

Messages and Communications

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11/16/2015	11/16/2015 Guam Visitors Bureau	Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated; Board packet of October 22, 2015	33-15-1098
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4 attachments			
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	ES_20151022docx.pdf		
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Exhibit_B_FY 2010 539K	·		



REGULAR BOARD OF DIRECTORS MEETING Thursday, November 12, 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

Approval of minutes of the previous Board of Directors meeting dated October 22, 2015.

- III) CHAIRMAN'S REPORT
- IV) GENERAL MANAGER'S REPORT
- V) TREASURER'S REPORT
- VI) REPORT OF THE BOARD COMMITTEES
 - A. EXECUTIVE COMMITTEE
 - **B. DESTINATION MANAGEMENT** Committee minutes dated November 5, 2015.

C. GREATER CHINA

<u>"Guam Run" Sports Tourism Promotion in Hong Kong</u>

Motion to approve travel for GVB Marketing Manager, (1) GVB Marketing Officer, GVB Sports Tourism Officer, and (3) cultural dancers to attend the Guam Run 30k/10k event and conduct business development meetings with travel trade partners in Hong Kong, SAR from December 18-21, 2015. Total cost is approximately \$19,690.00, with \$12,710.00 to be taken by from Sports & Events Account No. ESP-001 and \$6,980.00 to be taken from Hong Kong Sales Market Development Account No. HK-SMD023.

Airfare:	Round-trip Airfare: \$1,000 x 6 pax	\$6,000.00
Per Diem:	Hong Kong Lodging: \$355 x 4 nights x 6 pax	\$8,520.00
	Hong Kong M&IE: \$180 x 4 days x 6 pax	\$4,320.00
Honorarium:	\$50 x 1 day x 3 cultural dancers	\$150.00
Misc. Expenses:	Business communication costs & excess baggage fees	\$700.00
	Total:	\$19,690.00 🛛 🥌

Exhibit B

Exhibit C

GUAM



Background: Marketing and sales promotion remains the main focus in our Hong Kong market. Therefore, it is crucial to develop and strengthen relationships with our travel trade partners. GVB will meet with trade partners to develop more sales and marketing programs in support of traveling to Guam in the coming year, maximizing sales during the peak Hong Kong outbound travel.

Business development meetings will be structured to: (1) strengthen Guam's visibility and awareness among travel trade partners, (2) educate the travel trade on Guam products and upcoming campaigns such as Visit Guam 2016 and the Guam International Marathon, and (3) enhance the networking and business ties between Guam and the travel trade partners in Hong Kong.

Additionally, in order to positively pre-promote the Guam International Marathon (GIM), GVB Hong Kong office is organizing a "Guam Run 30k/10k" event. The pre-promotion "Guam Run" event will assist in stimulating buzz and focus on sales conversion for GIM 2016 and positively affect Hong Kong visitor arrivals. HK travel agents have developed GIM 2016 packages and will be onsite at the running event to promote and sell Guam packages to attend this international race. Since there are many competitors in the HK market, it is important for Guam to develop new products and promote them to their relative market segments such as sports enthusiasts, athletes etc. Maximizing the participation of our Chamorro dancers, we will feature Guam's unique Chamorro culture during the events and activities to take place.

Issue: Board approval needed for all travel.

D. JAPAN

<u>JTB Resort Shop Osaka</u>

Motion to approve travel for nine (9) pax to attend the grand opening of JTB's Resort Shop in Osaka, Japan on November 20, 2015. (Estimated cost of travel: \$1,305.00, account numbers # JA-GAMAL001 \$145.00 and Account# DM-CP0001 \$1,160.00).

Osaka JTB	Per Diem Rate (M&IE Only)	Pax	Days	
2 Musicians, 3 Dancers	\$145.00	5	1	\$725.00
2 Miss Guams	\$145.00	2	1	\$290.00
Staff: 1 CHaCO, 1 Marketing	\$145.00	2	1	\$290.00
TOTAL				\$1,305.00

Background: Immediately following the marketing blitz scheduled for Osaka, JTB will open a new location focusing on resort travel on November 20, 2015. JTB determined that Guam would be the featured destination for their grand opening. To support JTB, a portion of the approved delegation for the marketing blitz will remain in Osaka one additional day. Airfare for the marketing blitz was board approved on October 8, 2015.

Issue: Board approval required for travel .





Meetings with Japan National Ministers

Motion to approve travel for the Governor, JMC Chairman, General Manager, Japan Marketing Officer and Governor's security to attend meetings in Tokyo Japan from November 30 - December 2, 2015. (Estimated cost of travel: \$14,702.20, Account# JA-SMD008).

	Air Fare Est	Air Fare Estimate			
Airfare - 5 pax		\$1,000.00	\$5,000.00		
	Per diem	Days			
Governor	\$453.70	6	\$2,722.20		
Security	\$349.00	6	\$2,094.00		
JMC Chair Morinaga	\$436.25	4	\$1,745.00		
General Manager	\$436.25	4	\$1,745.00		
Japan Marketing Officer	\$349.00	4	\$1,396.00		
			\$14,702.20		

Background: GVB has invited Governor Calvo to Japan to meet with top-level Government officials from the Japan Ministry of Foreign Affairs, Japan Ministry of Land, Infrastructure, Transport and Tourism and the U.S. Embassy. These meetings will focus on flight service from Haneda airport and other efforts to increase travel from Japan to Guam. Meetings will also be scheduled with top Japanese companies, including JTB Executives, Ken Corp. President and the CEO of Rakuten. Governor Calvo will join the Guam Rugby Football Union for meetings with leaders of the Asian Rugby Football Union, Japan Rugby Football Union, Hong Kong Football Union and China Rugby. Agenda includes sports tourism opportunities for Guam with Japan Rugby hosting the Rugby World Cup 2019.

