race and FESTPAC 2016, to name a few. The Marketing Staff will also present Mystical Tours and Adventures and the special Guam packages currently being developed with the partnership of United to help draw visitors to Guam.

Issue: Board approval required for travel.

Social Media Marketing World

Motion to ratify Executive Committee's approval to register the GVB Marketing Manager to attend the Social Media Marketing World 2015 from March 25-27, 2015 in San Diego, California. Cost is approximately \$1,497.00 from the Social Media Account SME002.

Background: The GVB Marketing Manager will already be in San Diego area around the time of this event to attend the Chamorro Cultural Festival on March 28. It had come to the Bureau's attention that this event would be occurring just before the festival and would be advantageous for GVB to tack on this opportunity for full optimization. This event would enhance GVB's marketing efforts and networking opportunities while in the area

Guam Visitors Bureau (GVB) will register the Marketing Manager, Pilar Laguana, to participate in the 2015 Social Media World from March 25-27, 2015 at the Manchester Grand Hyatt San Diego. The Social Media Marketing World event is meant for marketers from small/large business and government/non-profit entities and offers the GVB an opportunity to network with people who manage social media marketing for leading brands

The GVB would like to take this cost-effective advantage and benefit from its unique opportunities for our social media marketing work. The GVB would have access to 100+ speaker sessions and keynotes as a registered delegate. This event provides a great opportunity that will allow the bureau to meet with high-profile social media specialists and be able to gather valuable and relevant social media educational topics that we will be able to share with our marketing personnel for up to one year

No additional per diem is needed.

Issue: Board authorization required.

34th Annual Flame Tree Festival

Motion to ratify Executive Committee's approval of travel for three (3) pax (Master Blacksmith Frank Lizama, Master Carver Greg Pangelinan, and the Cultural Heritage Officer) to attend the 34th Annual Flame Tree Festival in Salpan from April 23-27, 2015. (Cost approximately \$2,618.00, Account No. DM-CPO003).

Airfare	3	450.00		\$1,350.00
Per Diem				
Lodging	1	\$140.00	4	\$560.00
M&IE	1	\$77.00	4	\$308.00
Car Rental	1	\$100.00	4	\$400.00
				\$2,618.00

Background: The Flame Tree Arts Festival celebrates the rich art and cultural heritage of the Commonwealth. Like its namesake, it was named after the tree which when in season is covered with a canopy of vivid reds, oranges, and other colors that make it seem like the tree is aflame and is held to coincide with the flowering season

and when the trees are in full bloom. The annual festival is the largest cultural event in the CNMI and brings together gifted artists from Saipan, Tinian, Rota, Guam, as well as visiting artists from other regions who gather to promote, perpetuate, and preserve the knowledge and skills of cultural practitioners. As GVB and Guam prepares for GMIF in May 2015 and FESTPAC in 2016, it is important to note involvement and outreach to our CNMI neighbor's as this event is very critical towards the successful planning of our own cultural events, especially GMIF and FESTPAC 2016. The GVB delegation plans to meet with their counterparts in the CNMI to gather support, enhance collaboration, and look at ideas aimed at ensuring our own cultural events meet or exceed expectations.

Issue: Board approval required for all travel.

B. GREATER CHINA MARKETING

Hong Kong ITE & MICE June 11-14, 2015

Motion to approve travel for two (2) GVB Marketing Staff to attend the 2015 ITE & MICE Travel Expo in Hong Kong SAR from June 11-14, 2015. (Cost is approximately \$7,650.00 to be paid from the FY2015 HK-SMD023.)

Air Fare:	Round trip: GUM/HONG KONG/GUM \$900 x 2 pax	\$1,800.00
Per Diem:	GVB Marketing Staff	
	Hong Kong Lodging: \$355 x 5 Nights x 2 pax	\$3,550.00
	Hong Kong M&IE: \$180 x 5 days x 2 pax	\$1,800.00
Misc Expenses:	Excess baggage fees / business communication	\$500.00
	TOTAL:	\$7,650.00

Background: ITE & MICE is Hong Kong's largest travel expo that focuses on both travel trade and consumer audiences. In 2014, the event attracted over 12,000 visitors during its two trade-days and went on to attract over 75,000 consumers during the two-day consumer period

ITE & MICE maintains a high international profile of exhibitors and its 650 exhibitors (85% from outside Hong Kong) in 2014 came from 47 countries and regions from different parts of the world.

Among its buyers and trade visitors, 6522 (53%) were from travel agents, 2588 (21%) from MICE and corporations, and 837 (7%) were from media. Among the MICE and corporate visitors, 11% came from government, public organizations and trade associations; 26% from various business services including banking and insurance; 14% from training and education and another 14% from organizers and event planners etc

In an effort to increase visitor arrivals from Hong Kong, GVB will maximize the opportunity to promote Guam and our direct service flights by United from HKG to GUM not only by exhibiting this event but by hosting a Guam seminar and introducing HK travel trade to Guam suppliers while providing a product update. Furthermore, GVB will continue to build relationships with MICE planners in order to sell Guam as a MICE destination and gain a share in this lucrative market

Issue: Board approval for travel required

C. JAPAN MARKETING

Committee minutes dated April 14, 2015

Exhibit C

28th GUAM MICRONESIA ISLAND FAIR MEDIA FAM TOUR TRAVEL MOTION

Motion to approve travel for Hiroshi Kaneko, GVB Japan Sales Manager, and Junko Kitagawa, GVB Tokyo Marketing & PR Representative, to assist with the 28th GUAM MICRONESIA ISLAND FAIR MEDIA FAM TOUR from May 14 - 18, 2015. (Estimated cost \$3,100.00; Account#SMD008)

Travel Expenses

Airfare x 2 pax: (including surcharge and tax)	\$900.00
Accommodation x 2 rooms x 4 nights	\$1,200.00
Rental car x 4 nights	\$300.00
R/T Transportation to Narita airport:	\$200.00
Guam Per Diem: \$62.50 x 4 nights x 2 pax	<u>\$500.00</u>
Total:	\$3,100.00

Background:

The GVB Japan office is conducting a Fam Tour for Media to coincide with the upcoming Guam Micronesia Island Fair. Each of the media coming will be featuring the GMIF and the latest product information on Guam. Each exposure will not only promote the event and the Chamorro culture but will also bring awareness to travel to Guam for this summer season.

Ms. Kitagawa will work as a liaison/translator. It will be Mr. Kaneko's first business trip to Guam so he will be joining the media on all the activities on Guam while learning about Guam's tourism product and the Chamorro culture and history

LIST OF MEDIA ATTENDING

1. Name TBC (Magazine "Hula Heaven" staff-CONFIRMED)
2. Name TBC (Magazine "Hula Heaven" staff-CONFIRMED)
3. Name TBC (Magazine "Otoko no Kakurega" staff-under negotiation by ADK)
4. Name TBC (Magazine "Otoko no Kakurega" staff-under negotiation by ADK)
5. Name TBC (Magazine "Walker Plus" staff-under negotiation by ADK)
6. Name TBC (Magazine "Walker Plus" staff-under negotiation by ADK)
7. Name TBC (Web Magazine "OVO" staff-under negotiation by ADK)
8. Name TBC (Web Magazine "OVO" staff-under negotiation by ADK)
9. Name TBC (Web Magazine "tabit" staff-under negotiation by ADK)
10. Name TBC (Web Magazine "tabit" staff-under negotiation by ADK)
11. Name TBC (Web Magazine "TABIZINE" staff-under negotiation by ADK)
12. Name TBC (Web Magazine "TABIZINE" staff-under negotiation by ADK)

Issue: Board approval required for all travel

D. KOREA MARKETING

KOREA MICE EXPO & HANA TOUR 2015

Motion to approve travel for the KMC Chairman and one (1) GVB marketing staff to attend the Korea MICE Expo from June 3-5, 2015. KMC Chairman and GVB marketing staff to also attend the Hana Tour 2015 with the GVB General Manager or his designee in Seoul, South Korea from June 5-7, 2015. Cost is approximately \$11,769.50 from KO-SMD023.

