



Speaker Won Pat <speaker@judiwonpat.com>

GVB Board Packet: September 10, 2015

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

Fri, Sep 11, 2015 at 10:31 AM

9/11/2015 9/11/2015 Guam Visitors Bureau

Pursuant to Title 5 Ch 8 Section 8113.1. of the
Guam Code Annotated; Board Packet of September 33-15-0840
10, 2015.

[Quoted text hidden]

Uffisinan I Etmás Ge'helo'Gi Liheslaturan Guáhan
Office of Speaker Judith T. Won Pat, Ed.D.
Kumiten Idukasion Tinakhele, Kottura, Laibirhan Pubbleko siha yan Asunton Famalao'an
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6 attachments

- AGENDA_20150910.pdf**
349K
- EXHIBIT_A_MINUTES_20150827.pdf**
266K
- EXHIBIT_B_.pdf**
68K
- EXHIBIT_C_.pdf**
229K
- EXHIBIT_D_.pdf**
107K
- BOD_Resolution2015-002.pdf**
82K

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33-15-0840
Office of the Speaker
Judith T. Won Pat, Ed.D

Date: 9/11/15
Time: 10:31 AM
Received By:

0840



REGULAR BOARD OF DIRECTORS MEETING
 Thursday, September 10, 2015 - 4:00 p.m.
 Guam Visitors Bureau Main Conference Room

A G E N D A

- I) CALL TO ORDER
- II) MINUTES OF THE PREVIOUS MEETING Exhibit A
 Approval of minutes of the previous Board of Directors meeting dated August 27, 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
- B. SPORTS & EVENTS
- C. VISITOR SAFETY & SATISFACTION
- D. ADMINISTRATION & GOV'T RELATIONS ITEM 1
- San Vitores Flooding Mitigation Resolution
- Motion to approve GVB Board Resolution 2015-002 relative to the San Vitores flooding mitigation project as delineated in Guam Public Law 30-228 and funded by part of the proceeds of the 2011 Hotel Occupancy Tax (HOT) Bonds.**
- Background:** The Guam Economic Development Authority, the agency tasked with carrying out the projects mandated by P.L. 30-228 and funded by the 2011 Hotel Occupancy Tax (HOT) Bonds, has requested GVB's support through a Board Resolution for the San Vitores Flooding Mitigation Project. GEDA seeks to advance the project through a gravity bay outfall to be located near the Frank E. Smith.
- Issue: Board Approval Required**
-

TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN TAIWAN

Motion to approve authorization of the General Manager as Chief Procurement Officer to enter into negotiations with the highest rated and most qualified Offeror for GVB RFP 2015-008: Tourism Destination Marketing Representation Services in Taiwan, and if successful, enter into contract.

Background: The Guam Visitors Bureau (GVB) requested proposals (RFP) for professional and experienced companies to provide GVB with Tourism Destination Marketing Representation Services in Taiwan. The agency shall act as the GVB tourism destination marketing representative and shall perform general duties as required including, but not limited to, representation in targeted cities where Guam is being promoted to outbound travelers who fit the demographics Guam is seeking to attract in Taiwan.

Issue: Board approval required.

SOCIAL MEDIA MONITORING TECHNOLOGY

Motion to approve authorization of the General Manager as Chief Procurement Officer to enter into negotiations with the highest rated and most qualified Offeror for GVB RFP 2015-010: Social Media Monitoring Technology, and if successful, enter into contract.

Background: The Guam Visitors Bureau (GVB) requested proposals (RFP) for a qualified professional and established firm to develop and combine technology, processes and trained professionals to deliver accurate and relevant data mining and analysis to aid in listening to digital conversations across countries in multiple languages. The ability to monitor online conversations from social media sites in the following countries: Japan, Korea, Taiwan, Hong Kong, Mainland China, Philippines, Russia and the U.S.A. in the following native languages: Japanese, Korean, Traditional Chinese, Simplified Chinese, Russian and English.

Issue: Board approval required.

E. CULTURE & HERITAGE

F. DESTINATION MANAGEMENT

G. GREATER CHINA

Committee minutes dated September 4, 2015

Exhibit C

Taiwan - Taipei International Travel Fair (ITF) and Trade Workshop

Motion to approve travel for Governor or Lieutenant Governor, Governor Staff or Lieutenant Governor Staff, GVB General Manager, GVB Marketing Manager, two (2) GVB Marketing Officers, one (1) CHO, one (1) Miss Guam, two (2) musicians and four (4) cultural dancers, to attend the Destination Guam Travel Trade Workshop on November 5, 2015 and Taipei International Travel Fair from November 6-9, 2015. Cost is approximately \$15,238.15 from TA-TTC031 and \$24,608.00 from DM-CPO003 pending approved funding from FY2016 Budget.

