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**BENJAMIN CRUZ <speaker@senatorbjcruz.com>**

# GVB Board Packet: February 9, 2017

**Karida Brennan** <karida.brennan@visitguam.org> Thu, Feb 9, 2017 at 9:07 AM
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of February 9, 2017.

Thank you!

--

*Senseramente',*

**Karida Brennan**
*Executive Secretary*

**GUAM VISITORS BUREAU**
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Speaker Benjamin J.F. Cruz
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**5 attachments**

- **Agenda_Feb092017.pdf** 144K
- **Exhibit_A_MINUTES_Jan122017.pdf** 3100K
- **Exhibit_B_CASH POSITION.pdf** 24K
- **Exhibit_C_NAP Feb. 1, 2017 Minutes.pdf** 1530K
- **Exhibit_D_FY17 DMC 02_02_17 minutes.pdf** 103K

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GUAM VISITORS BUREAU
SETBISION BISITAN GUAHAN

REGULAR BOARD OF DIRECTORS MEETING
Thursday, February 9, 2017 - 3:30pm
Guam Visitors Bureau Main Conference Room

AGENDA

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING — Exhibit A

Approval of minutes of the previous Board of Directors meeting dated January 12, 2017.

III. CHAIRMAN'S REPORT

IV. PRESIDENT & CEO'S REPORT

V. TREASURER'S REPORT — Exhibit B

VI. REPORT OF THE BOARD COMMITTEES

A. EXECUTIVE COMMITTEE

B. NORTH AMERICA & PACIFIC MARKETS

Committee minutes dated February 1, 2017 — Exhibit C

Motion to approve travel for the Marketing Manager to attend the PATA Micronesia Chapter 1st Tri-Annual Meeting March 29-31, 2017 scheduled for Pohnpei, FSM. (Estimated cost of travel: $2,004.00 from the FY2017 Pacific Market Meetings/Events Account #PA-SMD024)

| | |
|---|---|
| Airfare: $900 x 1 pax | $900.00 |
| Perdiem: $201 x 4 days x 1 pax | $804.00 |
| Misc Expenses: | $300.00 |
| TOTAL: | $2,004.00 |

Background: Guam Visitors Bureau as an active member of the PATA Micronesia Chapter and is the lead in the PATA Micronesia Chapter. We will be attending the chapter's 1st Tri-Annual Meetings set for 2017. Previous approval for the chapter meeting delegation was provided at the last NAP on 10/12/16 and approved by the GVB Board for the NAP Chairperson, Director of Global Marketing and the Marketing Manager. GVB Management has recommended additional staff for the upcoming meeting for the purpose of market transition and training. Guam's active role and participation in the PATA Micronesia Chapter and PATA International has elevated our image since the PATA Annual Summit and we will continue to push Guam at the forefront of PATA events/activities for more opportunities for our regional efforts.

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**Action:** Board approval needed for travel.

C. RESEARCH

D. RUSSIA & NEW MARKETS

E. VISITOR SAFETY & SATISFACTION

F. CULTURE & HERITAGE

Motion to amend previously approved travel for First Lady Christine Calvo and her security. Original approval was on November 10, 2016 for First Lady and her security to attend the Liberation Festivities in Washington, D.C in July. Instead, First Lady and her security will be attending the 65th Annual Guam Society Cherry Blossom Ball scheduled for Saturday, March 11, 2017 in Washington, D.C. (Estimated cost up to $7,866.00 from Account No. DM-CPO006).

Cost Breakdown:

| | | | | |
|---|---|---|---|---|
| Airfare | 2 | $3,000.00 | | $6,000.00 |
| Per Diem | | | | |
| Lodging | 2 | $242.00 | 3 | $1,452.00 |
| M&IE | 2 | $69.00 | 3 | $414.00 |
| | | | | $7,866.00 |

**Background:** First Lady Christine Calvo has been invited to be the keynote speaker at the Annual Guam Society Cherry Blossom Ball. The 2017 Guam Society Cherry Blossom Queen will represent Guam during the National Cherry Blossom Festival Parade scheduled for April 8, 2017 and other activities in Washington, D.C.

G. SPORTS & EVENTS

H. ADMINISTRATION & GOV'T RELATIONS

I. DESTINATION MANAGEMENT

Committee minutes dated February 2, 2017 Exhibit D

Motion to authorize GVB's President and Chief Executive Officer to identify funding not to exceed $150,000 for RFP 2017-002 PLANNING ARCHITECTURAL AND ENGINEERING SERVICES and to authorize the CEO as Chief Procurement Officer of GVB to negotiate with the highest-ranking, qualified Offerer in response to RFP 2017-002 and if successful, enter into contract.

**Background:** GVB issued RFP2017-002 at the direction of the Board of Directors to attain A&E and Planning services necessary to implement the goals and objectives of the Tumon District Improvement Plan.

**Issue:** Board approval required.

J. GREATER CHINA

GUAM VISITORS BUREAU 2017 CHINA SALES MISSION

**Motion to approve travel for the GVB Board Chairman to conduct a Guam Sales Mission in the cities of Shanghai, Hangzhou, Beijing, and Guangzhou, China from February 27 – March 3, 2017. Cost is approximately $6,195.00 to be taken from China Sales Market Development Account No. CI-SMD023.**

| | | | | | | |
|---|---|---|---|---|---|---|
| Airfare: | $2,500 x 1 pax | | | | | $2,500.00 |
| Per Diem: | City | Lodging | Nights | M&IE | Days | |
| | Shanghai | $323.75 | 1 | $178.75 | 1 | $502.50 |
| | Hangzhou | $211.25 | 1 | $155.00 | 2 | $521.25 |
| | Beijing | $322.50 | 1 | $148.75 | 2 | $620.00 |
| | Guangzhou | $303.75 | 1 | $205.00 | 2 | $713.75 |
| | Hong Kong | $443.75 | 2 | $225.00 | 2 | $1,337.50 |
| | | | | | Total | $6,195.00 |

**Background:** As newly elected Chairman of the Board, it is important for Mr. Morinaga to participate in GVB's ongoing market diversification promotions in Guam's developing source markets such as China. Furthermore, due to the number of high level meetings and GVB's aggressive strategies in China, it is important to add the Chairman of the Board to the VIP delegation. The China travel trade industry will highly value Guam's time and strengthen our partnership. Travel was previously approved on October 27, 2016.

The Guam Visitors Bureau (GVB) continues to focus its sales and marketing efforts in the first-tier cities of Shanghai, Beijing, and Guangzhou, as well as Hangzhou. The GVB 2017 China Sales Mission is designed to enhance the networking and business ties between the Guam tourism industry and the travel trade in these cities in China.

Through a series of face to face meetings held in Shanghai, Hangzhou, Beijing and Guangzhou, Guam stakeholders will meet with Chinese travel trade who are currently selling Guam products or have a strong potential to sell Guam products in China. The attendees will be local travel trades; each city's sales mission attendees are expected at 120 to 150 pax.

In addition to the trade aspect of this 4-city sales mission, GVB will also be participating in one-on-one and group interviews with influential media in each city. A variety of media will be invited to include print, online, radio and other types of new media channels. The GVB delegation will be required to split up in order to maximize Guam's presence at these series of seminars and interview appointments.

It is crucial to strengthen relationships with our travel trade partners in these cities in order to develop more sales and marketing programs to support our direct service flights and to maximize sales during peak China outbound travel period such as Chinese New Year and the summer period as well as during Guam's historically low arrival periods.

The success of this mission will result in 1.) Strengthening Guam's visibility and awareness among travel trade partners for future outbound travel to Guam; 2.) Offer valuable face time for businesses with key decision makers from the travel trade in China; 3.) Educate Chinese travel trade frontline staff on Guam products; 4.) Engage with and learn about the Chinese travel trade through in-depth one-to-one-meetings and networking events.

*Dates of travel are subject to change based on GVB Marketing Overseas Mission schedule, availability of flights, and trade partner schedules.*

Issue: Board approval needed for all travel.

## K. JAPAN

ROUTES ASIA 2017 – OKINAWA, JAPAN

Motion to approve travel for (1) GVB Board Director and the GVB Director of Global Marketing to participate in Routes Asia 2017 in Okinawa, Japan from March 19-21, 2017. Cost is approximately $7,587.50 to come from Acct No. JA-SMD008.

| | | | | | | |
|---|---|---|---|---|---|---|
| Airfare: | $1,500 x 2 pax | | | | | $3,000.00 |
| Per Diem: | Okinawa | Lodging | Nights | M&IE | Days | |
| | GVB Board Director | $200.00 | 4 | $127.50 | 5 | $1,437.50 |
| | GVB Director of Global Marketing | $160.00 | 4 | $102.00 | 5 | $1,150.00 |
| Misc. Expenses: | Business communication costs & excess baggage fees | | | | | $2,000.00 |
| | | | | | Total: | $7,587.50 |

**Background:** Routes Asia is the only route development event for the entire Asia region. Each year, it attracts the region's senior decision makers positioning it as the must attend event for all those interested in discussing new and existing air services and meeting with the industry's key players.
In 2017, Routes Asia is expected to attract over 80 airlines, 250 airports and almost 30 tourism authorities along with a number of other industry stakeholders from across the region to discuss air service development. The event consists of four main elements: (1) meetings, (2) networking events, (3) routes Asia strategy summit, and (4) route exchange briefings.
GVB will be attending with the A.B. Won Pat International Airport Authority Guam. GIAA has agreed to pay for each GVB delegate's registration (maximum of two persons). Together, during this mission, Guam will address the air seat capacity issues for Japan and the developing markets to include China & Taiwan. In order to continue on the path to success for Guam's Tourism 2020 plan, it is crucial for both GIAA and GVB to participate in this forum.
Issue: Board approval needed for all travel.

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MARKETING SUMMIT

Motion to revise previously approved travel for the Guam Tourism Summit 1 and 2 Tokyo, Osaka, Nagoya, Fukuoka, Sendai and Sapporo planned for March 2017. (Estimated cost of travel $76,153.75; $50,584.00 from Account#DM-CPO001 and $25,569.75 from Account# JA-GAMAL001).

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**Background:** On November 10, 2016 a motion was approved for the delegation to conduct and attend the Guam Tourism Summit 1 and 2 in Sapporo, Sendai, Tokyo, Nagoya, Osaka, and Fukuoka.