Airfare (\$900 x 3pax)	\$2,700.00
GM Per Diem –Lodging (\$230/night x 5nights x 1pax + 25%)	\$1,437.50
GM BOD Per Diem – M&IE (\$144/day x 5days x 1pax + 25%)	\$900.00
KMC Chair Per Diem – Lodging (\$230/night x 8nights x 1pax +25%)	\$2,300.00
KMC Chair Per Diem – M&IE (\$144/day x 8days x 1pax + 25%)	\$1,440.00
Staff Per Diem – Lodging (\$230/night x 8nights x pax)	\$1,840.00
Staff Per Diem – M&IE (\$144/day x 8days x 1pax)	\$1,115.00
Total	\$11,769.50

Background: The international business events community, including buyers, key industry professionals, and media attend the Korea MICE Expo. This annual event is Korea's largest meetings industry trade show. At the Korea MICE Expo, 350 buyers and other participants will have the opportunity to meet directly with members of the Seoul Tourism Organization (STO) and also 33 members of the Seoul MICE Alliance, and industry partnership of the city's major business events companies.

The Hana Tour International Fair directly follows the Korea MICE Expo, which is hosted by Korea's top outbound travel agency, Hana Tour. Encouraged by last year's participation and success, including many local industry organizations, GVB hope to show Hana Tour its commitment and support to continue pushing Guam sales.

This will be the 5th year GVB is joining the event. The fair is a key direct selling and presentation event for overseas destinations and GVB's presence will provide support to its members who will be attending while elevating awareness of Guam to consumers, trade, and trade media.

Issue: Board approval for travel required.

KOTFA 2015

Motion to approve travel for the KMC Chairman, GVB Marketing Manager and two (2) GVB marketing staff to attend the 2015 KOTFA from June 11-14, 2015 in Seoul, South Korea. Cost is approximately \$14,259.00 from account KO-SMD023.

Background: KOTFA is Korea's oldest and largest general consumer travel event with more than 120,000 visitors over the four-day event. During the 2014 event, 491 overseas organizations, 494 booths, and 4,826 exhibitors.

KOTFA is a very important component to GVB's overall Korea marketing and PR strategy with key GVB and Guam representatives coming to express face-time appreciation to the Korean travel trade and consumers for continued Guam support. GVB's presence will also convey support to its members who will be attending.

Airfare (\$900 x 4pax)	\$3,600.00
KMC Chair Per Diem – Lodging (\$230/night x 6nights x 1pax + 25%)	\$1,725.00
KMC Chair Per Diem – M&IE (\$144/day x 6days x 1pax + 25%)	\$1,080.00
Staff Per Diem – Seoul Lodging (\$230/night x 7nights x 3pax)	\$4,830.00
Staff Per Diem – Seoul M&IE (\$144/day x 7days x 3pax)	\$3,024.00
Total	\$14,259.00

Issue: Board approval for travel required.

E. MEMBERSHIP & COMMUNITY OUTREACH

F. NORTH AMERICA & PACIFIC MARKETS

G. RESEARCH

H. RUSSIA & NEW MARKETS

Committee minutes dated April 14, 2015

Exhibit D

I. SPORTS & EVENTS

J. VISITOR & SAFETY SATISFACTION

Committee minutes dated March 4, 2015

Exhibit E

K. ADMINISTRATION & GOV'T RELATIONS

L. CULTURAL & HERITAGE

M. DESTINATION MANAGEMENT

VII) OLD BUSINESS

VIII) NEW BUSINESS

IX) EXECUTIVE SESSION

X) ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, May 14, 2015 at 4:00pm, GVB Main Conference Room.
- Thursday, May 28, 2015 at 4:00pm, GVB Main Conference Room.

Announcements:

XI) ADJOURNMENT

Action Item:

1. ~~Management to set up the time for airport walk through~~
2. Management to Schedule a working session meeting with the Board and the Senators.
3. ~~Verify with legal if they could dispense with reading all motions.~~
4. Look into "guest house" issue regarding zoning, licensing, taxation, safety, etc.
 - o Telo to meet with Marie Benito Rev & Tax
5. Task force to be established by the Chairman for the Guam Tourism Academy
6. ~~Create a budget for photographer/Guam Photo Library~~
 - o Branding
7. Make welcome experience at the airport a priority.
 - o Met with airport officials
8. Make signage/touting/abandoned building/hand-billing legislation priority.
9. ~~Management to follow up with GEDA and MATRIX regarding a proposal for a Master Plan~~
10. ~~Management to report back with recommendations for photographer~~
11. Budget discussion at the board level for Festpac
12. Tumon Masterplan Task Force
13. Schedule briefing for Senators: Overview/Budget Preview/5yr CAPX
 - o Working on setting up a breakfast for 2nd week in May
14. ~~Meeting with Jessica Peterson~~
15. Creation of video for all markets



BOARD OF DIRECTORS REGULAR MEETING

Thursday, April 9, 2015 – 4:00 p.m.
Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:

Chairman Mark Baldyga	Director Robert Hofmann
Director Katarina Sgro	Director Sam Shinohara
Director Milton Morinaga	Director Norio Nakajima
Director Clifford Guzman	
Director Bart Jackson	

BOARD of DIRECTORS ABSENT:

Vice Chairman Bruce Kloppenburg – Off-island
Director Teresa Arriola – Off-island
Director Eduardo "Champ" Calvo – Off-island
Director Hong Soon Im – Off-island

GVB MANAGEMENT & STAFF PRESENT:

Colleen Cabedo	Dara Roberto	Felix Reyes
Chris Lizama	Nic Yasuhiro	Ana Cid
Dee Hernandez	June Sugawara	Haven Torres
Brian Borja	Kraig Camacho	Antonio Muna
Doris Ada	Steve Dierking	Josh Tyquiengco
Telo Taitague	Lisa Linek	
Gina Kono	Nadine Leon Guerrero	

GUESTS:

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:25pm.

IV. MINUTES OF THE PREVIOUS MEETING

EXHIBIT A/EXHIBIT B

Chairman Baldyga made a motion, seconded by Director Jackson, to approve the minutes of the previous Board of Directors meeting dated February 26, 2015. Motion Unanimously Approved. (Subject to minor revisions)

Chairman Baldyga made a motion, seconded by Director Jackson, to approve the minutes of the previous Board of Directors meeting dated March 12, 2015. Motion Unanimously Approved. (Subject to minor revisions)

V. CHAIRMAN'S REPORT

Chairman Baldyga talked about the discussion regarding the 2 bus shelter options. Option 1: To fast track and sign it away with GEDA and let them use an existing contractor. Option 2: To do an RFP. He noted that it was decided amongst the task force members to move forward with an RFP.

Management was directed to put together the RFP and issue immediately for the design of the bus shelters for specifications, installations, requirements and so forth. He'd added that he'd like it back and ordered within a month's

time and then they would reconvene the task force.

Chairman Baldyga thanked the people behind the GIM for the great promotion and presence.