Marketing Department

Airfare:	November 4-8, 2015: \$1,200 x 3 pax	\$3,600.00
	November 4-7, 2015; \$1,500 x 3 pax	\$4,500.00
	Sub-Total:	\$8,100.00
Per Diem:	Governor or Lieutenant Governor	
	Taipei Lodging: \$169 x 3 Nights + 30%	\$659.10
	Taipei M&IE: \$102 x 3 Days + 30%	\$397.80
	Governor Staff or Lieutenant Governor Staff	
	Taipei Lodging: \$169 x 3 Nights	\$507.00
	Taipei M&IE: \$102 x 3 Days	\$306.00
	GVB General Manager	
	Taipei Lodging: \$169 x 3 Nights + 25%	\$633.75
	Taipei M&IE: \$102 x 3 Days + 25%	\$382.50
	GVB Marketing Manager & (2) Marketing Officers	
	Taipei Lodging - \$169 x 4 Nights x 3 pax	\$2,028.00
	Taipei M&IE - \$102 x 4 Days x 3 pax	\$1,224.00
	Sub-Total:	\$6,138.15
Miscellaneous:	(Excess baggage, communications, meeting expenses, etc.)	\$1,000.00
	Total	\$15,238.15

Cultural Heritage Department

Airfare:	November 4-9, 2015: \$1,200 x 8 pax	\$9,600.00
Per Diem:	Taipei Lodging: \$169 x 6 nights x 8 pax	\$8,112.00
	Taipei M&IE: \$102 x 6 days x 8 pax	\$4,896.00
Prof Fee:	Chamorro Musicians: \$100 x 4 days x 2 pax	\$800.00
	Chamorro Dancers: \$50 x 4 days x 4 pax	\$800.00
	Miss Guam: \$100 x 4 days x 1 pax	\$400.00
	Total	\$24,608.00

Background:

Taipei's International Travel Fair (ITF) is one of the most popular travel fairs in the Asia Pacific Region combining an exhibition and sales event in Taiwan. The 2014 ITF hosted 950 exhibitors, 1,450 booths, and groups from more than 60 countries and regions. Last year's four day event attracted over 335,000 visitors and had exposure to more than 4,000 domestic and international media reporters.

In an effort to promote the Shop Guam Festival 2016, FESTPAC 2016, and other signature Guam events, GVB will be hosting a Destination Guam Travel Trade Workshop on Thursday, November 5, 2015 to familiarize current and new partners on Guam products and promotions scheduled for 2016. In addition, the Bureau will be inviting its members to participate in both ITF as well as the workshop. A portion of the trade workshop will be dedicated to individual talks about member's products and/or services to participating agents and will provide a great opportunity for partners to share information about their company.

Recently, Taiwan visitor arrivals have been suffering due to fierce competition in the market with better airfare and convenient flight schedules to other regional destinations. It is more affordable to visit locations such as Japan and other South East Asian destinations when compared to Guam. In August, China Airlines announced four new daytime flights starting October 25, 2015. With this announcement, this is the most opportune time to promote Guam to the Taiwanese visitor capitalizing on the four daytime flights available through China Airlines.

Key participation from Guam's tourism leaders is crucial to this overseas promotion. GVB has worked closely with China Airlines for many years requesting to provide daytime flights. Now that a motion has been made in securing these flights, GVB's sales and marketing programs are needed to make this convenient flight schedule a success. Participation at ITF and the hosting of a Travel Trade Workshop will demonstrate GVB's continued commitment to the Taiwan market and showcase the importance of the Taiwanese travelers to Guam's tourism market mix. Guam's promotional presence will provide trade education and consumer awareness leading to increased pax arrivals in the future.

Issue: Board approval needed for all travel.

H. JAPAN

Guam Trip for MOTION

Motion to approve travel for two Japan staff to attend a seminar by JTB Soken, Mr. Kurosu from October 01 to October 03, 2015. (Estimated cost \$2,707.00; Account#SMD045)

Travel Expenses:

Airfare: \$ 700.00 x 2pax	\$1400.00
Hotel: \$175 x 2pax x 2nights	\$700.00
Car Rental: \$65.00 x 3 days	\$195.00
R/T Transportation to airport:	\$162.00
Guam Per Diem: \$62.50 x 2 nights	\$250.00
Total:	\$2,707.00

Background: The Japan Market seminar will be held in Guam by JTB Soken on October 02, 2015. The seminar will focus on Japanese outbound market in conjunction with the destination of Guam. The staff will be there to assist Mr. Kurosu with the seminar for GVB members and stakeholders.

