



Speaker Won Pat <speaker@judiwonpat.com>

Messages and Communications

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

Mon, Aug 17, 2015 at 1:52 PM

8/17/2015 8/14/2015Guam Visitors Bureau

Pursuant to Title 5 Ch 8 Section 8113.1.; GVB Board Packet August 13, 2015. 33-15-0748

Forwarded message
From: **Dara Roberto** <dara.roberto@visitguam.org>
Date: Mon, Aug 17, 2015 at 1:33 PM
Subject: GVB Board Packet August 13, 2015
To: Speaker Won Pat <speaker@judiwonpat.com>

Hafa Adai Speaker Won Pat,
Please see attached GVB Board Packet.

Packet consists of:

- AGENDA
- Exhibit A: Board minutes dated July 23, 2015
- Exhibit B: Treasurer's report
- Exhibit C: Russia committee minutes
- Exhibit D: DMC minutes
- Exhibit E: China minutes
- Exhibit F: KMC minutes
- Exhibit G: NAP minutes

KMC_Minutes_20150714.pdf

2015 AUG 17 PM 2:14

Senseramente',

Dara Roberto
Executive Secretary

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33-15-0748
Office of the Speaker
Judith T. Won Pat, Ed.D



Date: 08/17/15
Time: 1:52 PM
Received By: [Signature]

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Ufisinan I Etmás Ge'helo'Gi Liheslaturan Guáhan
Office of Speaker Judith T. Won Pat, Ed.D.
Kumiten Idukasion Tinakhefo', Kottura, Laibirihan Pubbleko siha yan Asunton Famalao'an
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7 attachments


- AGENDA_20150813.docx
617K
- Exhibit_A_MINUTES_20150723.docx
704K


DOC NO. 33GL-15-0748

 EXHIBIT_B_FY 2015 Cash Position as of 08-12-15.pdf
111K

 EXHIBIT_C_.pdf
448K

 EXHIBIT_D_FY15 - DMC 8-6-15.pdf
97K

 EXHIBIT_E_.pdf
268K

 EXHIBIT_G_.pdf
212K



BOARD OF DIRECTORS REGULAR MEETING

Thursday, July 23, 2015 – 4:00 p.m.

Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT:

Director Theresa Arriola
 Director Norio Nakakima
 Director Hong Soon Im
 Chairman Mark Baldyga
 Director Katarina Sgro

Director Sam Shinohara
 Director Milton Morinaga
 Director Bart Jackson
 Director Bruce Kloppenburg
 Director Robert Hofmann

BOARD of DIRECTORS ABSENT:

Director Eduardo Calvo – Off-island
 Director Shelly Calvo – Off-island
 Director Clifford Guzman

GVB MANAGEMENT & STAFF PRESENT:

Dara Roberto
 Lisa Linek
 Nadine LeonGuerrero
 Gina Kono
 Ana Cid
 Pilar Laguana
 Colleen Cabedo
 Nakisha Onedera

Antonio Muna Jr.
 Nicolas Yasuhiro
 June Sugawara
 Josh Tyquiengco
 Brian Borja
 Haven Torres
 Doris Ada
 Hiroshi Kaneko

Rose Cunliffe
 Nathan Denight
 Telo Taitague
 Kraig Camacho
 Regina Nedlic
 Mark Manglona
 Dee Hernandez

GUESTS:

Bernice Rivera – Office of Senator Tina Muna Barnes
 Alan Cepeda – Office of Senator Tina Muna Barnes
 Mary Therese Edgale

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:16pm.

II. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Chairman Baldyga made a motion to approve the minutes of the previous Board of Directors meeting dated July 9, 2015. Motion Unanimously Approved. (Subject to minor revisions)

III. CHAIRMAN'S REPORT

At the Boards request Chairman Baldyga, GM Denight and Director Jackson met with the Director of the Department of Revenue & Taxation for clarification regarding the (2) Auditor positions for GVB.

- o Cost: \$89,000 for (2) positions
- o They would only focus on tourism related issues
- o They would provide quarterly results reports

Chairman Baldyga, GM Denight and Director Morinaga held a meeting regarding the bus shelters. Chairman Baldyga reported the number of cutouts would be reduced in places where they would have to relocate utilities. He added the architects are in the process of finishing the selection of materials with consideration to longevity, anti-graffiti, ease of maintenance, obtaining replacement parts, etc.

Chairman Baldyga reported meeting with the Lieutenant Governor and DPR regarding additional equipment and staff (for DPR). It was suggested they utilize the resources of GVB's VSO program. They were supportive of the idea and would head in that direction moving forward.

Chairman Baldyga noted the HERO Awards were well attended. He thanked GHRA for sponsoring the event.

IV. GENERAL MANAGER'S REPORT

V. TREASURER'S REPORT

Exhibit B

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

FY 2014 (07/22/2014)		Balance	FY 2015 (07/22/2015)		Balance	
BANK OF GUAM		\$5,854,192.33	BANK OF GUAM		\$6,515,700.84	
FIRST HAWAIIAN BANK - Membership		\$50,991.95	FIRST HAWAIIAN BANK - Membership		\$76,988.35	
RESONA BANK		\$11,912.44	RESONA BANK		\$212,096.42	
BOG - TAF ACCOUNT		\$1,123,439.64	BOG - TAF ACCOUNT		\$1,787,306.93	
BOG - RAINY DAY FUND		\$1,826,854.99	BOG - RAINY DAY FUND - NOTE 1		\$2,052,362.61	
BOG - FESTPAC Trust Account		\$1,501,339.66	BOG - FESTPAC Trust Account		\$2,696,313.50	
MORGAN STANLEY - CD **		\$2,509,936.99	MORGAN STANLEY - CD ** - NOTE 2		\$2,513,640.07	
BOG - 2/12 Memorial Fund		\$893.60				
TOTAL CASH IN BANKS AS OF 06/23/14		\$12,979,361.41	TOTAL CASH IN BANKS AS OF 07/08/2015		\$15,854,408.72	
**Morgan Stanley CD Market value as of 05/31/13 (value if withdrawn prior to maturity - Maturity Date October 2013)			**Morgan Stanley CD Market value as of 6/30/2015			
FY 2014 BUDGET P.L. 32-068		\$ 18,262,134.00	FY 2015 BUDGET P.L. 32-181		\$ 23,847,696.00	
OPERATIONS TAF Special Projects			Operations		\$ 20,115,000.00	
\$15,487,134.00 \$2,000,000.00			Destination Development		\$ 1,085,000.00	
PASS THRU APPROPRIATIONS - \$775,000.00			Capital Improvement Projects		\$ 1,412,696.00	
			Pass-thru Appropriations		\$ 1,235,000.00	
OPERATIONS TAF Special Projects Pass-thru			Operations Destination GIP Pass-thru			
11/14/13	\$1,163,535.00	\$ 150,000.00	10/9/2014	\$ -	\$ -	\$ 150,000.00
11/15/13	\$1,163,535.00	\$ 150,000.00	11/9/2014	\$ 8,274,437.00	\$ 230,562.00	\$ 1,100,792.00
11/29/13	\$ -	\$ -	12/19/2014	\$ 3,000,000.00	\$ -	\$ 100,000.00
12/11/13	\$1,163,535.00	\$ 150,000.00	12/23/2014	\$ -	\$ -	\$ -
12/31/13	\$ -	\$ -	1/13/2015	\$ -	\$ -	\$ 116,250.00
01/10/14	\$1,032,535.00	\$ 150,000.00	2/20/2015	\$ 4,014,437.00	\$ 230,562.00	\$ -
01/21/14	\$ -	\$ -	4/20/2015	\$ 3,684,437.00	\$ 230,562.00	\$ -
02/11/14	\$ 386,100.00	\$ 150,000.00	5/22/2015	\$ 850,000.00	\$ -	\$ -
03/17/14	\$1,936,970.00	\$ 150,000.00	7/10/2015	\$ 200,000.00	\$ -	\$ -
04/17/14	\$1,290,535.00	\$ 150,000.00	7/11/2015	\$ 8,508,625.00	\$ 83,376.00	\$ -
05/09/14	\$ 649,017.55	\$ 150,000.00				
06/19/14	\$1,163,535.00	\$ 150,000.00				
	\$9,948,297.55	\$1,350,000.00				
		\$ 531,250.00				
Total FY 2014 Allotment Received to Date:		\$11,822,547.55	Total FY 2015 Allotment Received to Date:		\$17,245,465.00	
Accounts Receivable FY 2014		\$6,439,656.45	Accounts Receivable FY 2015		\$6,602,231.00	
FY 2014 ACCOUNTS PAYABLE as of 07/22/14		Amount	FY 2015 ACCOUNTS PAYABLE as of 7/22/2015		Amount	
Asatsu Invoices June 2014		\$1,089,170.57	Asatsu Invoices APR-JUN 2015		\$145,065.18	
Japan Miscellaneous Invoices		\$53,812.77	Japan Miscellaneous Invoices		\$57,978.70	
Guam Miscellaneous Invoices		\$734,046.16	Guam Miscellaneous Invoices		\$291,038.28	
FY 2011/2012/2013 Pass-thru appropriations		\$292,842.24	Encumbered Contracts (not yet incurred)		\$6,660,406.76	
FY 2014 Pass-thru appropriations		\$3,750.00	Encumbered Purchase Orders (not yet incurred)		\$155,862.51	
Encumbered Contracts (not yet incurred)		\$2,376,108.43	FESTPAC Trust Account		\$2,696,313.50	
Encumbered Purchase Orders (not yet incurred)		\$179,488.92	Total Payables to Date		\$10,006,764.93	
FESTPAC Trust Account		\$1,501,339.66				
Total Payables to Date		\$6,230,498.75				
			NOTE 1			
			\$ 2,052,362.61 Rainy Day Fund			
			(\$1,000,000) Board approved allotment to Japan market for advertising			
			\$ 1,052,362.61			
			NOTE 2			
			\$2,513,640.07 Morgan Stanley CD			
			(\$265,139.44) Board approved \$1,034,000 on 3/13/14 for China Airline Incentive Program			
			(\$1,001,073.24) Board approved \$1,028,500 on 5/22/14 for China market advertising			
			\$1,247,427.39			

CMT

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. NORTH AMERICA & PACIFIC MARKETS

Director Arriola said the next NAP meeting is August 5th at 2pm. The PATA quarterly meeting is rescheduled to October.

Chairman Baldyga noted the importance and emphasis placed on Festpac and PATA 2016. Director Arriola said her committee is focused on pushing both events and providing whatever support may be needed.

GM Denight added they attended the Philippine travel madness show. The agents they met with are pushing group business out of the Philippines on both the professional and sports side. GM Denight also reported a successful meeting with Cebu Pacific.

C. RESEARCH

D. RUSSIA & NEW MARKETS

Director Jackson said they received a large group over the weekend, so there's still some interest. But with the currency at 56 rubles, we are still seeing dramatic fluctuation up and down. He added they would be going back in August for a road show.

E. SPORTS & EVENTS

Director Sgro reported they just finished the BBQ Block Party, Visit Guam Expo and the Liberation Parade. All events were well attended and the team did a great job.

