



REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM, 4:00PM
THURSDAY; August 25, 2011

Board of Directors Present:

Chairman Monte Mesa	Vice-Chairman Mark Baldyga
Hayato (Jack) Yohino	Bruce Kloppenburg
Carol Tayama	Judy Flores
Nathan Taimanglo	Rizk Saad
Jennifer Crisostomo	

Board of Directors Present Telephonically:

Board of Directors Absent:

Hope Cristobal
Theresa C. Arriola
N. Oscar Miyashita
Eduardo (Champ) Calvo

GVB Management and Staff Present:

Joann G. Camacho	Nathan Denight	Rose Cunliffe
Debi Phillips	Laurette Perez	Tony Muna
Nadine Leon Guerrero	Doris Ada	June Sugawara
Sonja Lujan-Sellers	Felix Reyes	Gina Kono
Charlene Hitosis	Dee Hernandez	Jessica Peterson
Regina Nedlic	Janel Perez	

Guests:

❖ **Proceedings:**

Meeting called to order at 4:07 p.m. by Chairman Mesa.

Review of the previous Regular Board minutes dated August 11, 2011.

- **Motion made by Director Flores, seconded by Director Tayama to approve the minutes of August 11, 2011.**
Motion approved (subject to correction).

❖ **Chairman's Report:**

- Copies of the report from the Office of Travel & Tourism Industries were sent to the board via email prior to the board meeting. (*Slide Presentation*)
- Chairman Mesa stated that he wanted to share information to the board that highlighted international travel into the United States, as well as the placement where Guam stands in comparison to the entire nation and terms of international standings.
- Chairman Mesa stated that as of last year 59 million international travelers visited the United States and that number have continued to increase. He also stated that this was the effort of President Obama who wanted to increase and have additional international travelers traveling into the country.
- Chairman Mesa commented that Asia was high in travel into the United States.
- Chairman Mesa stated that in the Top 50 markets for international visitors to the United States, Japan ranks #4 with 3 million plus visitors, and Guam has contributed about one third of international travelers coming out of Japan.



- Chairman Mesa stated that in China there were roughly 800,000 visitors with the strict visa application process that traveled to the United States.
- Chairman Mesa stated that there were 850,000 U.S. visas issued in 2010.
- Chairman Mesa commented that there is potential going after travelers with U.S. visas.
- Chairman Mesa stated that the Bureau's four major markets, which consist of Japan, Korea, Taiwan, and HongKong are listed in the Top 50.
- Chairman Mesa stated that there are opportunities to increase and diversify the Bureau's market segment in Australia, because of the number of travelers into the U.S.
- Chairman Mesa commented that Guam's airport was ranked #8 in the nation for international travelers.
- Chairman Mesa stated that the Bureau was working with the airport to increase the number of travelers.
- Chairman Mesa stated that he was tracking the Corporation for Travel Promotion, because they have not established how the marketing dollars that have been allocated would be distributed.
- Chairman Mesa stated that cruise ships are scheduled to arrive this year through 2013.
- Chairman Mesa stated that he was informed that on February 2014, Crystal Serenity cruise ship is looking into sailing to Guam.
- Chairman Mesa stated he would be working to get these cruise ships as they continue their development and creating new destinations in Asia and making Guam a stop.
- Chairman Mesa inquired about the military aircraft carrier that arrived August 21, 2011.
- Director Kloppenburg stated that he had twenty-two buses running back and forth from the port.
- Vice-Chairman Baldyga commented that it was quiet in Tumon.
- Director Kloppenburg added that there was no activity and it could have possibly been due to bad weather.
- Vice-Chairman Baldyga inquired about another military carrier coming to Guam in a few weeks.
- Chairman Mesa recommended for Director Kloppenburg to inquire about that with Carl Peterson, since he would be meeting with him.
- Chairman Mesa commented that the budget for FY 2012 looks like the Bureau should be on track in receiving close to what was requested.
- Chairman Mesa commended GM Joann Camacho in doing a great job on following up with Oversight Chair Senator Tina Mufia Barnes and Finance Chair Senator Ben Pangelinan.
- Chairman Mesa stated that Rose Cunliffe has been working closely with the Department of Administration to receive the Tourist Attraction Fund update and for FY 2011 GVB was at \$18.1 million in hotel occupancy tax.
- Director Kloppenburg inquired about the budget hearing for GVB.
- Chairman Mesa and GM Camacho stated that GVB would not have a budget hearing.
- Chairman Mesa stated that the comments from Senator Mufia Barnes stated that since the Bureau projected the hotel occupancy tax there was no need to question the Bureau's ability to meet objectives.

