

**REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM, 4:00PM
THURSDAY; October 14, 2010**

Board of Directors Present:

Chairman David Tydingco	Bert Unpingco
Hong Soon Im	Bartley Jackson
Judy Flores	Carol Tayama
Richard Lai	Jack Yoshino
Bruce Kloppenburg	Theresa Arriola

Board of Directors Present Telephonically:

Board of Directors Absent:

Vice-Chairman Jim Beighley
Gordon Chu

GVB Management and Staff Present:

Gerry Perez	Ernie Galito	Debi Basa Phillips
Pilar Laguana	Gina Kono	Nadine Leon Guerrero
Charlene Hitosis	Doris Ada	Jeffry Mindo
Juanita Aguon	Regina Nedlic	Amanda Lawson
Dee Hernandez		

Guests: Jason Lin, Talent Basket; Dr. Robert Underwood & David Okada, UOG; Dr. Saied Safa, Mark Mendiola & George Lujan, UOG Endowment Foundation

❖ **Proceedings:**

Meeting called to order at 4:12 p.m. by Chairman David Tydingco.

Review of the previous regular Board minutes dated September 9, 2010.

- Motion made by Director Unpingco, seconded by Director Jackson to approve the minutes of September 9, 2010.

Motion approved (subject to correction).

❖ **Report from the Chairman:**

- Chairman Tydingco thanked the staff and management for a job well done with all the events happening this week.
- Chairman Tydingco stated that the China Symposium was great today with a lot of good information. He stated that there was tremendous feedback from a lot of people.
- Chairman Tydingco announced that tomorrow is the Global Media and the Opening Ceremony for GMIF.

October 14, 2010; 1



- GM Perez stated that the China Symposium started off last June when Director Jackson and Vice-Chairman Beighley noticed there was so much good information that Dr. Weng and associates have to share with the membership on Guam. He stated that it was the quality control issue that is emerging to be important.
- GM Perez also thanked Pilar and her team for making it happen.
- Chairman Tydingco announced that the legislature hosted a dinner last night for the China guest speakers. He stated that they have been very supportive with the Bureau on what it is trying to accomplish.
- Chairman Tydingco reported that he hasn't heard from the Congresswoman's office or the Homeland Security on the status of the visa waiver program.
- Chairman Tydingco announced that Assistant Secretary Tony Babauta would be on island next week. He stated that he would inquire from him on the status.

❖ **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 was included in the General Manager's Report.

- *Included in the General Manager's report was a short video of GVB's 40th Birthday celebration.*
- GM Perez stated that it captures what the Bureau has been trying to do for the last couple of years, which is making the people of Guam take ownership of the industry.
- GM Perez stated that the hotels, airlines and travel agencies are also involved in the industry but at the end of the day, the industry belongs to the people of Guam.
- GM Perez acknowledged the mayors and thanked them for embracing the 40th birthday and taking it as their celebration as well.
- Director Tayama stated that the 40th birthday was so well organized with the way the canopies were set up for each village. She also thanked the Galaide group for a job well done.
- D. Phillips introduced Jason Lin, Social Media vendor. She stated that Jason arrived yesterday morning and is on island for research prep and information gathering.
- Jason Lin stated that it is great to be on Guam. He stated that he looks forward on the big event tomorrow.
- J. Lin stated that he is based in San Francisco and mainly deals with social media. He stated that he is Mainland Taiwanese so he feels a lot of connection in terms of the Bureau's target customers.
- J. Lin stated that he has been consulting for the social media for the past few years with an experience with government agencies.
- J. Lin stated that he hopes to bring the experience to Guam, to establish a visual image on the Internet.
- Chairman Tydingco and board members present presented a check to the UOG Endowment Foundation from the Guam University Fund from Japan.
- Chairman Tydingco stated that one of the things that he would like to discuss since Dr. Underwood is present and was discussed previously with some of the other educational institution is the education-tourism.
- Chairman Tydingco stated that the Bureau over the years specifically focused on specific markets so that the market could grow. For example, one of the professional soccer teams came to Guam to train 8 years ago so the Bureau was dedicated in forming a sports market committee, which went and drove that business. Today they are an average of 9 to 10 teams, which continues to grow.



