

**REGULAR BOARD MEETING**  
**GVB MAIN CONFERENCE ROOM, 4:00PM**  
**THURSDAY; May 12, 2011**

**Board of Directors Present:**

Chairman Monte Mesa	Vice-Chairman Mark Baldyga
Champ Calvo	Hope Cristobal
Hayato Yoshino	Carol Tayama
Oscar Miyashita	Jennifer Crisostomo

**Board of Directors Present Telephonically:**

Theresa Arriola	Judy Flores
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**Board of Directors Absent:**

Bruce Kloppenburg	Rizk Saad
Nathan Taimanglo	

**GVB Management and Staff Present:**

Joann Camacho	Gerry Perez	Pilar Laguana
Nadine Leon Guerrero	Debi Phillips	Gina Kono
June Sugawara	Felix Reyes	Sonja Lujan-Sellers
Amanda Lawson	Regina Nedlic	Kraig Camacho
Haven Torres	Laurette Perez	Charlene Hitoris
Jeffrey Mindo	Yuji Mitsumori	Dee Hernandez

**Guests:**

❖ **Proceedings:**

Meeting called to order at 4:15 p.m. by Chairman Mesa.

Review of the previous Regular Board minutes dated April 28, 2011.

- Motion made by Vice-Chairman Baldyga, seconded by Director Crisostomo, to approve the minutes of April 28, 2011.

Motion approved (subject to correction).

❖ **Chairman's Report:**

- Chairman Mesa thanked board members that participated in yesterday's legislative update. He thanked management and staff for a job well done in putting the presentation together.
- Chairman Mesa stated that he wanted to make sure that the board members understood that their respective committee would be scheduling a meeting for the FY2012 budget process. He encourages board members to participate in as many marketing committee budget process meetings so that they would understand the



strategies that the committees are looking at as well as the budgets that are being requested so that it would be finalized at committee level and presented to the board on the second meeting of June.

- Chairman Mesa stated that the board would finalize the budget and submit it to the administration as well as the oversight chair for final ratification.

#### ❖ **General Manager's Report**

- Copies of General Manager Joann Camacho's report were distributed to all Board members present during the meeting.
- Director Miyashita stated that in regards to the Korea seat capacity there was an error for the July 2010, it should state 19,159 with the increase of 9%.
- R. Nedlic stated that it was an oversight of the Korea office.
- Director Calvo inquired if EVA Air is scheduled to fly to Guam.
- GM Camacho replied yes, they are scheduled to begin services on June 18.
- Director Calvo inquired if she knows the number of seats available out of Taiwan.
- GM Camacho replied no. She stated that she would report it at the next board meeting.
- Chairman Mesa inquired if the aircraft is 168-seat capacity.
- G. Kono stated that it is an airbus.
- Director Calvo inquired how frequent would they be flying to Guam.
- G. Kono replied twice a week.
- Director Miyashita stated that the increase of capacity from Korea comes from the Hana charter flights.
- Chairman Mesa stated that the result of the media fam tour that came to Guam to spread the word that Guam is clean and safe is working in terms of getting people to rebook and plan their summer vacations.
- GM Camacho stated that a lot of charter flights from Korea are being planned. She stated that May has 8 charters; June has 9 and July having a lot more.
- Director Calvo inquired in regards to the Sand Sculpture, what kind of inquiries were being asked.
- GM Camacho replied that they were inquiring about the project and how they could participate.
- Director Calvo inquired who were asking.
- S. Sellers replied that there were inquiries from the Netherlands and two other countries.
- Director Calvo inquired how did they find out about the event.
- S. Sellers replied that the PIO sends a press release weekly and they picked it up from the international offices.
- G. Perez stated that the list of strategic issues was emailed to all board members. He requested for feedback from the board members.
- G. Perez stated that he is starting to gather information to update the strategic plan. *He distributed a strategic plan calendar to all board members present.*
- Chairman Mesa suggested emailing the calendar to board members not physically present at the meeting. He requested board members to review the calendar and mark the dates where G. Perez would be sharing the information to the board and tapping some of the board members and some industry players to help shape the strategic plan as well as from the industry's point of view.
- Director Cristobal inquired if there is a deadline.
- Chairman Mesa replied that the strategic plan update would be finished by September.
- Director Arriola announced that the senators are scheduled to go into budget session in August.