As planning for the summit evolved it was determined that a two day event will be held in Tokyo that allows for one day dedicated to media.
In addition management has announced a staff rotation for the marketing department. In order to ensure a smooth transition for Japan, the incoming manager will attend.

| Marketing Budget | | Per diem rate | No. of Days | |
|---|---|---|---|---|
| JMC Chair | Tokyo | $600.00 | 2 | $1,200.00 |
| | Osaka | $522.50 | 1 | $522.50 |
| | Nagoya | $473.44 | 1 | $473.44 |
| | Fukuoka | $479.69 | 1 | $479.69 |
| | Sendai | $332.50 | 1 | $332.50 |
| | Sapporo | $361.25 | 1 | $361.25 |
| President | Tokyo | $600.00 | 2 | $1,200.00 |
| | Osaka | $522.50 | 1 | $522.50 |
| | Nagoya | $473.44 | 1 | $473.44 |
| | Fukuoka | $479.69 | 1 | $479.69 |
| | Sendai | $332.50 | 1 | $332.50 |
| | Sapporo | $361.25 | 1 | $361.25 |
| Marketing Manager | Tokyo | $480.00 | 1 | $480.00 |
| | Osaka | $418.00 | 1 | $418.00 |
| | Nagoya | $378.75 | 1 | $378.75 |
| | Fukuoka | $383.75 | 1 | $383.75 |
| | Sendai | $266.00 | 1 | $266.00 |
| | Sapporo | $289.00 | 1 | $289.00 |
| Marketing Manager | Tokyo | $480.00 | 1 | $480.00 |
| | Osaka | $418.00 | 1 | $418.00 |
| | Nagoya | $378.75 | 1 | $378.75 |
| | Fukuoka | $383.75 | 1 | $383.75 |
| | Sendai | $266.00 | 1 | $266.00 |
| | Sapporo | $289.00 | 1 | $289.00 |
| Airfare - Marketing | | Est/Ticket | | |
| Summit 1 | | $2,100.00 | x 4 pax | $8,400.00 |
| Summit 2 | | $1,500.00 | x 4 pax | $6,000.00 |
| | | | | |
| CHaCO Budget | | Per diem rate | No. of Days | |

| | | | | |
|---|---|---|---|---|
| Cultural Heritage Officer | Tokyo | $480.00 | 2 | $960.00 |
| | Osaka | $418.00 | 1 | $418.00 |
| | Nagoya | $378.75 | 1 | $378.75 |
| | Fukuoka | $383.75 | 1 | $383.75 |
| | Sendai | $266.00 | 1 | $266.00 |
| | Sapporo | $289.00 | 1 | $289.00 |
| Miss/Mr Guam x 2 | Tokyo | $960.00 | 2 | $1,920.00 |
| | Osaka | $836.00 | 1 | $836.00 |
| | Nagoya | $757.50 | 1 | $757.50 |
| | Fukuoka | $767.50 | 1 | $767.50 |
| | Sendai | $532.00 | 1 | $532.00 |
| | Sapporo | $578.00 | 1 | $578.00 |
| Musicians x 2 | Tokyo | $960.00 | 1 | $960.00 |
| | Osaka | $836.00 | 1 | $836.00 |
| | Nagoya | $757.50 | 1 | $757.50 |
| | Fukuoka | $767.50 | 1 | $767.50 |
| | Sendai | $532.00 | 1 | $532.00 |
| | Sapporo | $578.00 | 1 | $578.00 |
| Dancers x 4 | Tokyo | $1,920.00 | 1 | $1,920.00 |
| | Osaka | $1,672.00 | 1 | $1,672.00 |
| | Nagoya | $1,515.00 | 1 | $1,515.00 |
| | Fukuoka | $1,535.00 | 1 | $1,535.00 |
| | Sendai | $1,064.00 | 1 | $1,064.00 |
| | Sapporo | $1,156.00 | 1 | $1,156.00 |
| Professional Fees | | Rate | Days | |
| Miss/Mr. Guam x 2 | | $100.00 | 7 | $1,400.00 |
| Musicians x 2 | | $100.00 | 6 | $1,200.00 |
| Dancers x 4 | | $50.00 | 6 | $1,200.00 |
| Airfare - CHaCO | | Est/Ticket | | |
| Summit 1 | | $2,100.00 | x 9 pax | $18,900.00 |
| Summit 2 | | $1,500.00 | x 9 pax | $13,500.00 |

**Issue:** Board approval required for all travel

L. KOREA

M. MEMBERSHIP & COMMUNITY OUTREACH

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

Upcoming Board Meetings:

- Thursday, February 23, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, March 9, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

GUAM VISITORS BUREAU
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Action Items:

1. VSS Committee to find solution for lighting issue along beaches
   - Lighted sidewalks
   - Lights provided by hotels, but not projected over water

EXHIBIT A

BOARD OF DIRECTORS ANNUAL & REGULAR MEETING
Thursday, January 12, 2017 - 3:00pm
Guam Visitors Bureau - Main Conference Room

BOARD OF DIRECTORS PRESENT:

| | |
|---|---|
| Director Milton Morinaga | Director Bart Jackson |
| Director Sam Shinohara | Director Brad Kloppenburg |
| Director Theresa Arriola | Director Tak Takano |
| Director Young Hong | Director Robert Hofmann |
| Director William Nault | Director Eduardo "Champ" Calvo |
| Director Satoru Murata | Director Monte Mesa |

BOARD OF DIRECTORS TELEPHONICALLY:

BOARD OF DIRECTORS ABSENT:
Director Katarina Sgro

GVB MANAGEMENT & STAFF PRESENT:

| | | |
|---|---|---|
| Jon Nathan Denight | Antonio Muna | Karida Brennan |
| Rose Cunliffe | Brian Borja | Russell Ocampo |
| Regina Nedlic | Nico Fujikawa | Dee Hernandez |
| Mark Manglona | Doris Ada | Lisa Linek |
| Meriza Peredo | June Sugawara | Gina Kono |
| Josh Tyquiengco | Ana Cid | Nadine Leon Guerrero |
| Elaine Pangelinan | Haven Torres | Colleen Cabedo |
| Nakisha Garrido | Laurette Perez | Kraig Camacho |

GVB MANAGEMENT & STAFF TELEPHONICALLY:

GUESTS:
Joy White - Glimpses/Marianas Business Journal
Tihu Lujan - Guam Daily Post
Senator Dennis G. Rodriguez, Jr. - Guam Legislature
Joe Mesngon - Senator Rodriguez's Office

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*As the only officer of the corporation, President & CEO Jon Nathan Denight served as Presiding Officer of the Annual Board Meeting.*

I. CALL TO ORDER

President Denight called the meeting of board to order at 3:03pm.

II. PRESIDENT & CEO'S WELCOME

- President Denight thanked everyone for attending the first board meeting of the year. He stated that GVB was extremely busy in 2016 and he feels 2017 will be no exception.
- He welcomed the newly elected members: Tak Takano, Satoru Murata, Sam Shinohara (formerly the 12th board elected member), and Brad Kloppenburg.
- He also welcomed the returning legislative alternate director, Theresa Arriola.
- He then welcomed the new legislative appointees: Young Hong from the Korean Women's Association and 7-Day Supermarket, and Bartley Jackson who is returning to the board in a different capacity.

- Lastly, he welcomed the returning appointees of the Governor: Champ Calvo, Mayor Robert Hofmann, and Katarina Sgro. Joining them is recently confirmed appointee Milton Morinaga, formerly a membership elected director, and newly appointed director, Bill Nault, who is pending legislative confirmation.
- President Denight stated that we have one more member known as the 12th director, which we will be electing today.
- He mentioned that as this is the first board meeting following the membership election, during the Annual Meeting, we will hold elections for officers of the board including Chairman, Vice Chairman, Treasurer and Secretary.
- He also welcomed our new Oversight Chair, Senator Dennis Rodriguez.

III. ELECTION OVERVIEW

- President Denight walked the board through the articles contained in our By-Laws that govern the election process.

1. Article VI. Directors/Management
   - Classes of directors: Governor appointees, legislative appointees (including the alternate director), membership appointees, and the 12th director
   - The 12th director is elected by an affirmative vote of at least eight directors of the board and serves for two years.
   - The alternate director takes the place of a non-present voting board member and can only vote during that time where the director they replace is absent.
   - No action without quorum of eight directors present. If only eight directors are present, all actions must be made unanimously. Board members can call into meetings telephonically. No voting by proxy.
   - Regular meetings of the board are held every 2nd and 4th Thursday of the month unless changed by a 2/3's vote of this body.

2. Article VII. Officers
   - Officers: Chairman of the Board, Vice Chairman of the Board, Treasurer of the Board, and Secretary of the Board, including our President & CEO.
   - Officers in these positions must be elected by 2/3's vote by the board.

3. Article VIII. Executive Committee
   - The Executive Committee has all the authority that the board has to conduct business in accordance with the Enabling Legislation. The board, in the subsequent board meetings, must ratify Executive Committee's approved motions.
   - The board of directors must approve the Committee Chairs. In this meeting, we will be holding nominations for each committee.

4. Process Review
   - According to Robert's Rules of Order, the board can agree on a nomination process.
   - Nomination process recommended by President Denight: The Presiding Officer calls for nominations, leaves nominations open, calls for last nominations, closes nominations, then the board votes. If there is one nomination, then the board will conduct a verbal vote. If there is more than one nomination, the board will vote by show of hands. The person that is elected must accept the nomination to confirm their position.
   - President Denight asked the board if they object to this recommendation. With no objections, he moved to proceed with said nomination process.

President Denight made a motion to proceed with said nomination process. With no objections, the board adopted the nomination process and proceeded with elections.
Motion unanimously approved

IV. ELECTION OF 12TH DIRECTOR

- President Denight announced that he will now entertain nominations for the 12th Director.

Director Morinaga nominated Mr. Monte Mesa from GPO and Tumon Sands Plaza as the 12th Director. Entertained by President Denight, he asked Mr. Mesa if he accepted the nomination. Mr. Mesa accepted. President Denight then called for additional nominations. With no other nominations, the board placed a voice vote.
Nomination unanimously approved. Director Mesa accepted.

V. ELECTION OF OFFICERS & EXECUTIVE COMMITTEE

1. Chairman

- President Denight announced that he will now entertain nominations for the Chairman.

