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BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GVB Board Packet: June 22, 2017

BENJAMIN CRUZ <speaker@senatorbjcruz.com> Fri, Jun 23, 2017 at 8:19 AM
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>
Cc: Rennae Meno <rennae@guamlegislature.org>

---------- Forwarded message ----------
From: **Karida Brennan** <karida.brennan@visitguam.org>
Date: Thu, Jun 22, 2017 at 10:50 AM
Sub

6/23/2017	6/23/2017	Guam Visitors Bureau	GVB board packet of June 22, 2017.Revised Agenda*	34-17-655

ject: Re: GVB Board Packet: June 22, 2017
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>

GL#34-17-655

Please find the revised agenda attached below.

On Thu, Jun 22, 2017 at 9:04 AM, Karida Brennan <karida.brennan@visitguam.org> wrote:
Håfa Adai Speaker Cruz,

Pursuant to Title 5 Ch 8 Section 8113.1. of the Guam Code Annotated, attached is the board packet of June 22, 2017.

Thank you!

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Senseramente',

Karida Brennan
Executive Secretary

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2017 JUN 23 AM 8:36

Speaker Benjamin J.F. Cruz

JUN 23 2017
Time: 0915 [ ] AM [ ] PM File No. ____
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Senseramente',

Karida Brennan
Executive Secretary

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REGULAR BOARD OF DIRECTORS MEETING
Thursday, June 22, 2017 – 3:30pm
Guam Visitors Bureau Main Conference Room

A G E N D A

I. CALL TO ORDER

II. MINUTES OF THE PREVIOUS MEETING Exhibit A

Approval of minutes of the previous Board of Directors meeting dated June 8, 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. DESTINATION MANAGEMENT

C. GREATER CHINA

D. JAPAN

Committee minutes dated June 13, 2017 Exhibit C

E. KOREA

F. MEMBERSHIP & COMMUNITY OUTREACH

G. NORTH AMERICA & PACIFIC MARKETS

H. RESEARCH

I. RUSSIA & NEW MARKETS

J. VISITOR SAFETY & SATISFACTION

K. CULTURAL & HERITAGE

Motion to approve travel for the Mr. and Miss Guam (Shop Guam Festival 2017 Promotion) to attend the 6th Travel Madness Expo on July 7-9, 2017 at the SMX Convention Center in Manila, Philippines. Total cost is approximately $5,910.00 from the Cultural Heritage FY2017 Account.

Participation Budget Breakdown:

Airfare:	$1,000.00 x 2 pax	$2,000.00
Mr/Miss GUAM Per Diem:	$291.00 x 5 days x 2 pax	$2,910.00
Prof. Fees:	$100 x 5 days x 2 pax	$1,000.00
Estimated Total:		$5,910.00

Background: The travel industry is out to show its might at the 6th annual Travel Madness Expo 2017, with most of its 5,000 players poised to show up at the event as exhibitors and in other capacities to show their unity with all the allied sectors and the general public. The Travel Madness Expo is the Philippines' 2nd largest travel show with a main focus on outbound travel.

All of the four exhibit halls of the SMX Convention Center in the Mall of Asia have been booked for the biggest ever-multispectral participation in the Travel Madness Expo, which has been setting record highs since its debut in 2012. The Mr. and Miss Guam will highlight and kick-off our SGF 2017 activities which PH Market will be the first to do.

The event is organized by executives of the top travel agencies in the Philippines and is considered to be the second largest travel expo in the Philippines.

Issue: Board approval needed for all travel.

L. SPORTS & EVENTS

Motion to approve travel for GVB Community Development Officer to participate in SPORTEC EXPO, the largest exhibition of Sports and Fitness in Japan from July 24–28, 2017. (Estimated cost $3,425.00 from Account # AS-ESP001).

Airfare:	Round-trip Airfare: $1000 x 1 pax	$1,000.00
Per Diem:	Tokyo Full Per Diem: $485 x 5 nights x 1 pax	$2,425.00
Misc. Expenses:		$0.00
	Total:	$3,425.00

Background: SPORTEC is the largest and most comprehensive exhibition of the sports and fitness industry in Japan. Expectedly 800 exhibitors and 50,000 visitors will be gathered from the global sports and fitness industry displaying events, activities and products.

The Sports business in Japan has been one of the most worthy growth business investments. SPORTEC provides businesses the opportunity to share products, events and grow your network within the Sporting Fitness industry in Japan. With that said, GVB Japan will be occupying a booth space at SPORTEC in order to promote Ko'ko' and all other Guam Sporting and signature events. At which time GVB will meet with and introduce its new Japan Ko'ko' secretariat with JTB Sports Desk.

Issue: Board approval required for all travel.

M. ADMINISTRATION & GOV'T RELATIONS

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. EXECUTIVE SESSION

X. ANNOUNCEMENTS

- Resolution presentation for President's "E" Award: June 23 at 2pm, Congress Building
- Guam BBQ Block Party press conference: June 27 at 10am, Outrigger lobby
- Håfa Adai Study Tour:

  - Thursday, June 29

    Welcome Reception (Korea, China and PI market)
    Venue: Guam Museum 6:30 pm to 8:30 pm

  - Friday, June 30

    Trade Show 9:30 am to 11:30 am (Japan market)
    Venue: Dusit Thani Grand Ballroom

    Trade Show 2:00 pm to 4:00 pm (Korea, China and PI market)
    Venue: Dusit Thani Grand Ballroom

  - Friday, June 30

    Welcome Reception (Japan market)
    Venue: The Beach 6:30 pm to 8:30 pm

- Guam BBQ Block Party: July 1

Upcoming Board Meetings:

- Thursday, July 13, 2017 at 3:30pm, GVB Main Conference Room
- Thursday, July 27, 2017 at 3:30pm, GVB Main Conference Room

XI. ADJOURNMENT

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. Assignment of the Chairperson for the Administration and Government Relations Committee

3. Management to look into drafting rules and regulations for signage in bus shelters

4. Management to facilitate meeting with GVB, GIAA, and GEDA regarding the current situation in the Japan market

5. Management to schedule a board working session to discuss tourism capital improvements