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- Chairman Mesa stated that is the reason why the bureau's budget has to be finalized by the second board meeting of June.
- Chairman Mesa stated that the strategic plan is different because it is the five-year planning strategy, which could be adopted after the budget. He stated that it doesn't necessarily tie in with the budget process.
- Chairman Mesa inquired if the Legislature sent out a formal notice to effectuate Director Arriola's announcement.
- Director Arriola replied that Vice-Speaker BJ Cruz informed her about the session.

❖ **Report of the Treasurer:**

- **Cash Position Report:**
- Cash report as of May 9, 2011.
- Total cash in banks report (as of 5/9/11) \$6,519,538.90
- Total allotment received to date: \$8,349,254.00
- Director Cristobal reported that the balance sheet, statement of revenue and expenditures for the month of April 2011 versus 2010, statement of revenue and expenditures from October 2010 to April 2011 and the cash position reports are included in the board packet.
- Chairman Mesa stated that the allotments are coming in, which is very good.
- Vice-Chairman Baldyga stated that personnel for April 2011 is \$143,000 compared to April 2010 which is \$75,000. He inquired what accounts for the difference.
- Vice-Chairman Baldyga recommended scheduling a separate meeting to review the reports instead of having the discussions at the board meeting.
- Director Calvo inquired if the Hay Study was implemented.
- L. Perez replied that part of difference in the personnel amounts is that Pete Tajalle and she were not present last year during that timeframe. She stated that the other part is the Hay Study implementation.
- Chairman Mesa stated that they Hay Study started on October 2010.
- Vice-Chairman Baldyga stated that on the "year to date" there is not much difference on the amounts.
- Director Calvo inquired what is the percentage increase on the Hay Study.
- Vice-Chairman Baldyga reiterated that it is difficult during the board meeting to respond to arbitrary questions. He stated that the reports are good.
- Vice-Chairman Baldyga recommended that Director Miyashita, Director Cristobal and a couple of other board members meet once every quarter to review the reports.
- Director Miyashita agreed that once every quarter would be good to review the reports. He stated that the reports are very helpful and an improvement from the past reports.
- Director Miyashita stated that it would be helpful for him to see the actual for this year versus last year.
- Director Cristobal stated that the year to date report would be more meaningful then the monthly comparisons.
- GM Camacho stated that she would discuss the issue with R. Cunliffe and the major variances.
- Director Calvo stated to get an explanation as to why there are major differences.
- Director Cristobal stated that she requested L. Perez for a breakdown of the budget from the various departments and committees. *She distributed copies to board members that were present.*
- Chairman Mesa stated that it is the full year budget and has been expended to April 30<sup>th</sup>. He stated that the Bureau is still ahead of the allotments versus expenditures.



- Director Miyashita inquired if the Professional Services is the Japan Agency because it is a huge amount. He stated that there is a huge discrepancy between the year to date budget and the year to date actual and last year's \$3.1 million, which is a big amount.
  - Director Miyashita also stated that when he sees miscellaneous, he normally would like to see more details on it. He stated that miscellaneous should be a small number.
  - GM Camacho stated that she would get a breakdown on what it entails. She stated that a lot of it might be re-classed.
  - Chairman Mesa suggested scheduling a meeting when R. Cunliffe reports back to the office to help explain the inquiries.
  - G. Perez stated that part of the large amounts deals with ADK. He stated that the Bureau refuses to pay until the original documents have been submitted and funds have been verified.
  - G. Perez stated that the amounts are usually a timing issue.
  - GM Camacho stated that also the branding initiative, a lot of the invoices just arrived.
  - Director Calvo stated that it is a good exercise for the new board members to understand what the amount comprises especially the variances.
  - Chairman Mesa stated that the reports are a good progress.
  - Director Calvo requested to have an explanation of the variances at the next board meeting.
- Motion made by Director Cristobal, seconded by Director Miyashita, to accept the Financial Reports up to April 30, 2011 subject to clarifications that need to be provided.  
Motion approved.