❖ **General Manager's Report**

- Copies of General Manager Joann Camacho's report were distributed to all Board members present during the meeting.
- GM Camacho introduced GVB's new Public Information Officer (PIO), Antonio (Tony) Muna.
- GM Camacho commented that the travel agent's FIT online booking is much higher than the hotel agents.
- GM Camacho stated that Korea's #1 travel agent Hana Tour and #2 Mode Tour, established a joint corporation for online reservations hotelandair.com. She also stated that this was a \$30 million investment to launch 4th quarter 2011.
- GM Camacho announced that the Korean Guam Tourism Council is scheduled to meet in Seoul Korea on September 29 – 30, 2011.
- Nadine Leon Guerrero announced that as of August 10, 2011, 132 runners have already registered for the Ko'ko' Road Race and majority of the runners are from Japan. She also stated that registration already hit the fifty mark for the Ko'ko' runners to receive t-shirts.

- GM Camacho informed the board that the budget last year was \$13.2 million. She stated that with board approval of \$14.99 million, she was only able to get the budget up to \$14.5 million pending approval by the Legislature.
- GM Camacho stated that if the budget should not pass the Bureau would go into rollover and receive \$13.2 million.
- GM Camacho stated that she worked with Senator Muña Barnes on a substitute bill, which is a standalone bill.
- GM Camacho stated that since the Bureau is funded by TAF, we should have the Legislature do what they did with the Department of Education to introduce a standalone bill to avoid a rollover.
- GM Camacho updated the board on the Electronic System for Travel Authorization (ESTA) line. She stated that there was a sign placed on lane 37, and there was a staff member directing travelers to try to expedite their wait time.
- GM Camacho stated that she spoke with JGTA and KMC group to ask tour agents and airlines to push ESTA upon reservation.
- GM Camacho stated that there have been arrangements with GVB, GIAA, and INS to do a pilot project from October 1, – December 30, 2011 in monitoring ESTA as we ask agents and airlines to promote it.
- GM Camacho added that she hopes this would minimize the poor experience visitors are having at the airport.
- GM Camacho announced that she wanted to challenge the board to have members to show support and run at the GMIF and Ko’Ko Road Race.
- GM Camacho announced that there would be a Labor Day picnic on September 4, 2011 for GVB employees and that board members are invited to attend.
- GM Camacho announced that CODEL would be arriving with Congresswoman Bordallo on September 1, 2011.
- GM Camacho announced that Governor Calvo would be traveling to Japan and Asia for a trade mission that is scheduled for the last quarter of 2011. She stated that GVB has been asked to participate and she would receive information and share to the board as to what capacity.
- Director Kloppenburg stated that since this coincides with JATA, he inquired if there was feedback from the Governor’s office if he would be present for the check presentation.
- GM Camacho responded that she was working on it.
- DGM Denight updated the board on the strategic plan. He stated that back in April the board met on strategic issues and he was working on a rough outline and would update the board on the working schedule.
- DGM Denight stated that he would update the Economic Study for Tourism because of the informative data it has. He added that he would have a working timeline to move forward.
- GM Camacho stated that PIO, T. Muna would be working on a grant to do the strategic plan and economic impact.
- GM Camacho stated that T. Muna would be meeting with USDA next week and if GVB were to receive the grant it would be about \$50,000.
- GM Camacho announced that the Annual Report would be produced by the end of September.
- GM Camacho reminded board members to have their photos taken.
- Chairman Mesa announced that Deloitte and Touche have started their audit and that R. Cunliffe has been working with them.
- GM Camacho inquired with Director Kloppenburg if he wanted to pursue the issue on membership fees.
- GM Camacho stated that she would wait until it was discussed by Membership and until legal counsel updates the Membership By-Laws.
- GM Camacho asked the board to decide if they wanted to change the meeting time to once a month.
- Director Kloppenburg stated that if the Bureau would be considering changing the By-Laws, the issue would need to go to a Membership vote.
- Director Kloppenburg stated that in September if the Bureau has the proposed By-Laws completed, the Bureau would need to disseminate the information to Membership and give them an opportunity to review and have them respond via email and vote on it at the following Membership meeting.
- GM Camacho stated that there were comments from legal counsel but was not formulated the way it should be. She stated once it has been formulated then the board would be updated.
- Director Kloppenburg inquired if it stated in the By-Laws that the board meets twice a month.
- Chairman Mesa replied yes.