Chairman Baldyga reported having a productive trip to Seoul. The core bullets from the Korea trip:

- Met with Korean Airlines for potential PATA sponsorship (unfortunately they are no longer PATA members but they may look at it)
- Met with hotels interested in potentially coming to Guam
- The Governor went to a major league stadium and threw out the first pitch. They featured a big video about Guam on the jumbotron. The link between Korean major league baseball should yield nice results
- Spoke with the Governor about GVB related matters such as the million dollars for Customs. Governor suggested he meet with financial advisor to discuss. They also talked about the idea of the Hagatna Restoration approach to the Tumon Master Plan.
- He also spoke with the Governor about 5 year Cap X budget for 5 year Strat-Plan with 3-4 million per year targeted from the TAF. A high priority detailed list of what they would do with 3-4 million a year for 5 consecutive years- put in the form of a bill that would say any excess in the TAF beyond what was budgeted, shall be set aside for that.
- Chairman Baldyga said that The Governor brought up his concern about the Japan Market.
- Chairman Baldyga noted that The Governor brought up how much he liked the Docomo Pacific Commercial and that GVB should look into doing something with similar concept. Director Shinohara added that he met with Jessica Peterson- she has a pitch for GVB and he suggested giving her an audience with JMC. She's putting together promotional material focused on cultural awareness.

Chairman Baldyga noted that it warranted the discussion of a creation of a video that cuts across markets. Something sexy, fun and exciting that makes people want to go to Guam. He added that this would be something to look at as well as a photo library of images that could be used by members available online.

Chairman Baldyga concluded his report and noted that Director Shinohara needed to leave which put them in a lack of quorum. He said he's like to go into recess and continue with an informal meeting of the Board providing committee updates, and would reconvene in one week.

VI. GENERAL MANAGER'S REPORT



**PRELIMINARY Visitor Arrivals
MARCH 2015
Total: 132,334 (0.8%)**

% Market Pk	Origin	YTD	% LY
68.3%	Japan	92,739	5.4%
20.7%	Korea	27,434	27.0%
5.7%	US/ Hawaii	6,787	17.5%
2.5%	Taiwan	3,279	1.2%
1.7%	China	2,243	128.8%
0.2%	Russia	254	85.8%

**PRELIMINARY Visitor Arrivals
CYTD 2015 (January 2015 - March 2015)
Total: 376,915 (3.2%)**

% Market Mix	Origin	Pax	% to LY
60.3%	Japan	226,899	-4.3%
26.0%	Korea	97,956	33.3%
4.9%	US/Hawaii	18,283	15.4%
2.8%	Taiwan	10,657	-11.4%
2.0%	China	7,898	-61.6%
0.3%	Russia	1,094	-79.7%

**PRELIMINARY Visitor Arrivals
FYTD 2015 (October 2014 - March 2015)
Total: 706,859 (1.9%)**

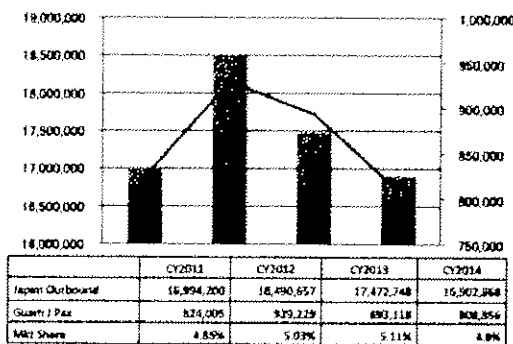
% Market Mix	Origin	Pax	% to LY
59.7%	Japan	421,981	-5.6%
25.6%	Korea	180,843	27.6%
4.9%	US/Hawaii	34,719	15.4%
2.8%	Taiwan	19,793	-13.7%
1.7%	China	12,354	61.6%
0.3%	Russia	2,329	-72.4%

**PRELIMINARY MTD Visitor Arrivals
April 1 - 7, 2015
Total: 23,754 (-4.7%)**

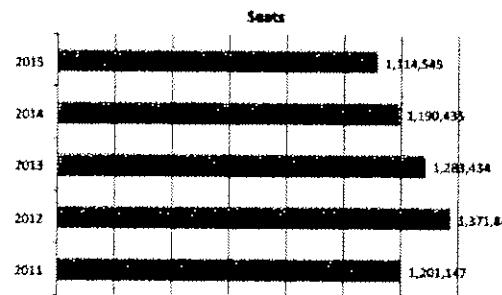
% Market Mix	Origin	Pax	% to LY
98.1%	Japan	23,462	-12.1%
26.5%	Korea	6,297	3.8%
5.1%	US/Hawaii	1,206	4.1%
3.2%	Taiwan	785	17.4%
1.1%	China	252	98.8%
0.1%	Russia	27	-92.4%