❖ **Report of the Board Committees:**

A. **The Strategic Advisory Council:**

- Nothing to report.

B. **Administration/Government Relations:**

- Director Cristobal apologizes for missing the meeting yesterday at the Legislature.
- Chairman Mesa recommended that Director Cristobal get feedback from Speaker Won Pat and Senator Barnes and see if they have any concerns.
- Director Cristobal stated that she is appreciative that the resolution for the bond priority list was discussed at the last board meeting. She stated the need to finalize it.
- Chairman Mesa stated he has the resolution for the bond proceeds, which as been updated. He stated that it has been revised and the Vice-Chairman reviewed it.
- Chairman Mesa stated that the resolution basically recommends to the Governor the order of project priorities. He suggested getting a motion to approve the resolution so that it could be forwarded to the Governor before the bond proceeds are finalized.
- Director Cristobal requested that a copy of the final resolution be forwarded to all board members.
- GM Camacho stated that the management of the project has been deferred to a different resolution if the board chooses.
- Director Calvo inquired if there is any update from legal counsel on the responsibility of the board members.



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- Vice-Chairman Baldyga stated that is the reason it was taken out of the resolution for now until legal counsel reports back to the board.
  - Director Calvo inquired if Senator Barnes reviewed the resolution at yesterday's meeting with the legislature because there is a law that deals with the bond proceeds.
  - Chairman Mesa replied that she did bring up the issue and he informed her that the Bureau is making a recommendation on the project listing.
  - Director Calvo inquired if there was any feedback from the Legislature.
  - Chairman Mesa stated that Senator Barnes would call for a follow up meeting specifically on the bond proceeds and how it is going to be expended.
  - Vice-Chairman Baldyga stated that there was a dialogue yesterday when Senator Pangelinan was present and the board reaffirmed that the bond monies would go to infrastructure and the priority projects that was outlined.
  - Director Calvo inquired if the Legislature indicated what they thought was the appropriate application of the bond proceeds.
  - Vice-Chairman Baldyga replied no.
  - Chairman Mesa stated that they were interested on the Bureau's recommendations. He reiterated that Senator Barnes would schedule another meeting as a follow up specifically on that subject.
  - Director Calvo stated that it was Senator Pangelinan's bill, which had a project list. He inquired if Senator Pangelinan made any comments on it.
  - Vice-Chairman Baldyga replied no he didn't make any comments.
  - GM Camacho stated that the front office is looking at managing the funds. She suggested waiting on legal counsel's opinion on the fiduciary responsibilities of the board.
  - GM Camacho stated that if the board wants to manage the funds then the need to speak up now before the Governor's office moves on it. She stated that they are already activating themselves to manage it.
  - Director Calvo stated that he only wants to know what the board's legal duties are.
  - Director Cristobal stated that it behooves the board to have some purview over the projects because the problem in the past, the Bureau was basically out of the picture. She stated that when DPW was handling the project there was dissatisfaction.
  - Director Cristobal stated that in the previous board meetings, there were concerns that were brought up and she feels that perhaps the board would like to entertain another resolution stating that the board wants to be involved with the projects.
  - Chairman Mesa requested Director Cristobal's committee to draft the resolution based on the legal counsel's opinion.
  - Director Calvo suggested getting legal counsel's opinion in writing.
  - Chairman Mesa stated that legal counsel was supposed to give the board an update.
  - GM Camacho stated that she did not call them to attend the meeting.
  - Chairman Mesa stated that Tom Fisher was off island at the last board meeting.
  - GM Camacho stated that she would get legal counsel's opinion and share it with the board members via email.
- Motion made by Director Cristobal, seconded by Vice-Chairman Baldyga, to adopt Resolution No. 2011-002, recommending the order of project priorities to Governor Calvo.  
Motion approved.