- Director Kloppenburg suggested that it should be the board's decision and should not go to Membership.
- Vice-Chairman Baldyga stated that this could not be changed because it was stated in the By-Laws.
- Director Saad confirmed that the meeting times are in the By-Laws.

❖ **Report of the Treasurer:**

- **Cash Position Report:**
 - Cash report as of August 22, 2011.
 - Total cash in banks report (as of 8/22/11) \$5,743,866.00
 - Total allotment received to date: \$11,545,898.00
- Included in the board packet are the Balance Sheet as of July 31, 2011, the Statement of Revenues and Expenditures July 2011 versus July 2010, the Statement of Revenues and Expenditures from October 1, 2010 through July 31, 2011.
 - Chairman Mesa stated that prior to the board meeting there were questions sent to GVB management via email regarding GVB's financials that have been replied to.
 - Chairman Mesa stated that Director Miyashita explained to him that he would be reviewing the Treasurer's report when he returns and report to the board.

❖ **Report of the Board Committees:**

A. The Strategic Advisory Council:

- Nothing to report.

B. Administration/Government Relations:

- Nothing to report.

C. Executive Committee:

- Nothing to report.

D. Japan Marketing:

- **Motion made by Vice-Chairman Baldyga, seconded by Director Flores to approve travel for six (6) pax to attend JATA Tourism Forum and Travel Showcase from September 29 – October 2, 2011. (Estimated cost of travel \$17,224.80, Acct. # TTC-001)**
Motion approved.

	per diem rate	No. of Days	
Governor Calvo	\$644.80	3	\$1,934.40
Senator Barnes or Pangelinan	\$644.80	3	\$1,934.40
GVB Chairman M. Mesa	\$620.00	3	\$1,860.00
JMC Chairman M. Baldyga	\$620.00	3	\$1,860.00
GM or DGM	\$620.00	3	\$1,860.00
Nadine Leon Guerrero	\$496.00	6	\$2,976.00
Airfare (6 pax x \$800.00 est.)			\$4,800.00
			\$17,224.80

Background: The Japan Association of Travel Agents World Travel Fair has re-organized and is now the JATA Tourism Forum and Travel Showcase.

The first biennial JATA Tourism Congress & Travel fair was held in 1977, 13 years after the 1964 liberalization

of overseas travel in Japan, just as the overseas travel industry was starting to take off when the number of Japanese overseas travelers stood at 3.15 million. In 2003, the Congress and Fair became an annual event.

In 2011, the JATA Tourism Forum & Travel Showcase will be even more dynamic, leading the travel & tourism industry of Japan and the world, boosting the entire travel market, and creating new demand for travel based on a solid track record.

The JATA Tourism Forum will focus on recovery efforts for the outbound market featuring guest speakers from leading travel agents and airlines.

2010 Stats:

1,078 delegates, 685 Exhibitors from 139 countries

Visitors to JATA

Travel trade: 39,492

Consumers: 71,740

TOTAL: 111,232

Issue: Board approval required for all travel.