Issue: Board approval required for all travel

I. KOREA

J. MEMBERSHIP & COMMUNITY OUTREACH

K. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated September 2, 2015

Exhibit D

IMEX America 2015

Motion to approve travel for the Marketing Manager and Marketing staff to attend the IMEX America at the Sands Expo in Las Vegas, Nevada from October 13-15, 2015. Cost is approximately \$6,604.00 from account US-SMD023.



Airfare: \$1,900 x 2 pax \$3,800.00

Per Diem Lodging + M&IE: \$167.00 x 6 days x 2 pax \$2,004.00

Misc. Expenses \$800.00

Total \$6,604.00

Background: With the new Dusit Thani Guam that opened their doors this past summer, Guam now has the facilities to hold MICE groups with Dusit Thani's convention hall that holds up to 1,000pax. The Guam Visitors Bureau (GVB) plans to attend the IMEX America that will be held at the Sands Expo in Las Vegas, Nevada from October 13-15, 2015. This is an opportune time to attract more MICE participants from the U.S. and source markets. This will be the first time GVB will be attending IMEX America as an exhibitor. IMEX is a worldwide exhibition for incentive travel, meetings and events that is committed to providing outstanding business opportunities for exhibitors and buyers. IMEX has two exhibitions a year, in Frankfurt, Germany and in America.

IMEX America is Americas largest MICE Expo with over 10,300 participants, 2,900 buyers from 54 countries in 2014; an increase of 8% over 2013. GVB will have the opportunity to meet qualified buyers from North America and around the world within the 3-day event. This year, GVB expects to have over 100 pre-scheduled appointments with MICE planners from North America, China, Japan, Korea, Philippines, Russia and other source markets. In addition, GVB will also have an opportunity to meet over 100 domestic and international media.

Issue: Board approval needed.

L. RESEARCH

M. RUSSIA & NEW MARKETS

VII) OLD BUSINESS

VIII) NEW BUSINESS

IX) EXECUTIVE SESSION

X) ANNOUNCEMENTS

Upcoming Board Meetings:

- o Thursday, September 24, 2015 at 4:00pm, GVB Main Conference Room.
- o Thursday, October 8, 2015 at 4:00pm, GVB Main Conference Room.

**Announcements:**

- GVB Annual Membership Meeting: Thursday, September 17, 2015 from 11:30am-1:00pm, Hyatt Regency Ballroom A. Guest speaker Henry Lee, President TLK Marketing. Topic: The Korean Traveler.
- Japanese Seminar: Friday, October 2, 2015 from 8:30am-11:30am, Hilton Guam Resort & Spa Micronesia Ballroom. Presenter: JTB Chief Researcher Mr. Hiroshi Kurosu. Topic: Japan Market Now.
- Oversight hearing on GEDA relative to the Hot Bond Projects Friday, September 11, 2015 at 10:00am at the Legislature.

XI) ADJOURNMENT

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 request PATA to schedule a task force in conjunction with the PATA Conference. Schedule by September 1, 2015.
- ~~4. Community Outreach to develop a plan for increasing public awareness of GVB's actions and contributions to the community by August 1, 2015~~
5. 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
13. Due at end of year - Management to provide an end of year Sports & Events recap:
 - o Money spent
 - o Arrivals
 - o Return on Investment

ASLCS Professional Development Seminar

Doc No. 33GL-15-0840

Sept. 20-25, 2015 ♦ Raleigh Marriott City Center ♦ Raleigh, North Carolina

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Cell Phone: _____

Email: _____

Emergency Contact: _____ Phone: _____

Guest Name: _____

**Mail or fax this form by
Friday, Sept. 11, 2015 to:**

NCSL Registration/Accounting
7700 East First Place
Denver, CO 80230

Fax: (303) 364-7811

Please note:

Confirmations and badges will not be mailed prior to the meeting. All badges may be picked up on site.

Special Needs:

Please list any dietary restrictions, preferences or allergies: _____

Please list any physical accommodations needed: _____

For questions about special needs, contact Tricia Simmons at 303-856-1486 or tricia.simmons@ncsl.org.

New Attendees/New Attendee Mentors

- Check here if you are a first-time attendee to the ASLCS Professional Development Seminar
- Check here if you would like be a mentor for a first-time attendee

Registration Fees

Legislative Staff	\$325
Guest/Spouse	\$195
All Others	\$500

Registration Payment Options

- Pay on site
- Check enclosed: Check # _____ Amount: _____
- Bill my state legislature: P.O.# _____ Agency name: _____
- Charge my credit card: AmEx MasterCard Visa Discover
Credit card number: _____ Exp. date: _____ Amount: \$ _____
Signature: _____

Cancellation/Refund Policy: Cancellations must be made in writing and faxed to (303) 364-7811 or emailed to registration@ncsl.org. Cancellations received by Sept. 18, 2015 will be refunded, minus a \$50 processing fee. Fees cannot be refunded for registrations cancelled after the conference begins. No onsite cancellations or substitutions. For registration information, call (303) 364-7700 x1456 or x1358 or visit our website at www.ncsl.org for information.