Director Jackson nominated Mr. Milton Morinaga as Chairman of the Board. Entertained by President Denight, he asked Director Morinaga if he accepted the nomination. Director Morinaga accepted. President Denight then called for additional nominations. With no other nominations, the board placed a voice vote.
Nomination unanimously approved. Chairman Morinaga accepted.

- Chairman Morinaga assumed the position as Presiding Officer.
- He thanked the board for placing their trust in him to lead this dynamic organization. He stated that by working with the board and the GVB staff, we will achieve greater successes for the people of Guam.

2. Vice Chairman

- Chairman Morinaga announced that he will now entertain nominations for Vice Chairman.

Director Hofmann nominated Mr. Monte Mesa as Vice Chairman of the Board. Entertained by Chairman Morinaga, he asked Director Mesa if he accepted the nomination. Director Mesa accepted. Chairman Morinaga then called for additional nominations. With no other nominations, the board placed a voice vote.
Nomination unanimously approved. Vice Chairman Mesa accepted.

3. Treasurer

- Chairman Morinaga announced that he will now entertain nominations for Treasurer.

Director Arriola nominated Mr. Sam Shinohara as Treasurer of the Board. Entertained by Chairman Morinaga, he asked Director Shinohara if he accepted the nomination. Director Shinohara accepted. Chairman Morinaga then called for additional nominations. With no other nominations, the board placed a voice vote.

Nomination unanimously approved. Director Shinohara accepted.

4. Secretary

   - Chairman Morinaga announced that he will now entertain nominations for Secretary.

   Director Mesa nominated Mrs. Theresa Arriola as Secretary of the Board. Entertained by Chairman Morinaga, he asked Director Arriola if she accepted the nomination. Director Arriola accepted. Chairman Morinaga then called for additional nominations. With no other nominations, the board placed a voice vote.
   Nomination unanimously approved. Director Arriola accepted.

5. Executive Committee Director

   - Chairman Morinaga announced that he will now entertain nominations for Executive Committee Member.

   Director Jackson nominated Mr. Champ Calvo as Executive Committee Member. Entertained by Chairman Morinaga, he asked Director Calvo if he accepted the nomination. Director Calvo accepted. Chairman Morinaga then called for additional nominations. With no other nominations, the board placed a voice vote.
   Nomination unanimously approved. Director Calvo accepted.

VI. ELECTION OF COMMITTEE CHAIRS

- Chairman Morinaga directed the board to Schedule A in their binders entitled "Committee Chairs" (the proposed assignment of Committee Chairs). He then read the list aloud.

## Schedule A

| | Chair | Vice Chair | Vice Chair |
|---|---|---|---|
| ***Visitor Safety & Satisfaction*** | Young Hong | Mary Rhodes | |
| ***Korea Market*** | Bart Jackson | Young Hong | Brad Kloppenburg |
| ***Greater China*** | Sam Shinohara | Joann Camacho | |
| ***Destination Management*** | Robert Hofmann | 12th Director* | |
| ***Membership & Community Outreach*** | Brad Kloppenburg | Katarina Sgro | |
| ***Japan Market*** | Milton Morinaga | Tak Takano | Satoru Murata |
| ***North America & Pacific (NAP)*** | Robert Hofmann | Theresa Arriola | |
| ***Cultural & Heritage*** | Theresa Arriola | Robert Hofmann | |
| ***Russia & New Markets*** | Bart Jackson | Bill Nault | |
| ***Sports & Events*** | Katarina Sgro | Bill Nault | |
| ***Research*** | Sam Shinohara | | |

*12th Director was elected by the Board during the Board of Directors Annual Meeting on January 12, 2017. 12th Director elected: Monte Mesa

With no objections, Chairman Morinaga made a motion to appoint committee chairs in accordance with the names listed in Schedule A of the board agenda.
Motion unanimously approved

VII. BOARD PROTOCOL

- Chairman Morinaga gave the floor to President Denight to discuss board protocol.
- President Denight directed the board to their binders. He stated that we have two documents that we look to for GVB guidance – Enabling Legislation and our By-Laws as a membership non-profit public corporation.
- He briefly discussed the purpose of GVB.
- He then directed the Board to their flash drive in their binders, which includes FY2017 BOD meeting minutes, Enabling Legislation, Code of Ethics, financials, and more.
- President Denight introduced GVB's management team: (Vice President position is currently vacant) Rose Cunliffe, Director of Finance & Administration; Pilar Laguana, Director of Global Marketing; Ana Cid, Director of Tourism Research.
- With the committee chair assignments, he mentioned that some of the chairs have chaired their committees previously, so there is no real need for them to go through transition meetings. For those who need transition meetings, the appropriate staff will reach out to their chairs for scheduling and committee updates.
- He then noted that each board member must go undergo ethics training every four years as required by law. The Executive Secretary will coordinate the training for all those who have not completed it and for those who need a refresher.
- He asked all directors to briefly introduce themselves and disclose the businesses they are affiliated with.

    - Milton Morinaga: PHR Ken Micronesia
    - Bart Jackson: Hotel Santa Fe, Three Squares, The Terraza
    - Brad Kloppenburg: Kloppenburg Enterprises
    - Tak Takano: DFS
    - Robert Hofmann: Mayor of Sinajana
    - Young Hong: 7-Day Supermarket, Korean Women's Association
    - Bill Nault: Rakuten Travel
    - Eduardo Calvo: Calvo, Fisher, & Jacob Lawfirm
    - Theresa Arriola: Sanctuary Inc.
    - Satoru Murata: Holiday Tours Micronesia, Japan Guam Travel Association
    - Sam Shinohara: United Airlines
    - Monte Mesa: Guam Premier Outlets, Tumon Sands Plaza

VIII. MINUTES OF THE PREVIOUS MEETING Exhibit A

Director Jackson made a motion, seconded by Director Arriola, to approve the minutes of the previous board of directors meeting dated December 14, 2016.
Motion unanimously approved (Subject to minor revisions)

IX. CHAIRMAN'S REPORT

- Being the first meeting of the year, Chairman Morinaga had nothing to report.
- He gave the floor to Senator Dennis Rodriguez, Chairman of the Committee on Health, Tourism, Military Affairs, and Senior Citizens.

- Senator Rodriguez introduced himself and announced that this is a new committee for him as Chairman. He stated that he will be as supportive of GVB as possible.

X. PRESIDENT & CEO'S REPORT



GUAM VISITORS BUREAU
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## Top December Arrivals



## MARKETING

## Marketing News

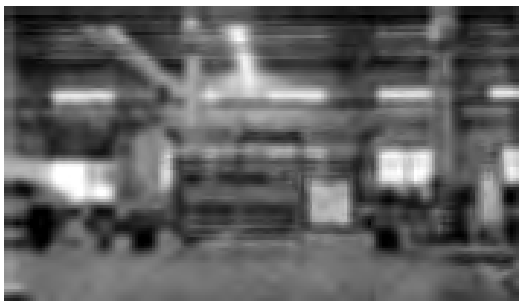


### TripAdvisor Seminar

- Sarah Mathews returns to Guam for a TripAdvisor Seminar with GVB
- January 23rd, 2 p.m. - 4 p.m.
- Registration: $20 | Free for students
- Topics include Digital Evolution, Destination Trend on Guam, Rise of Mobile Online Reputation and How to Manage Your Business
- Limited seating available
- Register with Gabbie Franquez gabbiel.franquez@visitguam.org
- Sarah Mathews previously presented on Guam at the PATA Annual Summit in May 2016

## DESTINATION

## Bus Shelters



## Sports & Events

### New Year's Eve Fireworks

- About two thousand people came down into Tumon for fireworks
- Tumon Night Market/GVB partnered event
- Positive feedback about this year's fireworks
- Performances by Ukulele sensation Kirk Fuchigami
- Winner to be selected for fireworks photo contest
- Fireworks sponsors: United, Matson, T Galleria by DFS, Hilton Resort and Spa, Hyatt Regency Guam, Pacific Islands Club and Docomo Pacific



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## Sports & Events

### Holiday Illumination Park

- Open until January 15, 2017
- 6pm - midnight
- Photo contest still ongoing on social media.
- Upload photos with #withlovefromguam and upload to loke.visitguam.com
- Transition to Love Light Park will begin shortly to highlight "Year of Love" theme
- Anticipated opening for Love Light Park will be February 11, 2017





XI. TREASURER'S REPORT

Exhibit B

**FY 2016**

| | Appropriation | Received to Date | | Balance | |
|---|---|---|---|---|---|
| Operations | $ 21,044,191.00 | $ 20,753,941.00 | 99% | $ 290,250.00 | 1% |
| Destination Development | $ 1,235,000.00 | $ 1,015,000.00 | 82% | $ 220,000.00 | 18% |
| Rainy Day Fund | $ 200,000.00 | $ 200,000.00 | 100% | $ - | 0% |
| Cultural & Sports Ambassador Fund | $ 200,000.00 | $ 160,000.00 | 80% | $ 40,000.00 | 20% |
| Pass-Thru | $ 750,000.00 | $ 683,750.00 | 91% | $ 66,250.00 | 9% |
| Guam Football Association | $ 400,000.00 | $ 400,000.00 | 100% | $ - | 0% |
| Pilot Program Korean Visitor Market | $ 250,000.00 | $ 250,000.00 | 100% | $ - | 0% |
| FESTPAC | $ 1,300,000.00 | $ 1,300,000.00 | 100% | $ - | 0% |
| Capital Improvement Projects | $ 1,000,000.00 | $ 1,000,000.00 | 100% | $ - | 0% |
| TOTAL | $ 26,379,191.00 | $ 25,762,691.00 | | $ 616,500.00 | |
| | | | | | |
| TOTAL RECEIVABLES FY 2016 | | | | $ 616,500.00 | |

