

**REGULAR BOARD MEETING**  
**GVB MAIN CONFERENCE ROOM, 4:00PM**  
**THURSDAY; March 10, 2011**

**Board of Directors Present:**

Chairman Monte Mesa	Vice-Chairman Mark Baldyga
Theresa Arriola	Hope Cristobal
Judy Flores	Rizk Saad
Carol Tayama	Hayato Yoshino
<i>Eduardo "Champ" Calvo</i>	

**Board of Directors Present Telephonically:**

**Board of Directors Absent:**

Bruce Kloppenburg

**GVB Management and Staff Present:**

Gerry Perez	Joann Camacho	Rose Cunliffe
Debi Basa Phillips	Pilar Laguana	Gina Kono
Nadine Leon Guerrero	June Sugawara	Felix Reyes
Regina Nedlic	Jeffry Mindo	Charlene Hitoisis
Amanda Lawson	Laurette Perez	Dee Hernandez

**Guests:** Atty. Tom Fisher

❖ **Proceedings:**

Meeting called to order at 4:10 p.m. by Chairman Mesa.

Review of the previous Special Board minutes dated March 3, 2011.

- Motion made by Director Arriola, seconded by Director Flores, to approve the minutes of March 3, 2011. Motion approved (subject to correction).

❖ **Chairman's Report:**

- Chairman Mesa reported that a meeting was held this morning with the bond consultants. He stated that everything is on track and looks positive in terms of being able to close the bond by the end of April.
- Chairman Mesa stated that it seems more promising with the rate being B+, which is very encouraging from the bond consultants.
- Chairman Mesa reported that it was historical for two cruise ships to dock on Guam at the same time, which was especially pointed out by the QMII Commodore. He stated that the difference between a Commodore and a Captain is a Commodore is the most senior captain of the entire fleet.

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- Chairman Mesa stated that based on the Commodore's statement to the Governor and others, out of all his history of bringing Cunard ships or any other ship as a captain to the US port, Guam was the first ever to be smooth and cooperative in facilitating a smooth disembarkation.
  - Chairman Mesa stated that the opportunity there is that the Queen Elizabeth is scheduled to make circumvention navigation around the world and the commodore would make a recommendation that Guam be one of the stops.
  - Chairman Mesa reported that another historical event that was achieved thanks to what CHaCO has done in Japan is the Chamorro Dance Academy. He stated it was taken a step further in the Asuka cruise ship, which stayed longer into the evening. For the first time ever, Pa'a Taotao Tano negotiated a business arrangement with Asuka to put the entertainers on the ship to perform in the theater of the ship.
  - Chairman Mesa announced that Asuka is planning another trip to Guam during Golden Week.
  - Chairman Mesa recommended Director Saad to chair the Destination Management Committee.
  - Director Saad stated that he would accept the chairmanship.
  - Chairman Mesa stated that Director Cristobal was designated as the Secretary/Treasurer but after reviewing the statutes, the need to separate the positions. He inquired if Director Cristobal would like to be the Secretary or Treasurer.
  - Director Cristobal accepted the Treasurer position.
  - Chairman Mesa inquired if Director Arriola would like to accept the Secretary position.
  - Director Arriola accepted the position.
  - Chairman Mesa stated that both positions are ex-officio members of the Executive Committee.
  - Chairman Mesa recommended Director Tayama as a member of the Executive Committee.
  - Director Tayama accepted the recommendation.
  - GM Perez stated the need to appoint an interim member of the Executive Committee since the third member has not yet been confirmed by the legislature.
  - Chairman Mesa stated that the confirmation hearing for the other three board members is scheduled for tomorrow and that the legislature would be in session starting on March 22<sup>nd</sup>. He stated that the next board meeting scheduled for the 24<sup>th</sup> should be a full board.
  - GM Perez stated that there might be a need for action before the 24<sup>th</sup> in the Executive Committee.
  - Chairman Mesa stated that the Executive Committee only acts on an emergency basis with travel and other expenses over \$1,000 to be ratified at the next regular board meeting.
  - Chairman Mesa recommended Director Flores as an interim member of the Executive Committee.
  - Director Flores accepted.
- **Motion made by Director Cristobal, seconded by Director Arriola, to approve Director Saad as the Destination Market Committee Chair, Director Arriola as Secretary, Director Cristobal as Treasurer and Director Flores as interim member of the Executive Committee.**  
**Motion approved by acclamation**
- Mr. Calvo stated that he is abstaining from voting because he is not confirmed yet by the legislature.
  - Chairman Mesa introduced and welcomed the Bureau's new legal counsel, Attorney Tom Fisher.
  - Chairman Mesa inquired if there are any issues that should be brought up to Atty. Fisher to maximize his time.
  - GM Perez replied that it has to do with the bond and the priority listing that the legislature had put forth on how the proceeds should be spent. He stated that the key issues are how the priority listings are set forth on the bill,