BOARD OF DIRECTORS REGULAR MEETING

Thursday, August 27, 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 Theresa Arriola
Director Milton Morinaga	Director Norio Nakajima
Director Clifford Guzman	Director Bart Jackson
Director Shelly Calvo	Director Hong Soon Im

BOARD of DIRECTORS ABSENT:

Vice Chairman Bruce Kloppenburg – Off-island
 Director Sam Shinohara – Off-island
 Director Eduardo “Champ” Calvo – Off-island

GVB MANAGEMENT & STAFF PRESENT:

Colleen Cabedo	Mark Manglona	Haven Torres
Dara Roberto	Gina Kono	Antonio Muna Jr.
Nadine Leon Guerrero	Rose Cunliffe	Ana Cid
Telo Taitague	Nakisha Garrido	Doris Ada
June Sugawara	Dee Hernandez	Nicolas Yasuhiro
Pilar Laguana	Josua Tyquiengco	Lisa Linek
Regine Nedlic	Brian Borja	Meriza Peredo

GUESTS:

Tom Fisher

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:05 p.m.

IV. MINUTES OF THE PREVIOUS MEETING

Exhibit A

Chairman Baldyga made a motion to approve the minutes of the previous Board of Directors meeting dated August 13, 2015. Motion Unanimously Approved. (Subject to minor revisions)

V. CHAIRMAN'S REPORT

Chairman Baldyga noted they would discuss the FY16 budget cuts under new business.

It was decided by the Board during the last meeting that the first meeting of the month would be administrative and the second meeting would be topic driven. Explaining the absence of a General Manager and Treasurer Report.

VI. GENERAL MANAGER'S REPORT

Nothing to report

VII. TREASURER'S REPORT

Nothing to report

VIII. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. RUSSIA & NEW MARKETS

C. SPORTS & EVENTS

D. VISITOR SAFETY & SATISFACTION

E. ADMINISTRATION & GOV'T RELATIONS

F. CULTURE & HERITAGE

G. DESTINATION MANAGEMENT

H. GREATER CHINA

I. JAPAN

J. KOREA

Director Jackson reported they would be attending the PITF Busan International Travel Fair along with an event for TWay in Daegu and Busan.

K. MEMBERSHIP & COMMUNITY OUTREACH

L. NORTH AMERICA & PACIFIC MARKETS

M. RESEARCH

IX. OLD BUSINESS

X. NEW BUSINESS

GVB FY16 BUDGET

Chairman Baldyga reported the FY16 budget was approved at 22.2M for operations; 4.4M short of what was requested, and zero for Capital Improvement Projects.

Administration:

- o \$3.2225M passed: 7.86% lower than what was requested. Management was asked to return to the Board with recommendations on the changes.

Culture & Heritage:

- o 800k passed: Difference of 8.5% from last year.

Sports & Events:

- o Same as requested.

Visitor Safety & Satisfaction:

- o 950k passed: Difference of 20.17%. It was noted that Visitor Safety should be placed as highest priority.

Destination Management:

- o Same as requested.

Capital Improvement Projects:

- o Zero passed.

Marketing:

- o 14.619M passed: Difference of 7.57% from last year.
- o Proposed 200k from Korea Market to Japan Market
- o Consider increasing Taiwan funding

Research:

- o 600k passed: Difference of 14.29%

Business Development:

- o Zero passed

Discussion and Comments:

- o Management to provide the Board with recommendation on changes to the budget.
- o In light of the reduced budget, management to review all budget items and to eliminate travel for all non-essential personnel.
- o Extensive discussion occurred surrounding the Board's serious concerns and frustration with repeated non-tourism uses of the TAF coupled with a failure to fund the budget at a level that GVB requires in order to fulfill its mission.

- The Board unanimously agreed to craft a resolution in a manner that is respectful and yet expresses its concerns clearly and that includes specific suggestions for moving forward in a manner that can meet the needs of the bureau and the tourism industry particularly as these relate to eliminating non-tourism uses of the TAF and to providing funds for investment in capital improvements that are needed to protect and grow the Guam’s number one industry.
- Letter of support – The Board agreed to seek signatures from all industries related to tourism.
- A bond was discussed as one possible method to protect tourism uses of the TAF and to accomplish the needed capital improvements components.