- Chairman Mesa stated that as part of the strategic plan with the relationship with the military component, he suggested that the committee be the conduit of what the government is doing in terms of promoting the military and also to get updates on the military actions that are being looked upon from a visitor's perspective.
- Chairman Mesa stated to include as part of the committee to liaison with the Legislature and the military in ensuring that the Bureau is part of the discussion especially when it relates with the military interaction with the community and what they do in terms of being a visitor on the island.
- GM Camacho stated that the Governor has a military task force and a socio-economic subcommittee.
- Chairman Mesa inquired if GM Camacho is a member of the committee.
- GM Camacho replied no.
- Director Calvo stated that to Chairman Mesa's point, the military buildup and the military arrival would have an impact on the visitor's industry. He stated whether they are going to stay at the hotels or be down in Tumon it does have an effect on the visitor's industry.
- Director Calvo stated that the Bureau should have some involvement. He stated that the issue came up during his confirmation hearing.
- Director Calvo stated that Vice-Speaker Cruz had some concerns that GVB had no input or had anything to say in respect with the military buildup or the presence of the military strictly down in the tourist zone.
- GM Camacho stated that the appropriate direction would be dealing with the Governor's office instead of the Legislature. She stated that she would look into it.
- Director Cristobal stated at least to get invited to the meetings.
- Director Calvo stated to be prepared to have a voice during the meetings.
- Chairman Mesa inquired if G. Perez has any comments with GVB being more active on the strategy in including the military like the Chamber does with the Armed Forces Committee.
- G. Perez replied that issues of concern were submitted to the Governor's office, which was instilled in the impact statement, relating to the hotels and also the timing of the military exercises and how it affects the regular flow of business in the Bureau.
- G. Perez stated that he could pull out the records that he has.
- Chairman Mesa stated that it is a start for Director Cristobal to familiarize herself.
- G. Perez stated that there are a number of issues in the impact of the visitors industry.
- Director Calvo stated that the Chamber has their Armed Forces Committee, the Governor's Office and Legislature. He suggested that the Bureau have its own armed forces committee as a counterpart of the Chamber, who could communicate directly with the military regarding what is going on.
- Director Calvo stated not only for the protection of the image that the Bureau is protecting but also to market to the military on what is available.
- Chairman Mesa inquired with the listing that G. Perez drafted for the update of the 5-year Strategic Plan is there a component for the military relation and the thought process.
- G. Perez replied that he wants to get as much feedback from the board and the other different sources.
- Chairman Mesa stated that it is one of the pieces that GVB wants to be a player in better communication and relations with the military. He stated the need to manage it from a visitor's perspective.
- Director Calvo stated that there might be a military relations committee that deals with the military in respect to the visitor and tourism issues.
- Director Arriola recommended that North America Committee as well as the Destination Committee be a player, a very important role in the military committee. She stated that is where the military committee should come from.



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- Chairman Mesa stated that it is not a bad idea but more so because some of it is CHaCO activities with the cultural sensitivity because of the educational process for new comers to Guam.
- Director Cristobal stated that it should be CHaCO because her committee is more for the policy than marketing.
- Director Calvo suggested forming a military relation committee who would liaison directly with the public relations office of the military that deals with the community.
- Chairman Mesa stated that it is opportunity that needs to be developed.
- GM Camacho stated that she and Director Cristobal would work with Eddie Reyes from the Governor's office who handles the military buildup.
- Chairman Mesa stated that it is not the buildup alone but the current relationship with the four branches of the military.
- Director Calvo reiterated that Vice-Speaker Cruz stated that the Bureau doesn't have a voice with what is happening with the military. He stated that the Bureau should have a voice on behalf of the visitors industry directly with the military.
- Director Cristobal stated that the concern might have generated by the concern of the impact of the buildup rather than the marketing or cultural relations. She stated that it is not new to the visitors industry.
- Director Calvo stated that the Vice-Speaker was talking about the Red Light District. He stated that there were a bunch of different issues.
- Chairman Mesa suggested looking at it and how to manage to build a relationship with all the armed forces.
- GM Camacho inquired if G. Perez has any ideas since he is a member of the Armed Forces Committee.
- G. Perez stated that he dealt directly with the military. He suggested that GM Camacho deal with them as well.
- Chairman Mesa stated that GM Camacho and Director Cristobal would come up with recommendations to tie in with the five-year strategic plan.