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whether to adhere to the list or if there is flexibility based on available funding and the ability to maximize the proceeds.

- GM Perez stated that the issue that the attorney should look at is the bill that Governor Camacho physically signed and what is on the legislature's website with a particular page being substituted, which changed the hierarchy on the purchase of land from item V to a higher level.
- GM Perez stated that the legislature has their own opinion on what their intention was but also the point of business is to go on what was actually signed by law constructively. He stated the need for a definitive opinion.
- GM Perez stated that he would be contacting Atty. Fisher on that matter.
- GM Perez stated that the other issue is the rule of the Bureau on the process of the bond. He stated that there was already direction from the bond counsel stating that the GVB Board is essentially the advisory body to the governor in terms of the recommendations of the project.
- Chairman Mesa stated that he received confirmation from CW Bordallo's office that after further evaluation, she had another pressing matter in Washington to attend to so she is unable to attend the cruise conference in Florida. He stated that he is withdrawing the motion in regards to accommodating her.
- Chairman Mesa stating that one of the efforts to synergize everyone's effort not only with GEDA but also with the airport is the opportunity that the bureau has with the airport on the routes conference scheduled from March 27<sup>th</sup> to 29<sup>th</sup> in Korea. The airport has a presentation with all the airlines in Korea for Asia scheduling route for 2012, 2013 and so forth.
- Chairman Mesa reported that the airport needed the marketing arm of the destination, which is GVB as part of their presentation. He stated that a representative from GVB's board would be appointed to travel with GIAA board once there is a full board.
- Chairman Mesa stated that it is an interesting relationship building and is an opportunity to increase the seat capacity of Korea specifically out of the other airports outside of the Seoul airport.
- GM Perez stated that it is an important group. He stated that in the past, the bureau hasn't had a chance to participate because of budget.
- GM Perez stated that when there is an opportunity, he recommends that the bureau participate. He stated that these are the route planners, the guys that look at the added value that justifies deployment of their aircraft to different destinations.
- GM Perez stated that typically it would be good to have a solid showing not only the airport people but also the destination promoters including the Chamber of Commerce. He stated the bigger the group of people articulating a business case to the route planners, the more enhancement the decisions would be for the future.
- GM Perez stated that if the airport is going to pay for it, he recommends that GVB attend.
- Chairman Mesa stated that the airport agreed to fund one person but if the board feels that another representative should attend funded by the bureau, then he would leave it up to the board. He stated that it would be fine with him if Korea GSA supports it as well.
- GM Perez stated that Henry Lee has been involved with personnel from ASM who really puts his routes meeting together in different parts of the world. He stated that the bureau assisted in Japan, Korea and Taiwan.
- Chairman Mesa stated that he discussed the issue with management on making the cruise a standing committee. He stated that management had another idea.
- GM Perez stated that it is important to recognize that when the Bureau establishes another committee, staffs are assigned to attend meetings, which takes them away from other things that they are tasked to do. He stated that MCA is a broader group beyond GVB, which really needs to function as a tiger team when these surge visits come.

