



Speaker Won Pat <speaker@judiwonpat.com>

Messages and Communications

Speaker Won Pat <speaker@judiwonpat.com>

Mon, Mar 14, 2016 at 4:03 PM

To: Guam Legislature Clerks Office <clerks@guamlegislature.org>, Rennae Perez <rennae@guamlegislature.org>

3/14/2016 3/14/2016 GUAM VISITORS BUREAU

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of February 25, 2016. 33-16-1428

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

From: Dara Roberto <dara.roberto@visitguam.org>  
Date: Mon, Mar 14, 2016 at 11:15 AM  
Subject: GVB Board Packet: February 25, 2016  
To: Speaker Won Pat <speaker@judiwonpat.com>

Hafa Adai Speaker Won Pat,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of February 25, 2016.

*Senseramente',*

**Dara Roberto**  
*Executive Secretary*

**GUAM VISITORS BUREAU**  
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
dara.roberto@visitguam.org | <http://www.visitguam.org>



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—  
*Ufisinan I Etmàs Ge'helo 'Gi Liheslaturan Guåhan*  
**Office of Speaker Judith T. Won Pat, Ed.D.**  
*Kumiten Idukasion Tinak'helo', Kottura, Laibirihan Pubbleko siha yan Asuntun Famalao'an*  
155 Hesler Place, Suite 201, Hagatna, Guam 96910  
Tel: (671) 472-3586 Fax: (671) 472-3589  
[www.guamlegislature.com](http://www.guamlegislature.com) / [speaker@judiwonpat.com](mailto:speaker@judiwonpat.com)

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2 attachments

**AGENDA\_20160225.pdf**  
285K

**20160225 GM Report.pptx**  
18525K

1428

2016 MAR 11 PM 4:21

33-16-1428  
Office of the Speaker  
Judith T. Won Pat, Ed.D

Date: 03/14/2016  
Time: 4:03 PM  
Received By: CAPL



REGULAR BOARD OF DIRECTORS MEETING  
 Thursday, February 25, 2016 - 4:00 p.m.  
 Guam Visitors Bureau Main Conference Room

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#### 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 February 11, 2016.](#)
- 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. MEMBERSHIP & COMMUNITY OUTREACH
  - C. NORTH AMERICA & PACIFIC MARKETS
  - D. RESEARCH
  - E. RUSSIA & NEW MARKETS
  - F. VISITOR SAFETY & SATISFACTION
  - G. CULTURE & HERITAGE
  - H. SPORTS & EVENTS
  - I. ADMINISTRATION & GOV'T RELATIONS

#### [FESTPAC Funds Transfer](#)

[Motion to authorize the transfer of \\$1,589,776.19 from the FestPac Trust Account to the Coordinating Committee of the 12<sup>th</sup> Festival of Pacific Arts operations account under the Council on the Arts & Humanities Agency, Department of Chamorro Affairs.](#)

#### **Background**

The Organizing Committee established under P.L. 30-83 has oversight of the expenditure of funds appropriated to GVB's FestPac trust account. This is to support the successful hosting of the 12<sup>th</sup> Festival of Pacific Arts on Guam from May 22 to June 4, 2016.

**Issue: Board approval required.**



## J. DESTINATION MANAGEMENT

**Motion to authorize the use of GVB's TCD account of up to \$700,000 for the Pale San Vitores Road Bus Shelter Project.**

### **Background:**

As part of Phase I of the Pale San Vitores Road Bus Shelter Project, GVB met with the trolley companies HIS and LamLam to realign their bus stops along Pale San Vitores Road. This increased efficiency of traffic flow throughout Tumon. Phase II includes the building of 14 shelters to include seating and recycling at these stops for the convenience and added benefit of our visitors and community that utilize trolley services

**Issue: Board approval required in expending TCD funds.**

## K. GREATER CHINA

## L. JAPAN

## M. KOREA

**Motion to recommend board approval to authorize the GVB General Manager as Chief Procurement Officer to enter into negotiation and contract with the highest rated and most qualified offeror for GVB RFP2016-006 Tourism Destination Marketing Representation Services in The Republic of Korea.**

## VII) OLD BUSINESS

## VIII) NEW BUSINESS

## IX) EXECUTIVE SESSION

## X) ANNOUNCEMENTS

### **Upcoming Board Meetings:**

- Thursday, March 10, 2016 at 4:00pm, GVB Main Conference Room.
- Thursday, March 24, 2016 at 4:00pm, GVB Main Conference Room.