**C. Executive Committee:**

- Vice-Chairman Baldyga stated that the legal counsel is reviewing the bylaws. He stated that he would put forth a resolution to clarify the authority of the committee once the legal counsel reports back to him.
- Vice-Chairman Baldyga stated that Director Kloppenburg raised the issue of possibly having the different mix of members. He stated that he has spoken to different people that have different points of view.
- Vice-Chairman Baldyga stated that since Director Kloppenburg is not present today he would like to defer the issue until the next board meeting.

**D. Japan Marketing:**

- Vice-Chairman Baldyga announced that he would be attending the Special JGTC meeting in Tokyo next week on his own expense. He stated that they would be discussing primarily the 2012 and the 3 to 5 years strategic plan.
- Motion made by Vice-Chairman Baldyga, seconded by Director Calvo, to approve travel for Ms. Nadine Leon Guerrero, GVB Japan Marketing Officer II to travel to Tokyo, Japan to participate in the Japan Guam Tourism Committee Kanto regional meeting from May 17-18, 2011. (Estimated cost \$1,798.00; account#SMD008).  
Motion approved.



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**Per Diem:**

Tokyo Lodging - \$248.00 X 1 day = \$248.00  
Tokyo MI&E - \$225.00 X 2 days = \$450.00

**Air Fare:**

Guam/Narita/Guam \$1,100.00 X 1 pax = \$1,100.00

**TOTAL:** = \$1,798.00

**Background:** A special JGTC Kanto meeting has been scheduled for the month of May and accordingly the GVB delegation will announce details and information regarding this years' Guam Ko'ko Road race.

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

- Vice-Chairman Baldyga reported that they had a committee meeting recapping the strategic planning issues.
- Vice-Chairman Baldyga stated that group tours are starting to rebook their trips to Guam.
- Vice-Chairman Baldyga stated that the MICE business is becoming more important in their discussions.
- Vice-Chairman Baldyga announced that the Hafa Adai Study Tour is scheduled for July 1 – 5.
- Vice-Chairman Baldyga stated that for the new board members, he would like to give a quick run through of the conference center that is under development. He stated that it would be helpful for everybody to understand what is being built as the MICE business is being discussed.
- Chairman Mesa stated that he would be off island at the next board meeting so Vice-Chairman Baldyga would be chairing the meeting.
- Vice-Chairman Baldyga stated that the length of stay is becoming one of the key strategies. He stated that they are starting to realize the reason the length of stay is only 3-1/2 days is because that is what the agents are only offering.
- Vice-Chairman Baldyga stated that they are encouraging the agents, particularly now in the immediate term, to start putting together a longer stay packet, which they are accommodating. He stated that why he says “particularly now in the immediate term” is the longer haul destination like Europe and Hawaii, people are less prone to make that trip because of the past tsunami.
- Vice-Chairman Baldyga stated that they are positioning Guam to have a longer stay packet.
- Vice-Chairman Baldyga stated that they are not sure if the tourists are interested in staying longer so the question would be added to the exit survey.
- Vice-Chairman Baldyga stated that they saw a video last week on visitor spends, where people seem to have more budget then they are spending. He stated maybe because they couldn't find the things that they want to purchase.
- Vice-Chairman Baldyga stated that they are researching more into it to find out the reason.
- Vice-Chairman Baldyga distributed information on the Japan Market that Yuji Mitsumori compiled to familiarize new board members.
- Vice-Chairman Baldyga stated that there is a page reporting on the length of stay, which is very interesting. He stated that it was compiled from the custom's forms.
- Y. Mitsumori stated that the people of Japan are very appreciative of the warm messages and the donations. He stated that he delivered the messages to the Miyagi Prefecture, which is a part of Tohoku.