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- GM Perez recommended that the Bureau work with MCA as opposed to creating another committee.
- Chairman Mesa recommended taking the proper protocol and manual to initiate it with the MCA as an ad hoc.
- Director Arriola stated that GVB should be a member of MCA.
- Chairman Mesa stated that the Bureau is already a founding member of MCA.
- Director Saad inquired what is MCA and their objective.
- Chairman Mesa stated that he made a presentation to the rotary club. He stated that after his trip from Florida, he would be making a presentation to the GVB Board, the chamber and to other circuits to drum up the membership of MCA and to build the critical funds to support the services that need to be provided for the cruises that arrives on Guam.

❖ **General Manager's Report:**

- Copies of General Manager Gerry Perez' report were distributed to all Board members present during the meeting.
- The cash position report and the Statement of Revenues and Expenditures was included in the General Manager's Report.
- Vice-Chairman Baldyga stated that during the QMII visit, there were about 70 people in front of Sandcastle with Japanese guidebooks who seem kind of lost. He stated that he sent a note recommending a couple of tour guides for the next visit.
- GM Perez stated that there should be a tiger team. He stated that it is not a regular flow so you can't fuel up for once every two to four months visit.
- Vice-Chairman Baldyga stated that when they are here, there should be a couple of tour guides in Pleasure Island.
- GM Perez stated that the team should address when the passengers leave the ship to when they board again.
- Chairman Mesa stated that he acted on Vice-Chairman Baldyga's email in terms of the shipping agents that are contracted to provide those services but felt short on it. He stated that they were paid but they didn't execute.
- Chairman Mesa stated that the issue is being addressed.
- GM Perez stated that there are local people for that purpose but the agents fell through. He stated that the bureau could assist in putting together a template on what needs to be done.

❖ **Report of the Treasurer:**

- **Cash Position Report:**
- Cash report as of March 8, 2011.
- Total cash in banks report (as of 3/08/11) \$5,132,469.80
- Total allotment received to date: \$5,919,639.00
- GM Perez stated that the Bureau has been receiving its allotment so there is no issue there.
- Vice-Chairman Baldyga requested adding a column on the report (actual budget and the variance breakdown).
- GM Perez stated that Vice-Chairman Baldyga has a good point in reporting last year versus this year.
- Vice-Chairman Baldyga inquired if there is a budget on a monthly basis (prior year, current year, and variance).
- GM Perez stated that the Bureau doesn't receive its allotments on a regular basis. He stated that if he wants, it could be straight lined.
- Chairman Mesa inquired on the miscellaneous invoices of Japan and how it occurs.

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- GM Perez replied that the report is only a summary. He stated that he would give a detailed report if needed.
- Chairman Mesa stated that he would leave it up to the Treasurer.

❖ **Report of the Board Committees:**

**A. The Strategic Advisory Council:**

- Nothing to report.

**B. Administration/Government Relations:**

- *Director Cristobal distributed to board members present a list of projects that she and her committee had compiled based on the bond bill and recommendations from her committee members totaling \$59 million.*
- Director Cristobal reported that in Historic Hagatna, the Master Plan was included even though the law has it last on the list. She stated that she was supposed to confer with Joe Cameron, who has purview over the Hagatna Master Plan but the governor did not appoint him in the redevelopment authority, which normally has purview over the master plan.
- Director Cristobal stated that her committee was able to downsize some of the funds that were listed.
- Chairman Mesa stated that in regards to the Piti public park, if it is being used for commercial purposes, then the need to assess user fees for maintenance.
- GM Perez commented that Director Cristobal has a good list, which she put a lot of work into it. He suggested for the mayors to go through it as well as DPR.
- Director Arriola inquired other than the Museum, are the figures from statute.
- GM Perez replied that the original bill had specific amounts. He stated that he encouraged them to just list the projects because until there are cost estimates for the projects and the amounts are fixed by law, then it is more difficult to change.
- Director Arriola stated that the acquisition of Faifai has no specific amount.
- Director Arriola stated that there are estimates coming from different people, she inquired if they are estimates from the expertise.
- GM Perez stated that the way he foresees it is if there is a list of projects with estimates, then the next step is to drill down on the estimates for cost. He stated that is the reason why it is important for the bureau to retain a CM (Construction Manager) for the qualifications and get the details down.
- Mr. Calvo suggested getting the legal counsel's guidelines on what are the responsibilities of the bureau's authority in spending the \$59 million. He stated that there are interagency relations that have to be defined because the money flows through GVB but there is DPW and other agencies that are indicated.
- Director Arriola stated that it has to be clearly defined.
- GM Perez stated that GVB is the advisory body to the governor because the governor is responsible for the bond. He stated that he has requested legal counsel to give a defined opinion on the list.
- GM Perez stated that there should be a Memorandum of Understanding between the governor's office and whoever manages the project.
- GM Perez stated that it is important for Stan to put in the preamble the background basis that leads into the MOU.
- Vice-Chairman Baldyga stated that if the bureau acts as the advisory, would it be prudent for the governor to have a subcommittee to get feedback from him as the bureau refines the list.
- Chairman Mesa stated that DGM Camacho would be working on that.