GUAM

October 14, 2010; 2



- Chairman Tydingco stated that there is a need to focus on the educational sub committee within the two boards to meet regularly and drive business. The China Symposium is an example on how to drive the market, maybe not full-on-students but specialty training to work with the educational institution to make it work.
- Dr. Safa stated that over the years, GVB has helped during the Marc Symposium. He stated that the Bureau donated \$5,000 for the delegations that are coming from the smaller islands.
- Dr. Safa was wondering if the Bureau had a subcommittee on education, for the promotion of education.
- Chairman Tydingco stated that it is something for both boards to pursue and be actively engaged.
- Chairman Tydingco suggested including the community college, which is more business for Guam through the education.
- Dr. Underwood thanked everyone. He announced that Dr. Safa is the Chairman for the Foundation Board and Mark Mendiola is the new Executive Director for the Endowment.
- Dr. Underwood stated that on the education piece, it is the easiest way to get a visa. He stated that with the China Market, if it pertains to education, it facilitates very easily.
- Dr. Underwood stated that the whole point in tourism education is the tourism part, which is an educational excuse.

❖ **Report of the Treasurer:**

○ **Cash Position Report:**

- Cash report as of October 12, 2010.
- Total cash in banks report (as of 10/12/10) \$4,268,008.04
- Total allotment received to date: \$12,409,293.00

- GM Perez reported that he got a call from the Army Reserve and the Air Force Reserve, which crippled the Bureau with the accounting staff. He stated that P. Tajalle and L. Perez are both off-island with L. Perez returning next week.
- GM Perez stated that P. Tajalle would be out a while so they need to find someone else to replace him, which will create a 2 – 3 weeks delay in the auditing. He stated that he doesn't want to continue with auditing without the full staff on board.

❖ **Report of the Board Committees:**

A. **The Strategic Advisory Council:**

- Nothing to report.

B. **Administration/Government Relations:**

- GM Perez reported that the Bureau was included in the lawsuit being filed against GovGuam agencies with regards to the bonus. He stated that it was a fallout from several departments that are contemplating 3% bonuses and with response to that, there is a class action suit for everyone else.
- GM Perez stated that he has referred the issue to the attorney and will advise the board at a later time on what course of action to take.

C. **Executive Committee:**



GUAM

October 14, 2010; 3



- o Motion made by Director Flores, seconded by Director Lai, to ratify approval of travel for three (3) GVB Japan staff to travel to Guam to support the execution of the 5th annual Guam Ko'ko Road Race and the 23rd Guam Micronesia Island Fair. Travel dates from October 14-18, 2010. (Estimated cost \$2,700.00; account #MAR001).
Motion approved.

Background:

GVB Japan market anticipates over 650 runners from Japan. The support staff from GVB Japan will provide translation, information and overall support for all participating Japan runners. GVB Japan's support includes coordination of Japan media, Adidas staff and support for members of the Guam Chamorro Dance Academy to participate and perform during the Guam Micronesia Island Fair. In addition, we have issued meal and gift coupons to the JGTA for GMIF for our visitors.

Breakdown is as follows:

Airfare:	\$1,950.00
Guam Per Diem (\$62.50 x 4 days X 3 GVB Japan staff =	\$750.00
<u>Contingency</u>	<u>\$0.00</u>
	\$2,700.00

Issue: Time sensitive and board approval required for all travel.

- o Motion made by Director Flores, seconded by Director Jackson, to ratify approval of travel for the General Manager to attend the Quarterly Japan Guam Tourism Council meetings held in Tokyo, Nagoya, and Osaka scheduled for October 20 – 23, 2010 (estimated cost is \$2,734.20).
Motion approved.

Background: The Japan Guam Tourism Council holds quarterly meetings to discuss the current market situation. Meetings are held in three major regions for Japan's outbound travel to Guam. Due to schedule conflicts the September 2010 meeting has been rescheduled to October.

Cost estimate is as follows:

Airfare:	\$750.00
Tokyo Per Diem (\$478.00 x 1 day + 25%)	\$597.50
Tokyo Train Fare (Yen 10,600)	\$126.70
Nagoya Per Diem (\$414.00 x 1 day + 25%)	\$517.50
Nagoya Train Fare (Yen 11,000)	\$132.00
Osaka Per Diem (\$402.00 x 1 day + 25%)	\$502.50
<u>Osaka Train Fare (Yen 8,980)</u>	<u>\$108.00</u>
TOTAL	\$2,734.20

Issue: Board approval required for all travel.