XI. EXECUTIVE SESSION

XII. ANNOUNCEMENT

Upcoming Board Meetings:

- Thursday, September 10, 2015 at 4:00pm, GVB Main Conference Room.
- Thursday, September 24, 2015 at 4:00pm, GVB Main Conference Room.

Announcements:

XIII. ADJOURNMENT

Chairman Baldyga made a motion, seconded by Director Guzman, to adjourn the meeting. Meeting adjourned at 5:26 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 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 request PATA to schedule a task force in conjunction with the PATA Conference. Schedule by September 1, 2015.
- ~~4. Community Outreach to develop a plan for increasing public awareness of GVB's actions and contributions to the community by August 1, 2015~~
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 - o Total Festpac Budget
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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
13. Management to provide FY16 Budget breakdown for Board approval
14. Management to submit recommendation to GIAA for Ambassador Program payment.
15. Due at end of year - Management to provide an end of year Sports & Events recap:
 - o Money spent
 - o Arrivals
 - o Return on Investment

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

Doc No. 33GL-15-0840

FY 2014 (09/8/2014)	Balance		
BANK OF GUAM	\$7,420,572.80		
FIRST HAWAIIAN BANK - Membership	\$46,738.19		
RESONA BANK	\$195,853.15		
BOG - TAF ACCOUNT	\$1,520,853.31		
BOG - RAINY DAY FUND	\$1,857,228.27		
BOG - FESTPAC Trust Account	\$1,531,646.68		
MORGAN STANLEY - CD **	\$2,510,944.95		
BOG - 2/12 Memorial Fund	\$24,687.71		
TOTAL CASH IN BANKS AS OF 09/08/14	\$15,108,525.06		
**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-	\$ -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
08/12/14 \$1,161,535.00	\$ 150,000.00		\$ 56,250.00
08/26/14 <u>\$1,050,000.00</u>	<u>\$ 150,000.00</u>		<u>\$ -0-</u>
\$13,314,367.55	\$1,800,000.00		\$ 643,750.00
Total FY 2014 Allotment Received to Date:	\$15,758,117.55		
Accounts Receivable FY 2014	\$2,504,016.45		
FY 2014 ACCOUNTS PAYABLE as of 07/22/14	Amount		
Asatsu invoices June 2014	\$1,568,645.16		
Japan Miscellaneous Invoices	\$5,999.82		
Guam Miscellaneous Invoices	\$925,760.81		
FY 2011/2012/2013 Pass-thru appropriations	\$292,842.24		
FY 2014 Pass-thru appropriations	\$3,750.00		
Encumbered Contracts (not yet incurred)	\$2,376,108.43		
Encumbered Purchase Orders (not yet incurred)	\$188,644.84		
FESTPAC Trust Account	\$1,531,646.68		
Total Payables to Date	\$6,893,397.98		

FY 2015 (09/9/2015)	Balance
BANK OF GUAM	\$7,644,460.73
FIRST HAWAIIAN BANK - Membership	\$75,310.19
RESONA BANK	\$108,595.84
BOG - TAF ACCOUNT	\$1,994,003.73
BOG - RAINY DAY FUND - NOTE 1	\$2,095,283.62
BOG - FESTPAC Trust Account	\$2,739,365.78
MORGAN STANLEY - CD ** - NOTE 2	\$2,514,685.64
TOTAL CASH IN BANKS AS OF 09/9/2015	\$17,171,705.53

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

FY 2015 BUDGET P.L. 32-181	\$
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 9/9/2015	Amount
Asatsu invoices APR-JUN 2015	\$593,786.17
Japan Miscellaneous Invoices	\$12,853.38
Guam Miscellaneous Invoices	\$438,444.58
Encumbered Contracts (not yet incurred)	\$3,660,406.76
Encumbered Purchase Orders (not yet incurred)	\$187,979.23
FESTPAC Trust Account	\$2,739,365.78
Total Payables to Date	\$7,632,835.90

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

Exhibit B

GREATER CHINA MARKETING COMMITTEE MEETING | FRIDAY – September 4, 2015

GCMC MEMBERS IN ATTENDANCE: Joann Camacho, Tiffany Chan, Charlene Chen, Terry Chung, Grace Kang, Stephen Gatewood, Tomoyuki Goto, Soohyun Lee, Jenny Kim, Elton Koo, Sunardi Li, Echo Man, Hiroyuki Miyata, Chet Neri, Paula Monk,

Excused Absence: Bruce Kloppenburg, Letitia Law-Bylerly, Gerry Perez

ABSENT GCMC MEMBERS: Pete Borja, Jenny Cheon, Rolenda Faasumalie, Jenny Kim, Luis Liu, Lin Yan

GCMC OBSERVERS: Olga Tonkinh, Neil Urbano, Matthew Sgro, Sandra Koo

GVB: Gina Kono, Brian Borja, Russell Ocampo, 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 11:00 a.m.