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- GM Perez stated that the list should align with the governor's priorities especially in the Hagatna area.
- Mr. Calvo stated that it should be some kind of joint interagency committee with the other agencies.
- Director Arriols inquired if there is a maintenance plan attached to it.
- Chairman Mesa stated that it is a good point.
- GM Perez stated that the strategy for the museum is to build business around it to minimize subsidy.
- Chairman Mesa stated that the maintenance would be included in the strategic plan.

**C. Executive Committee:**

- Nothing to report.

**D. Japan Marketing:**

- Vice-Chairman Baldyga reported that the committee had two meetings with minutes attached to the board packet.
- Vice-Chairman Baldyga stated that he looked at the previous committee minutes and last year they had 28 members with only 4 that made 75% of the meetings. He stated that they cleaned it up and tightened it up with 7 members plus tour agents to make it a total of 14 members for the core group.
- Vice-Chairman Baldyga stated that anybody is welcomed to join with the discussion. He stated that the meetings are now once a month and will call for another meeting if needed.
- Vice-Chairman Baldyga stated that he felt a need to build a relationship between JMC and JGTA. He stated that there is a buildup of miscommunications over the years.
- Vice-Chairman Baldyga stated that ADK is doing a good job as the contracted marketing arm. He stated that they have a one-year contract with an option to renew up to three years.
- Vice-Chairman Baldyga stated that he would be putting out a six-month performance review.
- Vice-Chairman Baldyga stated that there are different opinions on the ad agency's approach.
- Vice-Chairman Baldyga stated that the other reason for having one meeting a month is that he would like to separately have a strategic planning group and have a session in Guam. He stated that he would go to Japan and meet with a couple of people for a weekend session kind of approach.
- Vice-Chairman Baldyga stated that social media is new but not as a marketing tool but an effective monitoring tool to chatter on any particular subject. He stated that there are very powerful tools that make the airport exit survey like a horse and buggy.
- Vice-Chairman Baldyga stated that you could do real time, whittle down any key words you want and see 100% chatter of what is going on in Mixee and others. He stated that keywords are very powerful recommended by Jim Beighley.
- Vice-Chairman Baldyga stated that he is working with the phone company on the 365-monitor campaign with 365 people reporting on their trip. He stated that he wants 900,000 people to report on their trip to Guam.
- Vice-Chairman Baldyga stated that the phone company is going to make it more fluid for customers to use the Internet inexpensively.
- Vice-Chairman Baldyga stated that one of his ideas is taking a collection of tourist oriented companies like Tumon Sands Plaza, DFS, etc. to come up with a monthly number on tourism spend to give a base line to compare for next year's period in a quantifiable number.
- Chairman Mesa stated that Rev & Tax has those numbers from their Gross Receipt Tax.
- Vice-Chairman Baldyga stated that he is trying to get ADK to give a report on their spending.