GM Denight noted they just launched the online registration for the Ko'ko race to be held November 8th. He said they are proud to announce the 10th Anniversary of the race, which is expected to attract over 800 off-island participants.

GM Denight reported they completed the Public Hearing on proposed rules and regulations for the Cultural & Sports Ambassadorship Program. He thanked Senator Barnes and Senator Morrison.

F. VISITOR SAFETY & SATISFACTION

G. ADMINISTRATION & GOV'T RELATIONS

Guam Football Association Sponsorship

Motion to approve \$300,000 from the Morgan Stanley CD for the sponsorship of the Guam Football Association to host two FIFA World Cup qualifying matches on Guam.

Background: It has been 15 years since the Guam's National Football Team competed in a FIFA World Cup qualifying match. In their two recent games against Turkmenistan and India, Matao came out on top, which propelled them to the top of their division and provided millions of dollars in media exposure for the island. Guam will again host two matches and the Guam Football Association has requested support and assistance from GVB. Without this major financial assistance, we may have to pull out of the World Cup Tournament.

Issue: Board Approval Required.

Discussion/Comments:

GM Denight reported the GFA and Guam National Team are in the World Cup Qualifier. They've exhausted their initial funding from FIFA in their first 4 games and are asking GVB for \$300,000 to help them to continue on competing in the World Cup.

Because of their victories against India and Turkmenistan, Guam received global PR on CNN, Bloomberg, all the major news outlets, plus all the specific football outlets.

The presentation was made at the last Board meeting. After much discussion it was decided to revise the motion to include requests made by the Board:

Chairman Baldyga made a motion, seconded by Director Jackson to approve \$300,000 from the Morgan Stanley CD for the sponsorship of the Guam Football Association to host two FIFA World Cup qualifying matches on Guam subject to the Boards recommendation that consideration be given to full or partial reimbursement from any possible sources including existing or upcoming sources of funds relating to travel for sports tourism, and further subject to the Boards request that GFA consider indentifying GVB as its premiere sponsor now and in the future, and work cooperatively with GVB to maximize exposure for Guam and all media relating to the event.

Motion Approved.

Discussion/Comments:

- o With worldwide media coverage expected, Director Shinohara suggested GVB provide GFA with expertise on how to better showcase Guam to the international community.

H. CULTURE & HERITAGE

I. DESTINATION MANGEMENT

Director Hofmann reported continued progress by the committee.

- o Tumon Landscape Maintenance RFP to go out
- o Holiday illumination ongoing
- o Tumon hardscape maintenance for the new fiscal year
- o DPW to begin work on signage law
- o San Vitores lights ongoing
- o Cobblestone repairs ongoing - beginning at the Westin hotel

J. GREATER CHINA

Director Kloppenburg reported the next meeting scheduled for August 7th. They just completed global media events. He noted the importance of ensuring continued service to Shanghai by United Airlines.

K. JAPAN

Director Morinaga welcomed Hiroshi Kaneko from the Japan office.

He noted much needed follow up regarding Festpac information to the travel agents so they could start formulating packages. He suggested a workshop inviting them to Guam so they could put together an intensive sales package.

Director Morinaga said he would like to set up a meeting between the Japan and Korea market seeking feedback regarding the visa waiver issue. They are considering cancelling the visa waiver and replacing it with just ESTA. Director Nakajima added it would greatly shorten the CBP processing time.

Director Morinaga added that GM Denight, Director Hofmann and Marketing Office Nadine Leon Guerrero would be traveling to our sister city Kashiwa to celebrate their summer festival.

GM Denight shared they would be shooting their Toshi-chan TV campaign to promote Guam as close destination.

L. KOREA

Director Jackson reported that Korea is up 30% and moving in the right direction He shared that they would be going to Busan for the international travel show in mid September.

M. MEMBERSHIP & COMMUNITY OUTREACH

VII. OLD BUSINESS

VIII. NEW BUSINESS

DGM Taitague presented the MOU between the Department of Revenue & Taxation and GVB to help fund (2) tax agents to assist GVB in tourism related tax issues.

The Board requested that Management modify the MOU to include the following:

- o It's made explicitly clear the Auditors are to be used strictly for tourism
- o Penalties issued for non-compliance
- o Auditors to report to GVB on a quarterly basis
- o Management to provide detailed explanation of GVB's expectations

Chairman Baldyga made a motion, seconded by Director Jackson to accept the MOU between the Guam Visitors Bureau and the Department of Revenue & Taxation whereby GVB will provide the Department of Revenue & Taxation EIGHTY SIX THOUSAND FIVE HUNDRED AND FORTY TWO DOLLARS (USD \$86,542) for the hiring of (2) full-time Auditors subject to the condition that the staff are dedicated solely to tourism, and that funding is a one-year, one-time occurrence. Funding source to be the Morgan Stanley Certificate of Deposit.

Motion Approved.

Director Jackson requested the Board provide testimony regarding Bill 127-33 - An act to *add* a new §58106.1 to 12 GCA; Relative to establishing Qualifying Certificate Certification requirements to ensure that no vendor payables or classified employee compensation are over thirty (30) days past due.

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

Upcoming Board Meetings:

- o Thursday, August 13, 2015 at 4:00pm, GVB Main Conference Room.
- o Thursday, August 27, 2015 at 4:00pm, GVB Main Conference Room.

Announcements:

- o Budget Prep Meeting: Wednesday, July 29 at 1:30pm, GVB Main Conference Room

- o Budget Hearing: Thursday, July 30 at 2pm, Legislature

XI. ADJOURNMENT

Chairman Baldyga made a motion, seconded by Director Shinohara, to adjourn the meeting. Meeting adjourned at 5:45p.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 finalize signage/touting/abandoned building/hand-billing legislation and submit by August 1, 2015.
2. Tumon Masterplan Task Force
 - o Management to incorporate into a capital request for funding possibly via a bond.
 - o Submit a draft plan by August 1, 2015
3. Management to schedule briefing for Senators: Overview/Budget Preview/5yr CAPX
 - o Possible breakfast meeting
4. Management to request PATA to schedule a task force in conjunction with the PATA Conference. Schedule by September 1, 2015.
5. Community Outreach to develop a plan for increasing public awareness of GVB's actions and contributions to the community by August 1, 2015
6. Management to present to the Board at the next meeting:
 - o Total Festpac Budget
 - o Sources of funding already approved and still needed
 - o How the accounts will be handled and administrated
8. Management to look into how GVB can leverage and support the next GFA event from a promotional standpoint



9. Management to follow up with Lt. Carbullido (GPD) on incidence report.
10. "Think-tank" task force meeting to discuss CBP issue
11. Management to set up seminar with Korean Association of Guam regarding Guest House legalities??
12. Management to provide Board with recommendation regarding testimony on Bill 127-33

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

FY 2014 (08/11/2014)	Balance
BANK OF GUAM	\$6,167,258.60
FIRST HAWAIIAN BANK - Membership	\$51,689.18
RESONA BANK	\$274,208.90
BOG - TAF ACCOUNT	\$1,113,414.94
BOG - RAINY DAY FUND	\$1,827,040.98
BOG - FESTPAC Trust Account	\$1,501,492.57
MORGAN STANLEY - CD **	\$2,510,944.95
BOG - 2/12 Memorial Fund	\$690.60
TOTAL CASH IN BANKS AS OF 06/23/14	\$13,446,740.72

**Morgan Stanley CD Market value as of 07/31/2014

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	\$1,290,535.00	\$ 150,000.00	\$ 80,250.00
05/09/14	\$ 649,017.55	\$ 150,000.00	\$ 56,250.00
06/19/14	\$1,161,535.00	\$ 150,000.00	\$ 56,250.00
08/04/14	\$1,161,535.00	\$ 150,000.00	\$ 56,250.00
	\$11,102,832.55	\$1,500,000.00	\$ 587,500.00

Total FY 2014 Allotment Received to Date: \$13,190,332.55
 Accounts Receivable FY 2014 \$5,071,801.45

FY 2014 ACCOUNTS PAYABLE as of 07/22/14	Amount
Asatsu invoices June 2014	\$1,089,110.57
Japan Miscellaneous Invoices	\$6,396.29
Guam Miscellaneous Invoices	\$467,204.41
FY 2011/2012/2013 Pass-thru appropriations	\$292,842.24
FY 2014 Pass-thru appropriations	\$4,875.00
Encumbered Contracts (not yet incurred)	\$2,376,108.43
Encumbered Purchase Orders (not yet incurred)	\$213,845.57
FESTPAC Trust Account	\$1,501,492.57
Total Payables to Date	\$5,951,875.08

FY 2015 (08/12/2015)	Balance
BANK OF GUAM	\$8,962,942.52
FIRST HAWAIIAN BANK - Membership	\$75,826.54
RESONA BANK	\$175,174.91
BOG - TAF ACCOUNT	\$2,099,486.32
BOG - RAINY DAY FUND - NOTE 1	\$2,095,071.78
BOG - FESTPAC Trust Account	\$2,739,088.30
MORGAN STANLEY - CD ** - NOTE 2	\$2,514,685.64
TOTAL CASH IN BANKS AS OF 08/12/2015	\$18,662,276.01

**Morgan Stanley CD Market value as of 7/31/2015

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	\$ 127,750.00
12/19/2014	\$ 1,000,000.00	\$ -	\$ 100,000.00	\$ 5,300.00
12/23/2014	\$ -	\$ -	\$ -	\$ 39,375.00
1/13/2015	\$ -	\$ -	\$ 116,250.00	\$ 31,500.00
2/20/2015	\$ 4,014,437.00	\$ 230,562.00	\$ -	\$ 137,375.00
4/20/2015	\$ 3,684,437.00	\$ 230,562.00	\$ -	\$ 132,125.00
5/22/2015	\$ 850,000.00	\$ -	\$ -	\$ -
7/10/2015	\$ 200,000.00	\$ -	\$ -	\$ -
7/13/2015	\$ 1,508,625.00	\$ 81,376.00	\$ -	\$ -
8/12/2015	\$ 2,974,439.00	\$ 230,562.00	\$ -	\$ 127,825.00
	\$ 17,506,375.00	\$ 1,003,624.00	\$ 1,317,042.00	\$ 751,250.00

Total FY 2015 Allotment Received to Date: \$20,578,291.00
 Accounts Receivable FY 2015 \$3,269,405.00

FY 2015 ACCOUNTS PAYABLE as of 8/15/2015	Amount
Asatsu invoices APR-JUN 2015	\$467,612.94
Japan Miscellaneous Invoices	\$36,899.01
Guam Miscellaneous Invoices	\$625,391.28
Encumbered Contracts (not yet incurred)	\$3,660,406.76
Encumbered Purchase Orders (not yet incurred)	\$146,965.61
FESTPAC Trust Account	\$2,739,088.30
Total Payables to Date	\$7,676,363.90

NOTE 1
 \$ 2,095,071.78 Rainy Day Fund
 (\$1,000,000) Board approved allotment to Japan market for advertising
 \$ 1,095,071.78

NOTE 2
 \$2,514,685.64 Morgan Stanley CD
 (\$265,139.44) Board approved \$1,034,000 on 3/13/14 for China Airline Incentive Program
 (\$1,001,073.24) Board approved \$1,028,500 on 5/22/14 for China market advertising
 (\$300,000.00) Board approved \$300,000 on 7/23/15 for Guam Football Association
 (\$86,542.00) Board approved \$86,542 on 7/23/15 for Department Revenue & Tax Auditors
 \$861,930.96

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
Tuesday, August 4, 2015, 10:00 a.m.
GVB Main Conference Room

PRESENT: Bart Jackson, Echo Man, Neil Urbano, Olga Tonkikh, Nadia Romanenko, and Joanna Sablan

ABSENT: Sanghee Yoon, Roy Abraham, Akiko Futakami, Trina Cruz, Elisha Lee, Matthew Martin, Amilyn Salas, Mari Buensuceso, Rolenda Faasumalie, Jenny Kim, Ekaterina Sablan, Olga Green, Rita Jackson, Jenny Cheon, and Jane Koo

GVB STAFF AND MANAGEMENT: Pilar Laguana, Mark Manglona, Haven Torres, and Breeana Quitugua

CALL TO ORDER

Chairman Bart Jackson called the Russia & New Markets meeting to order at 10:05am.

APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Nadia Romanenko made the motion seconded by Mr. Neil Urbano to approve the minutes of July 14, 2015. Motion approved unanimously, subject to minor corrections.

REPORT OF THE CHAIRMAN

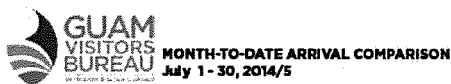
Chairman Jackson mentioned that not much has changed since the last meeting on July 14, 2015.

Russia is still a challenging market due to dramatic currency fluctuation. Russians will continue to come to Guam year-round though not in numbers we hope for. Chairman Jackson notes that we will be patient and hopeful with the Russia market.

Chairman Jackson further mentions that GVB plans to attend a road show in September.

REPORT OF MANAGEMENT

A. Visitors Arrival Statics



	2014	2015	% frm LY
Japan	57,230	56,549	-1.2%
Korea	25,019	33,875	35.4%
Taiwan	7,011	6,172	-12.0%
China, P.R.C.	1,676	2,126	27.0%
U.S. Mainland	3,738	3,961	6.0%
Hawaii	827	1,012	22.4%
CNMI	1,432	1,439	0.5%
Palau	339	397	17.1%
FSM	904	891	-1.4%
RMI	69	75	8.7%
Philippines	824	842	2.2%
Australia	187	181	-3.2%
Canada	59	79	33.9%
Europe	134	125	-6.7%
Hong Kong	607	684	12.7%
Thailand	14	32	128.6%
Vietnam	9	6	-33.3%
Russia	2,319	194	-91.6%
Other	411	308	-25.1%
Total	102,809	108,950	6.0%

Note: July 2015 daily arrivals reflect Civilian Air Arrivals only.
Source: Guam Customs Declaration Forms, Customs & Quarantine Agency.
Processed by the Guam Visitors Bureau.

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING
 Tuesday, August 4, 2015, 10:00 a.m.
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FISCAL YEAR-TO-DATE ARRIVAL COMPARISON
 JULY 2015

	FISCAL YEAR 2014	FISCAL YEAR-TO-DATE OCTOBER - MAY*			MONTH-TO-DATE JULY 1 - 30			FISCAL YEAR-TO-DATE OCTOBER - JULY 1 - 30		
		2014	2015	% frm LY	2014	2015	% frm LY	2014	2015	% frm LY
Japan	825,830	609,401	577,877	-5.2%	57,230	56,549	-1.2%	666,631	634,426	-4.8%
Korea	293,437	216,119	270,089	25.0%	25,019	33,875	35.4%	241,138	303,964	26.1%
Taiwan	50,824	34,816	29,165	-16.2%	7,011	6,172	-12.0%	41,827	35,337	-15.5%
China, P.R.C.	14,547	9,873	15,544	57.4%	1,676	2,128	27.0%	11,549	17,672	53.0%
U.S. Mainland	53,292	37,319	41,504	11.5%	3,738	3,961	6.0%	40,957	45,465	11.0%
Hawaii	12,859	9,476	10,308	8.8%	827	1,012	22.4%	10,303	11,320	9.9%
CNMI	15,466	11,571	9,735	-15.9%	1,432	1,439	0.5%	13,003	11,174	-14.1%
Palau	2,936	2,097	2,420	15.4%	339	397	17.1%	2,436	2,817	15.6%
FSM	9188	6,755	6,970	3.2%	904	891	-1.4%	7,659	7,861	2.6%
RMI	895	697	637	-8.6%	69	75	8.7%	766	712	-7.0%
Philippines	11,742	9,392	9,663	2.9%	824	842	2.2%	10,216	10,505	2.8%
Australia	3,830	2,968	2,430	-18.1%	187	181	-3.2%	3,155	2,611	-17.2%
Canada	1,031	887	760	-14.3%	59	79	33.9%	946	839	-11.3%
Europe	1,876	1,491	1,283	-14.0%	134	125	-6.7%	1,625	1,408	-13.4%
Hong Kong	8,605	6,814	6,048	-11.2%	607	684	12.7%	7,421	6,732	-9.3%
Thailand	400	338	295	-12.7%	14	32	128.6%	352	327	-7.1%
Vietnam	100	76	133	75.0%	9	6	-33.3%	85	139	63.5%
Russia	18,281	14,601	3,089	-78.8%	2,319	194	-91.6%	16,920	3,283	-80.6%
Other	6,708	5,349	3,151	-41.1%	411	308	-25.1%	5,760	3,459	-39.9%
Sea Arrivals	9,214	5,711	9,919	73.7%	n.a.	n.a.	n.a.	5,711	9,919	73.7%
TOTAL	1,341,171	985,651	1,001,020	1.6%	102,809	108,950	6.0%	1,088,460	1,109,970	2.0%

Note: July 2014/5 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. * Preliminary



CALENDAR YEAR-TO-DATE ARRIVAL COMPARISON
 JULY 2015

	CALENDAR YEAR 2014	CALENDAR YEAR-TO-DATE JANUARY - MAY*			MONTH-TO-DATE JULY 1 - 30			CALENDAR YEAR-TO-DATE JANUARY - JULY 1 - 30		
		2014	2015	% frm LY	2014	2015	% frm LY	2014	2015	% frm LY
Japan	810,856	399,375	382,825	-4.1%	57,230	56,549	-1.2%	456,805	439,374	-3.8%
Korea	308,037	148,032	187,402	26.6%	25,019	33,875	35.4%	173,051	221,277	27.9%
Taiwan	49,136	23,892	20,029	-16.2%	7,011	6,172	-12.0%	30,903	26,201	-15.2%
China, P.R.C.	16,280	7,070	11,008	55.7%	1,676	2,128	27.0%	8,748	13,136	50.2%
U.S. Mainland	55,992	26,027	28,412	9.2%	3,738	3,961	6.0%	29,765	32,373	8.8%
Hawaii	13,571	6,854	6,974	1.8%	827	1,012	22.4%	7,881	7,986	4.0%
CNMI	14,761	7,370	6,239	-15.3%	1,432	1,439	0.5%	8,802	7,678	-12.8%
Palau	3,143	1,418	1,534	8.2%	339	397	17.1%	1,757	1,931	9.9%
FSM	9,216	4,490	4,677	4.2%	904	891	-1.4%	5,394	5,568	3.2%
RMI	823	423	435	2.8%	69	75	8.7%	492	510	3.7%
Philippines	12,079	5,804	5,738	-1.1%	824	842	2.2%	6,628	6,580	-0.7%
Australia	3,864	2,203	1,831	-26.0%	187	181	-3.2%	2,390	1,812	-24.2%
Canada	872	470	502	6.8%	59	79	33.9%	529	581	9.6%
Europe	1,862	960	766	-20.2%	134	125	-6.7%	1,094	891	-18.6%
Hong Kong	8,980	4,113	3,772	-8.3%	607	684	12.7%	4,720	4,456	-5.6%
Thailand	384	253	226	-10.7%	14	32	128.6%	267	258	-3.4%
Vietnam	106	51	102	100.0%	9	6	-33.3%	60	108	80.0%
Russia	16,293	11,296	1,784	-84.2%	2,319	194	-91.6%	13,617	1,978	-85.5%
Other	6,066	3,681	2,125	-42.3%	411	308	-25.1%	4,092	2,433	-40.5%
Sea Arrivals	12,371	3,844	4,895	27.3%	n.a.	n.a.	n.a.	3,844	4,895	27.3%
TOTAL	1,343,092	657,628	671,076	2.0%	102,809	108,950	6.0%	760,437	780,026	2.6%

Note: July 2014/5 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the GVB. * Preliminary

Mr. Mark Manglona presented to the committee the latest GVB visitor arrival report.

B. Monthly Activity Presentation for July 2015



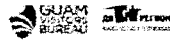
July 2015 activities

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING

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Day of Diver, July 12



FAM Tour for Media and TA



Participated at BBQ Press Conference

- Guam 2016 Events Press conference
- BBQ Block Party
- Liberation Parade



Meetings (discussion of development English Summer Camp packages for kids from Russia):

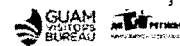
- UOG
- Harvest Christian Academy

Preparation for SGF 2015/2016 Campaign



Publications

Magazine of *Sheremetjevo* Airport (8 pages)

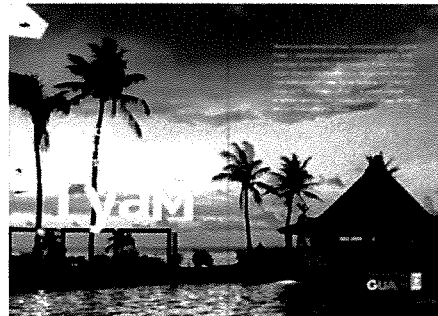


Antenna

Outdoor



Internet



Visit USA Russia Newsletters



Mr. Manglona shared that GVB Russia office team participated in the Day of Diver event on July 12th, which attracted several hundreds of participants and notes that t-shirts were created to promote diving on Guam. He also shared that GVB hosted a media and travel agent familiarization tour group that participated in the BBQ Block Party Press Conference, Guam Events 2015 Events Press Conference, BBQ Block Party and the 71st Liberation Parade.

Mr. Manglona shared that several meetings to discuss an English Summer Camp were conducted between the travel agents and UOG and Harvest Christian Academy. The travel agents gathered valuable information that they plan to begin promoting in Russia. Chairman Jackson states that the only focal point is English learning. All other programs would disqualify the school's participation.