Japan FY2015
Supplemental Promotion
April 2015

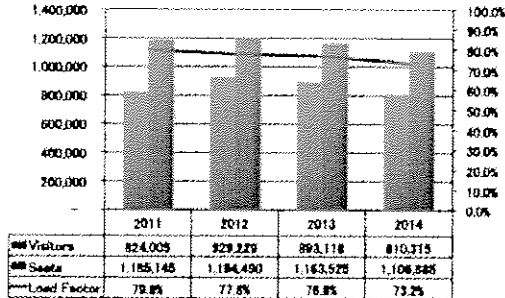
Japan Outbound



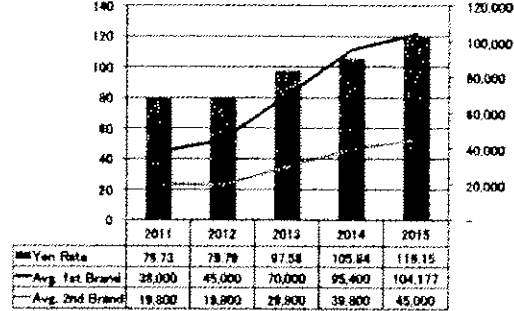
Overall Japan Seat Capacity



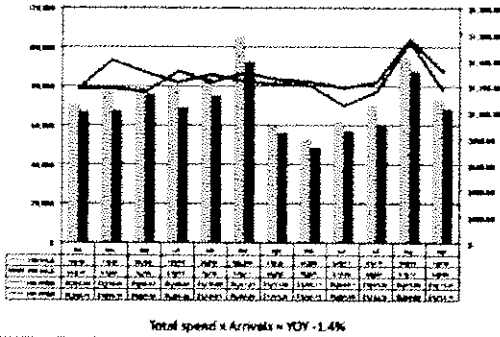
Seat Capacity Kanto, Chubu and Kansai



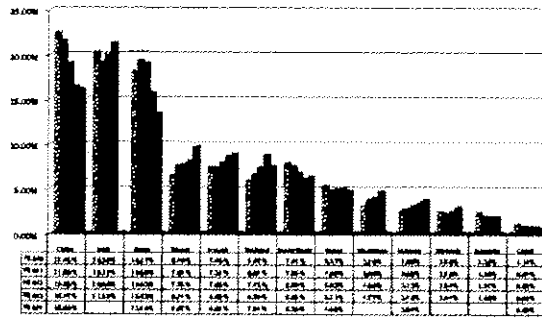
Yen Rate/Guam 1st Brand Package Price



On-Island Spend US\$



Japan Market Share by Destination

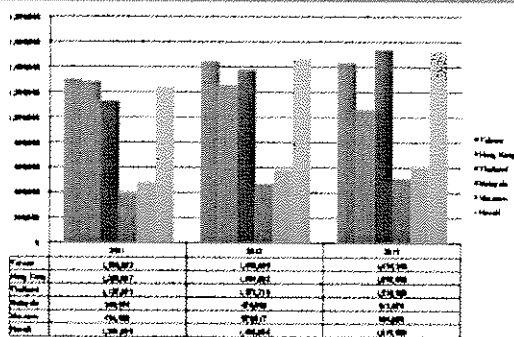


Key Destination Package Tour Prices

	Santorini	Hawaii	Okinawa
Low JTB / PSE (JTB/Costastri)	\$118,250	\$155,800	\$258,100
	4 days, Onward	8 days, Pacific Beach Hotel	4 days, Okinawa Beach
	Y\$6,800	Y\$11,800	Y\$20,000
ORL One	4 days, Santorini Y\$6,800	Hotel Palace by Aston	Hotel Monterey Okinawa
	Y\$6,800	Y\$12,800	Y\$6,800
QOT Holiday	4 days, Disney Plus	5 days, Hyatt Regency	4 days,
	Y\$10,800	Y\$15,800	Hotel Monterey Okinawa
			Y\$3,800
MTA Base	4 days, Onward	5 days, Hyatt Regency	Hotel Monterey Okinawa
NAC	Y\$6,800	Y\$10,800	Y\$6,800
MA Package	4 days, Holiday Resort		
PLC	Y\$14,800	Y\$18,800	
MA Yearbook	4 days, PLC	5 days, Okinawa Waikiki Hotel	
	Y\$17,780	Y\$18,800	Y\$6,180
MA YALPAC	4 days, PLC	5 days, Hyatt Regency	4 days, Pui Nihoa
		Y\$18,800	

*Major Package Brand (January - March 2015); minimum prices among each pamphlet
 *Hawaii discount specials announced \$100+ than Guam

Haneda Short Haul Destinations



Haneda Flights per week

As of Jan. 2015

Destinations	No. of flights per week
Hong Kong	45
Taiwan	56
Thailand	42
Malaysia	7
Vietnam	21
Hawaii	21

Source: Haneda Airport

What Is GVB Doing?

Sales

- JGTA Group Campaign Support: Group ↑ YOY +8.6%
- JGTC Brochure support: Premium Guam section in main brochures
- Co-op Advertising: Invested \$135,000 received \$648,123 in exposure

PR

- Current FY \$160,000 with \$34M in PR value as of Feb

Advertising

- 2013 launched Premium Guam with subway campaign
- 2014 greater push for Premium Guam – increased yield, overall spend relatively flat despite decrease in pax
- 2015 Kanto TVCM Campaign

Rationale

- Run of TVCM completed
- Seen improvement with campaign launched in the beginning of FY
- Hawaii and Okinawa launching new aggressive promotions
- Yen continues to erode
- Shorter booking period
- Increased competition from countries with weaker currency
- Fighting domestic travel trend
- Need additional push to keep Guam top of mind
- Need new creatives with strong tactical message versus image building

Results of Kanto TVCM

- GVB Conducted Independent In-Country Research
- TVCM in Kanto only

– Conclusions

- Overall level of awareness of advertising was high
- Awareness of Guam ads higher than Hawaii
- “Traffic” ad achieved highest penetration with an average 40% across 3 market segments
- Intention to visit Guam increased after watching TVCM
- Need greater push for “50 Things to Do”, unique attributes and proximity

Summary of Findings

Traffic version achieved the highest penetration.

- The awareness and estimate penetration of each TV commercial are as follows.
- The Traffic version achieved the highest awareness and penetration levels.

Version	Target	Sample Size	Awareness	Estimate Penetration
Office meeting	Upper 20% earning bracket	1,200 visitors	38.8%	20%
Family	Travel with 500+ immediately prior to visit	1,160 visitors	36.7%	33%
Traffic	Mid and lower, aged 20-34	24,700 visitors	36.8%	34.6%

The Traffic version obtained the highest level of preference.

- Overall, the Traffic version obtained an average preference score of 49%, which was highest among the three TV commercials.
- By segment, respondents in each target group prefer the TV commercial most relevant to them: for OL, the Office Meeting Version; for Family the Family version; and for Senior the Traffic version.

Preference of TV Commercial (%)

Version	Office meeting	Family	Traffic
Office meeting version	36.4	36.2	32.8
Family version	14.8	48.9	35.5
Traffic version	38.6	31.9	49.8

2nd Ind. Study on TVCM performance

Traffic version was ranked top among travel related commercials in Oct. – Nov. in terms of CM favorability.

◊ 283 place among total 3,319 CMs

Rank	Date	CM	Ranking among all	Company	Comments
1	4-Nov-2014	639	283	CMV	Traffic promotion
2	4-Nov-2014	212	488	CMV	Office promotion
3	4-Nov-2014	88	697	U.S.B.	Family travel
4	4-Nov-2014	24	1,078	Trip.com	Traffic promotion
5	4-Nov-2014	194	1,141	Special Promotions	Traffic promotion
6	4-Nov-2014	14	1,178	U.S.B.	Family
7	4-Nov-2014	14	1,178	U.S.B.	Office promotion
8	4-Nov-2014	24	1,178	U.S.B.	Other promotion
9	4-Nov-2014	114	1,178	Special Promotions	Special offer
10	4-Nov-2014	1	1,178	Palmyra City Traffic	Traffic promotion
11	4-Nov-2014	176	1,178	U.S.B.	CMV anniversary sale

CM Source: CM Data Bank



Korea Marketing News

T'way Air - Launching date : July 21, 2015

1. Tentative Schedule (Daily operation)
 - A. TW301, ICN/GUM, 2000L/0120L+1
 - B. TW302, GUM/ICN, 0230L+1/0625L+1
 - C. Aircraft Type : Boeing 737-800NG with winglets
 - D. Seat Capacity : Y189/Y186 (All economy)
3. About T'way Air
 - Currently operating four domestic routes
 - Ten International routes
 - Utilizing nine aircraft of Boeing 737-800, three more B737-800 will be added.
 - 1) Current Int'l routes : BKK, FUK, TSA, HSG, CTS, OIT, OKA, TNA, HAK, NMG
 - 2) New Int'l routes planned this year : KIX, PVG, VTE, GUM, TSN, HKG, INC

Korea Marketing News

3 month Activities/Programs

- TV Home-shopping
 - Mar : Onnuri, KRT, YB
 - Apr : Hanjin, Hana, Lottejtb
 - May : Redcap
 - On cable TV for an 1 hour
- MICE Group
 - Mar : Sunnam Foreign Language Middle school - 140 pax (New), RIOT Games - 130 pax (New), Loreal - 450pax, Froebel - 400pax (New)
 - Apr : S-Oil - 140 pax (New), Hana SK Card - 400 pax, GM Korea - 70 pax (New)

WET Weekly Total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	899	440	1,076	1,096	1,188	1,328	1,462	1,145	1,296	1,146	1,228	1,128	14,658

Korea Marketing News

3 month Activities/Programs

- Sales contest with KE, Jin Air, Jeju Air on Mar.
- Busan TAs Study Tour with Jeju Air on Apr. 18
- TAs Fam Tour with UA on Mar. 12,13
- Yeobaekhoe Fam Tour on Apr. 9
- Jeju Air Busan schedule flight from Apr. 2
 - 4 times per week (Wed, Thu, Sat, Sun)
- Daegu wedding planners study tour on Mar. 30

Korea Marketing News

Busan Hana - TV Advertisement, 30 seconds
 - Aired on Feb 1 - 28 (100 times), KNN local TV channel
 - Media exposure value : USD 450,000



Korea Marketing News

Golf Tournament - Benjefe Golf (March 5-9)

- ROI: USD 36,000



Korea Marketing News

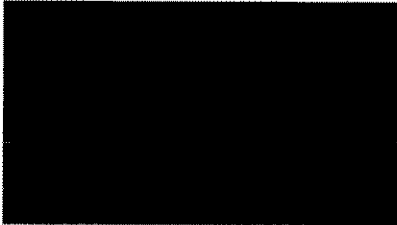
Hana Tour Traveller Magazine
 - Media exposure value : USD 14,000



Korea Marketing News

**Governor's Trade Mission
April 6-8, 2015**

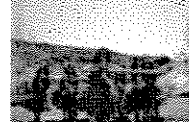
Governor Calvo was invited by the Korea Professional Baseball League to throw the first pitch of the season.