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- Vice-Chairman Baldyga reported that currently the website has old information and he is working with Director Kloppenburg to get the membership information current. He suggested having a form available online for members to keep their current information up to date or even require them to update as a condition of their membership.
  - Vice-Chairman Baldyga stated that there is a list from JGTA that was handed to him regarding the airport, which he handed over to DGM Camacho. He stated that he met with Mike Ysrael.
  - Director Arriola inquired if that is the list that the previous board has been trying to work with.
  - Vice-Chairman Baldyga replied probably.
  - DGM Camacho stated that there is a management meeting next week with the airport to go through the list.
  - Vice-Chairman Baldyga stated that it is a big issue with the agents because there are a lot of things that has been on the list for a while. He stated the need to take a quick action on it.
  - Vice-Chairman Baldyga stated that he just got back from Denver on a leadership conference and one of the seminars was called "Blue Ocean Strategy," which was very interesting. He stated that Guam is a commoditized business versus Okinawa versus wherever.
  - Vice-Chairman Baldyga stated that he would like Guam to be versus nobody, a Guam culture.
  - Chairman Mesa stated that direct bookings on airlines are not big enough so the need to increase seats for FIT market. He stated that it is one way to increase yield.
  - Vice-Chairman Baldyga stated the need to incent the airlines to give up more seats for FITS.
  - Chairman Mesa inquired if it is the same brand team that provided the brand for Guam.
  - GM Perez replied that to his knowledge Hawaii is not using Landor.
  - Chairman Mesa stated that it is interesting that Hawaii has allocated \$1.7 million to divvy out to the islands that want to apply to enhance their cultural authenticity to attract tourists.
  - GM Perez stated that in Hawaii, the first initial boarding announcement is entirely in Hawaiian.
  - Chairman Mesa recommended that one of the action items of JMC is to follow up on the direct flights from Haneda.
- **Motion made by Vice-Chairman Baldyga, seconded by Director Arriola, to approve travel for one GVB staff and one Miss Guam to attend the Marine Dive Fair in Tokyo, Japan from March 31 – April 4, 2011. (Estimated cost of travel \$5,668.00; account#TTC002). Motion approved unanimously.**

**Background:** The Marine Dive Fair is an annual dive show held in Tokyo. Avid divers throughout Japan travel to attend this show. With the support of the dive companies, Guam is able to maximize its presence at the show with a limited budget. This show also encourages repeat visitors.

Cost estimate is as follows:

Airfare \$700 x 2 pax	\$1,400.00
Per Diem \$496 x 2 pax x 4 days	\$3,968.00
Miss Guam professional fee \$100 x 3 days	\$ 300.00
<b>TOTAL:</b>	<b>\$5,668.00</b>

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



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- o Motion made by Vice-Chairman Baldyga, seconded by Director Flores, to approve travel for Miss Earth Guam and (1) GVB Management or staff to travel to Niigata, Japan to participate in the Niigata Guam Friendship Association's Guam Tour "Kick Off" party from March 25-27, 2011. (Estimated cost \$1,811.50 account #SMD008).  
Motion approved unanimously.

**Background:**

The Niigata Guam Friendship Association (NGFA) has requested the attendance of Miss Earth Guam during the 9th Guam Tour "Kick off" Party scheduled for March 26th & 27th in Niigata, Japan. The association is celebrating its 9th year traveling to Guam and would like to have a successful "Kick Off" event to attract new members and current members that frequent Guam each year. This request is supported by Niigata's Continental Japan office who has extended complimentary airfare for (2) passengers.

Breakdown is as follows:

Airfare (Guam-Niigata-Guam) Tax & Ticketing fee \$70 x 2 pax =	\$140.00
GVB Management or Staff:	
Niigata: Lodging \$98.00 +25% X 3 nights =	\$367.50
Meals & Incidentals \$120.00 + 25% X 3 days =	\$450.00
Miss Universe Guam:	
Sapporo: Lodging \$98.00 X 3 nights =	\$294.00
Meals & Incidentals \$120.00 X 3 days =	\$360.00
Performance Fees \$100 per day X 2 days =	\$200.00
<b>Total:</b>	<b>\$1,811.50</b>

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

- Vice-Chairman Baldyga stated that he had a discussion with management regarding Yuji Mitsumori who comes to Guam on an ad hoc basis. He stated that he pulled back JMC to meet once a month and every time there is no board meeting, travel has to go through executive committee. He proposes that there is flexibility instead of going to the board every two weeks to bring Yuji on a monthly basis to attend the JMC meetings to build a better bridge from the Japan side.
  - Chairman Mesa stated that he would leave it up to management.
  - GM Perez stated that as long as it is the policy of the board that management would approve the trip on a consistent basis then he is fine with it.
  - Vice-Chairman Baldyga stated that board approval is needed for all travel.
- o Motion made by Vice-Chairman Baldyga, seconded by Director Arriola, to approve once a month travel for Mr. Yuji Mitsumori, GVB Japan manager, to attend the JMC meeting held on Guam starting April 1, 2011 (travel cost up to \$1,000 per trip).  
Motion approved unanimously.