C. Only On Guam Campaign & Visit Guam 2016 Events

DATE	EVENT	LOCATION
Aug 1
Aug 2
Aug 3
Aug 4
Aug 5
Aug 6
Aug 7
Aug 8
Aug 9
Aug 10
Aug 11
Aug 12
Aug 13
Aug 14
Aug 15
Aug 16
Aug 17
Aug 18
Aug 19
Aug 20
Aug 21
Aug 22
Aug 23
Aug 24
Aug 25
Aug 26
Aug 27
Aug 28
Aug 29
Aug 30
Aug 31

Mr. Mark Manglona shares the Only On Guam and Visit Guam 2016 Events videos, which were launched two weeks ago. Ms. Pilar Laguana invites all members to share both videos on social media websites.

d. Shop Guam Festival 2015



July 23, 2015

Hófa Adai GVB Members

The Guam Visitors Bureau is pleased to announce the return of its annual signature event: The Shop Guam Festival 2015. The festival will run from November 1, 2015 to February 15, 2016 and will feature a colorful array of exciting activities that include shopping incentives, fashion shows, in-store events, culinary celebrations, optional tours, and cultural activities.

To encourage and assist our visitors to explore Guam and its offerings, GVB will be providing print and mobile shopping guides that will be translated into the 8 different languages of our tourism source markets.

Since its inception in 2012, the Shop Guam Festival has seen tremendous success by garnering \$6.4M of media coverage exposure in 2012 and \$8.7M of media exposure coverage in 2013. This year, Shop Guam Festival aims to surpass these numbers while targeting of least 300,000 in visitor arrivals during the campaign period.

GVB invites you to participate in the 2015 Shop Guam Festival Co-op Program by providing special coupon offers or event invites during the festival campaign. Your offers will be placed on the 2015 Shop Guam Festival coupon booklet and mobile application and will be promoted through GVB's extensive networks. Offers should be valid for both local residents and international visitors must comply with GVB's campaign terms & conditions agreement. For your review, attached is the Shop Guam Festival 2015 fact sheet and co-op agreement.

For more information regarding participation in Shop Guam Festival 2015, please contact GVB's Shop Guam Festival Event Liaison Catherine Bungobong at (671) 988-8871 or email shopguam@visitorsbureau.gu. The deadline to submit is August 8, 2015.

Sincerely,

Jon Nathan Densigt
 JON NATHAN DENSIGT
 General Manager

CC: Pilar Laguana, GVB Marketing Manager





**2015 SHOP GUAM FESTIVAL
 PARTNER OFFER APPLICATION FORM**

A. INFORMATION

Corporate name	
Contact name	
Contact phone	
Contact email	

B. OFFER

1. Must provide your store name (or brand name)
2. Must provide English offer description. Other languages are optional. We accept offers in Japanese, Korean, Traditional Chinese, Simplified Chinese and Russian.
3. Must provide full addresses of all participating stores if the offer applies in multiple locations.
4. Must provide store hours of all participating stores if the offer applies in multiple locations.
5. Must provide phone numbers of all participating stores if the offer applies in multiple locations.
6. Must provide store website of all participating stores if the offer applies in multiple locations.

1. Store (or brand) name	
2. Offer description (in 50 words)	
3. Store Full Address	
4. Store Hours	
5. Store Phone Number	
6. Store Website	

Mr. Mark Manglona shared with the committee members the 2015 Shop Guam Festival Invitation Letter, Fact Sheet and Partner Offer Application/ Co-Op Agreement. All members are encouraged to participate.

OLD BUSINESS

No old business.

NEW BUSINESS

A. SMART Goals FY 2016



RUSSIA MARKET SMART GOALSSM

FY2015 GoalsSM

1. -Achieve at least 9,000 Russian visitors to Guam in FY2015SM
2. -Participate in at least 3 exhibitions: MITT, MICE and PITESM
3. -Conduct at least 2 Guam Product Update Workshops for TA in the Far East of Russia.SM
4. -Conduct at least 2 Guam Product Update Workshops for TA in Siberia.SM
5. -Establish close working relationship with Korea Air.SM
6. -Conduct at least 2 familiarization tours for Media.SM
7. -Maintain close relationship with HIS with the aim of possible co-op activities.SM
8. -Foster relationship with airlines to provide regular direct air service.SM
9. -increase Guam awareness in the Far East of Russia and Siberia through continued advertising.SM

FY2016 GoalsSM

1. -Achieve at least 9,000 Russian visitors to Guam in FY2016 through engagement with TAs, airlines, corporate partners, and key media.SM
2. -Participate in at least 3 exhibitions: MITT, PITE and another travel expo.SM
3. -Conduct at least 2 Guam Product Update Workshops for TAs in the Far East of Russia.SM
4. -Conduct at least 2 Guam Product Update Workshops for TAs in Siberia.SM
5. -Establish close working relationship with Korea Air and engage in co-op activities such as with the promotion of the Shop Guam Festival.SM
6. -Conduct at least 3 familiarization tours for Media to participate in one of GVB's signature events.SM
7. -Conduct social media campaign with popular Russian website/forum to stimulate discussion and interest for Guam in Russia.SM
8. -Foster relationship with airlines to provide regular direct air service once economic situation in Russia improves.SM
9. -increase Guam awareness in the Far East of Russia and Siberia through continued advertising and through GVB Russia's social media outlets.SM
10. -Work with institutions on Guam, such as the University of Guam, and with travel agents, to develop packages promoting Guam's English Language Programs.SM

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING

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Chairman Jackson shared that GVB will be attending the FY2016 Budget Hearing at the Legislature. He also shared FY15 SMART goals and new SMART goals for FY16.

B. Far East Road Show in Vladivostok, Khabarovsk, & Yuzhno-Sakhalinsk

Background: The Guam Visitors Bureau (GVB) is planning to conduct a Guam Product Update in three (3) different cities in the Russia Far East. GVB plans to invite the top travel agents from Vladivostok, Khabarovsk, and Yuzhno-Sakhalinsk to promote Guam's 2016 Calendar of Events, with emphasis on the Shop Guam Festival 2015, Guam Ko'ko Road Race, and the 2016 Festival of the Pacific Arts.

GVB has invited its member hotels and tour operators to participate and join GVB by promoting their products and services. In addition, GVB has invited the University of Guam's Professional & International Programs Department to speak about their English Language Programs that are available year-round. GVB plans to expand its offering to Russian visitors with the goal to have packages in the marketplace by the summer of 2016

Travel Expenses:

Airfare x 4 pax (GUM-VVO-GUM):	\$3,300.00
Airfare x 4 pax (VVO-KHV):	\$950.00
Airfare x 4 pax (KHV-UUS):	\$1,950.00

Vladivostok (Lodging, M&IE)	
\$335.00 x 2 days + 25%	\$837.50
\$335.00 x 2 days x 3 pax	\$2,010.00

Khabarovsk (Lodging, M&IE)	
\$211.00 x 1 day + 25%	\$263.75
\$211.00 x 1 day x 3 pax	\$633.00

Sakhalinsk (Lodging, M&IE)	
\$370.00 x 1 day + 25%	\$462.50
\$370.00 x 1 day x 3 pax	\$1,110.00

Miscellaneous: \$483.25

TOTAL EXPENSE: \$12,000.00

Issue: Board approval needed for all travel.

Therefore, a motion was made by Mr. Neil Urbano and second by Ms. Joanna Sablan to recommend board approval for GVB Board of Director Mr. Bart Jackson, two (2) GVB Staff and one (1) representative of the University of Guam's Professional & International Programs Development to attend a Guam Product Update Roads Show in Far East Russia from September 13-17, 2015. (Cost is approximately \$12,000.00, Acct. No. RU-TTC089).

Motion approved unanimously.

GVB RUSSIA & NEW MARKETS COMMITTEE MEETING

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ANNOUNCEMENTS

- Next Russia & New Markets Meeting | Sept. 1, 2015 | 10:00AM | GVB Main Conference Room
- Donne' Festival | Sept. 11-13, 2015 | Mangilao Mayor's Office

ADJOURNMENT

There being no further business to discuss, Mr. Urbano made a motion and Ms. Romanenko seconded to adjourn the meeting at 10:43am.

Prepared by:

Breeana Quitugua, Marketing Aide

Reviewed by:



Haven Torres, Marketing Officer I



Mark Manglona, Marketing Officer II

Approved by:



Pilar Laguana, Marketing Manager

**DESTINATION MANAGEMENT COMMITTEE (DMC)
FY15 MEETING MINUTES - August 6, 2015**

Present: DMC Chairman/Mayor Robert Hofmann & Vice Chairman Clifford Guzman, JGTA Alex Nera & Takemitsu Noguchi; Inarajan Mayor Doris Lujan; DPW Deputy Director Felix Benavente; Setiadi Architects Betty Gayle; Daniel D. Swavely Consulting Services Dan Swavely; Bureau of Planning Edwin Reyes; GVB General Manager Telo Taitague and Staff Doris Ada.

I. CALL TO ORDER / APPROVAL OF MINUTES

- Chairman Hofmann called the meeting to order at 10:10. Motion was made and carried to approve DMC Meeting Minutes of June 4, 2015.

II. UPDATES

1. TOURIST DISTRICT IMPROVEMENT PROGRAM (TDIP)

TDIP Subcommittee generally meets 2-3 times a month. Headed by Vice Chairman C. Guzman, the group includes Betty Gayle, Dan Swavely, Edwin Reyes and Michael Makio. The subcommittee is tasked with bringing core objectives of the 2020 Vision to fruition, specifically Capital Improvement Projects, Maintenance and Administration & Enforcement. C. Guzman provided the committee with a brief update.

A. SIGNAGE

- ◇ The longstanding issue of signage is one that the Subcommittee is seeking to improve. GVB has been in communication with DPW and Land Management to seek a improvement of the existing law.
- ◇ D. Swavely provided the following assessment of the sign law which he believes works but still has room for improvement in the enforcement aspect:
 - DPW has authority to remove illegal signs on public property without notice. Private property owners displaying illegal signs are issued a Notice of Violation and given five days to correct the situation. The law states that signs on private property that are in violation can be reported to the Attorney General's office by any citizen on Guam.
 - There are two potential technical flaws in the law:
 - (1) Case backlog and prioritization at the AGs office often results in extreme delay or non-action. This is where the system falls short and points to a need for a more efficient follow-up. Inasmuch as the party in violation may take corrective measures if the AG were to notify them, a consistent and more effective enforcement mechanism is needed.
 - (2) The sign law is specific with respect to residential, commercial, agricultural and industrial zones. However, it pre-dates the H-Resort Zone and it is uncertain whether the signage law entirely applies to the H-Zone. Mr. Swavely is working with Dept. of Land Management to determine if there is precedence whereby the H-Resort Zone is specifically mentioned in other laws and regulations. If so, then it would be safe to say that the signage law would apply to Tumon in full.
- ◇ C. Guzman further added:
 - Recommendation was made to use the business license renewal process as a mechanism to bring violators into compliance. The issue in Tumon oftentimes lies with the landlord of a main commercial building who ignores the law or fails to properly inform its tenants of the law. There may also be instances whereby infill businesses within a commercial building knowingly violate the sign law. The subcommittee believes that tying in the business license renewal process with the sign law would force businesses to comply.
 - C. Guzman & D. Ada met with Superior Court Traffic Division Gallo Perez to consider moving the adjudication process from the AGs office to Traffic Court. Traffic Court has effectively tied in drivers license renewals with traffic and parking violations. TBID Subcommittee believes this same mechanism can be more effective if applied to signage penalties. Superior Court is supportive and recommends that GVB work with the legislature to make this change.