Discussion on Low Cost Carriers (LCC):

- Chairman Mesa inquired with Vice-Chairman Baldyga about Japan's Low Cost Carrier opportunities.
- Vice-Chairman Baldyga received feedback about the LCCs from industry members.
- Vice-Chairman Baldyga stated that there might be three LCCs in 2012 and that Guam might be one of their targets.
- Vice-Chairman Baldyga stated that LCCs are joint ventures from different airlines - one by Japan Airlines and the others by Nippon Airlines.
- Vice-Chairman stated that Director Yoshino sent him a note and asked to be proactive in approaching the airlines and to have Governor Calvo meet with the airlines next time he's in Japan.
- Vice-Chairman Baldyga stated that he forwarded Director Yoshino's note to a few industry members and received feedback with their concerns. He stated their concerns were that the other destinations with these type of LCC, the main carriers cut back their airlift and the quality of consumers that arrive are at a much lower spend.
- Vice-Chairman Baldyga stated that industry members suggested that the Bureau should take caution and not be overly proactive chasing LCCs because it might or might not be in Guam's best interest to get a Southwest Airlines type of consumer. He stated that what would happen is that other airlines would drop their rates to compete and the yield and quality of consumer would decrease.
- Vice-Chairman commented that ten years ago when one of the super discount agencies came to Guam the consumer spend dropped by 50%.
- Director Yoshino stated that he had a different opinion. He stated that many people in the travel industry particularly the travel agents felt confident where Guam is at and that major LCCs draw more FITs and travel agents dislike that.
- Chairman Mesa added that tracking the internet reservation systems there were a lot of feedback from consumers that are seasoned travelers to Guam who book flights directly are unable to make reservations due to the blockage with airlines.
- Chairman Mesa stated that with alliances and what the airlines have done that they are not new competitors. He stated that it was the main airlines partnering with others to offer this kind of avenue to increase more FITs, so the yield from airlines and hotels perspective is better than prearranged.
- Chairman Mesa stated that there was arguments on both sides and the Bureau should continue to monitor. He added that since he would be going to JATA along with Vice-Chairman Baldyga that they would investigate it further.

- Vice-Chairman Baldyga commented that on the issue on packaging and increasing FITs as we talk about the strategic plan and stated that it was one of the issues that we haven't addressed on how GVB could be proactive to encourage more FITs.
- Vice-Chairman Baldyga stated that there was no system for FITs and suggested for GVB with or without the assistance of the Legislature to put forth mechanism in place over a phase period of time to force the opening of FIT business and less of the 100% blocked seats that end up in the agents hands as well as bulk discount.
- Chairman Mesa agreed and as part of GVB's strategic planning and direction, we need to look at and encourage FIT businesses.
- Director Kloppenburg suggested the need to open dialogues with the airlines first.
- Director Kloppenburg stated that the concerns with LCCs were that Guam has one of the main carriers with scheduled services and that they're marginal on certain routes. He stated that they might end up cutting routes because of that and in the end if the LCCs doesn't work out then Guam loses seat capacities.
- Director Kloppenburg stated that seat capacities was important and that we should be cautious in protecting what we have before we invite others in and we would need to look at the ramifications of making that kind of move and constantly monitor our seat capacities.
- Director Kloppenburg added that it would be worth pursuing but would pursue very cautiously.
- Chairman Mesa inquired with Vice-Chairman Baldyga's on his efforts in talking with main key players in Japan to push the extended stay packages.
- Vice-Chairman Baldyga responded that he would look into that at JATA.
- Director Yoshino added that this summer, travel agents tried for extended stays, which was a good start.
- Director Yoshino stated that the board and Bureau need to be progressive with LCCs and should be prepared for growth even though we take a risk.
- Chairman Mesa responded that it would be a managed risk.
- Chairman Mesa stated that he would follow up with Haneda direct flight request, which might possibly be an LCC.
- Chairman Mesa added that this was part of the initiatives with economic development.
- Director Kloppenburg inquired if the main carriers owned the LCCs in Japan.
- Director Yoshino replied yes and other two are owner operated.
- Nadine Leon Guerrero added that there was talk that ANA Airlines would be back to Guam in 2012 as ANA and not as an LCC.
- N. Leon Guerrero stated that ANA Airlines ceased flights to Guam because of the Dreamliner delivery, which was received three years ago.
- Director Kloppenburg stated that JGTA had a meeting with Governor Calvo and JGTA presented a resolution on the bond monies and what they would like to see done.
- Director Kloppenburg stated that JGTA supported GVB, but there were differences. He stated that JGTA felt the most important issue was to do improvements in the Hagatña revitalization next to the Guam Museum and following would be Tumon infrastructure.
- Director Kloppenburg stated that Governor Calvo had the same mindset and his priority was the Hagatña revitalization.
- Director Kloppenburg added that they also talked about HTM's program as discussed at the last board meeting. He also stated that Japan Club of Guam would present a check in the amount of \$250,000-\$300,000 to the Governor of Iwata and asked Governor Calvo to be part of the check presentation.
- Director Kloppenburg stated that this would be invaluable media coverage and that the Bureau could possibly use for marketing.
- Director Kloppenburg asked GM Camacho to follow up with the Governor's office.