North America Marketing News

**Chamorro Cultural Festival
March 28, 2015 | San Marcos, California**

- GVB was the main sponsor of the largest Chamorro Festival hosted by the CHETU Organization.
- Southern Californians had unique opportunity to experience Chamorro culture and dance.
- Event welcomed over 4,000 visitors at the California State University, San Marcos campus.
- GVB conducted a Guam Product Seminar at the venue to update/educate visitors about Guam, the Guam Chamorro Dance Academy, and United promo with Mystical Tours & Adventure.



North America Marketing News

**Chamorro Cultural Festival
March 28, 2015 | San Marcos, California**

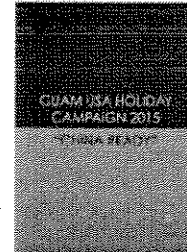
- Guam featured in over 30 TV and radio, blogs, and news segments such as CW XETV, KUSI San Diego Union Tribune, San Diego County News, and more.



China Marketing News

- Guam USA Holiday Campaign
- Support airlines and provide a coherent voice for the Guam USA Holiday travel product in China
- Enrollment on-going
- Deadline to respond is April 10, 2015

- China Sales Mission
- Update travel agents on Guam product
- Introduce Guam product to new travel agents
- Bring Guam industry partners to China travel trade
- Establish and build business relationships
- Shanghai: April 17th
- Beijing: April 20th
- Chengdu: April 22nd



North America Marketing News

**Social Media Marketing World
March 26-27, 2015 | San Diego, CA**



World's largest social media marketing conference offered the opportunity to make connections with 100+ key note speakers (plus 2,500 social media professionals). GVB was able to access to recordings of every session and presentations to utilize for a year.

**PATA Southern California Chapter Meeting
March 29, 2015 | Los Angeles, CA**



GVB met with PATA Southern California Chapter Executives, Bernard Gever and Klaus Billeto to discuss Guam promotions and our upcoming signature event with FESTPAC 2016.

China Marketing News

**Brand USA Training Seminar
March 31, 2015**

- Venue: Grand Millennium Beijing Hotel
- Introduce Guam, the closest US destination to Beijing travel trade
- Introduce upcoming China Sales Mission
- Answer questions from travel trade



China Marketing News

GVB Guangzhou: Guam Destination Seminar

March 6, 2015

- 70 travel agencies in Guangzhou city participating in Guam seminar
- 15 media (print & online) were on site for interviews
- Guam presentation conducted in Chinese by GVB Guangzhou Trade Manager
- United Guangzhou delivered a presentation about air service products, focus on Guam



China Marketing News

Guangzhou International Travel Fair (GITF)

March 6-8, 2015

- 140+ local travel agencies visited the Guam booth.
- Outbound travel agencies in Guangdong province.
- About 26 media, including print and website/radio in area were on site for interviews
- Guangzhou TV did a 5 minute feature of GVB to introduce Guam
- United Guangzhou sponsored 2 purse wallets and 1 model aircraft for the lucky draw at the Guam destination seminar



Taiwan Marketing News

Guam International Marathon

- Promotion of GiM on media/trade events including press conference, trade gathering and Spring travel fair
- Lead a GiM Media Fam tour: partner with celebrity runner Ingrid, famous blogger Danny, and Sports TV channel Videoland
- XTERRA Guam Championship will also be covered



Taiwan Marketing News

The 9th International Spring Travel Fair (STF)

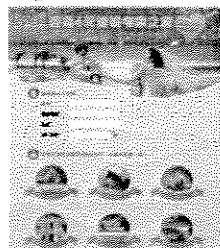
- STF was held March 26th to 29th with 7 local trade partners and 1 Guam tourism partner, Guam Reef & Olive Spa Resort



Hong Kong Marketing News

Joint Promotion with Wincastle, ESDLife and UA- Guam Wedding Inspection Tour (February 2015)

- 15 pair couples joined this inspection tour.
- Ad banners at ESDLife.com
- Email promotion
- Facebook promotion
- Special wedding inspection package developed with only HK\$3,999 (US \$520)



Hong Kong Marketing News

Joint Promotion with Wedding Centre at Wedding Expo (March 2015)

- 14 pair couples paid deposit on spot to Guam
- Backdrop with Jewel by the Sea
- Foam board of Aqua Stella Chapel
- Facebook promotion
- Single flyer promotion of various wedding chapels
- Special wedding package developed with only HK\$19,888 (US\$2,560)



Hong Kong Marketing News

Incentive Promotion for TA & Joint Promotion with United
April 1 - July 10, 2015

- Objective: Target incremental growth during the period from 1 April - 10 July comparing with sales figure of last year
- Travel Agents involved: Travel Resources, Westminster, Wing On, Hong Thai, Jensen Holiday, Wincastle and Travel Expert
- Target Additional Arrival: 440-893 pax
- Promotion Tools: Joint advertisement with TA (over 60 spots), Facebook Promotion, Email marketing
- Target Festivals/Events: Guam Mikronesia Island Fairs, Guam LIVE Music Festival, Guam BBQ Block Party
- United's Contribution: Special Fare for TA who joined this campaign. US\$40-100 discount/ticket (different classes)



Sports & Events

XTERRA Guam: April 11, 2015 @ Port Authority Beach
- Press Conference held today at Sheraton Laguna Guam

Guam International Marathon: April 12, 2015 @ Governor Joseph Flores Memorial (Ypao Beach) Park

- GIM Expo Ribbon Cutting 12 noon at PIC tomorrow
- Packet Pick up and Expo is tomorrow 4/10 from 12pm - 7pm and Saturday 4/11 9am - 5pm





VII. TREASURER'S REPORT

VIII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Chairman Baldyga noted they did not have to read the motions verbatim since they are in the printed agenda form.

COPIER LEASE AND MAINTENANCE AGREEMENT

Chairman Baldyga made motion, seconded by Director Jackson to ratify Executive Committee's approval for the authorization of the General Manager as Chief Procurement Officer to enter into a contract with the lowest responsible bidder of GVB IFB #2015-007, COPIER LEASE AND MAINTENANCE AGREEMENT.

Motion Approved

Background: On March 9, 2015, GVB issued Invitation for Bid No. 2015-007 Copier Lease and Maintenance Agreement for the two copiers servicing Administration and Marketing operations.

Issue: Board approval required.

Friendship Signing Agreement Sado-Shima Island Toki Marathon

Chairman Baldyga made a motion, seconded by Director Jackson to ratify Executive Committee's approval for a (3) person delegation to travel to Sado Island Niigata, Japan to continue Friendship Signing Agreement and activities associated with the Sado-Shima Island Toki Marathon from April 24-27, 2015. Account number ESP001 (Estimated cost of travel: \$6,386.00)

Motion Approved

Background: The Guam Visitors Bureau shares a Sister-Race Agreement between Sado-Shima Island Marathon (Toki Bird) and Guam Ko'ko Road Race (Ko'ko Bird) that initiated on April 7, 2013. The Guam Ko'ko Road Race and Sado Shima Toki Marathon agreement is now on its 3rd year and the Bureau would like to continue to honor this agreement to encourage better relations; enhance stronger sports tourism through the mutual promotion of both races. Please note that each year a 5-7 person delegation from Sado-Shima Island has been attending the Ko'ko' Road Race as part of the agreement.