FY15 DMC MEETING MINUTES

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- C. Guzman has also been in communication with DPW Federal Highway Legal Counsel and was informed that DPW would soon be getting legal support at the agency. GVB will work closely with DPW to address and improve the sign law.
- He recommended utilizing services of the UOG Business Department to compile an inventory of businesses that are in violation. R. Hofmann also suggested Criminal Justice students to assist in this project.
- ◇ D. Swavely: Strongly agrees that penalties tied in with annual business license renewals would result in a significant reduction of sign violations, and stressed that this is work in progress which will take time.
- ◇ R. Hofmann: Involve IBTF in an educational campaign. In response to his point that tourists are not complaining about the signs, Ms. Gayle stated that the lack of consistent sign enforcement affects the overall image of Guam's main tourist corridor.

2. BEAUTIFICATION ISSUES - PAINT GUAM INITIATIVE & ILLEGAL DUMPING

- ◇ R. Hofmann: A comment by a VIP guest of Chairman Baldyga that Tumon looks "tired" further emphasized the need to revive Tumon. More incentive is needed to spruce up commercial buildings that appear run down over time. He strongly recommended re-implementing the "Dirty Dozen" program that "shames" property owners to either demolish or improve their property.
- ◇ C. Guzman: Agreed that many buildings are old and in need of painting or simply water blasting. GVB would need to work with IBTF and other relevant entities such as GHRA to implement an effective and practical beautification campaign aimed at sprucing up commercial buildings.
- ◇ D. Swavely: Does not believe in using incentives for a responsibility that is incumbent upon a property owner and that it is unnecessary to offer a reward for what they should be doing in the first place. He agreed with R. Hofmann's recommendation to re-implement the "Dirty Dozen" property eyesore list which proved to be effective at one time. The list should also include GovGuam properties.
- ◇ T. Taitague: Brought attention to illegal dumping in areas exposed to tourists. One such example is a roadway near Agana Beach Condos leading to a jet ski operation. The issue has been reported to EPA but illegal dumping continues to occur. She suggested that landowners be required to clean their property or install fencing to discourage dumping.
- ◇ R. Hofmann: Proposed the idea of GVB setting aside a designated amount of money with the GBB solid waste receiver so that non-profit groups can dispose trash collected during community cleanup efforts in Tumon. Ms. Gayle also proposed approaching organizations like the Guam Hotel and Restaurant Association to assist in the effort.
- ◇ C. Guzman: As in similar anti-graffiti campaign efforts, the sooner trash is removed, perhaps the more likely illegal dumping will eventually cease. GVB will need to contact property owners affected by this problem – C. Guzman can help provide that information to GVB.
- ◇ F. Benavente: informed committee that DPW is working to secure permanent, accessible and controlled sites for debris management. He is working closely with Governor Calvo's Disaster Debris Management Task Force to identify suitable locations.

3. SIGNATURE ATTRACTION IN TUMON

- ◇ C. Guzman: TDIP Subcommittee is seeking ideas in the development of a signature attraction in Tumon.
- ◇ One proposal was to create a botanical garden at Sagan Kottura. The idea is to establish a garden featuring native and medicinal plants as well as a variety of flowers. The botanical garden also has potential to showcase cultural and/or activities such as weddings, small events, etc. As well, it would support cultural artists currently utilizing the existing structures to showcase and sell their art.

FY15 DMC MEETING MINUTES
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- ◇ E. Reyes reported that the property is under a 20-year CLT lease to the Adahin I Lina'la Kattoran Chamorro organization of which Ms. Annmarie Arceo is currently president. Some improvements have been made through sponsorship to include renovation and the development of a master plan provided by Chugach. Infrastructure at this time is limited to water only. C. Guzman is in continuous discussion with GPA and other organizations to identify issues and develop ideas. He also pointed out that Adahin I Lina'la Kattoran group not hold a 5013C status.
- ◇ R. Hofmann reported that the Mayor's Council is proposing to hold the annual summer carnival at the old GMH site. The Mayor's Council has plans to install 15 light poles, 20 drop lines and make overall improvements to the site that will be used "temporarily" until other development takes place. Containers will be used for vendors.
- ◇ C. Guzman asked that GVB be involved in the organization of the proposed carnival grounds and that the master planning take into account the overall visual impact it would have of Tumon.

In summary, C. Guzman stated that TDIP would continue its efforts in developing the 5-year plan and the budget costs associated with its goals. CIP efforts will also extend beyond Tumon.

III. OTHER BUSINESS

J. Fukuda expressed the concern and frustration of JGTA with some of the issues at GIAA:

- (1) Canopy shelter at Arrival does not adequately protect passengers in the event of heavy rain.
- (2) Parking lot for busses is poorly maintained - oil accumulation on pavement is not cleaned on a regular basis.
- (3) Overall beautification efforts are still lacking and do not provide a positive impression for visitors.

These concerns will be referred to TIR Committee, which continues to address these types of Visitor Satisfaction issues.

IV. ADJOURNMENT: Motion made and carried to adjourn meeting at 11:20 A.M.

PREPARED BY: Doris Ada / APPROVED BY DMC Chairman & Vice Chairman

GREATER CHINA MARKETING COMMITTEE MEETING | FRIDAY – July 31, 2015

GCMC MEMBERS IN ATTENDANCE: Leticia Law-Bylerly, Joann Camacho, Tiffany Chan, Stephen Gatewood, Echo Man

Excused Absence: Bruce Kloppenburg, Tomoyuki Goto, Sunardi Li, Hiroyuki Miyata, Paula Monk, Gerry Perez

ABSENT GCMC MEMBERS: Pete Borja, Charlene Chen, Jenny Cheon, Terry Chung, Rolenda Faasuumalie, Akiko Futakami, Jenny Kim, Elton Koo, Luis Liu, Lin Yan

GCMC OBSERVERS: Olga Tonkinh, Chet Neri, Neil Urbano

GVB: Pilar Laguana, Brian Borja, Nakisha Onedera-Garrido

II. CALL TO ORDER

In the absence of Chairman Kloppenburg who is currently off-island, Vice-Chairwoman Camacho confirmed to preside over the committee meeting and called the meeting to order at 11:07 a.m.

III. APPROVAL OF MINUTES

Motion to approve the Minutes of July 10, 2015 was made by Stephen Gatewood and seconded by Leticia Law-Bylerly. Motion approved.

IV. REPORT OF THE CHAIRMAN

No report.

V. REPORT OF GVB MANAGEMENT (presented by Pilar Laguana)

Visitor Arrivals Update (Based on preliminary July 1-23, 2015 report):

Ms. Laguana reported the following visitor arrival stats for the Greater China markets.

Market	FYTD 2014 OCT – July 1-23	FYTD 2015 OCT – July 1-23	% of diff.	CYTD 2014 JAN – July 1-23	CYTD 2015 JAN – July 1-23	% of diff.
Taiwan	40,521	34,007	-16.1%	29,597	24,871	-16.0%
China, P.R.C	11,115	17,007	53.0%	8,312	12,471	55.7%
Hong Kong	7,325	6,646	-9.3%	4,624	4,370	-5.5%

Ms. Laguana reported that we just started our Mainland China charter arrivals from Dynamic Airways. Dynamic Airways has a total of 31 scheduled chartered flights. Due to the issue with the global visa processing system, two earlier scheduled chartered flights were cancelled. Ms. Laguana further reported that our arrivals out of Hong Kong have seen an improvement due to the approval to program the Hong Kong budget’s reserved funding to implement additional marketing campaigns that tied in with the air carriers and the travel agents. The Taiwan market is still in a very competitive situation although there is slight improvement in this market as well. As similar with Hong Kong, reserved funding was used to implement additional campaigns with the travel trade.

❖ China Market Update

Consumer Advertising Plan

Ms. Laguana explained that GVB spent the beginning part of the fiscal year supporting the travel agents. She explained that GVB currently has a marketing cooperative grant program that is available for qualifying travel agents and wholesalers. The marketing cooperative grant has criteria set forth by the Government of Guam. Ms. Laguana reported that moving forward for the remainder of the fiscal year, GVB would be focusing on consumer advertising. Ms. Laguana noted that the expenditure amount is already approved in our budget.

Recommended combined advertising plan

Beijing Youth Daily	\$78,201.00
Oriental Morning Post	\$78,201.00
55BBS Promotion (banner ad to promote Guam)	\$24,437.00
DSP (POP screen ad to promote Guam)	\$19,550.00
Bus body advertisement (BJS, SHA, CAN)	\$67,611.00
Travel Search Engine (Travel Products)	\$27,564.00
KOL Spread (Weibo)	\$6,452.00
Search Engine Marketing (Keyword)	\$-
Shanghai MTR (outdoor)	\$94,465.00
Design/Production	\$8,339.00
AQ Comm Service Charge & VAT	\$6,841.00
	\$411,661.00

Dynamic Airways Media Fam Tour



Ms. Laguana reported that GVB hosted a familiarization tour for Dynamic Airways media from July 28th – August 2nd. Participants included: Lonely Planet Traveler, Travel+Leisure, Beijing Youth Daily , 21st Century Business Herald , Life Style, Global Travel , Qyer.com , two DYA staff, and one GVB China staff

❖ Taiwan Market Update

Ms. Onedera-Garrido reported that GVB Taiwan will be holding a press briefing and trade gathering in Taiwan to announce the Visit Guam 2016 Events.

V. OLD BUSINESS

Visit Guam 2016 Expo



Mr. Brian Borja reported that the Guam Visitors Bureau hosted global media for the Visit Guam 2016 Expo. The media participants had the opportunity to learn about the Visit Guam 2016 campaign and GVBs upcoming signature events.

Brand USA Guangzhou Training Seminar



Mr. Brian Borja reported GVB China’s participation in the Brand USA Guangzhou Training Seminar. To better promote U.S travel, Brand USA collaborated with the U.S Commercial Service and the U.S Consulate General in Guangzhou to conduct a training seminar. GVB China participated and had the opportunity to train over 120 Chinese travel industry professional about Guam.

VI. NEW BUSINESS

N/A

VII. ANNOUNCEMENTS

- ❖ Next Greater China Marketing Meeting will be held on September 4, 2015.
- ❖ Ms. Pilar Laguana presented the Only on Guam Video that was showcased at the Visit Guam 2016 Expo and encouraged all GCMC member to share their “Only on Guam” story.

VIII. ADJOURNMENT

- ❖ Stephen Gatewoord made a motion, seconded by Leticia Law-Byerly to adjourn the meeting at 11:46AM. Motion approved.