Issue: Board approval required for travel.

Japan Marketing Office Manager Interview

Motion to approve travel for the General Manager and the Japan Marketing Officer to conduct interviews for the Japan Marketing Office Manager position. (Estimated cost of travel \$1,570.50)

Delegation	Per diem	Days	
General Manager	\$436.25	2	\$872.50
Japan Marketing Officer	\$349.00	2	\$698.00
		TOTAL	\$1,570.50

Background: Continuing on from the meetings with the various Japan and U. S. officials, Mr. General Manager Denight and Ms. Nadine Leon Guerrero will stay in Tokyo. Working with recruitment companies, candidates should be selected for consideration by the first week of December. Interviews will be conducted with the highest ranked individuals on December 2 and 3, 2015.





Japan Guam Tourism Council Meeting

Motion to approve travel for the General Manager, three Board Members and the Japan Marketing Officer to attend the Japan Guam Tourism Council meeting from December 4 – 5, 2015. (Estimated cost of travel; \$8,751.75, Account #JA-SMD008).

	Air Fare Est	Air Fare Estimate			
Airfare* - 5 pax		\$1,000.00			
	Per diem	Days			
3 Board Members	\$436.25	2	\$2,617.50		
General Manager	\$436.25	1	\$436.25		
Japan Marketing Officer	\$349.00	2	\$698.00		
		Total	\$8,751.75		

Background: At the conclusion of the interviews, the Japan Guam Tourism Councils (Kanto, Kansai and Chubu) General Meeting will take place in Hakone, Japan. The venue was selected by the three JGTC Chairs to encourage greater participation from our stakeholders in Japan. Due to schedule conflicts the General Manager is only able to attend one day.

E. KOREA

F. MEMBERSHIP & COMMUNITY OUTREACH

GVB Staff Appreciation Party

Motion to approve up to \$5,000.00 for the GVB Staff Appreciation Party on December 5, 2015 at the Dusit Thani Resort Guam.

Funds will be taken from the Membership account.

Background: This past calendar year, with the many successful events, marketing promotions, hard work and dedication of the Management & Staff of the Bureau, an appreciation party is being requested.

Issue: Board approval required.

G. NORTH AMERICA & PACIFIC MARKETS

- H. RESEARCH
- I. RUSSIA & NEW MARKETS





- J. VISITOR SAFETY & SATISFACTION
- K. CULTURE & HERITAGE
- L. SPORTS & EVENTS
- M. ADMINISTRATION & GOV'T RELATIONS
- VII) OLD BUSINESS
- VIII) NEW BUSINESS
- IX) EXECUTIVE SESSION
- X) ANNOUNCEMENTS

Upcoming Board Meetings:

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

Announcements:

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
 - \circ $% \left(A_{1},A_{2},A_{3},A$
 - 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
 - \circ ~ Sources of funding already approved and still needed
 - \circ \quad 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





Thursday, October 22, 2015 - 4:00 p.m. Guam Visitors Bureau- Main Conference Room

BOARD of DIRECTORS PRESENT: Chairman Mark Baldyga Vice Chairman Bruce Kloppenburg Director Samuel Shinohara Director Milton Morinaga Director Norio Nakajima

Director Bart Jackson Director Eduardo "Champ" Calvo Director Hong Soon Im Director Shelly Calvo Director Theresa Arriola

BOARD of DIRECTORS ABSENT: Director Katarina Sgro – Work Engagement Director Robert Hofmann

GVB MANAGEMENT & STAFF PRESENT:

Jon Nathan Denight Antonio Muna Jr. Lisa Linek Nicolas Yasuhiro Pilar Laguana Russell Ocampo Dara Roberto Nadine Leon Guerrero Regina Nedlic Colleen Cabedo Haven Torres Joshua Tyquiengco

Telo Taitague June Sugawara Gina Kono Brian Borja Kraig Camacho

GUESTS: Javan Santos - Guam Youth Congress Alan Cepeda - Office of Senator Tina Muna Barnes

I. CALL TO ORDER

Chairman Baldyga called the meeting of the board to order at 4:06 p.m.

II. MINUTES OF THE PREVIOUS MEETING

Chairman Baldyga made a motion to approve the minutes of the previous Board of Directors meeting dated October 8, 2015. Motion Unanimously Approved. (Subject to minor revisions)

III. CHAIRMAN'S REPORT

Chairman Baldyga reported he had a productive trip to Shanghai with Governor Calvo. He visited Ctrip - the largest online travel agency in China with a membership Of 250 million. He would like to set up a conference call in the next week with Ctrip executives and GVB China committee.







Chairman Baldyga said at 4:15pm IMG (producers of the Asian PGA) would be calling in to make a presentation to the Board regarding sponsorship for the Guam Golf Championship.

Chairman Baldyga reported he spent some time going over the Visitor Industry Professional Program. He noted the core curriculum is done and they are now in the process of drafting the scripts. He added that it's making progress and moving forward.

Chairman Baldyga reported Director Shelly Calvo is now the Co-Chairwoman for North America Pacific focusing primarily on the Philippines and the Cruise Market. He would like to set up a separate meeting to map out the goals and objectives for both markets.

Bus Shelters:

- Chairman Baldyga said the basic design is done and would present to the Board at the next meeting.
- Design is easy, simple, modular and doesn't take up too much foot print.
- TRMA is putting together the bid specs for materials and color using stainless steel aluminum coated with special anti-graffiti paint.
- No advertising other than the GVB block for events.
- Matching bollards and matching waste baskets.
- 14 along San Vitores Road

Lastly, Chairman noted under "New Business" he'd like to have a discussion on the launch of the Resolution with respect to GHRA, Chamber, etc.