**FY 2017**

| | Appropriation | Received to Date | | Balance | |
|---|---|---|---|---|---|
| Operations | $ 21,282,472.00 | $ 4,220,685.00 | 20% | $ 17,061,787.00 | 80% |
| Destination Development | $ 1,085,000.00 | $ 271,250.00 | 25% | $ 813,750.00 | 75% |
| Rainy Day Fund | $ 200,000.00 | $ 50,000.00 | 25% | $ 150,000.00 | 75% |
| Cultural & Sports Ambassador Fund | $ 200,000.00 | $ 50,000.00 | 25% | $ 150,000.00 | 75% |
| Pass-Thru | $ 985,000.00 | $ 113,750.00 | 13% | $ 771,250.00 | 87% |
| TOTAL | $ 23,552,472.00 | $ 4,705,685.00 | | $ 18,946,787.00 | |
| | | | | | |
| TOTAL RECEIVABLES FY 2017 | | | | $ 18,946,787.00 | |
| | | | | | |
| TOTAL RECEIVABLES | | | | $ 19,563,287.00 | |

| Accounts | |
|---|---|
| RESTRICTED | |
| Bank of Guam - Rainy Day Fund | $ 2,134,251.08 |
| Bank of Guam - FESTPAC Trust Account[2] | $ 371,570.64 |
| Cultural & Sports Ambassador Fund | $ 375,650.00 |
| TOTAL | $ 2,881,471.72 |
| | |
| UNRESTRICTED | |
| Bank of Guam - Operations | $ 10,397,221.42 |
| First Hawaiian Bank - Membership | $ 139,003.62 |
| Resona | $ 75,260.03 |
| Bank of Guam - TAF | $ 2,373,845.93 |
| Raymond James - CD value as of 12/31/2016 | $ 2,525,664.87 |
| TOTAL | $ 15,510,995.87 |
| | |
| TOTAL as of 1/10/2017 | $ 18,392,467.59 |

| Current Payables | |
|---|---|
| Asatsu Invoices | $ 402,501.35 |
| Japan Invoices | $ 37,441.15 |
| Guam Invoices | $ 137,430.83 |
| FY 2016/FY 2017 Pass-thru appropriations | $ 63,750.00 |
| Encumbered Contracts | $ 5,819,644.84 |
| Encumbered Purchase Orders | $ 103,372.69 |
| FESTPAC Trust Account | $ 371,570.64 |
| TOTAL as of 1/10/2017 | $ 6,935,711.30 |

**NOTES**

NOTE 1

| | |
|---|---|
| $371,570.64 | FESTPAC |
| ($72,635.19) | FESTPAC expenditures - reimburse Operations |
| $298,935.45 | |

NOTE 2

| | |
|---|---|
| $1,409,377.55 | Morgan Stanley/Raymond James CD |
| ($86,542.00) | Board approved $86,542 on 07/23/15 for Department Revenue & Tax Auditors |
| ($700,000.00) | Board approved $700,000 on 02/25/16 for Pale San Vitores Road Bus Shelter Project |
| ($150,000.00) | Board approved $150,000 on 07/14/16 for Pale San Vitores Road Bus Shelter Project |
| $472,835.55 | |

- Director Shinohara reported that we are still shy of roughly $600k in allotments that have yet to be deposited from DOA but we should receive it next month.
- He stated that we are slightly behind on this year's deposits but we are on track to catch up soon.
- He recommended to the new committee chairs that they meet with the respective staff to discuss their budgets, as we are three months into the fiscal year.

Director Jackson made a motion, seconded by Director Arriola, to accept the Treasurer's Report.
Motion approved

XII. MOTIONS

1. EXECUTIVE COMMITTEE

GVB MEMBERSHIP MIXER

Director Mesa made a motion, seconded by Director Hofmann, to ratify Executive Committee's approval to authorize funds of up to $8,500.00 from the Membership Account for the GVB Membership Mixer to be held on Friday, December 30, 2016 at the Banyan Point, Hilton Guam Resort & Spa.
Motion approved

**Background:** GVB traditionally hosts a Membership Appreciation party as an expression of thanks to members for their support of the Bureau.

**Issue:** Board approval required.

2. CULTURE & HERITAGE

Director Arriola made a motion, seconded by Director Jackson, to approve travel for the GVB Director of Global Marketing, one (1) GVB Marketing Staff, GVB Cultural Heritage Officer, Master Frank Rabon and 2 assistants to attend the Pacific Cultural Center's 19th Annual Asia Pacific New Year Celebration in Seattle, Washington from February 9 – 13, 2017. (Estimated cost up to $13,920.00 from Acct No. DM-CPO006 and up to $8,000 from Acct. No. US-SMD023).
Motion approved

| | | | | |
|---|---|---|---|---|
| Airfare | 2 | $2,000.00 | | $4,000.00 |
| Per Diem | | | | |
| Lodging | 2 | $167.00 | 5 | $1,670.00 |
| M&IE | 2 | $74.00 | 5 | $740.00 |
| Misc. Expense | | | | $1,590.00 |
| Acct No. US-SMD023 | | | | **$8,000.00** |

| | | | | |
|---|---|---|---|---|
| Airfare | 4 | $2,000.00 | | $8,000.00 |
| Per Diem | | | | |
| Lodging | 4 | $167.00 | 5 | $3,340.00 |
| M&IE | 4 | $74.00 | 5 | $1,480.00 |
| Prof Fee | | | | |
| Master | 1 | $100.00 | 3 | $300.00 |
| Assistant | 2 | $50.00 | 3 | $300.00 |
| Car Rental | 1 | $100.00 | 5 | $500.00 |

| | | | |
|---|---|---|---|
| Acct No. DM-CPO006 | | | $13,920.00 |

**Background:** The Asia Pacific Center (APCC) will host the 19th Annual Asia Pacific New Year Celebration, honoring and celebrating the vibrant cultures of Asia and the Pacific Islands with over 70 booth holders. This year, Guam will be the host country at this celebration.

The Bureau will continue to work closely with various active stateside Chamorro dance groups with the continuation of the US-Guam Chamorro Dance Academy workshop, which was launched in 2014.

**Issue:** Board approval required for all travel.

3. JAPAN

TRIP ADVISOR

Chairman Morinaga made a motion, seconded by Director Jackson, to approve travel for two (2) Japan staff to attend the training by Trip Advisor and following the training a familiarization tour will be conducted from January 22-26, 2017 in Guam. (Estimated Cost: $1,997.00 Account # JA-SMD003)
Motion approved

**Background:** The GVB training with Trip Advisor will include destination trend data and types of marketing in the digital environment, digital evolution, destination trend for Guam, rise of mobile and online reputation and how to manage your business.

| Travel Expenses | |
|---|---|
| Airfare: $600.00 x 2 pax | $1,200.00 |
| JP Transportation to/from airport: 2 pax | $172.00 |
| Guam Per Diem: $62.50 x 5 nights x 2 pax | $625.00 |
| Total: | $1,997.00 |

**Issue:** Board approval required for travel.

- President Denight pointed out that all of our overseas reps will be attending the training, but board approval is only required for Japan staff as they are from our GVB office (as opposed to all other reps whom we outsource and contract).

- Director Mesa inquired about the trade show in Japan in March. He wanted to know if the dates were finalized yet as we should start reaching out to members. Chairman Morinaga said details will be announced at the next JMC meeting.

XIII. OLD BUSINESS

- Director Mesa suggested that the new board revisit the Tourism 2020 objectives. He feels we need to discuss where we are now, how we should move forward, and how to update or change the objectives, if necessary. He recommended making regular reports to the industry and media to show our progress.
- Director Jackson reported that Management has already undertaken the update of those goals.
- President Denight concurred and stated that he presented the state of Tourism 2020 at the Membership Election Meeting. He went on to say that the previous board made suggestions on how to update the Tourism 2020 plan in a working session last year. The updates will be presented to this board for review.

- Director Takano requested that board packets be sent out three or four days before a board meeting. President Denight stated that moving forward, packets will be sent out the Monday before a board meeting.
- Director Calvo requested that board meetings be moved to 3:30pm or 4:00pm. The board was unanimous and Chairman Morinaga agreed to move meetings to 3:30pm.

## XIV. NEW BUSINESS

- Director Hofmann inquired if Management has met with the new members of the Legislature to brief them. President Denight reported that Management did meet with the new senators a few weeks after the election and a meeting is being scheduled with our new oversight chair for next week. He invited the board to attend said meeting. Regarding the meeting with the new senators, President Denight stated that they were very receptive and are supportive of GVB's plans. They were especially supportive of having the TAF go more towards GVB and not other areas.
- Director Hong touched on lighting along the beaches. She's heard from many Korean tourists that they would like to visit the beach at night, but they are concerned about how dark it is. She recommended one solution could be to have hotels provide lights for beaches near their property. She also spoke about homeless people who frequent the beach and having GVB work with GPD to resolve this issue.
- Director Jackson noted that there are strict regulations on the kind of lights that can be used along the beach. Lights can be used, but they cannot project over the water. Director Hong stressed that we need a solution. President Denight mentioned that we are working on a project to construct sidewalks along the beach with lighting. He suggested talking about this project in more detail at a later time.
- Director Calvo agreed that lighted sidewalks will help, but that is a big capital improvement project. In the mean time, the lighting issue needs to be addressed, especially in the gaps between hotels.
- Director Hong also suggested numbering the new bus shelters. Some tourists can't read or speak English and in emergency situations, numbers would be an easier and a more effective way for them to call for help and give their location.
- Chairman Morinaga stated that this is something the VSS Committee can work on, hopefully with the help of GPD and Docomo.

## XV. EXECUTIVE SESSION

## XVI. ANNOUNCEMENTS

**Upcoming Board Meetings:**

- Thursday, January 26, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, February 9, 2017 at 3:30pm, GVB Main Conference Room

**Announcements:**

- President Denight announced that GIAA will be having their Airport Week Proclamation Signing tomorrow at 2pm and all are welcome to attend.
- He also announced that the airport is also looking for judges for their barbecue contest.