Approval by: Pilar Laguana, Marketing Manager

Minutes prepared by: Nakisha Onedera-Garrido, MOI



Exhibit F

KOREA MARKETING COMMITTEE MEETING MINUTES
Tuesday, July 14, 2015, 11:00 a.m.
GVB Main Conference Room

Members Present:

Bart Jackson, Santa Fe Guam
Hong Soon Im, Miki Taxi
Terry Chung, DFS Guam
Tae Oh, Baldyga Group
Jennifer Chae, Hardrock Café
Jenny Kim, Holiday Resort & Spa Guam
Jin Oh Kim, Jin Air
Aaron Kim, Net Ent.
Roy Abraham, Pacific Star Resort & Spa
Grace Kang, Outrigger Guam Resort
Soohyun Lee, Seagrill/UWW
Susan Fryer, Tumon Sands Plaza
Man-soo Hyun, Hyatt Regency Guam
Sanghee Yoon, Westin Resort Guam

Guests/Alternate Members Present:

Shenna Tiamonza, Pacific Resort & Spa
Esther Kim, Hyatt Regency Guam

Members Absent:

Bruce Kloppenburg, Kloppenburg Ent.
Akiko Futakami, Outrigger Guam Resort
Tak Takano, DFS
Elisha Lee, Lotte Hotel Guam
Dongsin Choi, Speed Travel Way
Carlos Taitano, University of Guam
Jace Kim, Jeju Air
Rolenda Faasuamalie, GIAA
Nicky Kim, Hana Tours
Suzie Kim, Hilton Guam Resort & Spa
Yuta Yokoyama, Onward Beach Resort
Jae Hong Lim, Mode Tour Network
Yungjin Kong, HIT
Jason Lee, Sheraton Laguna Guam
Seonguk Jo, Leo Palace Resort
Yun Yi, Dusit Thani Guam
Hyeryoung Lim, Jeju Air Guam Lounge
Yoshihisa Otani, Hyatt Regency Guam
Bokyung Moon, Air Busan
Young Min Kim, Pacific Islands Club
Jenny Cheon, Hotel Nikko Guam

GVB Korea Office/ GVB Management Present:

Henry Lee - TLK (GSA) - Telephonically
Anna Kim - HIC (Korea PR) - Telephonically
Gemma Kim - HIC (Korea PR) - Telephonically
Nathan Denight, General Manager
Pilar Laguana, Marketing Manager
Gina Kono, Marketing Officer II
Colleen Cabedo, Marketing Officer

Marketing

Officer



CALL TO ORDER

Chairman Jackson called the meeting to order at 11:05 a.m.

APPROVAL OF MINTUES

EXHIBIT A

Mr. Roy Abraham made a motion, seconded by Ms. Sanghee Yoon to approve the KMC minutes of June 23, 2015. Motion Approved, subject to minor corrections.

REPORT OF THE CHAIRMAN

None to report.

REPORT OF MANAGEMENT

- Arrivals Update
- Korea Report
 - 3-month Forecast
 - Market Share
 - Sales & Marketing Programs
 - PR, Advertising & Promotions

EXHIBIT B
EXHIBIT C



Jin Air changing equipment from two small aircraft (B737-800) to one larger aircraft in September with B777. No new cases of MERS.

Korea Marketing News

Korea Marketing News

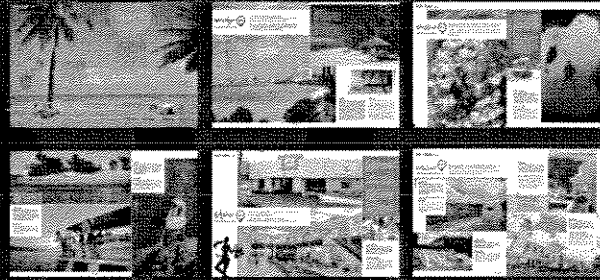
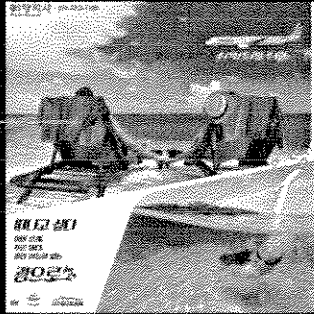
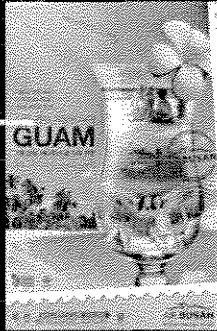
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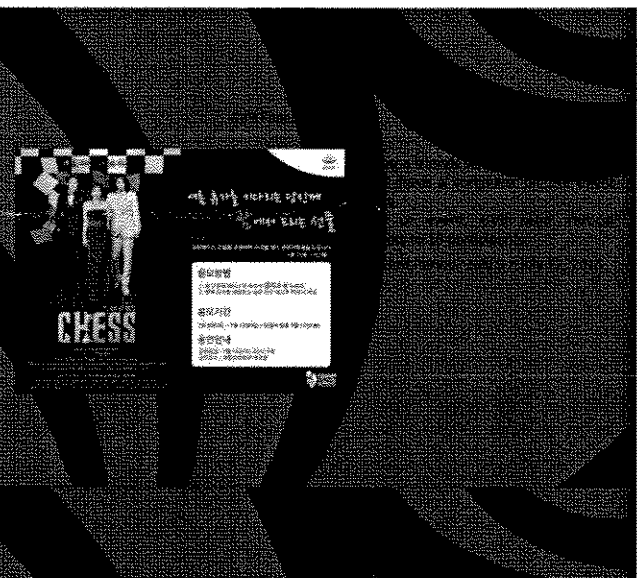
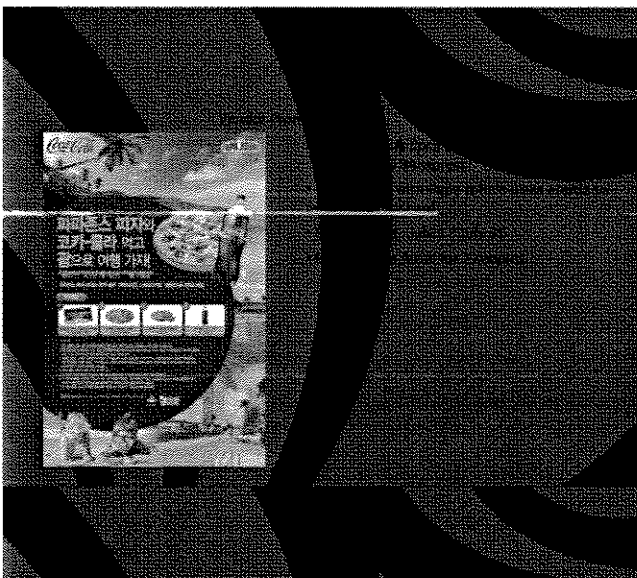
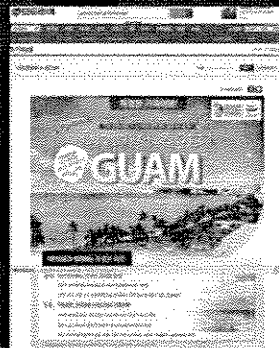
Korea Marketing News

Korea Marketing News

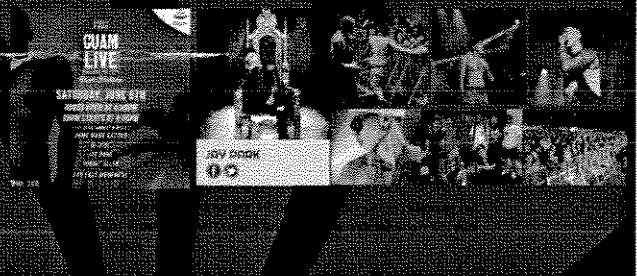


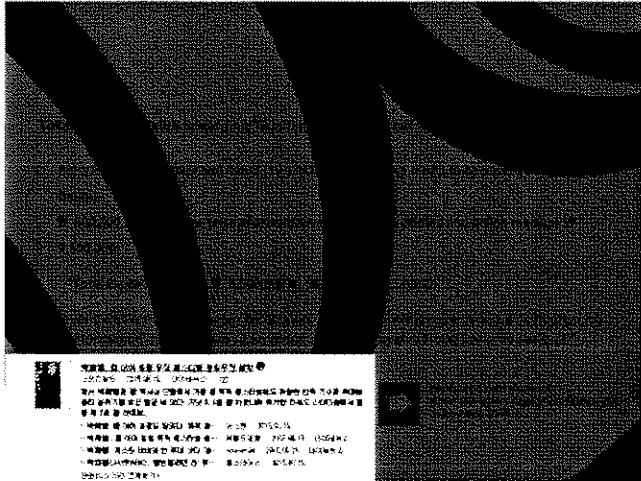
Mr. Henry Lee reported that they just learned that T'way will start flying on September 24, 2015.



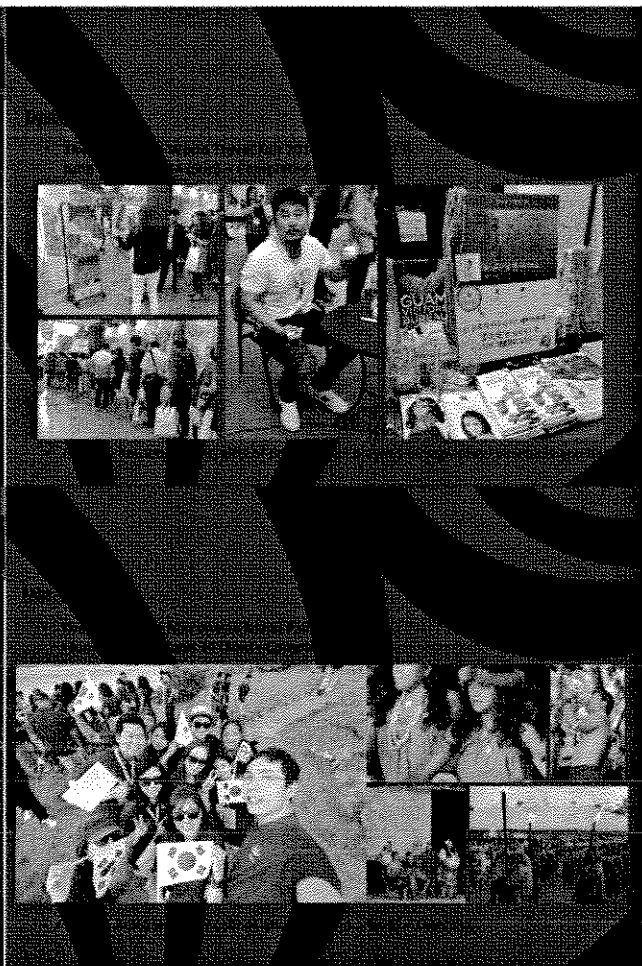
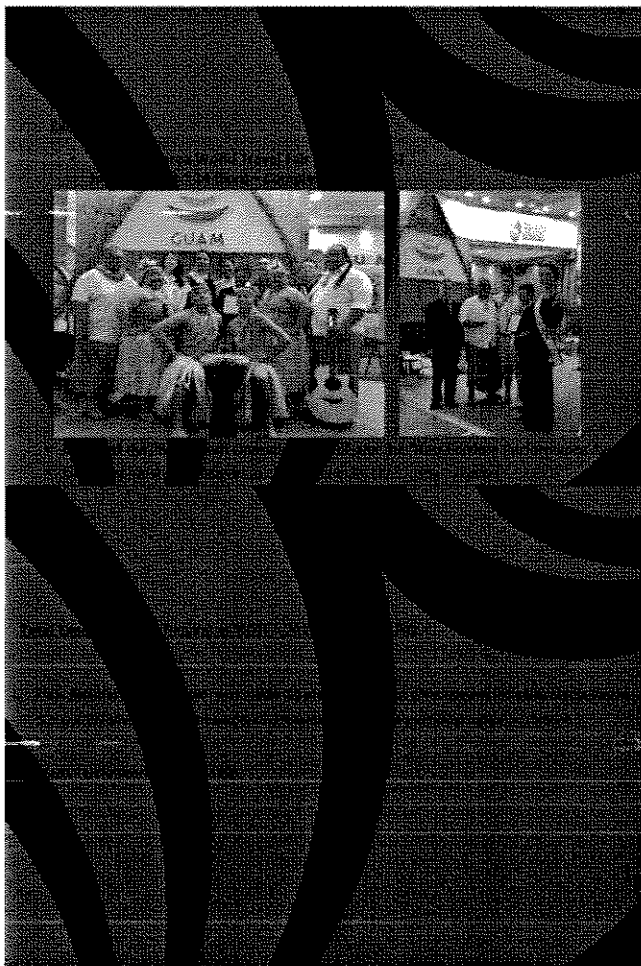