### **Announcements:**

- Friday, February 26, 2016; 9:00AM - Guam Legislature Public Hearing Room
- 1. Bill 252-33 *"An act to appropriate the sum of \$910,000 from the FY2015 Hotel Occupancy Tax Unreserved Fund balance to the Guam Visitors Bureau for safety related capital improvement projects in Tumon."*
- 2. Bill 234-33 *"An act to appropriate the balance amount in the FY2014 Hotel Occupancy Tax Surplus Fund to the Guam Visitors Bureau for safety related capital improvement projects in Tumon."*

## XI) ADJOURNMENT



**Action Item:**

**Tumon Masterplan Task Force**

- Finalize signage / touting / abandoned-building / hand-billing legislation **No internal experience to draft this → need to outsource**
- Incorporate into a capital request for funding via a bond
- Submit draft plan → **Director Guzman / Doris Ada**
- Adjust the bill we are putting forward to include a budget for MasterPlan

**Festpac** → **Nathan shared with Executive Committee**

- Total Festpac Budget
- Sources of funding already approved
- Sources of funding still needed
- How accounts will be handled and administered

**Sports & Events Recap** → **next BOD meeting**

- Money spent
- Arrivals
- Return on Investment

**Immigration wait time / CBP** → **Lt. Gov. Task Force**

- Report from Lt. Governor's Office

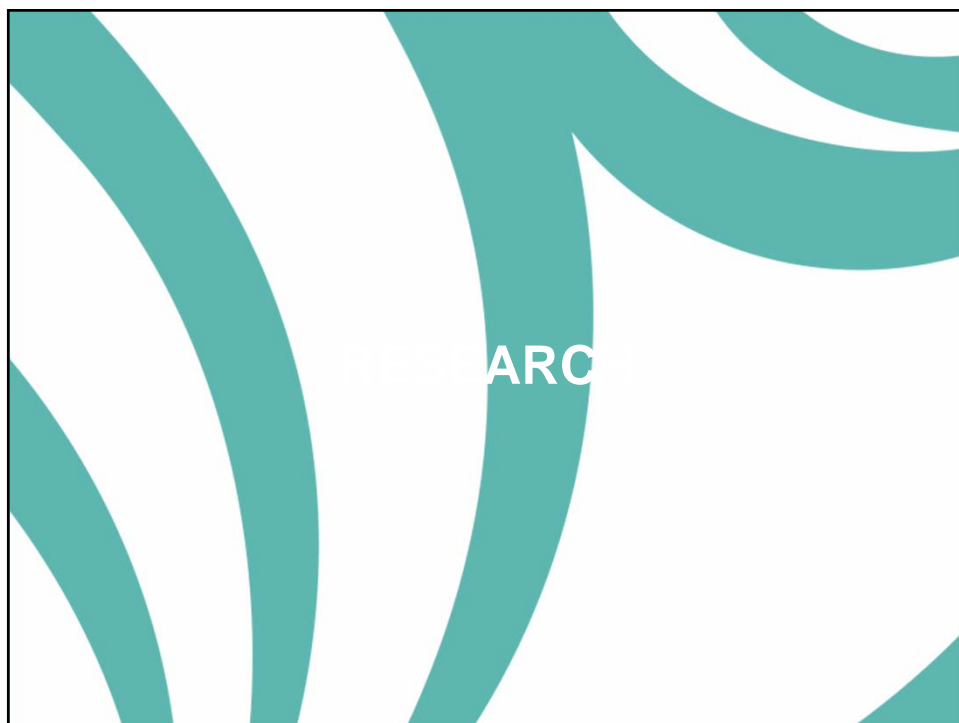
- Management to set up workshop regarding GuestHouse issue - open to public