XVII. ADJOURNMENT

Director Shinohara made a motion, seconded by Director Jackson, to adjourn the meeting.
Meeting adjourned at 4:12pm.
Motion unanimously approved

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

Board Minutes respectively submitted by Karida Brennan, Executive Secretary

Action Items:

1. VSS Committee to find solution for lighting issue along beaches
   - Lighted sidewalks
   - Lights provided by hotels, but not projected over water

2. VSS Committee to look into numbering bus shelters

## FY 2016

| | Appropriation | Received to Date | | Balance | |
|---|---|---|---|---|---|
| Operations | $ 21,044,191.00 | $ 20,753,941.00 | 99% | $ 290,250.00 | 1% |
| Destination Development | $ 1,235,000.00 | $ 1,015,000.00 | 82% | $ 220,000.00 | 18% |
| Rainy Day Fund | $ 200,000.00 | $ 200,000.00 | 100% | $ - | 0% |
| Cultural & Sports Ambassador Fund | $ 200,000.00 | $ 160,000.00 | 80% | $ 40,000.00 | 20% |
| Pass-Thru | $ 750,000.00 | $ 683,750.00 | 91% | $ 66,250.00 | 9% |
| Guam Football Association | $ 400,000.00 | $ 400,000.00 | 100% | $ - | 0% |
| Pilot Program Korean Visitor Market | $ 250,000.00 | $ 250,000.00 | 100% | $ - | 0% |
| FESTPAC | $ 1,300,000.00 | $ 1,300,000.00 | 100% | $ - | 0% |
| Capital Improvement Projects | $ 1,000,000.00 | $ 1,000,000.00 | 100% | $ - | 0% |
| TOTAL | **$ 26,379,191.00** | **$ 25,762,691.00** | | **$ 616,500.00** | |
| | | | | | |
| TOTAL RECEIVABLES FY 2016 | | | | $ 616,500.00 | |

## FY 2017

| | Appropriation | Received to Date | | Balance | |
|---|---|---|---|---|---|
| Operations | $ 21,282,472.00 | $ 6,516,370.00 | 31% | $ 14,766,102.00 | 69% |
| Destination Development | $ 1,085,000.00 | $ 361,667.00 | 33% | $ 723,333.00 | 67% |
| Rainy Day Fund | $ 200,000.00 | $ 66,666.00 | 33% | $ 133,334.00 | 67% |
| Cultural & Sports Ambassador Fund | $ 200,000.00 | $ 66,666.00 | 33% | $ 133,334.00 | 67% |
| Pass-Thru | $ 885,000.00 | $ 311,701.00 | 35% | $ 573,299.00 | 65% |
| TOTAL | **$ 23,652,472.00** | **$ 7,323,070.00** | | **$ 16,329,402.00** | |
| | | | | | |
| TOTAL RECEIVABLES FY 2017 | | | | $ 16,329,402.00 | |
| | | | | | |
| TOTAL RECEIVABLES | | | | $ 16,945,902.00 | |

### Accounts

| | |
|---|---|
| RESTRICTED | |
| Bank of Guam - Rainy Day Fund | $ 2,150,917.08 |
| Bank of Guam - FESTPAC Trust Account[1] | $ 371,570.64 |
| Cultural & Sports Ambassador Fund | $ 379,216.00 |
| TOTAL | **$ 2,901,703.72** |
| | |
| UNRESTRICTED | |
| Bank of Guam - Operations | $ 10,570,292.89 |
| First Hawaiian Bank - Membership | $ 126,560.31 |
| Resona | $ 50,542.87 |
| Bank of Guam - TAF | $ 2,231,296.53 |
| Raymond James - CD value as of 12/31/2016[2] | $ 2,525,664.87 |
| TOTAL | **$ 15,504,357.47** |
| | |
| TOTAL as of 2/3/2017 | $ 18,406,061.19 |

### Current Payables

| | |
|---|---|
| Asatsu invoices NOV - DEC | $ 169,747.99 |
| Japan Invoices | $ 73,234.69 |
| Guam Invoices | $ 206,363.19 |
| FY 2016/FY 2017 Pass-thru appropriations | $ 42,916.00 |
| Encumbered Contracts | $ 4,607,260.59 |
| Encumbered Purchase Orders | $ 103,692.85 |
| FESTPAC Trust Account | $ 371,570.64 |
| TOTAL as of 2/3/2017 | **$ 5,574,785.95** |

### NOTES

NOTE 1

| | |
|---|---|
| $371,570.64 | FESTPAC |
| ($191,243.69) | FESTPAC expenditures - reimburse Operations |
| **$180,326.95** | |

NOTE 2

| | |
|---|---|
| $1,409,377.55 | Morgan Stanley/Raymond James CD |
| ($86,542.00) | Board approved $86,542 on 07/23/15 for Department Revenue & Tax Auditors |
| ($700,000.00) | Board approved $700,000 on 02/25/16 for Pale San Vitores Road Bus Shelter Project |
| ($150,000.00) | Board approved $150,000 on 07/14/16 for Pale San Vitores Road Bus Shelter Project |
| **$472,835.55** | |

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, FEBRUARY 1, 2017, 2:00 P.M.
GVB Main Conference Room

PRESENT:
Chairman Mayor Robert Hoffman, Municipality of Sinajana, John Calvo, WPRFMC, Barbara Taitano, Mystical Tours & Adventure, Paula Monk, United Airlines, Kiyome Shinjo, Holiday Resort Guam, Liz Marie Diaz, Sheraton Laguna Guam Resort, and Milton Morinaga, PHR Micronesia, Inc.

ABSENT:
Vice-Chairwoman Theresa Arriola, Sanctuary, Inc., Ana Marie Franquez, Pactours, Inc., Katie Black, Mystical Tours & Adventure, Amilyn Salas, Sheraton Laguna Guam Resort, Valerie Carbullido-Blas, Westin Resort Guam, Emily Wallace, Golden Ace Travels, Rolenda Faasuamalie, GIAA, Jacob Leon Guerrero, Pacific Islands Club, Sheila Shedd, Hilton Guam Resort & Spa, Joanna Rupley Sablan, Holiday Resort Guam, and Susan Fryer, Tumon Sands Plaza

GVB STAFF:
Pilar Laguana, Director of Global Marketing, Gina Kono, Marketing Manager – Taiwan & Hong Kong Markets, Regina Nedlic, Marketing Manager – Russia & Philippines Markets, Mark Manglona, Marketing Manager – Pacific Market & North America Markets, Haven Torres, Marketing Coordinator – Russia & Philippines Markets; Pacific & North America Markets

## CALL TO ORDER

Chairman Mayor Robert Hoffman called the North America & Pacific meeting to order at 2:00 p.m.

## APPROVAL OF PREVIOUS MEETING MINUTES

**Mr. John Calvo made the motion and seconded by Ms. Barbara Taitano to approve the minutes of October 12, 2016. Motion approved unanimously, subject to minor corrections.**

## REPORT OF THE CHAIRMAN

Chairwoman Hoffman thanked the committee members for attending the first meeting in 2017 and a special thanks extended to GVB Board Chairman Milton Morinaga for his presence at the meeting.

## REPORT OF GVB MANAGEMENT

*A. Visitors Arrival Statistics*

Ms. Pilar Laguana shared that December 2016 visitors arrival summary

NORTH AMERICA & PACIFIC MARKETING COMMITTEE MEETING MINUTES
WEDNESDAY, FEBRUARY 1, 2017, 2:00 P.M.
GVB Main Conference Room

❖ NORTH AMERICA

Q1 & Q2 Updates

## North America

IMEX America
October 18-20, 2016
Las Vegas, NV

- Dusit Thani's General Manager, Mr. Dean Huntsman & Director of Sales & Marketing, Mr. Kenneth Hill join GVB's booth to sell MICE business to Guam
- Had 20 successful meetings with MICE planners/wholesalers and 4 media.
- Results:
  - Maritz Travel - Incentive group of 80 pax coming in 2018
  - MWT Int'l - MICE group coming in Feb 2017, passed bid along to Dusit & Lotte






## North America

ATTA Roadshow
San Diego, CA
October 22, 2016

- Met with PATA San Diego Board Members and discussed the potential of developing long haul USA to Guam travel packages with key travel wholesalers from PATA SD Chapter.
- There were two ideas proposed on developing a USA – Korea – Guam package with Hana Tour and also a USA – Hawaii – Guam package with United Airlines.
- Follow up with PATA SD in 2017 on the package discussions.



## North America

- Met with Steven Green / Laura Barmby and discussed the President e-award application with the US Commercial Service DC representatives.
- Met with Brian Bell / Ron Erdmann for a courtesy visit to the Office of Travel & Tourism Industries to give a product update of Guam.
- Met with Cosby Travel and discussed the adventure travel opportunity for mid market American in Washington DC area with Cosby Travel's president Arleta Cosby.
- Follow up on the package discussions.

Dept. of Commerce Meeting
w/ US Commercial Service &
National Tourism Office





ATTA Roadshow
Washington, DC
October 25, 2016



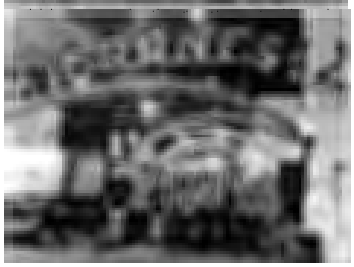


## North America

- Over 9,500 pre-qualified dive professionals registered with more than 600 exhibiting companies.
- Joined the Micronesia Pavilion to promote the Guam destination and as the hub of Micronesia.
- Engaged with 22 dive wholesalers and generate interest to package Guam.
- Conducted Guam product seminar with over 60 PATA New York Chapter members.
- Seminar was well-attended with travel agents very interested in learning more about Guam.

DEMA Show
Long Beach, CA
November 16-19, 2016





PATA New York Chapter
Guam Seminar
Nov 21, 2016 | New York, NY





## North America

Power Scuba Group
December 3-5, 2016



- Met Mr. Bill Powers, President of Power Scuba at Scuba Show 2016.
- Added Guam to their December tour of 22 pax.
- GVB supported by assisting with coordination with dive shop, transportation, and dinner reception at Taotao Tasi.

## North America

100th Anniversary of SMS Cormoran II
April 7, 2017

- Two wreath-laying ceremonies
  - Morning above the wreck-site
  - Afternoon at the cemetery in Hagatna and Padre Palomo Park
  - Working with federal and local agencies to coordinate events
  - To invite local and international dignitaries & media
- Marketing Campaign
  - To promote dive shops that offer Tokai Maru/SMS Cormoran dives
  - To promote dive packages internationally



Discussion:
Ms. Gina Kono shared the updates for 1st & 2nd quarters in the North America market. She mentioned GVB's participated in the IMEX America show on October 18-20, 2016 in Las Vegas, Nevada and the ATTA Roadshow in San Diego, California on October 22, 2016 & Washington, DC on October 25, 2016. In addition, she mentioned that GVB met with the US Commercial Service & National Tourism Office. Ms. Kono also

shared that GVB attended the DEMA show in Long Beach, California on November 16-19, 2016 and conducted a Guam Seminar to the PATA New York Chapter on November 21, 2016. As a results of attending DEMA, a group of 22 dive wholesaler decided to conduct a familiarization tour to Guam from December 3-5, 2016. GVB supported by assisting with coordination with dive shops, transportation, and dinner reception at Taotao Tasi.