III. APPROVAL OF MINUTES

Motion to approve the Minutes of July 31, 2015 (*exhibit a*) was made by Stephen Gatewood and seconded by Tomoyuki Goto. Motion approved.

IV. REPORT OF THE CHAIRMAN

No report.

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

Visitor Arrivals Update (Based on preliminary August 1-27, 2015 report):

Mr. Brian Borja reported the following visitor arrival stats for the Greater China markets.

Market	FYTD 2014 OCT – AUG 1-27	FYTD 2015 OCT – AUG 1-27	% of diff.	CYTD 2014 JAN – AUG 1-27	CYTD 2015 JAN – AUG 1-27	% of diff.
Taiwan	46,675	38,793	-16.9%	35,751	29,657	-17.0%
China, P.R.C	12,785	20,839	63.0%	9,982	16,303	63.3%
Hong Kong	7,955	7,380	-7.2%	5,254	5,104	-2.9%

China Advertising Plan

Mr. Brian Borja shared the creative advertising visuals that are being implemented in the China Market. Currently, GVB is focusing consumer advertising in the cities of Beijing, Shanghai, Guangzhou and Chengdu.



In addition, GVB will also be investing in a focused advertising plan using conventional advertising mediums such as outdoor advertisements, print media, and complementing social media advertisements in the city of Dalian. The advertising serves support upcoming Dalian Charters scheduled for Golden Week. Dalian falls under the Liaoning Province, which is a sister-city of Guam.

Media	Frequency	Percentage	Budget in USD
Building Digital Poster	240 times/daily*30 days	32%	28,152
Dalian Daily	1issue/week*5weeks	33%	29,121
Dalian Evening	1issue/week*5weeks	14%	11,803
Dalian New Business	1issue/week*5weeks	12%	10,834
	Design Service	3%	2,443
	VAT	6%	4,941
Total in USD			87,294

Committee member expressed the following concerns:

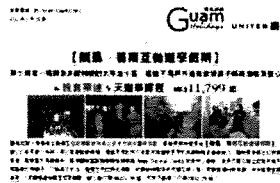
- Mr. Elton Koo shared that his agents in Shanghai & Beijing have expressed difficulties in selling the Guam package and feel that they are not getting enough sponsorship and advertising support from the Guam Visitors Bureau. Mr. Koo emphasized the need to support the direct scheduled flights and the need to generate more media buzz for Guam in the China market.

Ms. Onedera-Garrido further reported that China International will be having daytime flights starting October 25th. There will be 4 services per week starting from Oct. 25, every Tuesday (4D3N), Wednesday (5D4N), Friday(5D4N) and Sunday (4D3N). The current marketing plan to support the new daytime service is as follows:

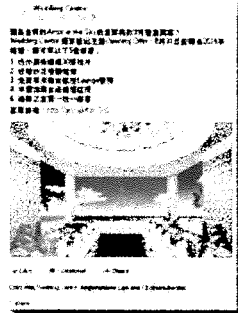
- Leverage the marketing with Eslite, Veda added the CI daytime flight info to the in-store video, elevator door AD, and theme speech from now to September.
- CI and Veda will survey suitable fine goods as incentive gifts for CI’s daytime flights, or run a campaign including SGF in which CI will sponsor air ticket.
- Include the daytime flight topic to GVB’s press/trade gathering in September.
- Plan to organize fam tour with the first flight, inviting blogger and media to maximize the exposures.

o Hong Kong Market Update

Mr. Russell Ocampo reported that GVB partnered with AMERI-Guam Intl Co to promote Guam’s summer camp program. Additionally GVB worked with Guam Holiday, a travel agent in Hong Kong to promote this program to their customers. So far, eight families have joined for this summer.



Mr. Ocampo further reported that GVB conducting a joint promotion with Naoco and Wedding Centre to promote Amor in the Sky Chapel. As a result of this campaign nine wedding couples purchased Guam’s wedding packages.



Dalian Sales Seminar

In addition to the press events, GVB also conducted a sales training seminar in Dalian. Details are as follows:

19th August

Accomplishment:

- There were approximately 120 local travel agents who attended the training seminar.
- There were six (6) Key Guam industrial partners participated, which includes two(2) airlines, three (3) key charter flight travel agents, and one (1) Embassy of United States of America attending the seminar.
- Dalian Travel and Tourism Bureau participated Dalian training seminar as GVB distinguished guest.
- Provided in-depth destination knowledge delivery to tour operators and front line sales persons.
- Extended VISA policy to operators to increase VISA application rate in Dalian
- Introduced Dalian-Guam airline information, and help tour operators develop Guam product with diversified air carriers.