E. Korea Marketing:

- **Motion made by Director Tayama, seconded by Director Kloppenburg to approve travel for the KMC Chairman, Marketing Manager and Marketing staff to attend the Korea-Guam Tourism Council (KGTC) Meeting, Seoul, South Korea, and to meet with KAL and JIN AIR Officials during September 28-30, 2011.**

(Estimated cost: \$4,260.00, FY2011 Korea SMD Acct. #SMD023)
Motion approved.

Airfare:		\$650.00 x 3 pax	\$1,950.00
Per Diem:	Chairman	\$455.00 x 2 Nights x 1 pax	910.00
	MM/GVB Staff	\$350.00 x 2 Nights x 2 pax	<u>1,400.00</u>
			Total: \$4,260.00

Background: GVB Marketing Manager Pilar Laguana will introduce new KMV Chairman Oscar Miyashita during an official meeting with the KGTC in Seoul, South Korea. Chairman Miyashita will formally meet the KGTC leadership and discuss continuing support of GVB's Korea initiatives. In addition, the Guam delegation will also be meeting with Korea Air and Jin Air to discuss future Guam routes, seat capacity, and seek input to work together to increase arrivals from Korea.

Issue: Board approval required for travel.

- Korea was reported by GM Camacho (GM's Report).

F. Existing Markets:

- Nothing to report.

G. New Market Development:

- Director Kloppenburg stated that the next committee meeting is scheduled for September 2, 2011.
- Director Kloppenburg stated that there was no new activity regarding the parole authority and visa waiver. He stated that the hold up was with the Department of Defense.
- Director Kloppenburg stated that the Bureau needed to be more aggressive and suggested to invite the Chamber of Commerce, GHRA and do a public relation media piece on this issue on who's holding it up and why.
- Director Kloppenburg also stated as mentioned at the last board meeting Congresswoman Bordallo sent a letter to DOD and that her office has not received a response.
- Director Kloppenburg stated that he would be meeting with Carl Peterson, who has access to the Pentagon and would ask for his assistance.
- Chairman Mesa agreed that with the Bureau and Governor Calvo's efforts, we have received delayed responses and that he was interested to hear the outcome of Director Kloppenburg's upcoming meeting with C. Peterson.
- GM Camacho stated that CODEL would be arriving to Guam and suggested for a roundtable discussion.
- Director Kloppenburg agreed with GM Camacho and stated the need to be vocal on this issue.

H. Destination Management:

- Director Saad stated that contract would be expiring, specifically the quality assurance and highway maintenance. He also stated that the RFPs were out and the selection committee would meet for review.
- Director Saad stated that he has been meeting with many agencies, such as GFD, DPW, Homeland Security, Consular, Beautification Department, etc. to install signs (beach access, no parking, and emergency). He stated that there are twenty signs to be installed.
- Director Saad stated that he met with Lt. Governor Tenorio and another meeting would be scheduled in two weeks. He stated that he would like to see the signs up by the end of the year.
- Director Saad stated that there was no update on the flooding issue due to DPW being busy with the opening of schools.
- Director Saad stated that the next committee meeting is scheduled for September 1, 2011.
- Director Saad commented that there are numerous projects to be done, but due to lack of funds his committee is unable to proceed.