IV. GENERAL MANAGER'S REPORT

GM Denight reported they are conducting a very intensive assessment of the streetlights; testing every pole and every circuit. Once the report is completed and cost is determined it would go out for bid (to fix streetlights).

GM Denight reported Docomo Pacific would be donating a full CCTV camera system to replace the old one. They are working with Docomo and GPD on the details. Chairman Baldyga added as part of the new and improved Tumon, he would like to see an extensive camera system in place for all of Tumon.





V. TREASURER'S REPORT

Exhibit B

FY 2015 (10/21/2014)	Balance		FY 2016 (1	0/21/2015)		Balance
BANK OF GUAM	\$5.518,342.1	BANK OF GUAN	A			\$7,632,986.24
IRST HAWAIIAN BANK - Membership	\$61,161.4	FIRST HAWAIIA	N BANK - Members	hip		\$80,610.03
RESONA BANK	\$160,295.5	1 RESONA BANK				\$129,235.40
BOG - TAF ACCOUNT	\$1,328,440.4	BOG - TAF ACC	OUNT			\$1,695,940.60
OG - RAINY DAY FUND	\$1,872,412.1					\$2,095,490.27
BOG - FESTPAC Trust Account	\$1,546,798.4		Trust Account - NO	TE 3		\$39,635.96
ORGAN STANLEY - CD **	\$2,511,793.0		LEY - CD ** - NOTE 2			\$2,516,722.55
BOG - 2/12 Memorial Fund	\$24,684.7		IN BANKS AS OF 1	0/21/2015	And a start of the	\$14,190,621.05
TOTAL CASH IN BANKS AS OF 09/08/14	\$13,023,927.90		y CD Market value a			\$14,190,021,03
*Morgan Stanley CD Market value as of 07/31/2014	\$13,023,327.30	Morgan Stanle	y CD Market Value /	15 01 9/ 30/ 2013		
Morgan stanley ob Market Value as of 07/31/2014		FY 2015 BUDGE	TPI 32-181			\$ 23,847,696.00
		Operations			\$ 20,115,000.00	\$ 20,047,050.00
Y 2014 BUDGET P.L. 32-068	\$ 18,262,134.00	Destination De	voloomont		\$ 1,085,000.00	
OPERATIONS TAF Special Projects	\$ 18,202,134.00		ement Projects		\$ 1,412,696.00	
\$15,487,134.00 \$2,000,000.00						
ASS THRU APPROPRIATIONS - \$775,000.00		Pass-thru Appr	ophations		\$ 1,235,000.00	
		11	Operations	Destination	CIP	Pass-thru
		10/9/2014	\$ -	\$ -	\$ ~	\$ 150,000.00
OPERATIONS TAF Special Projects Pass-	thru	11/5/2014	\$ 3,274,437.00	\$ 230,562.00		
1/14/13 \$1,161,535.00 \$ 150,000.00	\$ 58,125.00	12/19/2014	\$ 1,000,000.00	s -	\$ 100.000.00	
1/15/13 \$1,161,535.00 \$ 150,000.00	\$ 58,125,00	12/23/2014	\$ -	s -	\$ 100,000,000	\$ 39,375.00
1/29/13 \$ -0- \$ -0-	\$ 7,500.00	1/13/2015	\$ -	\$ -	\$ 116,250.00	÷ 30,010,000
2/11/13 \$1,161,535.00 \$ 150,000.00	\$ 63,750.00	2/20/2015	\$ 4,014,437.00		\$ 110,230.00	\$ 222,375.00
2/24/13 \$ -0- \$	\$ 3,750.00	4/20/2015	\$ 3,684,437.00		s -	\$ 217,125.00
1/10/14 \$1,032,535.00 \$ 150,000.00	\$ 26,250.00	5/22/2015	\$ 850,000.00		ş -	\$ 217,125.00
1/21/14 \$ -0- \$ -0-	\$ 2,500.00	7/10/2015	\$ 200,000.00		s -	\$.
2/11/14 \$ 386,100.00 \$ 150,000.00	\$ 22,500.00	7/13/2015	\$ 1,508,625.00		+	*
3/17/14 \$1,936,970.00 \$ 150,000.00	\$ 96,000.00	8/12/2015	,		\$ -	\$ -
4/17/14 \$1,290,535.00 \$ 150,000.00			+ 4,000		\$ -	\$ 212,825.00
	\$ 80,250.00	9/15/2015	\$ -	\$ -	\$ -	\$ 185,750.00
	\$ 56,250.00	9/22/2015	\$ 1,800,000.00	ş -	ş -	\$.
6/19/14 \$1,161,535.00 \$ 150,000.00	\$ 56,250.00	9/22/2015	\$ 210,184.00			
8/04/14 \$1,161,535.00 \$ 150,000.00	\$ 56,250.00	10/2/2015	\$ 200,000.00	<u>\$</u>	<u>\$</u>	\$ 300,000.00
8/12/14 \$1,161,535.00 \$ 150,000.00	\$ 56,250.00	11	\$ 19,716,559.00	\$ 1,003,624.00	\$ 1,317,042.00	\$ 1,627,000.00
8/26/14 \$1,050,000.00 \$ 150,000.00	\$ -0-	11				
9/09/14 \$1,161,536.00 \$ 150,000.00	\$ 56,250.00		Allotment Receive	d to Date;		\$22,784,041.00
0/03/14	\$ 25,000.00	Accounts Rec	ceivable FY 2015			\$1,063,655.00
\$14,900,903.55 \$1,950,000.00	\$ 725,000.00					
Total FY 2014 Allotment Received to Date:	\$17,575,903,55		INTS PAYABLE as	of 10/21/2015		Amount
Accounts Receivable FY 2014	\$686,230.45		es MAY-AUG 2015			\$241,476.24
		Japan Miscella	aneous Invoices			\$17,680.52
Y 2014 ACCOUNTS PAYABLE as of 10/8/2014	Amount	Guarn Miscella	neous Invoices			\$1,339,595.23
Asatsu invoices June 2014/July/Aug/Sept 2014	\$474,921.66	Encumbered (Contracts (not yet	incurred)		\$5.073,102.76
Japan Miscellaneous Invoices	\$57,123.64		Purchase Orders (ed)	\$162,423.12
Guam Miscellaneous Invoices	\$486.358.10				,	\$39,635.96
FY 2011/2012/2013 Pass-thru appropriations	\$292.842.24					
FY 2014 Pass-thru appropriations	\$7,500.00		o bale			\$6,873,913.83
Encumbered Contracts (not yet incurred)			Deine Deu S			
	\$2,376,108.43		8 Rainy Day Fun			
Encumbered Purchase Orders (not yet incurred)	\$60,524.93			ed allotment to) Japan market for	advertising
FESTPAC Trust Account		\$ 1.095,071.7	8			
otal Payables to Date	\$3,755,379.00					
		\$2,514,685.6	4 Morgan Stanle	v CD		
		(\$265,139.4	4) Board approve	d \$1,034,000	on 3/13/14 for Chir	a Airline Incentive
		(\$1.001.073.2	 Board approve 	d \$1.028.500	on 5/22/14 for Chir	ia market advertisir
		(01001010101		d \$1,020,000		a market ouvertible