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2:00PM – FRIDAY, September 4, 2015

GVB MAIN CONFERENCE ROOM

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VI. NEW BUSINESSTaiwan – Taipei International Travel Fair (ITF) and Trade Workshop

Motion to approve travel for Governor or Lieutenant Governor, Governor Staff or Lieutenant Governor Staff, GVB General Manager or GCMC Chairman or Vice-Chair, GVB Marketing Manager, and two (2) Marketing Officers, to attend the Taipei International Travel Fair from November 6-9, 2015. Cost is approximately \$15,238.15; to be paid from account number: TA-TTC031, pending approval of FY2016 budget.

Airfare:	Round-trip: GUM/TPE/GUAM	
	November 4-8, 2015: \$1,200 x 3 pax	\$3,600.00
	November 4-7, 2015; \$1,500 x 3 pax	\$4,500.00
	Sub-Total:	\$8,100.00
Per Diem:	Governor or Lieutenant Governor	
	Taipei Lodging: \$169 x 3 Nights + 30%	\$659.10
	Taipei M&IE: \$102 x 3 Days + 30%	\$397.80
	Governor Staff or Lieutenant Governor Staff	
	Taipei Lodging: \$169 x 3 Nights	\$507.00
	Taipei M&IE: \$102 x 3 Days	\$306.00
	GVB General Manager	
	Taipei Lodging: \$169 x 3 Nights + 25%	\$633.75
	Taipei M&IE: \$102 x 3 Days +25%	\$382.50
	GVB Marketing Manager & (2) Marketing Officers	
	Taipei Lodging - \$169 x 4 Nights x 3 pax	\$2,028.00
	Taipei M&IE - \$102 x 4 Days x 3 pax	\$1,224.00
	Sub-Total:	\$6,138.15
Miscellaneous:	(Excess baggage, communications, meeting expenses, etc.)	\$1,000.00
	Total	\$15,238.15

Background:

Taipei's International Travel Fair (ITF) is one of the most popular travel fairs in the Asia Pacific Region combining an exhibition and sales event in Taiwan. The 2014 ITF hosted 950 exhibitors, 1,450 booths, and groups from more than 60 countries and regions. Last year's four day event attracted over 335,000 visitors and had exposure to more than 4,000 domestic and international media reporters.

In an effort to promote the Shop Guam Festival 2016, FESTPAC 2016, and future events the Guam Visitors Bureau will be hosting a Travel Trade Workshop on Thursday, November 5, 2015 to familiarize current and new partners on Guam products and promotions schedule for 2016. In addition, the Bureau will be inviting its members to participate in both ITF as well as the workshop. A portion of the trade workshop will be dedicated to individual talks about member's products and/or services to participating agent and will provide a great opportunity for partners to share information about their company.

Recently, Taiwan visitor arrivals have been suffering due to fierce competition in the market with better airfare and convenient flight schedules to other regional destinations. It is more affordable to visit locations such as Japan and other South East Asian cities when compared to Guam. In August, China Airlines announced new daytime flight charters starting October 25, 2015. With this announcement, this is the most opportune time to promote Guam to the Taiwanese visitor capitalizing on the four daytime flights available through China Airlines.

With the declining Taiwanese visitor arrivals this fiscal year, key participation from Guam's tourism leaders is crucial to this overseas promotion. GVB has worked closely with China Airlines for many years requesting to provide daytime

**NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, SEPTEMBER 2, 2015, 2:00 P.M.
GVB Main Conference Room**

PRESENT:

Chairwoman Theresa Arriola, GVB Board Member & Pa'a Taotao Tano
Co-Chairwoman Paula Monk, United Airlines
Emily Wallace, Golden Ace Travels
Barbara Taitano, Mystical Tours & Adventure
Katie Black, Mystical Tours & Adventure
Sheila Shedd, Hilton Guam Resort & Spa
Joanna Sablan, Holiday Resort & Spa

ABSENT:

John Calvo, WPRFMC
Jacob Leon Guerrero, Pacific Islands Club
Ana Marie Franquez, Pactours, Inc.
Valerie Carbullido-Blas, JMSH
Amilyn Salas, Sheraton Laguna Guam Resort
Rolenda Faasumalie, GIAA

GVB STAFF:

Telo Taitague, Gina Kono, Haven Torres

I. CALL TO ORDER

Chairwoman Theresa Arriola called the North America & Pacific meeting to order at 2:20p.m.

II. APPROVAL OF PREVIOUS MEETING MINUTES

Ms. Barbara Taitano made the motion and seconded by Ms. Emily Wallace to approve the minutes of August 5, 2015. Motion approved unanimously, subject to minor corrections.