Ms. Kono shared about the upcoming 100th Anniversary of the SMS Cormoran II on April 7, 2017.

❖ PHILIPPINES

**Q1 & Q2 Updates**

**Cebu Pacific Sales Blitz - October**

A 2-day sales blitz targeting Cebu Pacific's top travel agencies. This blitz aims to encourage and promote Guam as a destination with a budgeted airfare targeting class B and C market.

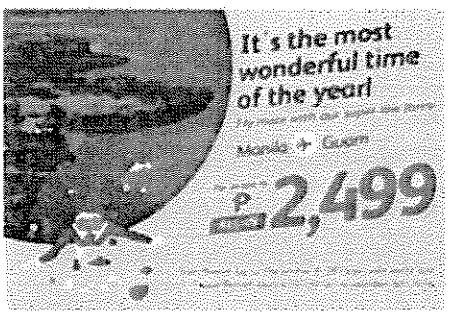
1. Pan Malayan
2. North Star
3. Rajah Travel
4. Trends Travel
5. Ark Travel
6. Rocha Y Cia
7. Rakso Travel
8. SSI
9. Triple Star
10. SPI
11. Skynet
12. Getaway
13. Fiesta Tours
14. Las Palmas
15. Travel Experts
16. Uni Orient
17. Pan Pacific
18. Golden Sky
19. Via Philippines
20. Globetrotters

Cebu Pacific Sales Blitz and Travel Agents during the Sales Blitz for Shop Guam Festival

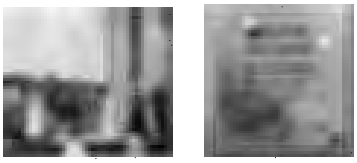


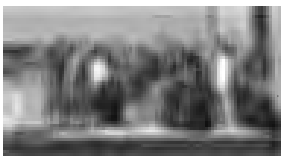


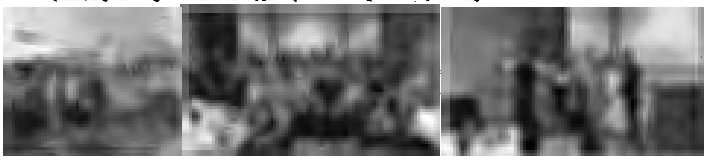


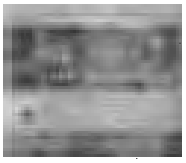
## Familiarization Tour and General Assembly for QCTAA – October | November













## Tessa Prieto Valdez – November

**Profile:** Tessa Prieto-Valdes is a fashion designer, columnist and socialite-philanthropist known for her flamboyant outfits. She also comes from the wealthy Prieto clan, who controls one of the largest newspapers in the Philippines, the Philippine Daily Inquirer. With her elaborate fashion style and status in the Philippine society, GVB PH has chosen her to be brought to Guam to represent shopping and golf targeting class A and B market.

**Scope:**
**Shopping and Golf**

69, 300 72, 500





## Tessa Prieto Valdez - November

**COMMITTED MEDIA OUTPUT PRIOR TO FAMTOUR**

(1) Article – Philippine Daily Inquirer - $6,000
(1) Article – Inquirer.net - $4,000.00
(2) Blog – TessaPrietoValdes.com - $2,000
(10) Instagram - $3,000
(10) Twitter - $3,000
(5) Facebook - $2,000

**TOTAL MEDIA VALUE - $20,000**





**Summary of Posts / Releases with Media Value**

| | | |
|---|---|---|
| Instagram (Tessa) | 16 Posts | $ 4,800.00 |
| Instagram (Ria) | 7 Posts | $ 2,100.00 |
| Twitter | 10 Tweets | $ 3,000.00 |
| Facebook | 6 Posts | $ 2,400.00 |
| Philippine Daily Inquirer | 1 Article | $23,271.31 |
| [illegible] | 1 Article | $14,185.86 |
| [illegible] | 1 Article | $ 7,086.44 |
| **TOTAL MEDIA VALUE** | | **$54,843.61** |

## Mikey Bustos - December | January

**Mikey Bustos** is a Canadian-born Filipino singer/song writer/performer, comedian, actor, video maker, and online personality.

321,383 71,800 101,000





## United Airlines Sales Blitz - February

Itinerary: The Blitz will run for 2 days visiting the top producing accounts of United Airlines in Manila and Makati.

Announcement: To encourage and motivate travel agencies to sell the destination, we are giving an award to United Airlines' top 5 Travel Agents who will have the highest number of sales. Promo will run in a certain period of time and will end in the month of May 2017.

Award: A 3-day familiarization tour will be provided as an award for 6 people (5 travel agents + 1 GVB representative) once approved by GVB. As for the expenses, United Airlines will shoulder the airfare and GVB will shoulder the accommodation and land arrangement.

| MANILA | MAKATI | OTHERS (optional) |
|---|---|---|
| Abistravworld Corporation | Blue Horizons Travel and Tours, Inc. | Travel Possessions, Inc. - SM MEGAMALL |
| Fiesta Tours & Travel | First United Travel, Inc. | Volga Travel & Tours, Inc. - ALABANG |
| Gateway Tours International, Inc. | TDG Travel - Adventure International Tours, Inc. | |
| Globetrotters, Inc. | The Baron Travel Corp. / Royal Caribbean Int'l | |
| Horizon Travel & Tours, Inc. | Tranda Travelmart International Corp. | |
| Las Palmas Tours and Travel, Inc. | Kanlaon Intl. Travel and Tours Corp. "KITSOC" | |
| New Era Travel and Tours | Pan Malayan Express, Inc. | |
| Pan Pacific Travel Corporation | Rajah Air Travel & Tours, Inc. | |
| Shangi Travel Corporation | Rell Tours & Travel | |
| Triple Eight International Travel & Tours, Inc. | Sharp Travel Service | |
| Uni Orient Travel, Inc. | | |

UNITED

## United Airlines' Presentation Boards



Board 1 | Board 2 | Board 3 | Board4 | Board5

#LoveGuam | #LoveShopping | #LoveAdventure | #LoveFood | #LoveNature

## PTAA 2017 - February

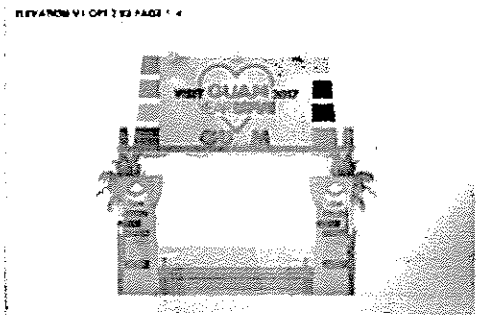
The TravelTour Expo was conceptualized by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a much awaited annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry in the Philippines.

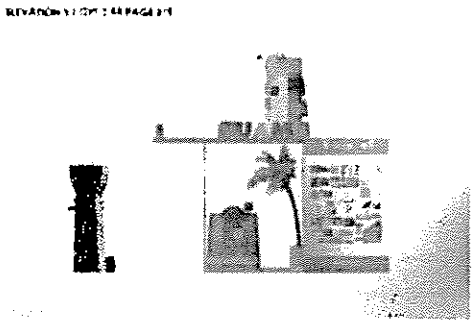
PTAA once again will bring back the (B2B) International Travel Trade Expo (ITTE) exclusive to other industry stakeholders including travel and tour organizations here and overseas to tap the business market.

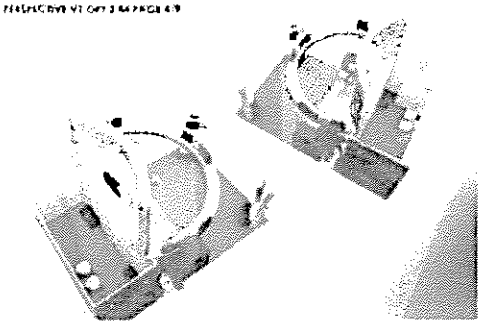
The 2nd ITTE will be held simultaneous to the Travel Tour Expo 2017 on February 10 - 12, 2017 at the SMX Convention Center. The B2B event will be set-up separate from the public event and will be devoted exclusively to travel agents and tour operators only to meet with travel-related suppliers.

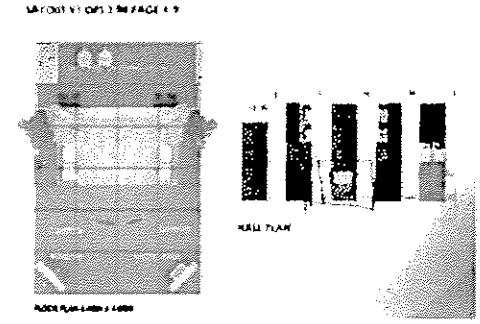



## PTAA 2017 - Booth Design









Guam Fair 2017 – May

Guam Fair is a 3-day event that will start in May and will be held in the Financial District of Metro Manila.

This fair showcases the offerings of Guam targeting the US visa holders class A and B market who are highly interested in the destination. Travel agencies, airlines, both local and international partners are invited to participate to showcase their products and services.

BGC
Bonifacio Global City



Social Media




Discussion:
Mr. Mark Mangiona shared the updates for 1st & 2nd quarters in the Philippines market. He mentioned in October GVB participated in a 2-day sales blitz with Cebu Pacific targeting Cebu Pacific's top travel

agencies. In November GVB supported the Quezon City Travel Agencies Association Familiarization Tour on Guam as well as conducted a Shop Guam Festival media familiarization tour by bringing out fashion designer, columnist, and socialite-philanthropist, Ms. Tessa Prieto Valdez. In December & January, GVB worked with the talented Mikey Bustos to create 2-30-sec videos in promoting travel to Guam.

Mr. Manglona also shared with the committee about the upcoming promotions and events in the Philippine market. In February, GVB will participate in a 2-day sales blitz with United Airlines visiting the top-producing agents of United Airlines in the Manila and Makati area. Also in February, GVB will participate in the largest consumer travel show in Manila, the PTAA Travel Tour Expo from February 10-12, 2017.