CASH RECEIVABLES & PAVABLE

SITION

(\$300,000.00) Board approved \$300,000 on 7/23/15 for Guam Football Association (\$86,542.00) Board approved \$300,000 on 7/23/15 for Department Revenue & Tax Auditors \$861,930.96

NOTE 3 (\$2,700,000) Transferred from FESTPAC Trust Account to CAHA

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

Mode Tour Travel Mart 2015

Director Kloppenburg made a motion, seconded by Director Shinohara to ratify Executive Committee's approval for travel for one senator and KMC Vice Chairman to attend the Mode Tour Travel Mart in Seoul, Korea from October 29 - November 1, 2015. (Cost is approximately \$7,184.50 from FY2016 Korea Budget Acct# KO-SMD023. Motion Approved



Exhibit B



Airfare:	\$800 x 2 pax	\$1,600.00
Senator Lodging/MI&E:	\$365/day x 6 days x 1pax + 30%	\$2,847.00
BOD Lodging/MI&E:	\$365/day x 6 days x 1pax + 25%	\$2,737.50
	Total:	\$7,184.50

Background: The Guam Visitors Bureau (GVB) plans to attend the 2nd Annual MODE TOUR Travel Mart that will be held at the SETEC Gangnam Exhibition Hall in Seoul, Korea from October 29 - November 01, 2015. MODE TOUR is one of Korea's top travel agencies. Last year, the Travel Mart welcomed 292 institutes including overseas embassies, tourism boards, local governments, airlines, hotels and resorts, and insurance companies. A total of 65,000 visitors left their footprints and a total of 8 billion sales were generated as a result of the inaugural event.

This year's Travel Mart is expected to welcome 80,000 visitors consisting of travel trade and consumers during the 4-day event. The MODE TOUR Travel Mart provides an opportune time to promote Guam's offerings, upcoming events, and highlight our island as a unique destination.

Mode Tour President, Mr. Hong personally invited Senator Barnes to attend Mode Tour and to take part in the ribbon cutting during the travel mart's opening ceremony. GVB Korea will be scheduling appointments with Mode Tour executives to show our continued support, as well as meet with key travel agents. GVB will also conduct courtesy visits with Korean Air, Jin Air, Jeju Air, and T'way to discuss updates with the Korea market on Guam and additional flight connections. GVB plans to send Senator Barnes and KMC Vice Chairman to join the rest of the delegation consisting of the KMC Chairman, one Marketing Staff, one Culture & Heritage Officer, one Miss Guam, two musicians, and four dancers.

Scanamind Presentation

Director Kloppenburg made a motion, seconded by Director Jackson to ratify Executive Committee's approval for travel for the Research Administrator to attend the Scanamind presentation and focus group studies conducted by GMO in Tokyo, Japan from October 23 – 27, 2015. (Account JA-SMD008. Estimated cost of travel \$2,396.00). Motion Approved

Background: Utilizing a new technique GMO Research, GVB's contracted in-country research firm for Japan, will present the findings of the scanamind research results to the GVB Japan office and ADK. On Saturday and Sunday, focus group studies will be held on the FIT market.

The first study is designed to provide more in-depth information differentiating Guam from our main competitor Okinawa. Despite our long history, Okinawa is seen as having a greater historical and original history. The scanamind research technique it both qualitative and quantitate using quantum mathematics as the method of analysis.

The Research Administrator is essential to the focus group discussion to ensure that subject matters pertaining or of interest to our marketing efforts are fully discussed and developed.

Delegation	Per diem	Days	Per diem total	Airfare	Total
Ana Cid	\$349.00	4	\$1,396.00	\$1,000.00	\$2,396.00



Regular Board Meeting - October 22, 2015 (5/20)

Scanamind Motion Revision

Director Kloppenburg made a motion, seconded by Director Arriola to ratify Executive Committee's approval to revise the traveler name from previously approved Research Administrator to Marketing Officer II from October 23-27, 2015 for Japan in-country research. Motion Approved

Background: Due to a family emergency, Ms. Ana Cid is unable to attend the focus group study. Ms. Nadine Leon Guerrrero will be sent to monitor and ensure that subject matters of interest to our marketing efforts are fully discussed and developed

B. SPORTS & EVENTS

Committee minutes dated October 6, 2015

Guam Golf Championship Presentation

Mr. Andrew Wood of IMG gave a presentation to the Board for GVB's sponsorship of the Guam Golf Championship to be held in November of 2016.