III. REPORT OF THE CHAIRWOMAN

Chairwoman Arriola shared that the FY16 GVB budget was passed by the Legislature and is currently at the Governor's Office for his review and approval.

Chairwoman Arriola mentioned that GVB did not get all that they requested however what was pass was \$1M more than in previous year. In addition, GVB Management was given transfer authority to shift around monies within markets.

Governor Calvo annually budgets a 5% to 10% hold across all government agencies. Chairwoman Arriola shared that the Legislature gave us an exemption to the Administration's annual hold.

IV. REPORT OF MANAGEMENT

NORTH AMERICA

Ms. Emily Wallace made a motion, seconded by Sheila Shedd, to approve travel for the Marketing Manager and Marketing staff to attend the IMEX America at the Sands Expo in Las Vegas, Nevada from October 13-15, 2015. Cost is approximately \$6,604.00 from account US-SMD023.

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Travel Expenses:	
Airfare: \$1,900 x 2 pax	\$3,800.00
Per Diem Lodging + M&IE: \$167.00 x 6 days x 2 pax	\$2,004.00
Misc. Expenses	<u>\$800.00</u>
	Total \$6,604.00

Background: With the new Dusit Thani Guam that opened their doors this past summer, Guam now has the facilities to hold MICE groups with Dusit Thani's convention hall that holds up to 1,000 pax. The Guam Visitors Bureau (GVB) plans to attend the IMEX America that will be held at the Sands Expo in Las Vegas, Nevada from October 13-15, 2015. This is an opportune time to attract more MICE participants from the U.S. and source markets. This will be the first time GVB will be attending IMEX America as an exhibitor. IMEX is a worldwide exhibition for incentive travel, meetings and events that is committed to providing outstanding business opportunities for exhibitors and buyers. IMEX has two exhibitions a year, in Frankfurt, Germany and in America.

IMEX America is Americas largest MICE Expo with over 10,300 participants, 2,900 buyers from 54 countries in 2014; an increase of 8% over 2013. GVB will have the opportunity to meet qualified buyers from North America and around the world within the 3-day event. This year, GVB expects to have over 100 pre-scheduled appointments with MICE planners from North America, China, Japan, Korea, Philippines, Russia and other source markets. In addition, GVB will also have an opportunity to meet over 100 domestic and international media.

Issue: Board approval needed.

Discussion: Ms. Kono shared that this would be the Bureau's first time to this event. This is great timing since the Dusit Thani's opening of their convention center. We are planning to attract more MICE business from the North America market.

Chairwoman Arriola encouraged committee members to attend IMEX if their travel and budget plans permit.

Ms. Kono mentioned that all the contacts made at the show, the committee members may request for the contact list.

PACIFIC

Ms. Gina Kono shared that Ms. Pilar Laguana, Ms. Regina Nedlic and Ms. Colleen Cabedo are currently in India attending PATA Travel Mart. Ms. Kono also shared that Ms. Laguana has been elected as an Executive Committee Board Member and is there also for the Executive Committee meeting.

Chairwoman Arriola mentioned that Guam is hosting the 2016 PATA Annual Summit from May 18-21, 2015.

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PHILIPPINES

Mr. Haven Torres shared about the recent Guam Product Update in Cebu, Philippines on August 18-20, 2015. Ms. Taitague shared that it was a great event. She met with Philippine Airlines as well as key travel agents and lifestyle media from Cebu. Ms. Taitague shared that people in Cebu have money and large disposable income. Cebu is excellent market to tap into.

Ms. Taitague mentioned that she received word from GIAA that in December Cebu Pacific would commence their flights to Guam.

Mr. Torres shared about the upcoming media film crew, Food Prints. They would be filming two episodes on Guam and covering its local cuisine from September 6-11, 2015. Committee members shared their restaurant recommendations with Mr. Torres.

V. OLD BUSINESS

NONE

VI. NEW BUSINESS

NONE

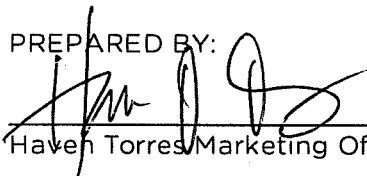
VII. ANNOUNCEMENTS

Ms. Gina Kono shared that the next NAP meeting is scheduled for October 7, 2015 at 2:00pm.

VIII. ADJOURNMENT

There being no further business to discuss, Ms. Katie Black made a motion, seconded by Ms. Paula Monk to adjourn the meeting at 3:00 p.m.

PREPARED BY:


Haven Torres Marketing Officer I

REVIEWED BY


Mark Manglona Marketing Officer II

APPROVED BY:


Nadina Leon Guerrero, Acting Marketing Manager