Mr. Manglona mentioned that in May 2017, GVB would be partaking in a Guam Fair. It is a 3-day event that would be held in the Financial District of Metro Manila. The fair will showcase the offerings of Guam targeting the US visa holders class A and B markets who are highly interested in the destination.

❖ PACIFIC

❖ Q1 & Q2 Updates

## Pacific Market

**ITB Asia**
**October 18-20, 2016**
**Suntec, Singapore**

- Guam attended ITB Asia 2016 with Brand USA 40 Scheduled B2B appointment
- Participated in the Media Marketplace, 20 scheduled appts and was able to attract media interest in upcoming Guam Events
- Attending and met with US Commercial Services contacts in Singapore and the ASEAN Countries hosted by the US Commercial Services and Brand USA
- Result: Travel Writer from Singapore (Mr. Sanjay Surana) 7-8 pages Guam Editorial in Cebu Pacific In-Flight Magazine "SMILE"



## Pacific Market

**Mar Pages**
**Travel Editor, Writer and Influencer for "Once in a Lifetime [illegible] yond**

- Mar Pages is a Blogger/ Media from Singapore GVB met while attending the Media Marketplace in ITB Asia in Singapore in October. She has following on IG and FB of over 50,000
- FB: 30,000/11,000
- IG: 50,000
- Instagram: 13,500/3,700
- Visited Micronesia:
  - 3 days - Yap
  - 3 days - Chuuk





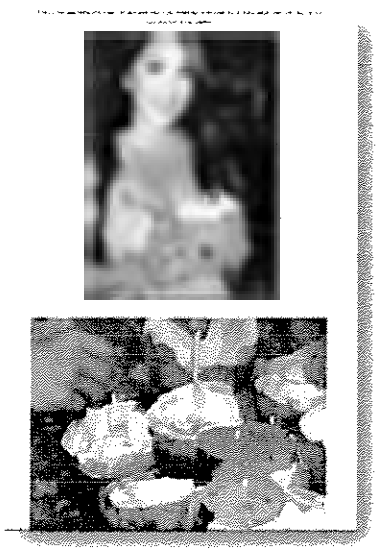
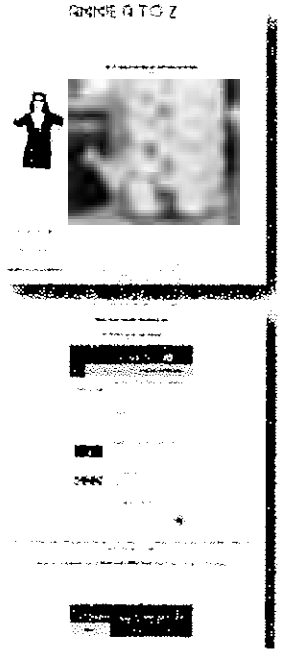
## Pacific Market

**Blogger Annie Alvarez**

Annie A to Z met during IPW 2014 in Florida, came to Guam while visiting her hometown in the Philippines. She is based our to Orlando and Florida Lifestyle, Beauty and Travel Writer

Major coverage on GSF 2016 while on Guam

http://www.annieatoz.com/

## Pacific Market

**PATA Micronesia Chapter Tri-Annual Meeting on Guam**
**December 1-2, 2016**

- Over 35 active local and off-island members attended the PATA Micronesia Chapter 3rd Tri-Annual Meeting on Guam December 1-2, 2016
- PATA Micronesia Chapter Held their Tri-Annual and final meeting of the year at Dusit Thani and the Guam Museum.
- Chairwoman Pilar Laguana unanimously re-elected to serve another 2 year term with Vice Chairman Bermance Akiis from FSM Visitors Board, Secretary Ms. Faustina Rehurer Marugg and Treasurer Judy Torres. Alternate Director elected was Paula Monk, United Airlines





## Pacific Market

**PATAcademy HCD**
**PATA Engagement Hub, Bangkok, Thailand**
**December 7-9, 2016**

- GVB participated in the PATA Academy HCD: The Art of Storytelling
- The three-day program focused on empowering businesses with skills to tell compelling narratives of their products and brands
- There were various group activities and a trip to Nang Leong, Bangkok's century old market town to showcase the culture and preservation within the old market.
- Attendees were provided with the PATA HCD Certificate of program completion





## Pacific Market

### Q2 Pacific Programs

JAN – MARCH 2017

- PATA Micronesia Chapter Meeting 2017
  1st Tr-Annual Meeting in Pohnpei March 29-31, 2017

- Media FAMs for upcoming events on Guam in Q3 (United Guam Marathon/ 100th Anniverary of SMS Cormoran/GMIF 2017

Discussion:
Mr. Regina Nedlic shared the updates for 1st & 2nd quarters in the Pacific market. She mentioned in October GVB participated in the ITB Asia show in Suntec, Singapore on October 18-20, 2016. As a result of attending ITB Asia, GVB supported the familiarization tour of Ms. Mar Pages, a travel editor, writer, and blogger and Ms. Annie Alvarez, a blogger who met with GVB while at IPW 2014 in Florida. Both media did major coverage on Shop Guam Festival.

Ms. Nedlic mentioned that the 3rd PATA Micronesia Chapter Tri-Annual meeting took place on Guam from December 1-2, 2016. 35 active local and off island members attended the meeting. In addition, 2 GVB staff participated in the PATAcademy HCD in Bangkok, Thailand. The conference focused on empowering businesses with skills to tell compelling narratives of their products and brands.

Ms. Nedlic shared that the 1st tii-annual meeting for the PATA Micronesia Chapter will be in Pohnpei on March 29-31, 2017.

**Ms. Barbara Taitano made a motion, seconded by Mr. John Calvo to approve travel for the Marketing Manager to attend the PATA Micronesia Chapter 1st Tri-Annual Meeting March 29-31, 2017 scheduled for Pohnpei, FSM. (Estimated cost of travel: $2,004.00 from the FY2017 Pacific Market Meetings/Events Account #PA-SMD024) Motion Approved.**

| | |
|---|---|
| Airfare: $900 x 1 pax | $900.00 |
| Perdiem: $201 x 4 days x 1 pax | $804.00 |
| Misc Expenses: | $300.00 |
| **TOTAL:** | **$2,004.00** |

Background:
Guam Visitors Bureau as an active member of the PATA Micronesia Chapter and is the lead in the PATA Micronesia Chapter. We will be attending the chapter's 1st Tri-Annual Meetings set for 2017. Previous approval for the chapter meeting delegation was provided at the last NAP on 10/12/16 and approved by the GVB Board for the NAP Chairperson, Director of Global Marketing and the Marketing Manager. GVB Management has recommended additional staff for the upcoming meeting for the purpose of market transition and training. Guam's active role and participation in the PATA Micronesia Chapter and PATA International has elevated our

image since the PATA Annual Summit and we will continue to push Guam at the forefront of PATA events/activities for more opportunities for our regional efforts.

Action:
**Board approval needed for travel.**

Discussion: No discussion.

V. OLD BUSINESS

No old Business.

VI. NEW BUSINESS

No new business.

VII. ANNOUNCEMENTS

Ms. Nedlic shared that the next NAP meeting will be take place on Wednesday, March 1, 2017 at 2:00pm in the GVB Main Conference Room.

Ms. Laguana shared that the Marketing Department has effectuated a rotation of market assignments as part of staff cross-training efforts. Here are the following changes, effective immediately:

- Ms. Gina Kono, Marketing Manager formally Korea & North America has now been assigned to the Taiwan & Hong Kong markets
- Ms. Regina Nedlic, Marketing Manager formally Pacific has now been assigned to the Russia & Philippines markets
- Mr. Mark Manglona, Marketing Manager formally Russia & Philippine has now been assigned to the Pacific & North America markets

Mr. Calvo thanked Ms. Laguana and staff for all their hard work and dedication in promoting Guam overseas and an outstanding fiscal year 2016. Job well done!

VIII. ADJOURNMENT
Being no further business to discuss, Ms. Paula Monk made a motion, seconded by Mr. John Calvo to adjourn the meeting at 2:40p.m. **Motion Approved.**

PREPARED BY:

Haven Torres, Marketing Coordinator, Russia & Philippines Markets; Pacific & North America Markets

REVIEWED & APPROVED BY:

Regina Nedlic, Marketing Manager, Russia & Philippines Markets

Pilar Laguana, Director of Global Marketing

**DESTINATION MANAGEMENT COMMITTEE (DMC)**
**FY17 MEETING MINUTES – February 2, 2017**

Present: Board Chairman Milton Morinaga, DMC Chairman Robert Hofmann, DMC Vice Chairman Monte Mesa, Baldyga Group Robert Pereda, Bureau of Planning Edwin Reyes, DFS Joann Camacho, Galaide Group Clifford Guzman, Inarajan Mayor Doris Lujan, JGTA/Guam Sanko Takemitsu Noguchi, Senator Dennis Rodriguez Office Lorraine Umbrero, Setiadi Architects Betty Gayle, Swavely Associates Dan Swavely, GVB Antonio Muna, Meriza Peredo & Doris Ada
Guests: DPW Crispin Benson; GEDA Larry Toves, Mike Cruz; Stanley Consultants Nick Cmiel

## A. CALL TO ORDER

Chairman Hofmann called meeting to order at 10:00. GVB Board Chairman Morinaga and GVB Vice Chairman/DMC Vice Chairman Mesa followed with brief remarks.

## B. UPDATES

❖ CULVERT CLEANING (DPW)

- Mr. Benson reported that culvert cleaning can only be performed under dry conditions and that the project has been delayed due to heavy rains. The project will begin once conditions become more favorable.
- Contractor: Canton Construction Co.
- Scope of Work: Cleaning of concrete box culvert and its existing storm drain system from northwesterly portion of Outrigger on the southbound roadway side towards southwesterly portion (Koban) on the southbound side of the roadway. Also includes cleaning of Fujita Ponding Basin.

❖ FY17 GRAFFITI & FY17 MAINTENANCE CONTRACTS

- Graffiti Removal: AMI is contracted to paint over graffiti from public hardscape furniture and utility boxes. Locations are in Tumon & Tamuning (Farenholt, Chalan San Antonio, Gov Carlos Camacho Road, ITC to Micronesia Mall). As a result of immediate removal of graffiti, there has been a significant drop in tagging in Tumon.
- Maintenance Contracts (Beach Cleaning, Tumon Landscaping, Island Roads): All contracts are on track. Island Roads scope of work was reduced from eight routes to five due to budget constraints: Rt 1 (AAFB to Naval Station), Rt 34 (Two Lovers Point Road), 2A (Rt 1 to Rt 2 junction), Rt 2 (2A to Cetti Bay), Rt 4 (Rt 1 to Chalan Laman, Inarajan). GVB no longer maintains Rts 8, 16 and 27 (Harmon Loop).