*Please refer to audio.

C. ADMINISTRATION & GOV'T RELATIONS

Cultural & Sports Ambassador Program Rules & Regulations

Director Arriola made a motion, seconded by Director Jackson to approve submission of the Cultural & Sports Ambassador Program Rules & Regulations to the Guam Legislature pursuant to Public Law 33-10. Motion Approved

Background: Pursuant to Section 9403 of Public Law 33-10, Subsections 9105(d) and (e) of Chapter 9, Title 12, Guam Code Annotated, the Administrative Adjudication Act, the Guam Visitors Bureau has developed certain rules and regulations related to the Cultural and Sports Ambassadors Fund necessary to implement the Cultural and Sports Ambassador Program. It has been duly heard by GVB at a Public Hearing held on July 22, 2015.

Issue: Board Approval Required

San Vitores Flooding Mitigation Resolution

Director Kloppenburg made a motion, seconded by Director Jackson 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. **Motion Approved**







Item 3

Item 2



Item 1





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

D. DESTINATION MANAGEMENT

E. GREATER CHINA

Vice Chairman Kloppenburg reported the IMEX America trip was extremely productive. 4 of the members they met with would be coming to Guam November 1st thru the 5th.

He reported FAM Tours at the end of October and November.

He added they are facing challenges in Taiwan but are working with United Airlines and Hong Kong.

F. JAPAN

Committee minutes dated October 13, 2015

Exhibit D

Guam Trip for MOTION

Director Morinaga made a motion, seconded by Director Jackson to approve travel for three (3) GVB Japan staff to attend Koko Half Marathon & Ekiden relay from November 5~10, 2015. (Estimated cost \$3,737.50; Account #JA-MAR001) Motion Approved

Tra [.] •	vel Expenses: Airfare: \$ 700.00 x 3pax	\$2,100.00
•	Car Rental: \$65.00 x 4 days	\$260.00
•	\$65.00 x 6 days R/T Transportation to airport: (in Japan)	\$390.00 \$300.00
•	Guam Per Diem:	
Tot	\$62.50 x 3 nights x 2 pax \$62.50 x 5 nights x 1 pax : al:	\$375.00 \$312.50 \$3,737.50

l otal:

Background: Koko Half Marathon & Ekiden Relay will be held in Guam on 08 Nov. GVB Japan staff will assist Sister Marathon delegation and runners from Sado, Toyohiragawa and Teganuma. In addition, one GVB Japan staff who has not visited Guam for the past 4 years will stay additional days to obtain updated information to inspect hotels, optional tours, etc.

Issue: Board approval required for all travel.





<u>GM Japan Meeting</u>

Director Morinaga made a motion, seconded by Director Jackson to approve travel for the General Manager to attend meetings on October 30, 2015 in Tokyo, Japan. (Account JA-SMD008. Estimated cost of travel \$836.25). Motion Approved

Background: Following the bond rating trip the General Manager will have a one-day layover in Tokyo, Japan. Planning to meet with GVB Office, ADK and Venture Japan.

Delegation	Per diem	Days	Per diem total	Airfare	Total
Jon Nathan Denight	\$436.25	1	\$436.25	\$400.00	\$836.25

G. KOREA

Committee minutes dated October 13, 2015

Director Jackson said there would be a meeting on November 16 with the US Attorney, Immigration, Customs Enforcement, Department of Revenue & Taxation, Department of Labor, GHRA, and GVB to discuss solutions regarding the home stay issue.

H. MEMBERSHIP & COMMUNITY OUTREACH

I. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated October 7, 2015

PATA New Tourism Frontiers Forum 2015

Director S. Calvo made a motion, seconded by Director Shinohara to approve travel for GVB General Manager to attend the PATA New Tourism Frontiers Forum in Legazpi, Albay, Philippines from November 23-28, 2015. (Cost approximately \$2,910.00, FY2016 Philippine Sales Market Development Acct. No. PI-SMD023) Motion Approved

Travel Expense Airfare: \$1,000 Per Diem:	\$1,000.00	
	General Manger Lodging \$103.00 + 25% = \$128.75/day x 6 days = M&IE: \$85.00 + 25% = \$106.25/day x 6 days =	\$772.50 \$637.50
Anticipated Ex (Registration f	<u>\$500.00</u>	
	\$2,910.00	



Exhibit E

Exhibit F



Background: From November 23-28, 2015, the Pacific Asia Travel Association (PATA) will be holding their annual New Tourism Frontiers Forum in Legazpi, Philippines. This forum brings together tourism ministers and industry executives to discuss emerging issues facing global travel and tourism. This year, the PATA forum will focus on "Eco-Tourism: Transcending Climate Change."

PATA has invited General Manager Nathan Denight to be a part of the dialogue and panel discussions joining PATA CEO Mr. Mario Hardy, The Honorable Ramon Jimenez, Jr., Secretary of the Philippine Department of Tourism, Mr. Al Linsangan III, Executive Director, The Coron Initiative and Director, Society for Sustainable Tourism & Development Inc., Mr. Masaru Takayama, Founding Chair, Asian Ecotourism Network, among others.

Additional issues to be discussed at the forum include Marine Tourism, Global Adventure Travel Trends, Crisis Management & Risk Reduction and Interactive Marketing. Also, good opportunity to push Guam PATA Summite and inspection of PATA event.

Issue: Board approval needed for all travel.

Discussion/Comments:

- GM Denight said he was invited by Mario Hardy (PATA CEO) to be a guest panelist. The main topic is Eco-Tourism .
- Because Guam is scheduled to host the PATA Annual Summit in 2016, it would be a good opportunity and learning experience.