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- Y. Mitsumori stated that the good news is that the airport is open for domestic business. He stated that the international flights would resume in about two months.
- Y. Mitsumori stated that Governor Murai is pushing the government side to start the international flights because cargo would mean more businesses.
- Y. Mitsumori stated that Tohoku Continental is concerned about the tourism business.
- Director Miyashita stated that he is looking at the Japan forecast and he inquired what is the outlook for August and September; is it stabilizing.
- Vice-Chairman Baldyga replied that he posed the same question to JGTC and their reply was that they get their bookings 45 days in advance so no one really knows.
- Vice-Chairman Baldyga stated that he is comparing the advance bookings now to prior years and one airline stated that they are 4% above last year for July. He reiterated that no one really knows.
- Director Miyashita inquired how the group bookings are coming along.
- Vice-Chairman Baldyga replied that they are starting to rebook now to the end of the year.
- Y. Mitsumori stated that March, April and June had a lot of group tour cancellations. He stated that PMT had about 40% cancellation.
- Y. Mitsumori stated that the agents couldn't charge cancellation fees because they would lose business. He stated that they requested the customers to rebook for the autumn season.
- Vice-Chairman Baldyga stated that the airlines have cancellation of -10% airlift from 90 to 120 days.
- Director Miyashita inquired if Continental would be going back to 737.
- Y. Mitsumori stated that after July 13<sup>th</sup>, they are planning on changing the plane because the summer break starts on July 20<sup>th</sup>.
- Director Miyashita inquired if the reduction of the Bureau's number is in line with the reduction of the total outbound passengers, market share; is Guam better than other areas.
- Chairman Mesa replied absolutely. He stated that the only other area doing better than Guam is Okinawa.
- Y. Mitsumori thanked Director Crisostomo for attending the Toyohiragawa Marathon.
- Chairman Mesa stated that he appreciates Y. Mitsumori and for all the work he has done in Japan.

**E. Korea Marketing:**

- Director Miyashita announced that the next KMC meeting is scheduled for May 17 at 11:00 am. He stated that the topics of discussion are the KOTFA Budget and planning, the FY2012 Budget and the 4<sup>th</sup> quarter programs.
- Director Miyashita announced that the Maila Ta Fan Boka Social Media Fam Tour is scheduled from May 25<sup>th</sup> to 29<sup>th</sup> with 8 influential power bloggers attending.
- Director Miyashita reported that the ongoing activities are home shopping and the airline clean and safe campaign. He stated that the consumer promotions that are ongoing are TGI Fridays, Coke, Burger King, Lotte Cinema and Family Mart.
- Director Miyashita stated that in regards to the Clean and Safe Campaign the TA's are aggressively selling the packages.
- Director Miyashita announced that the 24<sup>th</sup> Korea World Travel Fair (KOTFA) is scheduled for June 2 – 5, 2011. He stated that KGTC meeting is scheduled during that time as well as courtesy visits.
- Director Miyashita reported that the Korea drama series "Stubborn Lady" is scheduled to have a shooting on Guam beginning June 15<sup>th</sup> for 10 days with 62 pax.



- Director Miyashita stated that Korean Airlines has two ongoing promotions, which was created for the Clean & Safe Campaign. He stated that customers that purchase an e-ticket to Guam with their Shinhan Card are eligible for 3 lucky draw prizes and customers that purchase e-ticket to Guam and purchases online sky shop duty free merchandise are eligible for 4 lucky draw prizes.

**F. Existing Markets:**

- Nothing to report.

**G. New Market Development:**

- GM Camacho reported that Governor Calvo's trip to Washington DC was a success.