❖ PLANNING, ARCHITECTURAL & ENGINEERING SERVICES

- Negotiation ongoing, board approval needed for funding of services.
- Contract based on IDIQ (Indefinite Delivery/Indefinite Quantity).

❖ BUS SHELTERS

- Total 13 shelters planned for installation along San Vitores Road.
- Manufacturing is expected to take a couple of weeks. Tentative shipment from China in March, arrival on Guam in April.
- Estimated duration for assembly on island: 3 calendar days per shelter. Estimated duration for installation: 30 calendar days.
- Contract awarded to Citi Development, Contract Management is under Taniguchi, Ruth, Makio Associates Architects.
- Chairman Hofmann added that advertisement would not be posted at bus shelters. At the January GVB board meeting, Board Member Young Sook Hong recommended installation of emergency call boxes at designated shelters. Chairman Morinaga has since been in contact with DOCOMO and several options are being reviewed.
  - ⇒ **ACTION ITEM:** Emergency phones at designated bus shelters. Note: Chairman Morinaga in discussion with DOCOMO.

❖ SIGNAGE (Meriza Peredo)

- Crosswalk signage: About 71 multi-lingual crosswalk signs will be installed on San Vitores Road, including JFK & ITC intersections.
- Surveillance Cameras: Plans are in place to install signs along San Vitores advising the public of surveillance activity.
- Ms. Peredo assured the committee that DPW has reviewed all design details to ensure proper compliance.

❖ TUMON BAY LIGHTING IMPROVEMENT

- 2015 Assessment: 18 panels, 321 poles (495 lights on street & sidewalks), 137 inoperable, 358 operable.
- 2017 Update: Phase I / Long lead supplies: contract awarded to G4S in 2016. Phase II / Installation: bid award still pending. Tentative project start date is March 2017.

❖ TREE MITIGATION

- Contract awarded to LMS for removal and trimming of trees that pose safety and infrastructure issues. Those trees are apart from LMS's "regular" tree trimming contract.
- Tree mitigation project will begin February 4th. Most work will occur during the workweek, however, the more difficult trimming will occur on Saturdays to minimize traffic disruption.
- Artisans will be notified of the project schedule so that they can utilize tree cuttings for their purposes.

❖ TUMON BAY IMPROVEMENT DISTRICT (TBID Chairman Guzman)

- Mr. Guzman recognized subcommittee members Betty Gayle, Dan Swavely, Edwin Reyes, John Arroyo and Michael Makio for their support in developing destination projects aimed at enhancing the visitor and resident experience.
- Elements of the Plan include:
  (1) Infrastructure & Hardscape Maintenance: A consistent maintenance program is necessary to sustain new and existing infrastructure. The Tumon Redevelopment Plan, implemented nearly 25 years ago, was not entirely completed due to financial constraints. Over the years, unfinished infrastructural work and lack of maintenance has resulted in the deterioration of streetlights, road surfaces, sidewalks, storm drainage, etc. In response to serious problems such as flooding and poor lighting, GEDA Hot Bond projects and the Tourist Attraction Fund are currently addressing those issues.
  (2) Traffic & Pedestrian Safety: Mr. Guzman met with Federal Highway Administration (FHWA) and DPW's traffic consultant (Parsons) which resulted in specific identification of pedestrian and traffic issues as well as recommendations for improvement.
  (3) Other issues addressed by TBID: emergency evacuation, deteriorating streetscape & landscape on public and private easement, murals, abandoned buildings, signage, 14B Ypao Road expansion (DPW now finalizing Rights of Ways and funding), handbilling, graffiti, lighting. Ms. Gayle pointed out that inadequate lighting at Lotte, Nikko and Sheraton Hotels need to be considered in the TBID plan.
- Mr. Guzman further pointed out the following:
  - Hawaii's Business Improvement District (BID) is a model of serious commitment by private and public sectors. Assessing business and private properties would be a challenge on Guam, however, Mr. Guzman emphasized tourism advocacy and community outreach is key to a successful BID.
  - One of the goals that the subcommittee has proceeded with is enhancement of the signage law. Based on Mr. Swavely's research and his recommendations, a copy has been submitted to Governor Calvo and Guam Chamber of Commerce for review and feedback. The subcommittee ultimately wants to seek legislative support of this measure.
  - One of the biggest challenges is getting a handle on project cost and prioritization. The hiring of a GVB Planner/A&E is the first important step in developing realistic costs associated with our vision.
- Chairman Hofmann reported that a list of projects is being compiled by the Mayors Council in response to President Trump's request to all Governors of states and territories to submit a list of capital improvement and infrastructure needs. It would also be a good opportunity for DMC to add its projects to the list. Ms. Gayle responded, however, that it takes time to put together a realistic plan with realistic figures. Mr. Guzman commented that Trump's elimination of programs such as the Nat'l Endowment for the Arts, Nat'l Humanities Council and Economic Development Authority would have a negative impact on Guam, thus putting more pressure on TAF to fund those programs.
- Chairman Hofmann inquired about infrastructure capacity needed to support continuous development in Tumon. Mr. Guzman replied that the Guam Land Use Commission (GLUC) application review process determines much of its approval on infrastructure capability. While some approved projects have not negatively impacted infrastructure and the environment, other major projects have proven otherwise. Chairman Morinaga responded that in Hawaii, developers must first go through a Design Commission. If certain standards are not met, the developer is given six months to respond to the Design Commission's concerns. Once conditions are met, the developer would proceed to the Planning Commission for design reviews.
- Chairman Morinaga's observation is that GVB/Tourist Attraction Fund is often burdened with many of the indirect costs of development. He stressed that developers need to share the price of development impact on infrastructure, police, fire, hospital needs, parks & recreation, etc. Using Hawaii as an example, Chairman Morinaga stated that a development impact fee offsets indirect costs. He recommended that GovGuam place more responsibility on the developer, thus freeing up TAF revenue for other important projects. He stated that representation on the Guam Land Use Commission (GLUC) would enable GVB to voice its concerns. To that end, Chairman Morinaga will make an effort to reach out to GLUC.

- Mr. Swavely responded that GLUC has a good process in place through its Application Review Committee (ARC), and agreed that it would be in GVB's best interest to be included in the review process. ARC, established by Executive Order, consists of various agencies responsible for reviewing development plans. Upon review, each agency then submits a position statement for conditions of approval. Following an ARC review and public hearing at the village level, final review and approval is determined by GLUC.
- Should GVB become a participant of the ARC, Mr. Guzman stated that the Tumon Redevelopment Plan prepared by Belt Collins would serve as good streetscape guidance for GVB's conditions of approval.
    - ⇒ **ACTION ITEM:** GVB representation on the Application Review Committee at Dept. of Land Management. Note: Chairman Morinaga will also reach out to GLUC.
    - ⇒ **ACTION ITEM:** Review of Tumon Redevelopment Plan (by Belt Collins)
    - ⇒ **ACTION ITEM:** Mr. Muna to inquire with Governor's Office about including GVB on the Governor's CIP list for submittal to President Trump

**C. NEW BUSINESS**

❖ GUAM ECONOMIC DEVELOPMENT AUTHORITY (Nick Cmiel, Stanley Consultants)

- Mr. Cmiel provided an update on the Hot Bond Flood Mitigation Project. Phase I has been completed (identification of sources and magnitude of flooding within the water shed and proposed potential solutions to reduce flooding). Phase II contract has been awarded to Maeda Construction for installation of additional inlets (next to existing inlets) at 21 key locations from Westin to Fujita Ponding Basin, including Rt. 1 at Westin Hill and Rt. 1 at Happy Landing Road. Additionally, Maeda is contracted to clean the Fujita Ponding Basin. Project completion is expected by August. Phase III consists of additional future projects aimed at further improvement of storm water capture and infiltration.
- Ms. Camacho asked that the public be given ample notice prior to the start of Phase II.
- In response to Ms. Gayle's question about water catchment systems within the right of way and private easement, Mr. Cmiel stated that recommendations by Stanley Consultants are for public easement, not private. Ms. Gayle reminded the committee that businesses need to be held more responsible for controlling storm water runoff at their properties. Unfortunately, there is no enforcement by Guam EPA or DPW. She pointed out a couple of examples:
  (1) Hafa Adai Specialists trench is filled with silt and accumulation of algae;
  (2) Rotary Sushi Restaurant runoff does not drain properly causing water to run on to San Vitores.
- Mr. Swavely supported Ms. Gayle's assertion that if businesses properly maintained storm water drains on their property, it would mitigate the flooding issue to a great extent. He recommended that EPA conduct property-by-property inspections to ensure those systems are working. Instead of TAF funding the collection and disposal of storm water from many of the commercial properties in Tumon, EPA has to step up its enforcement and require commercial properties to take more responsibility. A simple solution for non-compliant businesses is to withhold their business license until acceptable conditions are met.
- In response to another question by Ms. Gayle regarding culvert expansion, Mr. Cmeil stated that Phase only addresses additional construction of inlets and not the expansion of culverts. He stated, however, that Phase III will address additional solutions for capturing of storm water.
- Chairman Hofmann suggested tasking GVB's A&E firm to check which businesses are not in compliance.
    - ⇒ **ACTION ITEM:** Coordination with Guam EPA and DPW to ensure stricter enforcement of commercial storm water catchment requirements. Request for EPA to participate in DMC meetings.

❖ BOARD MOTION

**Motion to approve authorization of the President and Chief Executive Officer as Chief Procurement Officer of GVB to enter into negotiation with the highest-ranking, qualified Offerer in response to RFP 2017-002 PLANNING ARCHITECTURAL AND ENGINEERING SERVICES and if successful, to contract and to identify funding for GVB Architectural, Engineering and Planning Services. Motion carried.**

**ADJOURNMENT:** Motion was made and carried to adjourn meeting at 11:15 A.M.

Approved by DMC Chairman Robert Hofmann / Prepared by Doris Ada