North America & Pacific Co-Chairwoman

Chairman Baldgya made a motion, seconded by Director Kloppenburg to appoint Shelly Calvo as Co-Chairwoman for the North America & Pacific Markets. Motion Approved.

J. RESEARCH

K. RUSSIA & NEW MARKETS

Committee minutes dated October 13, 2015

Exhibit G

L. VISITOR SAFETY & SATISFACTION

Director Im reported that he and DGM Telo Taitague met with GIAA Executive Manager regarding the live entertainment for arrivals. They are finalizing the details.

Director Im said he would like to coordinate with the airlines to help passengers correctly fill out immigration forms beforehand. It was suggested the Board visit immigration during its busiest time (1:00am) to observe the immigration process as this continues to be a big issue.





Director Im suggested creating a lost and found program in the form of a contact information card. It was suggested that GVB become a lost and found drop-off site.

M. CULTURE & HERITAGE

VII. OLD BUSINESS

VIII. <u>NEW BUSINESS</u>

• Board Resolution launch

IX. EXECUTIVE SESSION

X. ANNOUNCEMENT

Upcoming Board Meetings:

- Thursday, November 12, 2015 at 4:00pm, GVB Main Conference Room.
- Thursday, November 26, 2015 at 4:00pm, GVB Main Conference Room.

Announcements:

XI. ADJOURNMENT

Chairman Baldyga made a motion, seconded by Director Shinohara, to adjourn the meeting. Meeting adjourned at 6:03 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
 - Management to incorporate into a capital request for funding possibly via a bond.
 - 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:
 - Total Festpac Budget
 - \circ $\,$ Sources of funding already approved and still needed
 - \circ $\hfill \hfill \hf$
- 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