**H. Destination Management:**

- Nothing to report.

**I. Membership Development:**

- Nothing to report.

**J. Research:**

- Director Crisostomo stated that Director Taimanglo requested her to report for his committee. She stated that Director Taimanglo is currently off-island.
- Director Crisostomo reported that the committee met last week. She stated that 8 out of 10 invitees showed up for the meeting.
- Director Crisostomo announced that the meetings are scheduled for the first Thursday of the month at 8:30 am.
- Director Crisostomo reported that the committee had a great discussion on board directive to find out where travelers from Singapore, Malaysia and other visa waiver countries are going. She stated that one point brought up is to not only find out where they are going, but if they have a destination of choice.
- Director Crisostomo stated that the Research Department would begin desk research recommended by Chairman Mesa.
- Director Crisostomo reported that Debi presented last years budget as well as a proposal for the next fiscal year. She stated that Debi is assuming that they would get a rollover of the same amount.
- Director Crisostomo stated that the committee would be reviewing the budget in greater detail and hopefully finalize it by the next committee meeting.

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

- o Motion made by Director Arriola, seconded by Director Tayama, to approve travel for 15/pax Delegation to participate and attend the Kashiwa Festival in celebration of the 21<sup>st</sup> anniversary of the Kashiwa City & Guam sister city relationship, July 22-24, 2011, Kashiwa City, Japan (up to \$34,864.00, Account No. CPO-001).  
Motion approved.

**Background:** Guam has established sister city relationship with the Kashiwa City in Japan. This year we celebrate the 20<sup>th</sup> year Anniversary. Guam will send a Delegation during the Kashiwa Matsuri Festival, which



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is organized by the Kashiwa City Government, Chamber of Commerce, and Kashiwa International Relations Association.

The Kashiwa - Guam Friendship Association have arranged for Guam's participation in the Kashiwa Matsuri Festival. Miss Guam & VIP's will attend the Opening Ceremony, present Awards for the dance competition, and ride float in the Parade.

Courtesy Calls are being arranged with the KC Mayor, Chairman of KC Chamber of Commerce, Chairman KC Tourist Association, and Chairman KC-Guam Friendship Association.

Performers are scheduled to perform on the main stage and perform a Guam dance in the Parade. Performers and Miss Guam will also learn the Kashiwa dance and join in performances in the Parade. They will also visit a Nursing Home and have a Guam performance. Guam Booth will be set up on the Parade route distributing Guam material and flyers promoting the GMIF-KKRR.

Kashiwa City will send a delegation to participate in the GMIF and KKRR this year.

Delegation: 15/pax 1 GM/DGM

1 BOD/Mayor

3 Staff

1 Miss Guam

9 Performers (2 Musicians + 7 Dancers)

Airfare	\$700 x 15/pax	\$10,500.00
Perdiem: \$496/staff	\$496/day x 3days x 13pax	\$19,344.00
\$620/BOD/Mgmt	\$620/day x 3days x 2pax	\$3,720.00
Professional Fees	2 Musician x \$100 x 2days	\$400.00
	7Dancers x \$50 x 2 days	\$700.00
	1MGuam x \$100 x 2 days	\$200.00
	<b>TOTAL:</b>	<b>\$34,864.00</b>

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

- o Motion made by Director Arriola, seconded by Director Cristobal, to approve travel for 11/pax (2 Staff, 1 MGU, 8 Performers) Delegation to participate in the Korea Overseas Travel Fair, June 2-7, 2010 (up to \$26,050.00, Acct No. CPO-002).

Motion approved.

**Background:** The Korea World Travel Fair is the largest overseas travel show in Korea in which GVB participates each year to showcase Guam's culture and beauty. GVB has secured a booth space and will feature cultural representations of Guam using visual images, cultural song and dance performances and weaving demonstrations along with Miss Guam appearance at our booth. During Kotfa, GVB will have the opportunity to market Guam to over 100,000 travel industry professionals, buyers, and travel consumers. Cultural performances on the Kotfa main stage and GVB booth will be executed periodically to allow for

maximum exposure and reach throughout the event. Media interviews and opportunities will also be executed to enhance exposure of Guam during the event.