Cost estimate:

Airfare: (1) Management, (1) GVB Staff, (1) Miss Guam	\$1000	X 3 pax	\$3,000
Per Diem (Meals & Incidental Expenses only)	\$172.00		
GVB Management per diem	+25%	x 4 days	\$860.00



GVB Staff per diem	\$172.00	x 4 days	\$688.00
Miss Guam per diem	\$172.00	x 4 days	\$688.00
Miss Guam Honorarium	\$100.00	x 2 days	\$200.00
Miscellaneous:			
Car Rental ¥40,000 (¥10,000 x 4 days)	\$125.00	x 4 days	\$500.00
Gasoline	\$50.00	x 4 days	\$200.00
Gifts	\$250.00		\$250.00
TOTAL			\$6,386.00

Issue: Board approval required for travel

Discussion/Comments:

- Director Shinohara questioned the benefit of the Sister Signing Agreement. Nadine explained that as a sister marathon, Guam's promotional materials are distributed at their event. Director Shinohara asked how they track the benefits and how many people from there actually come to Guam races. Nadine said that it builds awareness for the Ko'ko and GIM and that she did not have the exact number available but it's around 50-60 per year.
- Chairman Baldyga asked what the on-island spending was per person. Nadine said it's \$500 per person.

Toyohiragawa Marathon Activities Sapporo

Chairman Baldyga made a motion, seconded by Director Jackson to ratify Executive Committee's approval for a (6) person delegation to travel to Sapporo, Japan to participate in the activities associated with the Toyohiragawa Marathon from May 4-6, 2015. Account number ESP001 (Estimated cost of travel: \$7,339.00)
Motion Approved

Background: A Sisterhood Race Agreement was signed May 3, 2011 with the Guam Visitors Bureau and the Hokkaido Track and Field Association to encourage better relations, stronger sports tourism through the Toyohiragawa River Marathon and the Guam Ko'ko Road Race. The sisterhood race agreement summarized the arrangements necessary for both race events, which includes commitment to attend the Toyohira River Marathon and Guam Ko'ko Road Race for both parties. Hotel accommodations are being provided for the Guam delegation in Sapporo courtesy of Nikkan Sports. Airfare for (2) pax is complimentary via United Sponsorship agreement as an official sponsor of the Guam Ko'ko Road Race in 2014.

Cost Estimate:

Airfare: Airport taxes and airline fees only			
Airfare: (1) BOD/Sports Chairperson, (1) GVB Management, (1) Miss Guam, (1) GVB Staff Per Diem	\$100.00	x 2 pax	\$200.00
(Meals & Incidental Expenses only)	\$1,000.00	x 4 pax	\$4,000.00

GVB BOD/Sports Chairperson per diem	\$102.00 + 25%	x 3 days	\$382.50
GVB Management	\$102.00 + 25%	x 3 days	\$382.50
GVB Staff	\$102.00	x 3 days	\$306.00
Miss Guam	\$102.00	x 3 days	\$306.00
Miss Guam Honorarium	\$100.00	x 2 days	\$200.00
Runner (1) Top Local male	\$102.00	x 3 days	\$306.00
Runner (2) Top Local female	\$102.00	x 3 days	\$306.00
 Miscellaneous:			
Car Rental ¥40,000 (¥10,000 x 4 days)	\$125.00	x 4 days	\$500.00
Gasoline	\$50.00	x 4 days	\$200.00
Gifts	\$250.00		\$250.00
TOTAL			\$7,339.00

Issue: Board approval required for all travel.

Discussion/Comments:

- Director Shinohara asked if they needed to send so many people to these events. Nadine said the role of Miss Guam as part of the opening and awards ceremony, there's also (1) management, (1) GVB staff, the Chairperson of Sports and Events, and the two other people going are winner's from last year's Ko'ko and are only given per diem.
- Chairman Baldyga noted that since Director Sgro would be attending, by way of disclosure she would be voting and attending but that it was legitimate and just for clarity.
- Chairman Baldyga made a request that as they prepare the budget, he'd like to see a budget for the year by events- for the number of people attending so that as a Board they could look holistically at the year's worth of travel rather than committee by committee. He added that he'd like to see a consolidated version for the years worth of travel, subtotaled by committee. Nadine noted that it's actually part of their budget documents- each market and each section does it.

Greater China Motion – China Market

Chairman Baldyga made a motion, seconded by Director Shinohara to ratify Executive Committee's approval of the Marketing Manager and two (2) marketing staff to travel to the cities of Shanghai, Beijing and Chengdu, China to execute the department's China Sales Mission from April 16-23, 2015. Estimated cost of travel is \$16,942.00 from account CI-SMD-023.

Motion Approved

Air Fare: GUM/SHANGHAI/BEIJING/CHENGDU/SHANGHAI (\$3,000.00 x 2 pax) \$ 6,000.00
 GUM/SHANGHAI/BEIJING/CHENGDU/GUAM (\$3,000.00 x 1 pax) \$3,000.00

Per Diem:	<u>April 16-18</u>		
	Shanghai Lodging: \$237.00 x 3 nights x 3 pax		\$2,133.00
	Shanghai M&IE: \$93.00 x 3 days x 3 pax	\$837.00	
	<u>April 19-20</u>		
	Beijing Lodging: \$258.00 x 2 nights x 3 pax		\$1,548.00
	Beijing M&IE: \$119.00 x 2 days x 3 pax	\$714.00	
	<u>April 21-23</u>		
	Chengdu Lodging: \$153.00 x 2 nights x 3 pax		\$918.00
	Chengdu M&IE: \$88.00 x 3 days x 3 pax	\$792.00	
Misc Expenses:	Excess baggage fees/business communication		\$1,000.00
	TOTAL:		\$16,942.00

Background: The GVB China Sales Mission is designed to enhance the networking and business ties between Guam industry and the travel trade in China.

Through a series of face-to-face meetings held in three cities – Shanghai, Beijing and Chengdu – GVB and industry partners participating will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China.

The in-depth face-to-face meetings will provide the opportunity to: (1) Strengthen Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; (2) Offer valuable face time for businesses with key decision makers from the travel trade in China; (3) Educate Chinese travel trade frontline staff on Guam products; (4) Engage with and learn about the Chinese travel trade through in-depth one-to-one meetings and networking events. Due to the aggressive nature of this overseas mission, full staff participation from the Greater China Market is needed to engage with travel trade representatives as well as to provide other logistical and promotional support.

Issue

Board approval required for travel.

GOVERNOR'S SEOUL-SHENYANG TRADE MISSION

Director Shinohara made a motion, seconded by Director Guzman to ratify Executive Committee's approval for the travel of the KMC Chairman, KMC Vice Chairman, and GVB General Manager to attend the Incheon Sister City Signing, Guam Investment Seminar, and meetings with potential industry partners in Seoul, South Korea from April 6-8, 2015. GVB General Manager to also travel to Shenyang, China from April 9-12, 2015 to escort the Governor for meetings with potential investors. Cost is approximately \$10,568.75 (\$7,410.00 from account KO-SMD023 and \$3,158.75 from account CI-SMD023).

Motion Approved

Korea Airfare (\$900 x 2pax)	\$1,800.00
Per Diem – Seoul Lodging (\$230/night x 4nights x 3pax + 25%)	\$3,450.00
Per Diem – Seoul M&IE (\$144/day x 4days x 3pax + 25%)	\$2,160.00
GM Airfare (\$1,900 x 1pax)	\$1,900.00
Per Diem Lodging – Shenyang (\$193/night x 3nights x 1pax + 25%)	\$723.75

Per Diem M&IE – Shenyang (\$107/day x 4days x 1pax + 25%)	\$535.00
Total	\$10,568.75

Background: GVB is supporting the Governor’s trade mission in Seoul, South Korea from April 6-8, 2015 to partake in the Incheon Sister City Signing and the Guam Investment Seminar, which will be presented to 120-150 Korean investors. GVB’s Korea Office will be coordinating meetings with Korean industry partners.