CASH, RECEIVABLES, & PAYABLES POSITION FY 2015 & FY 2016 COMPARATIVE REPORT

FY 2015 (11/10/2014)				Balance	FY 2016 (11/10/2015)				Balance
BANK OF GUAM				\$7,405,177.68					\$9,757,751.5
FIRST HAWAIIAN BANK - Membership				\$105,913.63	FIRST HAWAIIAN BANK - Membership				\$87,075.99
RESONA BANK				\$107,687.32	.32 RESONA BANK				\$66,356.8
BOG - TAF ACCOUNT				\$2,641,498.46	BOG - TAF ACCOUNT				\$2,160,663.1
BOG - RAINY DAY FUND				\$1,914,912.14					\$2,095,490.2
BOG - FESTPAC Trust Account				\$1,589,298.43	BOG - FESTPAC Trust Account - NOTE 3				\$39,635.96
MORGAN STANLEY - CD **				\$2,511,793.09	MORGAN STAN	LEY - CD ** - <mark>note</mark>	2		\$2,517,469.39
BOG - 2/12 Memorial Fund				\$24,684.71	TOTAL CASH IN BANKS AS OF 11/10/2015				\$16,724,443.14
	NKS AS OF 09/08/14			\$16,300,965.46	**Morgan Stanley	y CD Market value	e as of 10/31/2	2015	
**Morgan Stanley CD I	Market value as of 07	/31/2014							
					FY 2015 BUDGE	T P.L. 32-181			\$ 23,847,696.00
FY 2014 BUDGET P.L. 32-068			\$	19,422,134.00	Operations			\$ 20,115,000.00	
OPERATIONS TAF Special Projects								\$ 1,085,000.00	
\$15,487,134.00 \$2,000,000.00 PASS THRU APPROPRIATIONS - \$1,935,000.00 (ameno					Capital Improve			\$ 1,412,696.00	
PASS THRU APPROP	RIATIONS - \$1,935,00	0.00 (amend	ded per P	L 32-181)	Pass-thru Appro	opriations		\$ 1,235,000.00	
	TAE 6				10/0/001	Operations	Destination	CIP	Pass-thru
OPERATIONS	TAF Special Project				10/9/2014	\$ -	> -	\$ -	\$ 150,000.00
11/14/13 \$1,161,535.00	\$ 150,000.00		58,125.00		11/5/2014	, ,	\$ 230,562.00	\$ 1,100,792.00	
11/15/13 \$1,161,535.00	\$ 150,000.00		58,125.00		12/19/2014		ş -	\$ 100,000.00	
11/29/13 \$ -0-	\$ -0- \$ 150,000,00	Ş			12/23/2014		\$ -	\$ - \$ 116 3E0 00	\$ 39,375.00
12/11/13 \$1,161,535.00 12/24/13 \$ -0-	\$ 150,000.00 \$	ş	63,750.00		1/13/2015	\$- \$4,014,427,00		\$ 116,250.00 \$ -	\$ 81,500.00 \$ 222,275.00
12/24/13 \$ -0- 01/10/14 \$1,032,535.00	ې \$ 150,000.00	+	3,750.00 26,250.00		2/20/2015		\$ 230,562.00 \$ 230,562.00	\$ - \$ -	\$ 222,375.00 \$ 217,125.00
01/10/14 \$1,032,535.00	\$ 150,000.00 \$ -0-	\$			4/20/2015			\$ - \$ -	\$ 217,125.00 \$ -
	· ·	\$	2,500.00		5/22/2015			\$ - \$ -	 -
02/11/14 \$ 386,100.00 03/17/14 \$1,936,970.00	\$ 150,000.00 \$ 150,000.00		22,500.00 96,000.00		7/10/2015 7/13/2015		\$ - \$ 81,376.00	\$ - \$ -	\$ - \$ -
03/17/14 \$1,936,970.00	\$ 150,000.00 \$ 150,000.00		96,000.00 80,250.00		8/12/2015		\$ 81,376.00 \$ 230,562.00	\$ - \$ -	\$ - \$ 212,825.00
05/09/14 \$ 649,017.55	\$ 150,000.00		56,250.00		9/15/2015		\$	\$ - \$ -	\$ 15,750.00
06/19/14 \$1,161,535.00	\$ 150,000.00		56,250.00		9/22/2015		\$ -	\$ -	\$
08/04/14 \$1,161,535.00	\$ 150,000.00		56,250.00		10/28/2015		\$ 81,376.00	\$ 95,654.00	\$ -
08/12/14 \$1,161,535.00	\$ 150,000.00		56,250.00		10/20/2015	\$ 20,115,000.00	<u>, </u>		
08/12/14 \$1,050,000.00	\$ 150,000.00		50,250.00 5 -0-			÷ 20,113,000.00	÷ 1,000,000.00	↓,+12,030.00	γ 1,157,000.00
09/09/14 \$1,161,536.00	\$ 150,000.00		56,250.00		Total EV 2015	Allotment Receiv	od to Dato:		\$23,769,696.00
10/03/14 \$425,000.00	-0-		\$ 25,000.00			ceivable FY 2015	eu lo Dale.		\$78,000.00
11/5/2014 \$ -0-					Accounts Rec				\$78,000.00
\$14,900,903.55	<u>\$ -0-</u> \$1,950,000.00	-	<u>\$ 70,500.00</u> 795,500.00			T DI 77.66			\$ 23,429,191.00
\$14,900,903.55 \$1,950,000.00 \$79			55,500.00		FY 2016 BUDGET P.L. 33-66 Operations \$ 21,044,191.00				\$ 23,429,191.00
Total FY 2014 Allotment Received to Date:			\$17,646,403.55		Destination Dev	velonment		\$ 1,235,000.00	
Accounts Receivable FY 2014				\$1,775,730.45 Pass-thru Appropriations \$ 1,150,000.					
Accounts Account	JICT 1 2014			ψ1,775,750.45		ophations		\$ 1,150,000.00	
FY 2015 BUDGET P.L.	32-181		\$	23,847,696.00		Operations	Destination	Pass-thru	
Operations - \$20,11			•	20,0 17,000100	10/28/2015		\$ 201,250.00		
•		0					\$ 201,250.00		
Destination Development - \$1,085,000.00 Capital Improvement Projects - \$1,412,696.00					\$ 2,150,541.00 \$ 201,230.00 \$ 257,300.00				
PASS THRU APPROPRIATIONS - \$1,235,000.00					Total FY 2016 Allotment Received to Date:			\$2,695,691.00	
FA33 INKU APPROPRIATIONS - \$1,233,000.00				Accounts Receivable FY 2015					\$20,733,500.00
Operations	Destination	CIP	Pass-t	nru	, locounts riet	2010			φ <u>ε</u> ση σσησού.Ο0
10/09/14 \$ -0-	\$ -0-	\$ -0-			EY 2015/2016 A	CCOUNTS DAVA	BLE as of 11/1	0/2015	Amount
10/09/14 \$ -0- 11/05/14 <u>\$3,274,437.00</u>					FY 2015/2016 ACCOUNTS PAYABLE as of 11/10/2015 Asatsu invoices MAY-SEPT 2015				\$836,535.6
			<u>\$ 212,</u> \$ 362,				5		
\$3,274,437.00	\$ 230,562.00	\$1,100,792.00	ş 362,	/50.00	Japan Miscella Guam Miscella				\$68,028.90 ¢ 45,774,7
Total EV 2015 All 1	ant Decements D			¢ 4 0 00 E 41 00			20		\$45,374.7
Total FY 2015 Allotment Received to Date:			\$4,968,541.00		thru appropriatio			\$21,325.00	
Accounts Receivable FY 2015 \$18				\$18,879,155.00	Encumbered Contracts (not yet incurred) \$5,073,102.76 Encumbered Purchase Orders (not yet incurred) \$282,351.72				
							not yet incur	red)	\$282,351.7
				Amount	FESTPAC Trust Account \$39,635.96				
Asatsu invoices				\$0.00	Total Payables to Date \$6,366,354.72				
				\$58,660.80	NOTE 1				
Guam Miscellaneous Invoices				\$359,149.19	\$2,095,071.78 Rainy Day Fund				
FY 2011/2012/2013/2014 Pass-thru appropriations				\$296,592.24	(\$1,000,000) Board approved allotment to Japan market for advertising				
FY 2015 Pass-thru appropriations				\$56,000.00	\$1,095,071.78				
Encumbered Contracts (not yet incurred) \$				\$6,280,406.75	NOTE 2				
Encumbered Purchase Orders (not yet incurred)				\$82,845.49	\$2,514,685.64 Morgan Stanley CD				
FESTPAC Trust Account				\$1,589,298.43	(\$265,139.44) Board approved \$1,034,000 on 3/13/14 for China Airline Incentive Program				
Total Payables to Date \$8,722,9									
								23/15 for Guam Footk	
									evenue & Tax Auditor
					\$861,930.9				
					NOTE 3				
						6 FESTPAC Trust A			

\$2,739,635.96 FESTPAC Trust Account

(\$2,700,000) Transferred from FESTPAC Trust Account to CAHA on 10/15/15 \$39,635.96

DESTINATION MANAGEMENT COMMITTEE (DMC) FY16 MEETING MINUTES - November 5, 2015

Present: Chairman Robert Hofmann, Vice Chairman Clifford Guzman, JGTA Alex Nera & Takemitsu Noguchi; Inarajan Mayor Doris Lujan; Daniel Swavely Consulting Services Dan Swavely; Bureau of Planning Edwin Reyes; DFS Joann Camacho; Guam Land Use Commission Board Chairman John Arroyo; Baldyga Group Robert Pereda, DPR Bill Reyes; DPW Felix Benavente, GVB Doris Ada; Guest Dylan Byerly – Rhino Linings

A. CALL TO ORDER / APPROVAL OF MINUTES

DMC Vice Chairman Guzman called the meeting to order at 10:07 followed by introduction of the DMC members. Chairman Hofmann arrived several minutes later and presided over the meeting.