**E. Korea Marketing:**

- Nothing to report.



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**F. Existing Markets:**

- Director Yoshino reported that they had a meeting with minutes attached to the board packet.
  - Director Yoshino stated that they would be working on their strategy at the next scheduled meeting.
  - Director Yoshino reported that the growth from Taiwan market is outstanding. He stated that there are rumors that more flights would be coming in.
  - Chairman Mesa stated that one of the things that the committee needs to look at as he participated in the Philippine Travel Fair is that there are opportunities there for next year. He stated the need to reach out to other members to participate and make the Guam destination a bigger participant similar to JATA.
  - Chairman Mesa stated that the growing middle class in the Philippines is quite encouraging to see.
- **Motion made by Director Yoshino, seconded by Director Arriola, to approve travel for the GM and Marketing Manager to attend the PATA 60<sup>th</sup> Anniversary and Conference taking place in Beijing, China from April 8-12, 2011. (Estimated cost: \$8,182.50 from FY2011 Pacific Budget: \$4,867.50 FY2011 Pacific PATA Board/Annual Mtg Acct#PA-SMD025 and \$3,315.00 from the Sales Market Development Acct#PA-SMD023).**  
**Motion approved unanimously.**

Estimated Airfare Expense (inclusive fees for add'l baggage and taxes):	\$1,200 x 1 pax	\$1,200.00
Per Diem for GM	\$381 x 25% x 6 days	\$2,857.50
Per Diem for MM	\$381 x 5 days	\$1,905.00
Registration Fees (\$760.00 + \$660.00)		\$1,420.00
60 <sup>th</sup> Gala Function (\$150 x 2)		\$ 300.00
Misc Expenses (any add'l PATA related fees for the conference, add'l transportation/airfare expenses/networking, etc)		<u>\$ 500.00</u>
<b>TOTAL EXPENSE:</b>		<b>\$8,182.50</b>

**Background:** The GVB General Manager is an Executive Board member of PATA International and attends all PATA conference meetings of the PATA Board of Directors. This year marks the 60<sup>th</sup> Anniversary of PATA and the attendance of the GVB GM and the Marketing Manager as active members and representing the PATA Micronesia Chapter in formulating and creating programs/activities through the Micronesia chapter plays a vital role. The presence of Guam during the 60<sup>th</sup> will hold great importance in representing the Micronesia region in this special occasion. Various chapters throughout the region will be attending this very special event. There will be a series of plenary sessions line up for the board members and chapter members. This year's theme in celebration of the anniversary is "60 years of Building Tourism. Past. Present. Progressive". The PATA Micronesia Chapter and the bureau has been promoting this event and encouraging chapter members to attend this the Annual conference and 60<sup>th</sup> Event. Interested attendees can register at [www.PATA60.org](http://www.PATA60.org).

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

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- o Motion made by Director Yoshino, seconded by Director Cristobal, to approve travel for two GVB Marketing staff to attend the 1<sup>st</sup> Tri-Annual PATA Micronesia Chapter Meeting to take place in Kosrae F.S.M. from April 29<sup>th</sup> to May 3, 2011. (Estimated cost: \$2,812.00 from the FY2011 Pacific PATA Chapter Meetings Acct# SMD024)  
 Motion approved unanimously.