Issue: Board approval required for travel.

Director Shinohara made a motion, seconded by Director Jackson to ratify Executive Committee’s approval for the travel of the GVB Chairman to replace the GVB General Manager and attend the Governor’s Trade Mission in Seoul, South Korea from April 6-8, 2015.

Motion Approved

Background: GVB is supporting the Governor’s trade mission in Seoul, South Korea from April 6-8, 2015 to partake in the Incheon Sister City Signing and the Guam Investment Seminar, which will be presented to 120-150 Korean investors. GVB’s Korea Office will be coordinating meetings with Korean industry partners.

The GVB Board approved the travel and per diem for KMC Chairs, Bartley Jackson and Hong Song Im, as well as GVB General Manager, during the March 12 board meeting; however, GVB General Manager is unable to attend the Governor’s trade mission in Korea due to important meetings on island.

No additional funds needed.

Issue: Board approval required for travel

Discussion/Comments:

- o Chairman Baldyga noted that for clarity as mentioned the GM’s cost was substituted by himself as Chair because Nathan was unable to attend.

B. DESTINATION MANAGEMENT
Committee minutes dated April 2, 2015

EXHIBIT C

C. GREATER CHINA MARKETING
Committee Minutes dated April 3, 2015

EXHIBIT D

GVB China Sales Mission

Director Jackson made a motion, seconded by Director Shinohara to approve travel for Greater China Committee Co-Chairperson to travel to the cities of Shanghai, Beijing and Chengdu, China for GVB’s China Sales Mission from April 16-23, 2015. Estimated cost of travel to cover per diem cost is \$2,314.00 to be paid from FY2015 Account# CI-SMD-023.

Motion Approved

Per Diem:	<u>April 16-18</u>	
	Shanghai Lodging: \$237.00 x 3 nights	\$711.00
	Shanghai M&IE: \$93.00 x 3 days	\$279.00
	<u>April 19-20</u>	



Beijing Lodging: \$258.00 x 2 nights	\$516.00
Beijing M&IE: \$119.00 x 2 days	\$238.00
<u>April 21-23</u>	
Chengdu Lodging: \$153.00 x 2 nights	\$306.00
Chengdu M&IE: \$88.00 x 3 days	\$264.00
TOTAL:	\$ 2,314.00

Background:The GVB China Sales Mission is designed to enhance the networking and business ties between Guam industry and the travel trade in China. Through a series of face-to-face meetings held in three cities – Shanghai, Beijing and Chengdu – GVB and industry partners participating will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The in-depth face-to-face meetings will provide the opportunity to: (1) Strengthen Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; (2) Offer valuable face time for businesses with key decision makers from the travel trade in China; (3) Educate Chinese travel trade frontline staff on Guam products; (4) Engage with and learn about the Chinese travel trade through in-depth one-to-one meetings and networking events. It is recommended that committee protocol join the delegation as GVB programming has matured and developed in the China market and the endeavors during the sales mission in these three major cities is critical to its success.

Issue:Board approval required for travel.

SelectUSA Greater China Road Show

Director Jackson made a motion, seconded by Director Guzman to approve travel for one (1) GVB Marketing Staff to attend the 2015 SelectUSA Greater China Roadshow from May 18 - 29, 2015. (Cost is approximately \$12,641.00 to be paid from FY2015 Account# CI-SMD023)

Motion Approved

Background: The SelectUSA Greater China Roadshow is an expansion of the SelectUSA Pearl River Delta roadshow and is the first of its kind targeting Hong Kong, Shenzhen, Dongguan, Guangzhou, Shanghai, and Shenyang. Economic development offices and their partners have the opportunity to meet with potential investors and companies along the Pearl River Delta region and beyond: the heart of China's economic power and the most dynamic area contributing the highest FDI to the United States. The roadshow is designed to provide a real experience to the delegates of witnessing a high demand for investment projects and a maturity of the market to further promote investment into the United States.

Registration:			\$3,000.00
	GVB Marketing Staff (shared cost with GEDA)	\$2,500.00	
	GVB China Marketing Representative	\$500.00	
Air Fare:			\$3,000.00
	ROUNDTRIP: GUM-HONG KONG-GUM	\$1,500.00	
	CHINA DOMESTIC: GUANGZHOU, SHANGHAI, DALIAN, SHENYANG	\$1,500.00	
Per Diem:	GVB Marketing Staff		\$6,141.00
	HK Lodging: \$355 x 3 nights	\$1,065.00	
	HK M&IE: \$180 x 3 days	\$540.00	
	Shenzhen Lodging: \$264 x 2 nights	\$528.00	
	Shenzhen M&IE: \$135 x 1 day	\$135.00	
	Dongguan Lodging: \$152 x 1 night	\$152.00	



	Dongguan M&IE: \$118 x 1 day	\$118.00	
	Guangzhou Lodging: \$243 x 4 nights	\$972.00	
	Guangzhou M&IE: \$164 x 4 days	\$656.00	
	Shanghai Lodging \$237 x 3 nights	\$711.00	
	Shanghai M&IE \$93 x 3 days	\$279.00	
	Hangzhou M&IE: \$111 x 1 day	\$111.00	
	Dalian Lodging: \$166 x 1 night	\$166.00	
	Dalian: M&IE: \$108 x 1 day	\$108.00	
	Shenyang Lodging: \$193 x 2 nights	\$386.00	
	Shenyang M&IE: \$107 x 2 nights	\$214.00	
Miscellaneous:			\$500.00
	Excess Baggage Fees / Business Communication & Meetings	\$500.00	
		TOTAL:	\$12,641.00

The SelectUSA Greater China Roadshow is a Guam Economic Development Authority (GEDA) led-initiative that is aimed to attract potential investors to Guam. GEDA's main objective is to push for hotel and tourism related investment, which is a direct interest of the Guam Visitors Bureau as more hotel and tourism investment is needed to pursue the Tourism 2020 mission of diversifying our tourism market sources. To strengthen this initiative it is requested to have a GVB representative who is knowledgeable of the Greater China Market and GVBs China marketing initiatives to join the delegation.

Issue: Board approval required for travel.

D. JAPAN MARKETING

GVB RESOLUTION NO: 2015-002

EXHIBITE

Motion to approve GVB Resolution NO: 2015-002 Relative to authorizing the use of the rainy day fund pursuant to 12 GCA §9303 to increase marketing activities in Japan to battle the decline in arrivals due to unforeseen certain external economic conditions.

Motion Moved

Discussion/Comments:

- Chairman Baldyga noted that they just watched a presentation from GM Denight regarding the proposed supplemental marketing campaign with a request for 1.3 million dollars to be used from the rainy day fund. He asked to clarify if they would be expecting an additional 17,000 customers because of the campaign.
- Japan Marketing Office Nadine Leon Guerrero explained the 2 parts to the campaign. \$700,00 for the television commercial and the other part would be working with the travel agents.
- Director Jackson asked Nadine about the impact of the last television ad. He noted that with the last ad, they lost ground and resulted in fewer visitors. He asked why they thought tv ads would be a solution to the problem.
- Nadine explained that they haven't done tv commercials in a few years and they've just started back into the tv media again. She noted that there was a street study done in the October/November period in which they were asked to name 3 tv commercials, to which Guam was on the top of the list. Director Jackson responded that it didn't seem to have any real effect.