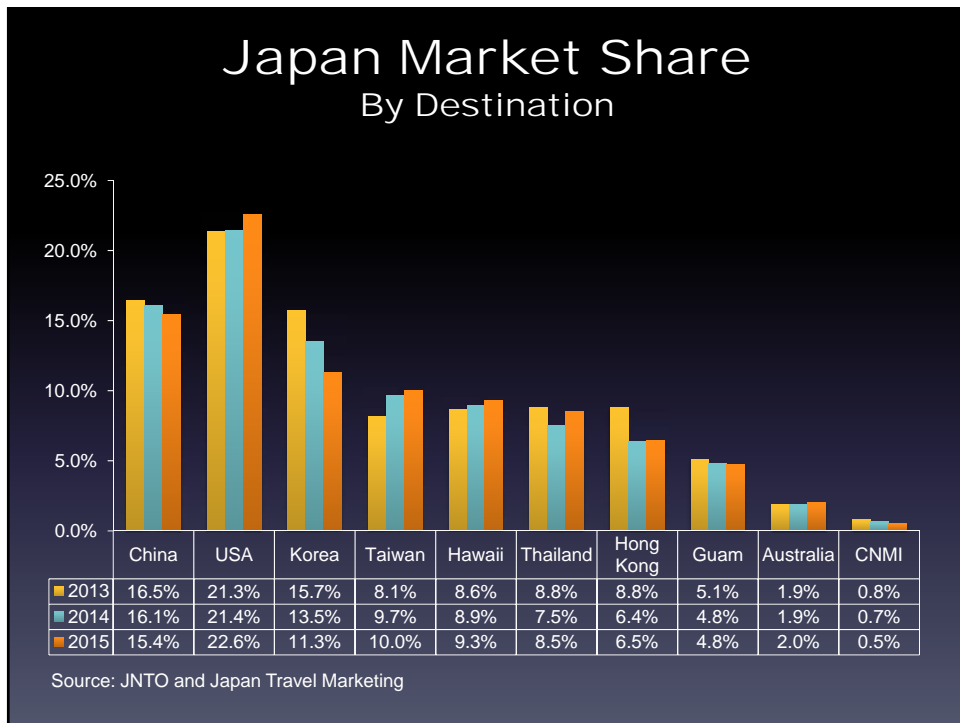
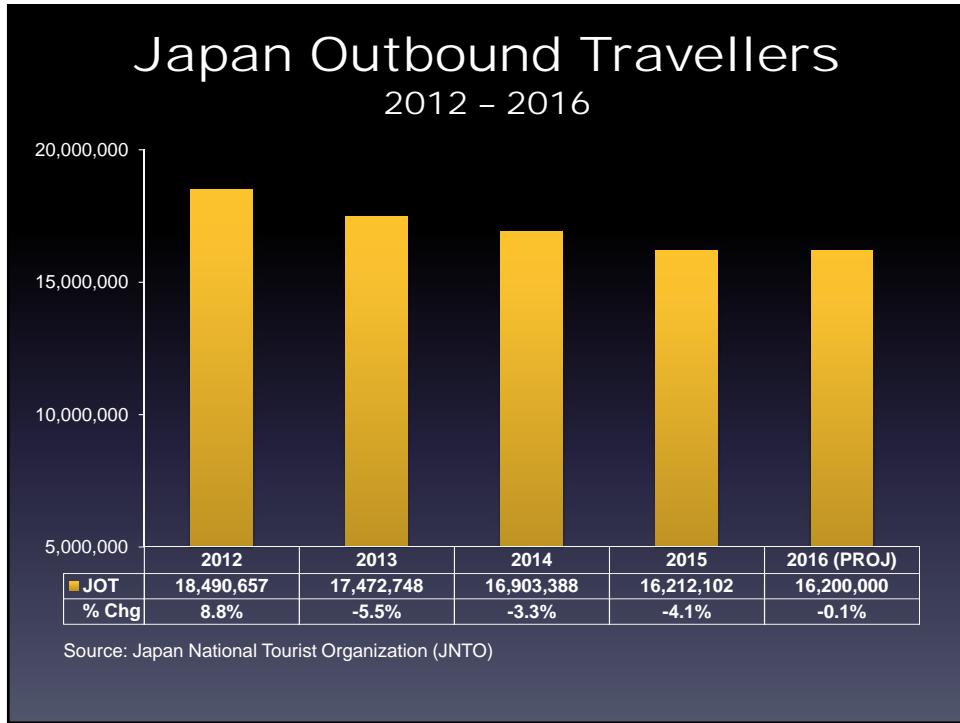
- Director Shinohara to present Board policies and procedures