B. UPDATES

- SIDEWALK/CROSSWALK REPAIRS
 - D. Ada: Progress is as follows:
 - 1. Sidewalk waterblasting 100% complete
 - 2. Sidewalk repairs 95% complete

3. Crosswalk repairs 85% complete, pending re-working of new paver tiles to better match existing tile color and surface texture.

- D. Byerly: Introduced Rhino Linings product, Spray-Top System, a polymer cement coating that restores old, stained concrete. The product was recommended as the most cost effective solution to enhance the existing stamped crosswalks that have dulled over time. Other positive factors: high durability, polymer concrete mix bonds very well to existing surface, water proof, slippage prevention with a proper aluminum oxide sealant. There is currently no similar project using this product, however, Mr. Byerly is willing to supply test materials for application at the crosswalk between Proa and GVB.
- D. Ada: AmOrient's rough estimate for product application and labor at 14 locations with a total of 27 crosswalks or 37,000 s.f. range from \$250,000 - \$300,000.

✤ SAN VITORES STREETLIGHT IMPROVEMENT – PHASE II

- AmOrient will submit its field assessment report summary on November 9th. Data was collected on 18 panels, 321 light poles (495 lights on the street and sidewalks) and medians. Tools such as megger testing equipment were used to test wire insulation properties.
- Many of light fixtures were not operational and some worked sporadically. Total inoperable lights were 136 and total operable lights were 358.
- Several severe problems were found due to lack of maintenance:
 - 1. Lights and Ground Fault Circuit Interrupter (GFCI) utilize the same neutral. Need dedicated neutral line for GFCI;
 - 2. Wiring of the conductor was incorrect. Conductor was bypassed;
 - 3. Undersized circuit breaker for light circuit and median circuit resulting in nuisance tripping.
 - 4. Disconnect switch utilized as junction box;
 - 5. NEMA-4X circuit panel are deteriorated, panel full of water with lizard dropping infestation;
 - 6. Incorrect materials are used to secure circuit panel to H-Frame, resulting in advanced corrosion. Some panels are only hanging on the conduits with all the bolts already corroded;
 - 7. Photocells are past their life span;
 - 8. Conductor insulations are burnt and brittle, resulting in nuisance tripping;
 - 9. Corroded and broken locks at light fixtures, water infiltration problem occurs.
- C. Guzman: Requested to schedule a meeting on November 9th for AmOrient to present their findings and recommendations. Project implementation may have to occur in phases should funding become a major issue.

TOURIST DISTRICT IMPROVEMENT PROJECT (TDIP)

 C. Guzman: In recent meetings with the GVB Chair and discussions with the Governor, there is strong interest in going after a bond based on the TAF gap between collections and current expenditures. GEDCA and BBMR are currently working on the analysis. The bond may include Palacio and Legislative annex but primary funding will go towards Tumon infrastructure improvements such as roads, traffic light synchronization, improved sidewalks and landscaping, public beach parks, etc. TDIP's primary concern about proceeding with above-surface improvements on San Vitores is the uncertainty of actual below-surface infrastructure conditions, specifically water and wastewater capacity to handle continual development in Tumon.

- J. Camacho: It may be in the Bureau's best interest to get an update on current bond projects before proceeding to another bond.
- D. Swavely: In response to Ms. Camacho's statement about better communication between agencies, Mr. Swavely commented that we see a communications gap between no water and wastewater improvements being planned by GWA for Tumon and recent reports showing insufficient wastewater capacity and constant water line breakages throughout Tumon. With more hotel rooms on the way due to the new GEDA Qualifying Certificate program, GVB should get in front of this apparent disconnect and drive a solution and plan for Tumon.
- F. Benavente: It is important to implement the vision of destination improvement used as basis for investment on Guam.
- D. Swavely: Agreed that the 2020 Vision has already led to the authorization for 1,600 additional rooms qualified for Qualifying Certificates. To get a handle on this, it behooves GVB to meet with CCU/GWA management. If they don't have the money to make the improvements, we may need to seek the funding to get it done.
- R. Hofmann: Recommended getting a clearer picture from GWA of where Tumon is in their plan so that it does not
 affect GVB's future infrastructure efforts. To that end, committee agreed that a scheduled meeting with GWA and
 CCU would help the Bureau in addressing these issues.
- C. Guzman: In light of future capital improvements, there is a real need for GVB in-house technical expertise needed to drive these projects and ensure that consultant and construction project funding serve the best interest of GVB.

C. OTHER BUSINESS

- Qualifying Certificates:
 - D. Ada: Guam Economic Development Administration has reported the availability of \$53,347 QC revenue of which GVB is the beneficiary.
 - The funding is allocated for GVB for beautification projects which first requires GVB board resolution to obtain the funds.
 - Committee agreed to use the funding towards continuation of median beautification improvements.
 - Motion was made to obtain GVB approval to seek \$53,347.00 Qualifying Certificate funding from GEDA of which GVB is a direct beneficiary. GVB will apply funds towards median enhancement as part of the QC tourist facilities improvement objective aimed at safety and anti-graffiti purposes. Motion was seconded and carried.

D. ADJOURNMENT: Motion made and carried to adjourn meeting at 11:10 A.M.

PREPARED BY: Doris Ada APPROVED BY: DMC Chairman Robert Hofmann and Vice Chairman Clifford Guzman