Airfare Expense (Estimated, inclusive of fees for 1 add'l baggage x 2 and taxes):	\$500 x 2 pax	\$1,000.00
Per Diem (Lodging + MIE)	\$189 x 4 days x 2 pax	\$1,512.00
Misc. expense (taxi, add'l airport fees, etc)		<u>\$ 300.00</u>
<b>TOTAL EXPENSE:</b>		<b>\$2,812.00</b>

**Background:**

The PATA Micronesia Chapter holds their Tri-Annual meeting throughout the Micronesia region to include Guam, CNMI and the Marshall Islands. The island of Kosrae, one of the four states of the Federated States of Micronesia will host the 1<sup>st</sup> meeting for 2011. GVB is an active member of the PATA Micronesia Chapter. GVB, GHRA, GCC and many other active Guam members from the public/private participate and hold positions within the Marketing, Education and Membership committees of the chapter. The Marketing Manager serves as the newly elected Chairwoman for the Marketing Committee, and the bureau plays an active role in the PATA branding Initiatives, the PATA Membership Drive and the Micronesia Cruise Association. In addition, the bureau along with the GHRA work jointly in the Education committee in setting up training opportunities within the regions and developing programs/activities to benefit the chapter and the region. The chapter will also hold follow-up meetings for the upcoming Micronesian Chief Executives Meeting Summit (MCES) to take place some time in June or July which the chapter serves the as the Regional Tourism Committee under this council.

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

- o Motion made by Director Yoshino, seconded by Director Tayama, to approve travel for GVB Marketing Staff (2 pax) to represent and market Guam at the Asia Dive Expo (ADEX) to be held in Suntec, Singapore from April 21 – 24, 2011. (Estimated cost: \$6,820.00 FY2011 Pacific Budget \$6,000.00 from the ADEX Acct#PA-TTC053 and \$820.00 from Sales Market Development Acct#PA-SMD023)  
 Motion approved unanimously.

Estimated Airfare Expense:	\$950 x 2 Pax	\$1,900.00
Per Diem	\$452 x 5 days x 2 pax	\$4,520.00
Misc. Airfare Expenses/transportation costs/add'l fees, etc		<u>\$ 400.00</u>
<b>Total Estimated Travel Expenses:</b>		<b>\$6,820.00</b>

**Background:**

The Asia Dive Expo (ADEX) is Asia's largest and longest running scuba diving exhibition.



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GVB has participated in ADEX for three consecutive years, and this year will be the fourth year in attending this event. It is the only dive show programmed under the Pacific Budget for 2011. Last year ADEX attracted 21,200 visitors and featured more than 100 exhibitors representing 49 countries. These included travel agents, dive media, diving associations, equipment manufacturers, dive retailers, tourism boards, dive centers, dive resorts, live-aboards, underwater photography retailers, diver training agencies, and marine conservation groups. The bureau will be exhibiting as the Guam booth, meeting with media, consumers, avid divers, travel agents and encouraging more travel to explore our destination, above and below the water. Last year, the sales team of Continental Airlines (Singapore) joined the Guam team at the booth to share various travel packages to interested divers and this year we look forward to their participation once again.

GVB's main objective at the dive show is to encourage travel to Guam and the region of Micronesia as a unique and must-dive destination. In addition, to entice and encourage avid divers and adventure travelers to discover Guam as a unique diving point. By illustrating our destination as having some of the world's most exclusive dive points, sharing the different options of transit to Guam, and with rich island culture, the bureau is able to ignite interest in discovering our region to all attendees of the expo.

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

**G. New Market Development:**

- o Motion made by Director Yoshino, seconded by Director Cristobal, to approve travel for the GVB marketing manager and marketing officer to attend the upcoming 2011 China Outbound Travel and Tourism Market from April 13-15, 2010, in Beijing, China. While in Beijing, GVB will plan participation and negotiate sponsorship for the upcoming IFCOT, and touch base with wedding company, Marry10.com, as well as other travel agents and media. (Estimated cost of travel is \$6,500.00 from the FY11 China Budget Acct. CI-TTC073)

Motion approved unanimously.