- Chairman Mesa inquired on the status in lighting replacement.
- Director Saad responded that the ARRA funds have been granted, but the ARRA funds have been earmarked for bulk replacement only and that they would need to find funds for wiring.
- GM Camacho stated she would work on this to find out the total cost and if it was not too much she would find a way for the wiring to be funded by the appropriations received.
- Director Kloppenburg stated that the bond money is for the infrastructure and repairs.

I. Membership Development:

- Director Kloppenburg stated that there would be a meeting to discuss the discount program and the concerns voiced by GHRA.
- Director Kloppenburg stated that if the card program doesn't work there are other benefits offered through the website. He stated that GVB's main goal was to increase membership and to offer value to current members.
- Director Kloppenburg stated that the board tabled the discussion on the Membership By-Laws because Vice-Chairman Baldyga is working with legal counsel to update the By-Laws and once received then we could look at the cost of being a member.
- Director Kloppenburg stated that there was a review of other member organizations and that GVB has the most value compared to other organizations.
- Director Kloppenburg added that the Chamber of Commerce was anywhere up to \$75,000 a year in fees for a large company and with an annual fee of \$200 for less than \$75,000, Chinese Chamber/\$430 year, Rotary Clubs/\$30-\$60 per month, and GHRA is heavily depending on the number of rooms.
- Director Kloppenburg reiterated that at \$100, GVB has great value to offer to members.
- Director Kloppenburg stated that the quarterly membership meeting is scheduled for September 30, 2011 at the Guam Marriott Resort and the keynote speaker would be Barry Bergmann, Managing Director Micronesia & South East Asia for United Airlines.
- Director Kloppenburg stated for continued fundraising for the Japan Tsunami Relief and that Continental has been asked for an in-kind ticket to use as a grand prize at the Membership meeting in September.
- Director Kloppenburg added that Quentin Koch of United/Continental stated that their budget is tight, but will send a letter for consideration.

J. Research:

- **Motion made by Director Taimanglo, seconded by Director Kloppenburg to authorize the General Manager as Chief Procurement Officer of the Bureau to begin negotiations with the highest ranked respondents for RFP: 2011-011 Visitor Exit Surveys and, if successful, enter into a contract. Motion approved.**

Background: In accordance with 5GAC Ch.5 Guam Procurement Law, the Bureau issued RFP 2011-011 Visitor Exit Surveys. The required services will include fieldwork and analysis of the GVB visitor exit surveys.

Issue: Board approval required to proceed with projects.

K. Cultural Heritage & Community Outreach:

- **Motion made by Director Flores, seconded by Director Kloppenburg to approve travel for 19 pax to attend and participate in the JATA Travel Showcase 2011 Guam booth with Chamorro cultural presentations and interactive activities. (Estimated cost up to \$53,500.00, Acct. #CPO-001) Motion approved.**

Delegation: 19/Pax

- 2 BOD Members
- 3 Staff Members
- 1 Chaco Member (Interactive Activity)
- 3 Miss Guam

2 Craftspersons

8 Performers

Background: "JATA Travel Showcase, Asia's largest tourism exhibition receives every year more than 100,000 fans and visitors. This year, domestic and overseas exhibitors are abounding marking at this point (August 5th) 328 organizations and corporations and 994 exhibitors." (<http://jata-wtf.com>) GVB participates each year at JATA World Travel Fair, promoting Guam's unique culture through interactive activities, dance performances and partnering with others in the industry such as Pleasure Island and Continental Airlines with ultimate goal of increasing visitor arrivals.

Issue: Board approval required for all travel.

- Director Flores stated that the next committee meeting is scheduled for August 15, 2011.
- Director Flores stated that her committee has been busy planning for JATA.
- Director Flores stated that the Grants-In-Aid packets have been revised and that there would only be one standard packet that would be used for all grants that come out of GVB.
- Director Flores added that the deadline for grant applications would be September 30, 2011.

L. Sports & Events:

- Director Crisostomo requested for the board and everyone to participate in the GMIF and Ko'Ko' Road Race, which is the biggest event of the year.