- Nadine went on to explain that the ad only ran in Kanto and that it did have an effect. Director Jackson pointed out that it worked for one month, a low month, against a low base. He noted the need to be objective about what tv advertising does, what it has done, and that it's unreasonable to expect that a good tv ad resulted in a 2% increase off a lower base in a shoulder month and that all the other months were down.
- GM Denight noted that Director Jackson made a good point and the call to action needs to be more measurable so they could determine the effectiveness of the spot. He went on to say that it was suggested to push the consumers to take more action- to go the agents and pick up the "50 Things to do in Guam", so they could actually measure how many materials they distribute. The general idea was to have a stronger tie in.
- Chairman Baldgya asked about the extra \$480,000 that was given last year for the subways, He noted that it didn't seem to move anything. Director Morinaga explained that subways in Japan are changing- they are going digital. He said that during these few months, Japan was still skeptical about the economy, yen was weak, union negotiations were going on, etc. He went on to say that now people are starting to get raises and bonuses, people will start thinking about traveling. Also, now is the time that Okinawa and Hawaii will be bombarded with summer travel and that there are other, more exotic destinations.
- Director Jackson asked why the Hawaii market share grew over a period where Guam's didn't. He asked if Hawaii was doing something different such as paying the agents per person. Director Morinaga explained that the size of their budget is to be considered. Also, many Japanese are time-share owners which provides repeat business. But as people go they are not spending as much because they are smarter consumers now.
- Chairman Baldgya noted that because Director Shinohara had to leave by 4:45 and there were motions to get through, he did not want to shortchange the discussion. He said he did not feel comfortable making a decision on a substantial amount of money without having more board members present. Director Morinaga noted that with summer approaching, they would need to make a decision soon because they need to reserve the slot and production takes time.
- Chairman Baldgya noted that Acting GM Taitague requested a supplemental meeting for the budget and it was recommended that they recess the meeting at the end of the day and reconvene a week later to have a budget discussion and at the beginning of the meeting discuss the resolution. He went on to add that it's a lot of money- taking 50% from the rainy day fund in a single promotion which would warrant more than partial attendance of the board.
- Director Shinohara said that in the spirit of transparency it was only half of the equation and that there needed to be a call to action to address the Japan issue. He also said there was a lot of conversation about whether it was the right thing to do and a majority said they needed to have awareness of what everybody was doing. He noted that he did not feel like it closed the loop and solved the problem in it's entirety. Chairman Baldgya added that the 2 million (rainy day fund) was built over a period of many years and the last time they took \$500,000 of it, there was almost no effect.
- Director Jackson noted that the rainy day fund is for special situations and emergencies and clearly 22 months of consecutive decline in Japan market warranted the use of the rainy day fund in some form or another. Chairman Baldgya added that he recently returned from a trip with the Governor who had expressed his concern over what they were doing about Japan.
- GM Denight said that it was a good idea and they didn't want to rush a major proposal. He added that Director Jackson's idea about the direct incentives to the agents would be discussed with the members at the next JMC meeting. Nadine responded that they built the direct incentives into the FY2016 budget.
- Chairman Baldgya made a request to move forward in the interest of time. He thanked the GM, Director Morinaga and Nadine for their input.

Japan Market Motion – FY 2015

Director Morinaga made a motion, seconded by Director Shinohara to approve travel for the Japan Manager from Tokyo, Japan to Guam to attend the April 14, 2015 Japan Marketing Committee meeting. Travel is scheduled for April 13-15, 2015. Cost is approximately \$1,475.00 from the FY2015 JA# SMD004 Account
Motion Approved

Marketing	Lodging	M&IE	Total
GVB Japan Manager	\$175.00 x 2 nites	\$62.50 x 2 days	\$475.00
Airfare	\$1,000 x 1 pax		\$1,000.00
	TOTAL		\$1,475.00

Background: GVB and the JMC is looking at an impactful strategic sales, PR and marketing plan for the remainder of FY2015 and for FY2016. The Japan Manager will be joining the JMC on these discussions as well as attend other strategic meetings planned during the duration of his stay

Action: Board approval needed for travel

E. KOREA MARKETING
Committee minutes dated March 25, 2015

EXHIBIT F

F. MEMBERSHIP & COMMUNITY OUTREACH

G. NORTH AMERICA & PACIFIC MARKETS
Committee minutes dated April 3, 2015

EXHIBIT G

H. RESEARCH
Committee minutes dated March 17, 2015

EXHIBIT H

I. RUSSIA & NEW MARKETS

J. SPORTS & EVENTS

K. VISITOR SAFETY & SATISFACTION

L. ADMINISTRATION & GOV'T RELATIONS

M. CULTURAL & HERITAGE

Pacific International Tourism Expo (PITE) 2015



Director Jackson made a motion, seconded by Director Guzman to approve travel for (4) Cultural Entertainers to attend the 2015 Pacific International Tourism Expo (PITE) in Vladivostok, Russia from May 20-23, 2015. (Cost approximately \$14,416.00, Acct. No. DM-CPO008).
Motion Approved

Travel Expenses:	
Airfare: \$1,500.00 x 4 pax =	\$6,000.00
Per Diem:	
Entertainers	
Lodging: \$221.00/day x 4 days x 4 pax =	\$3,536.00
M&IE: \$114.00/day x 5 days x 4 pax =	\$2,280.00
Professional Fees	
Entertainers: \$100.00/day x 3 days x 4 pax =	\$1,200.00
Visa Processing: \$350.00 x 4pax	\$1,400.00
TOTAL EXPENSE:	\$14,416.00

Background: The Pacific International Tourism Expo (PITE) is the largest annual travel show in the Far East of Russia which was established to discover new business opportunities, network with leading tourism professionals, and preview what is hot and new for travel markets of Primorsky Territory and Pacific Asia. More than 9,000 travelers/visitors were present in last year's show, which also featured over 140 exhibitors.

GVB's main objective is to initiate marketing efforts and to bring awareness of our destination to trade and consumers in the Far East. A Guam Presentation for our participating companies is being scheduled to introduce themselves and their product/service to travel agents

Issue: Board approval needed for all travel

Discussion/Comments:

- o Director Jackson noted that in an effort to save money, the cultural dancers were cut the first time but as it turned out, the representative office was working on a specific promotion is dependant on having cultural dancers present.

IX. OLD BUSINESS

X. NEW BUINESS

XI. EXECUTIVE SESSION

XII. ANNOUNCEMENT

Upcoming Board Meetings:

- o Thursday, April 23, 2015 at 4:00pm, GVB Main Conference Room.
- o Thursday, May 14, 2015 at 4:00pm, GVB Main Conference Room.

Announcements:



XIII. ADJOURNMENT

Chairman Baldyga made a motion, seconded by Director Shinohara, to recess the meeting. Meeting recessed at 5:04 p.m. Motion Unanimously Approved.

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

Board Minutes respectively submitted by Dara Roberto, Executive Secretary

Action Item:

1. ~~Management to set up the time for airport walk through~~
2. Management to Schedule a working session meeting with the Board and the Senators.
3. ~~Verify with legal if they could dispense with reading all motions.~~
4. Look into "guest house" issue regarding zoning, licensing, taxation, safety, etc.
5. Task force to be established by the Chairman for the Guam Tourism Academy
6. Create a budget for photographer/Guam Photo Library
7. Make welcome experience at the airport a priority.
8. Make signage/touting/abandoned building/hand-billing legislation priority.
9. Management to follow up with GEDA and MATRIX regarding a proposal for a Master Plan
10. Management to report back with recommendations for photographer
11. Budget discussion at the board level for Festpac
12. Tumon Masterplan Task Force
13. Schedule briefing for Senators: Overview/Budget Preview/5yr CAPX
14. Meeting with Jessica Peterson
15. Creation of video for all markets