**Travel Expenses:**

Airfare (\$1,500.00 Estimated including daily taxes x 2 GU-BEIJING-GU)	\$3,000.00
Per Diem (\$316 x 5 days x 2 pax)	\$3,160.00
Unanticipated Travel Expenses (ie. Excess baggage)	\$ 340.00
<b>TOTAL:</b>	<b>\$6,500.00</b>

**Background:**

COTTM, the only business to business show in China dedicated to the China outbound travel and tourism industry is entering its 7<sup>th</sup> year and has become a firm fixture in the industry calendar. Over 200 exhibitors from 50 countries attended to showcase their destinations, travel products and services to a high number of Chinese hosted buyers. With more than 50 million outbound travelers leaving China in 2010, the Chinese outbound market is attracting more and more attention from destinations around the world. According to the CNTA (China National Tourism Administration), in 2015 China will be the No.1 tourism source market worldwide. As the Chinese Economy continues to grow and more countries are granted ADS (Approved Destination Status) such as Canada, the Chinese outbound tourism market will continue to grow.

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

- Chairman Mesa stated that he looks at what Hawaii has done and in 2010 they have direct flights from China with the strict regulation of the visa, with actual arrivals at 66,000.
- Chairman Mesa stated that with half a million U.S. visas issued every year there is a need to focus and market with the airlines. He stated that there are special charters during the Chinese New Year; why not have a Chinese New Year booking every quarter.
- Chairman Mesa stated that it is about sales and high yield during the Chinese New Year. He stated that if Hawaii could have 66,000 and their target is 82,000 for this year without visa waiver at this point there is still business to be had.
- DGM Camacho stated that she knows P. Laguana is working on charters but she was told through Alex Blay that Hawaii's relationship with the US Embassy and Governor Linda Lingle and the former ambassador to China, has dedicated five different staff to work on visa processing to Hawaii and that is how they got the charter.
- GM Perez stated that for the last fifteen years, Hawaii had full time employees marketing Hawaii.
- Chairman Mesa stated to learn from that.
- GM Perez stated that Guam has its own strategy and will share it on due course. He stated that for the money that the Bureau has, the need to be more tactical on the approach than how Hawaii is doing it.
- GM Perez stated that the Guam doesn't have that kind of money that Hawaii has.

**H. Destination Management:**

- Chairman Mesa stated that with the report that Director Cristobal has done with the allocation for the projects, some of the projects are for the destination management enhancements for visitors' attraction and satisfaction.
- GM Perez stated that now that a chairman has been appointment, he would discuss the Phase I project with him.

**I. Membership Development:**

- Chairman Mesa announced that the Quarterly Membership Meeting is scheduled for Friday, March 25<sup>th</sup>, 11:30 am at the Sheraton.

**J. Research:**

- Nothing to report.

**K. Cultural Heritage & Community Outreach:**

- Director Arriola reported that they had a committee meeting with minutes attached to the board packet. She stated that the meetings are scheduled for the first Wednesday of the month.
- Director Arriola thanked the chairman for appointing her the representative of the Bureau for FESTPAC 2016. She stated that as she goes to the meetings, she will report back to the board.
- Director Arriola reported that they would be working on FESTPAC 2012 and the possibility that Guam would be featured at the Washington Mall on 2015 and Guam would be hosting FESTPAC on 2016.
- Director Arriola stated that she would be discussing with the committee and management about a staff preparing the grants for the FESTPAC preparations.

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- Director Arriola announced that April 7<sup>th</sup> and 8<sup>th</sup> is the Chamorro Conference, which all board members are invited. She stated that the conference is about trying to build the bridge between the community and the industry and continuing everything that the Bureau has been working on for the past four years and that the board is now doing and to make sure that there are no questions about the tourism industry.

L. **Sports & Events:**

- Nothing to report.

❖ **EXECUTIVE SESSION**

- No executive session.

❖ **OLD BUSINESS:**

- No old business.

❖ **NEW BUSINESS:**

- No new business.

❖ **ANNOUNCEMENTS**

- No announcements.

❖ **ADJOURNMENT:**

- Motion made by Director Arriola, seconded by Director Tayama, to adjourn the meeting. Meeting Adjourned at 5:50 p.m.

Attested:

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

Board Minutes prepared by Dina Rose Hernandez, Executive Secretary



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