❖ **EXECUTIVE SESSION**

- No executive session.

❖ **OLD BUSINESS:**

- No old business.

❖ **NEW BUSINESS:**

- No new business.

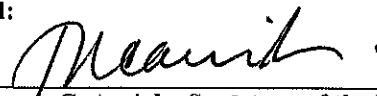
❖ **ANNOUNCEMENTS**

- GM Camacho stated that United Airlines representatives would be visiting Guam and that GVB would be hosting a tour.
- Director Flores stated that the Heritage Institute, which is the official name of the Guam museum, would be holding a two-day conference on August 30 – 31, 2011. She added that there would be knowledgeable keynote speakers from off-island on how to make a business and how to make it a sustainable museum.
- GM Camacho added that GVB was a sponsor.
- Director Flores invited the board to her book launch for Estorian Inalahan.
- Chairman Mesa congratulated Director Flores on her book release.

❖ **ADJOURNMENT:**

- Motion made by Vice-Chairman Baldyga, seconded by Director Kloppenburg, to adjourn the meeting. Meeting adjourned at 5:11 p.m.

Attested:



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



Board Minutes prepared by Janel Perez, Executive Secretary

EXISTING MARKETS COMMITTEE MEETING MINUTES
SEPTEMBER 7, 2011; 10:30 AM
GVB Main Conference Room

Present:

- Hayato (Jack) Yoshino – Ken Corp.
- Michael Perrin – Hertz Rent-A-Car
- Dianne Collins – MDA
- Quentin Koch – Continental Airlines
- Linda Tung – GIT Tours
- Robert Phillips – Hilton Guam Resort and Spa
- Paula Monk – Continental Airlines
- Vic Lo – Micronesia Mall
- Bianca Selgas – Royal Orchid Guam
- Sherry Frazer – Royal Orchid Guam
- Kazu Nishida – Fiesta Guam Resort
- Ana Marie Franquez – PacTours
- Jane Koo – Hyatt Regency Guam

Absent:

- Norman Wang – China Airlines
- Tiffany Chan – China International
- Rolenda Faasuamalie - GIAA
- Yoshihisa Otani – Hyatt Regency Guam
- Amilyn Salas – Sheraton Laguna Guam Resort

GVB Staff:

- Gina Kono
- Dee Hernandez
- Felix Reyes
- Regina Nedlic

CALL TO ORDER

Chairman Yoshino called the meeting to order at 10:47 a.m.

MINUTES OF JULY 6, 2011 MEETING

Motion was made by Mr. Vic Lo, seconded by Ms. Dianne Collins to approve the minutes of the May 11, 2011 meeting. The minutes was approved, subject to minor corrections.

REPORT OF THE CHAIRMAN

Chairman Yoshino thanked all those who came to the meeting and apologized for the delayed start due to the GMIF/Guam Ko'ko' Race meeting ending later.

Chairman Yoshino asked how the GMIF/KKRR is being marketing in markets other than Japan.

Ms. Kono said each market is aggressively pushing participation and raising awareness of the events, including on the various market websites.

For Taiwan, as a visa walver country, there is difficulty in meeting the event's dates due to flight times.

Mr. Koch said there is a Continental/United flight via Narita.

Ms. Kono said that is a possibility but for those who are traveling using the visa waiver option, they cannot use Narita as a waypoint.

Chairman Yoshino asked how the Taiwan Marketing Representative is doing.

Ms. Kono said VEDA is doing fine. They are busy working on coops with EVA air as well as continuing their promotional work with Continental/United.

REPORT OF MANAGEMENT

Mr. Felix Reyes briefed the committee on the BMC markets' arrival numbers.

- North America remains slightly negative but anticipate a turn-around due to onset and awarding of military contracts that will bring contractors during the next few months.
- Taiwan shows a +35.3% to LY from January-August 31, 2011 mainly due to arrival of EVA air and the addition of flights in the market and extra/charter flights by Continental.
- Philippines continue to show negative numbers at -16% for CY11 through August 31 attributed to slow downs of certain projects and cessation of construction of the condominium towers along Oka Point by Younex Corp.