Main Issue	<ol style="list-style-type: none"> 1. The 2nd Guam Live International Music Festival 2. The 28th Guam Micronesia Island Fair 3. The 30th Korea World Travel Fair (KOTFA 2015)
Event	<ol style="list-style-type: none"> 1. Guam Live International Music Festival June 2 (Fri) ~ 6 (Sat) - Completed 2. BBQ Beach Party - Ongoing
Exhibition	<ol style="list-style-type: none"> 1. Korea World Travel Fair 2015 (KOTFA 2015) June 11 (Thu) ~ 14 (Sun) - Completed
Consumer Promotion	<ol style="list-style-type: none"> 1. Consumer promotion with Seoul Youth Music Corps, a youth volunteer organization for the trip to Guam with the disabled - Planning 2. Consumer promotion regarding the exhibition project in collaboration between Korean and Guam artists - Planning 3. Consumer promotion with 'Nongnim', Korea's food giant - Planning
FAM Tour	<ol style="list-style-type: none"> 1. Media/Power Bloggers' FAM tour to the 28th Guam Micronesia Island Fair June 12 (Fri) ~ June 14 (Sun) - Completed
TV Filming	<ol style="list-style-type: none"> 1. TV filming to cover the 2015 GMIF - Completed
Press Release	<ol style="list-style-type: none"> 1. Guam Live International Music Festival (Joy Park) - Completed 2. Korea World Travel Fair (KOTFA 2015) - Completed 3. Press releases on Guam as a MERS-free destination - Completed

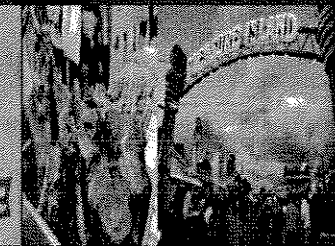
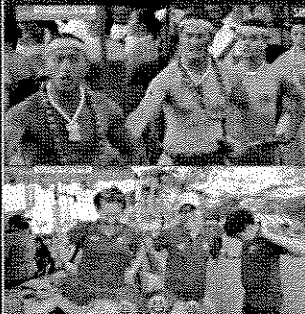




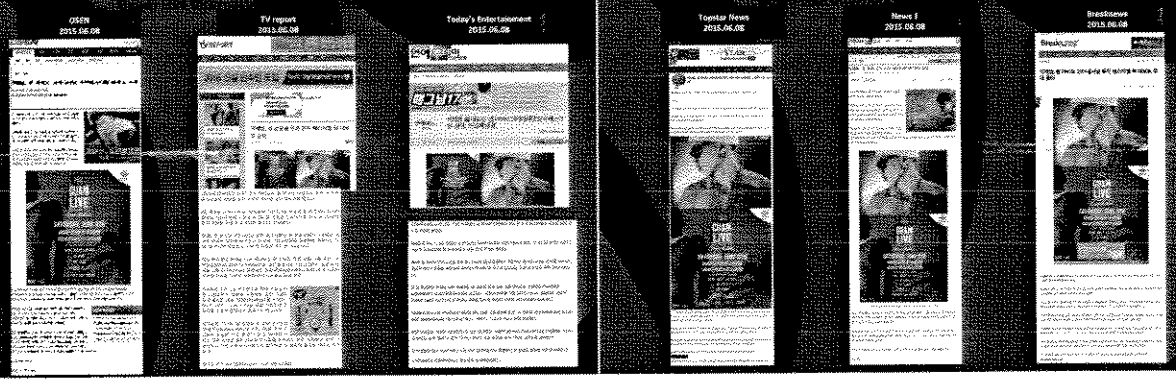
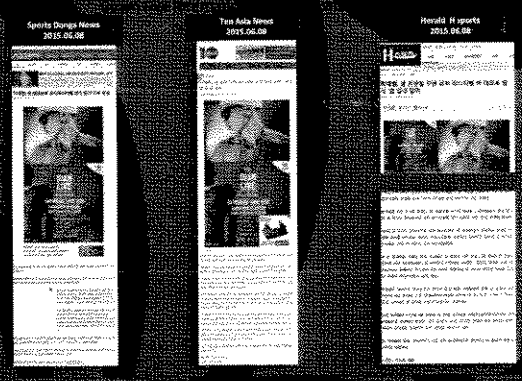
GUAM VISITORS BUREAU
 2015-2016
 401 Pale San Vitores Road | Tumon, Guam 96913 | Ph: (671) 646-5278 | Fax: (671) 646-8861 | www.visitguam.com
 DOC NO. 33GL-15-0748



Year	Event	Location	Organizer	Event Description	Projected Revenue	Projected Jobs
2010	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2011	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2012	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2013	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2014	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2015	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2016	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2017	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2018	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2019	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100
2020	Guam's 50th Anniversary	Various	Guam Visitors Bureau	50th Anniversary Celebrations	\$1,000,000	100



Chief	Engineer	Chief Stewardess	Flight Attendant	Remarks	Start Date	End Date
Chief	LIANG	SONGBO	M	Jetstar Air	16-Jul	20-Jul
Stewardess(BAG)	LEE	HYUNGSO	F	United Air		
Stewardess(BEC)	LEE	KYUNGA	F	United Air		
Stewardess(BEC)	KANG	JINAH	F	United Air		
H/C	CHOE	KANGWYI	M	Jetstar Air		
H/C	HEE	BAE	F	Jetstar Air	18-Jul	22-Jul
Stewardess	KIM	SEUNGANM	M	Jetstar Air		
Stewardess(BEC)	PARK	SOYEON	F	United Air		
Stewardess(BEC)	KIM	SUNB	F	United Air		
Stewardess(BEC)	LEE	SORAN	F	United Air		
H/C	YIM	JUNGA	F	Jetstar Air		







Discussion:

Mr. Terry Chung inquired how much GVB spent on the SBS Morning Show cost (professional fee and other costs related). Chairman Jackson recommended that HIC present the cost of production along with the exposure value. Ms. Gemma Kim from HIC reported that the professional fee for SBS was \$55,000 and operations cost was \$25,584, in total over \$80,000.00. Chairman Jackson requested that HIC forward the cost breakdown after the meeting and to send to Ms. Gina Kono.



GVB Marketing Manager, Ms. Pilar Laguana made note to the committee that when GVB has FAM Tours GVB gives a Guam orientation and product update of what's new on Guam. For TV productions, GVB collaborates with the producers on what is being shot and featured. The GVB overseas reps oversee the production to ensure that there are deliverables.

The committee discussed the 4th Quarter of FY2015 (July, August, September). GVB GSA will be conducting more FAM tours with travel agents and trade media to support airlines, as well as continue with MICE promotions. Chairman Jackson, recommended to also approach other travel agencies to expand the market. As for GVB Korea PR, they plan to do a consumer promotion and have a FAM tour of bloggers and magazine journalists to feature the Women's Baseball Cup.

The committee discussed the Busan International Travel Fair (BITF) that will be held from September 11-14, 2015. Chairman Jackson requested to send out the formal invitation to the committee/membership to see participation. Chairman Jackson asked Mr. Henry Lee to get opinions from travel agents and trade media if BITF is a useful show. If it is useful, Chairman Jackson asked Mr. Henry Lee to use our contacts in Busan to exert pressure on the BITF organizers to get GVB a good booth for the BITF.

OLD BUSINESS

Vice Chairman Im asked GVB Korea to continue to work on getting the Guam weather featured in YTN weather forecast. This could be a great opportunity to have free exposure and to inform Koreans travelers on current weather conditions.

NEW BUSINESS

No new business.

ANNOUNCEMENTS

Net Enterprises, Mr. Aaron Kim announced that starting August 1st they be coming out with their new product called Summer Dream kiosks, which will provide 24/7 service for Korean tourists located at the airport arrivals, GPO, Tumon Sands Plaza, and T-Galleria. By September, Mr. Kim also mentioned that they will provide their satisfaction report to present to GVB and the committee.

- Friday, July 17, 2015- Guam BBQ Block Party Press Conference, 10:30am at Outrigger Hotel
- Saturday, July 18, 2015- Guam Events Expo, 10:30am at Micronesia Mall Center Court
- Saturday, July 18, 2015- Guam BBQ Block Party, 5:30pm at Pleasure Island
- Tuesday, July 21, 2015 - Liberation Day Parade in Hagatna
- Thursday, July 23, 2015 - Air Busan Inaugural Arrival at 3:10am
- Next KMC Meeting - Tuesday, August 11, 2015 at 11:00 a.m.

ADJOURNMENT

Mr. Tae Oh made a motion, seconded by Ms. Sanghee Yoon, to adjourn meeting at 11:58 a.m. Motion Approved.

Minutes Prepared by:

Colleen Cabedo, Marketing Officer I

Minutes Approved by:

Ms. Pilar Laguana, Marketing Manager



**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 5, 2015, 11:00 A.M.
GVB Main Conference Room**

PRESENT:

Chairwoman Theresa Arriola, GVB Board Member & Pa'a Taotao Tano
John Calvo, WPRFMC
Sheila Shedd, Hilton Guam Resort & Spa
Joanna Rupley Sablan, Holiday Resort Guam

ABSENT:

Co-Chairwoman Paula Monk, United Airlines
Jacob Leon Guerrero, Pacific Islands Club
Ana Marie Franquez, Pactours, Inc.
Valerie Carbullido-Blas, JMSH
Marissa del Rosario, United Airlines
Emily Wallace, Golden Ace Travels
Amilyn Salas, Sheraton Laguna Guam Resort
Rolenda Faasuamalie, GIAA
Barbara Taitano, Mystical Tours & Adventure
Katie Black, Mystical Tours & Adventure

GUEST:

Raymond Leon Guerrero, Dept. of Rev & Tax - Weights & Measures Division

GVB STAFF:

Pilar Laguaña, Telo Taitague, Regina Nedlic, Haven Torres, Colleen Cabedo

I. CALL TO ORDER

Mr. John Calvo acted as Chairman in lieu of Chairwoman Arriola's arrival.
Mr. John Calvo called the North America & Pacific meeting to order at 11:11 a.m.

II. APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Joanna Sablan made the motion and seconded by Ms. Shiela Shedd to approve the minutes of July 1, 2015. Motion approved unanimously, subject to minor corrections.

III. REPORT OF THE CHAIRWOMAN

None to report.

IV. REPORT OF MANAGEMENT

GVB Marketing Manager, Ms. Pilar Laguana introduced Mr. Ray Leon Guerrero from Dept of Rev & Tax, Weights & Measures to address committee's concerns with taxis and meters. Mr. Leon Guerrero shared with the committee the policies and regulations under his division. He informed the committee that all taxis are required to have the regulated meter for which they can start the meter as the passenger enters the vehicle. In addition to the meters, there are flat rates, which are supposed to be placed outside of the taxis and often cheaper than the meters, but passengers will not know unless they ask. Every year the taxi companies go through an audit, including inspections (i.e. if the meters have been tapered), clearances, license renewal, etc. Committee members addressed additional concerns with the prices of the flat rates. The committee mentioned that some taxis are asking for unreasonably high flat rates and that the price/location doesn't match other locations within the same distance. The committee also discussed the issue that there are a lot of illegal taxis, for which Mr. Leon Guerrero mentioned that their department is currently addressing. The

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 5, 2015, 11:00 A.M.
GVB Main Conference Room**

committee discussed the possibility of updating the rules and regulations of taxis. Mr. Leon Guerrero had mentioned that the rules and regulations of his department had not changed since its inception in the 1980s. The committee discussed the possibility of recommending a bill to amend and to get recommendations from Rev & Tax. Mr. Leon Guerrero mentioned that he is interested in rejoining the TIR's committee (Visitor Safety and Satisfaction) to discuss the taxi situation and to work with the committee to come up of recommendations for a bill for the legislature.

PACIFIC

PATA Annual Board Meeting in Bangalore, India Septembe 3-6, 2015

Mr. Jon Calvo made a motion, seconded by Ms. Joanna Sablan, to approve travel for GVB Marketing Manager to attend the PATA Annual Board Meeting in Bangalore, India from September 3-6, 2015 (Cost is approximately \$6,018.00 from the FY2015 Pacific Market Acct. No. PA-SMD025 and PA-SMD024). Motion Approved.

Travel Expenses:

Airfare GUM/KIX/HK/GUM: \$1,700 x 1 pax	\$1,700.00
Per Diem: L+MIE \$474 x 7 days x 1 pax	\$3,318.00
Unanticipated Expenses:	<u>\$1,000.00</u>
TOTAL EXPENSE:	\$6,018.00

Background: The Guam Visitors Bureau takes an active role in the Pacific Asia Travel Association (PATA) with the GVB Marketing Manager's first meeting on the PATA Board, Guam hosting the upcoming PATA Annual Summit May 18-21, 2016 and the promotion of Guam as the host to the 12th Festival of Pacific Arts from May 22-June 4, 2016 to include our Only on Guam and VisitGuam2016 campaign. It is a critical time as we have the remaining of 2015 to get the word out about Guam's hosting of the PATA Annual Summit next year and our position on the board once again to continue to recognize Guam and Micronesia in the "Pacific" region.

During GVB's attendance, there will be a number of meetings with the PATA Communications team, attendance/networking opportunities with the PATA board and attendance to the Youth Symposium, along with the Guam's presentation representing the Micronesia Chapter during the PATA Colloquium which we will be updating all other chapter members of our activities and upcoming events.

Issue: Board approval request for travel.

PATA Travel Mart 2015 September 4-6, 2015

Mr. John Calvo made a motion, seconded by Ms. Sheila Shedd, to approve travel for 2 GVB Marketing staffs to attend the PATA Travel Mart 2015 in Bangalore, India from September 6-8, 2015 (Cost is approximately \$11,784.00 from the FY2015 Pacific Market Acct. No. PA-SMD024 & PA-SMD025). Motion Approved.

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 5, 2015, 11:00 A.M.
GVB Main Conference Room**

Travel Expenses:

Airfare GUM/KIX/HK/GUM: \$1,700 x 2 pax	\$3,400.00
Per Diem: L+MIE \$474 x 8 days x 2 pax	\$7,584.00
Unanticipated Misc. Expenses:	<u>\$800.00</u>
TOTAL EXPENSE:	\$11,784.00

Background: GVB as an active PATA Member representing Guam and the Micronesia region, continues to participate and promote PATA and the Micronesia Chapter's signature event. During this time, Marketing Team will also participate in the Youth Symposium, which will take place prior to the Travel Mart, provide support to the Marketing Manager during the PATA Colloquium, and will be partnering up with the Palau Visitors Authority in promoting Guam, Palau and the Micronesia Region during the three day event. There will be various meetings set-up with PATA to discuss the upcoming PATA Annual Summit in May of 2016 on Guam and to continue to sell Guam packages for participation to the upcoming 12th Festival of Pacific Arts in 2016 as well. It will be an anticipated busy and productive time for Guam and the region during PTM2015 as we will aggressively promote our events calendar, our regional events to include FESTPAC 2016 which is event not only for Guam but for the entire region.

Issue: Board approval requested for travel.

GVB Marketing Manager, Ms. Pilar Laguana explained to the committee that the PATA Travel Mart is a B2B event and that although it is in India this year, GVB will be having pre-scheduled appointments from its core source markets. Ms. Laguana informed the committee that anytime GVB goes overseas, all the contacts made at the events are placed into the CRM. Ms. Laguana mentioned that getting a list of leads from these events is a benefit for members to take advantage of. She also mentioned that if members would like to share their informational brochures, fact sheets, etc. to send them electronically to be incorporated in the sales kits.

PHILIPPINES

Guam Product Orientation in Cebu, Philippines August 17-22, 2015

Ms. Sheila Shedd made a motion, seconded by Mr. John Calvo, to approve travel for GVB General Manager or his designee, the Marketing Manager, and one (1) Marketing Staff to attend the Guam Product Orientation in Cebu, Philippines from August 17-22, 2015. Cost is approximately \$6,000.00 from Acct. No. SMD023. Motion Approved.

Travel Expenses:

Airfare (GUM-MNL-GUM):	
\$600 x 3	\$1,800.00
Airfare (MNL-CEB-MNL):	
\$120 x 3	\$360.00

Manila:

Lodging, M&IE: \$300 x 2 nights x 2 pax	\$1,200.00
Lodging, M&IE: \$300 x 2 nights + 25%	\$750.00

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 5, 2015, 11:00 A.M.
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Cebu:	
Lodging, M&IE: \$210 x 2 nights x 2 pax	\$840.00
Lodging, M&IE: \$210 x 2 nights + 25%	\$525.00
Miscellaneous:	<u>\$525.00</u>
(Excess baggage, communications, transportation, meeting expense, etc.)	
TOTAL EXPENSE:	\$6,000.00

Background: Metro Cebu is the main economic hub of the country's Visayan region. It has the second largest and busiest airport, the Mactan Int'l Airport, and the busiest cargo passenger port in the Philippines.

GVB will be conducting a Guam Product Orientation in Cebu to promote Guam as a destination for Filipino travelers, to announce Guam's upcoming year-round events, especially the 2015 Shop Guam Festival and 2016 FESTPAC, and to work with travel agents to develop special packages. GVB has invited its members to participate and share with the travel agents new developments with their company.

Issue: Board approval needed for all travel.

NORTH AMERICA

21st PIFA (Pacific Islander Festival Association) Festival 2015

Ms. Joanna Sablan made a motion, seconded by Mr. John Calvo, to approve travel for the GVB Marketing Manager and Marketing Officer to participate in the annual PIFA Festival in San Diego, California and conduct seminars with the Southern California PATA Chapters and AAA Travel from September 23 - 29, 2015. Total travel cost will be \$7,758.00. Funds to come from the FY2015 North America Budget, SMD023 account. **Motion Approved.**

Airfare: \$1,900 x 2 staff	\$3,800.00
Per Diem:	
Los Angeles-Lodging + M&IE \$209.00 x 3 days x 2 staff	\$1,254.00
San Diego-Lodging + M&IE: \$213.00 x 4 days x 2 staff	\$1,704.00
Misc Expenses:	
Excess Baggage, Shipment, Comm./Meetings	<u>\$1,000.00</u>
TOTAL EXPENSE:	\$7,758.00

Background:

This will be first year that GVB will participate in PIFA festival. With Guam hosting FestPac in 2016, it is an opportune time to promote FESTPAC to the Pacific islanders that reside in Southern California. We also plan to conduct seminars to the PATA Southern California Chapters (PATA SoCal, PATA Orange County, PATA San Diego) and AAA Travel to promote the Annual PATA Summit that Guam will be hosting in

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, AUGUST 5, 2015, 11:00 A.M.
GVB Main Conference Room**

May 2016 prior to FestPac. The primary purposes and objectives of the Pacific Islander Festival Association are:

- (a) To promote charitable and educational projects for the benefit of everyone, but with emphasis on the Indigenous People of Melanesia, Micronesia and Polynesia.
- (b) To provide educational and cultural resources to everyone, but with emphasis on the Indigenous People of Melanesia, Micronesia and Polynesia.
- (c) To actively participate in the promotion and perpetuation of the traditional cultures, ancient historical data, languages, attitudes and values of the Indigenous People of Melanesia, Micronesia and Polynesia.

Issue: Board approval needed for all travel.

Mr. John Calvo asked the GVB management and staff, if there are plans to support other events in the U.S. In response, Chairwoman Arriola replied by saying that GVB does support festivals in D.C. but through the Culture & Heritage side. Attending other events, is on the radar, but GVB is looking to focus and capitalize on the larger festivals that we currently attend. GVB Marketing Manager, Ms. Pilar Laguana added that for 2016, GVB is planning to engage with more travel agents in the U.S., so there will be plans for roadshows in the future, so if the committee has any contacts that they would like to share, to let staff know so we can contact them. The committee discussed the issue with illegal bed and breakfasts, for which Chairwoman Arriola explained that GVB is currently addressing the issue along with Rev and Tax. GVB will be hiring two auditors to expedite the facilitation of getting the updated list of legal bed and breakfasts and update the policies and procedures.

V. OLD BUSINESS

NONE

VI. NEW BUSINESS

NONE

VII. ANNOUNCEMENTS

Next NAP Meeting on Wednesday, September 2, 2015 at 2:00 p.m.

VIII. ADJOURNMENT

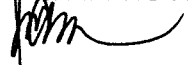
Being no further business to discuss, Chairwoman Arriola made a motion, seconded by Ms. Joanna Rupley Sablan to adjourn the meeting at 12:15 a.m.

PREPARED BY:




Colleen Cabedo, Marketing Officer I

REVIEWED & APPROVED BY:



Regina Nedlic, Marketing Officer II


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