**Delegation:** 11/Pax: 2 Staff, 1 MGuam, 8 Performers (2 Musicians + 6 Dancers)

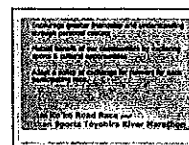
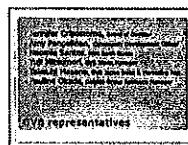
Airfare @\$400/pax	\$400 x 11/pax	\$ 4,400.00
Per Diem@\$350 x 5days	\$350 x 5days x 11/pax	\$19,250.00
Honorariums @4/days	\$100x 4/days x 2/Musicians = \$800	\$ 2,400.00
	\$50 x 4/days x 6/Dancers = \$1200	
	\$100x 4/days x 1/MGU = \$400	
<b>Estimated Total:</b>		<b>\$26,050.00</b>

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

- Director Arriola reported that she just came back from a meeting with the Festpac Committee, which she chairs. She stated that their meetings are twice a month on the second and fourth Thursdays at 2:00 pm.
- Director Arriola stated that they would request Governor Calvo to sanction FESTPAC 2016, which is scheduled for June 26 – July 9, 2016 at Ypao Park.

#### L. Sports & Events:

- Director Crisostomo reported on her trip to Toyohiragawa.





❖ **EXECUTIVE SESSION**

- No executive session.

❖ **OLD BUSINESS:**

- No old business.

❖ **NEW BUSINESS:**

- Vice-Chairman Baldyga stated that the resolution regarding Haneda Airport has been reviewed and finalized by the board members.
- Motion made by Vice-Chairman Baldyga, seconded by Director Tayama, to adopt Resolution No 2011-003, relative to expressing to Governor Eduardo J.B. Calvo for his support on the application to the Government of Japan Land, Infrastructure, Transport, and Tourism Ministry and the United States Department of Transportation (USDOT), relative to the request to award an airline carrier or carriers to provide nonstop service from Guam to Japan's Haneda Airport, which is the closest international airfield to metropolitan Tokyo.  
Motion approved.
- Director Calvo stated that he received a call from Joyce Bamba regarding the Miss Universe Guam pageant. He inquired how was it approved in the past.
- Director Arriola replied that the committee receives grant applications, which is reviewed by the committee.
- S. Sellers stated that usually the committee would approve a certain amount but the board would overwrite the decision of the committee and approve for more funds.
- Director Calvo inquired how much was given to the Miss Universe Guam pageant.
- G. Perez stated that the first year, the board approved \$76,000 to cover the whole cost of the pageant. He stated that the MUG officials were told that for the next pageant, they should seek other sponsors to help defray the cost.
- G. Perez stated that last year; the board approved \$50,000 because at the last minute, the MUG committee did not have enough funds to cover the cost of the pageant. He stated that the reason the board approved for more funding was because it would be embarrassing for the Bureau not to have the pageant.
- Director Calvo stated that the Miss Universe pageant is larger and more known than Miss Earth. He stated that the winner of the Miss Universe Guam pageant would be competing in the Miss Universe pageant in Brazil.
- Director Arriola stated that yes, it is held in Brazil but how many tourists from Brazil would visit Guam. She stated that the Miss Earth pageant concentrates on the Asian countries, which are the key markets of Guam.
- Director Tayama stated that the board should respect and accept the decision of the committee on how much was approved. She stated that the committee is made up of volunteers that spend at least 5 hours of their personal time to review and process the grant applications.

❖ **ANNOUNCEMENTS**

- No announcements.



❖ **ADJOURNMENT:**

- o Motion made by Director Tayama, seconded by Director Miyashita, to adjourn the meeting. Meeting adjourned at 6:15 p.m.

Attested:

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

Board Minutes prepared by Dina Rose Hernandez, Executive Secretary