- Staff to provide a short recap of 2016 Smart Goals: Where we are at and where we are going → **next BOD meeting**

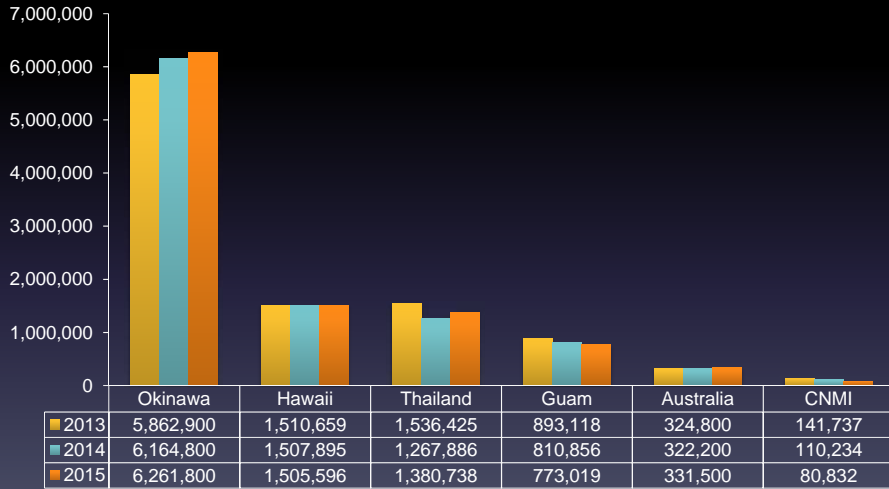
- Management to craft Resolution congratulating Takagi-san on his award from the Emperor of Japan → **PIO working with Japan Consulate**

- Special meeting to discuss ideas for 2016 → **GVB plans by Fiscal Year - Plan FY17 now**





## Japan Visitor Arrivals By Beach Resort Destination



Source: JNTO and Japan Travel Marketing



## Paleo Road Bus Shelter

- Design Approved by Task Force



## Paleo Road Bus Shelter

- **Locations:**
  - GVB Main Office
  - PIC North Bound
  - PIC South Bound
  - Fountain Plaza
  - Holiday Resort North Bound
  - Holiday Resort South Bound
  - Pacific Bay Hotel
  - Tumon Sands Plaza
  - Hyatt
  - Sand Castle
  - Outrigger
  - Westin
  - Pacific Place
  - Lotte Hotel





## Paseo Rec. Center Road Bus Shelter

- **Budget:**

- The bus shelter project was budgeted in the FY2016 CIP request. CIP projects were not funded.
- GVB requesting use of its TCD Account to pay for the shelters.



- **TOTAL NEEDED: \$700K**

## FestPac



Ribbon cutting held for Paseo Rec. Center on February 19<sup>th</sup>. Renovated facility will be used as an operations hub during FestPac

## Fest

- Matson celebrated 20<sup>th</sup> anniversary today, with sakman from San Diego launched at Hågatña Boat Basin
- Construction of huts for FestPac in Chamorro Village is moving along. Estimated completion of project around April 2016
- The huts will eventually be used as an extension of the Chamorro Village for Wednesday night market vendors to utilize



## Si Yu'os Ma'ase!