October 14, 2010; 4



- o Motion made by Director Flores, seconded by Director Jackson, to ratify approval of travel for Mr. Ernie Galito, GVB Deputy General Manager, and Miss Universe Guam 2010 or Miss Earth Guam 2010 representative to travel to Niigata, Japan to participate as a runner, official-race-starter and execute Governmental courtesy calls during the Niigata City Marathon scheduled for October 10, 2010. Travel dates are from October 8-11, 2010. (Estimated cost \$1,946.50 account #SMD008).

Motion approved.

Discussion:

- DGM Galito stated that the Niigata marathon had 9,000 runners. He stated that Ms. Guam and the Mayor of Niigata were the official starters of the race.
- DGM Galito stated that he ran the race and the streets were very narrow with only one water stop for the 10K, which is very surprising.
- DGM Galito reported that the winner came in at about two-hours and will be running during the Ko'Ko' Road Race.
- GM Perez stated that he would get an estimate of the ad value as a result of the winner running the KKRR.

Background: The Guam Visitors Bureau has been aggressively engaging in opportunities to promote Guam and the Guam Ko'ko Road Race during popular races held throughout Japan. The Niigata City Marathon has already guaranteed over 9,000 runners of which GVB would like to include its Deputy General Manager to participate in the race. Miss Universe Guam 2010 has also been invited to officially start the race scheduled for October 10, 2010. During the trip, the delegation will also execute travel agent promotions and Government courtesy calls to promote Guam and the Guam Ko'ko Road Race. Continental has extended its support in providing air-seats for the delegation to travel to Niigata to execute the promotion.

Breakdown is as follows:

Airfare (Guam-Niigata-Guam) Tax & Ticketing fee \$70 x 2 pax =	\$140.00
Deputy General Manager:	
Niigata: Lodging \$107.00 X 3 nights + 25%=	\$401.25
Meals & Incidentals \$131.00 X 3 days + 25%=	\$491.25
Miss Universe Guam:	
Sapporo: Lodging \$107.00 X 3 nights =	\$321.00
Meals & Incidentals \$131.00 X 3 days =	\$393.00
Performance Fees \$100 per day X 2 days =	\$200.00
Total:	\$1,946.50

Issue: Time sensitive and board approval required for all travel.

D. Japan Marketing:

- Director Yoshino reported that the committee received an update from ADK on what they are doing.
- Director Yoshino stated that so far, ADK have been very responsive. He stated although the Bureau retained the same company as last year, the team is different.
- Director Yoshino stated that the feedback he got from management is that they are more comfortable with the new team. He stated that the team is on schedule with their promotions for Guam.

October 14, 2010; 5





- GM Perez stated that the difference in their compensation is performance driven, a lot more directly than in the past.

E. Korea Marketing:

- Director Jackson reported that business is great from Korea. He stated that the comparisons are easy with last fall being impacted by the Swine Flu.
- Director Jackson stated that he is looking forward to resigning Henry Lee, who was awarded the contract for the next couple of years.
- Director Jackson announced that the next meeting is scheduled for October 25th.

- Motion made by Director Jackson, seconded by Director Lai, authorizing the General Manager as Chief Procurement Officer of the Bureau to enter into a contract with TLK Marketing Co. Ltd., the highest rated proposer (RFP 2010-005) as the GVB Korea General Sales Agent (GSA) for FY2011. Contract to commence October 1, 2010, subject to availability of funds (contract amount \$778,282.00).
Motion approved.

Background: GM has successfully negotiated the terms and conditions of the contract with the highest rated proposer and now needs Board's authorization to proceed with the contract implementation.

Issue: Board approval required.

F. Existing Markets:

- Director Yoshino stated that he has technical issues with the motions. He stated that he did not attend all the meetings and he feels that the motions were not discussed in the subcommittee.
- Director Yoshino stated that he hopes that he is wrong. He stated as long as management confirms that the motions were discussed in the subcommittee.
- Chairman Tydingco stated that the committee is in a transition because Director Kendell is no longer a board member and he attended all the meetings.
- GM Perez inquired if the motions were discussed in the committee level.
- P. Laguana replied yes, all the motions were taken to the committee.

- Motion made by Director Yoshino, seconded by Director Jackson, to approve travel for the Marketing Officer II to attend the National Tour Association Annual Convention in Montreal, Canada, from November 13-17, 2010 (Estimated cost \$4,592.00).
Motion approved.

Breakdown:

Airfare:	\$2,200.00
Per Diem:	\$2,092.00
Excess Luggage	\$75.00
Industry/Event Related Expenses	\$75.00
Unanticipated Expenses	<u>\$150.00</u>
ESTIMATED TOTAL COST:	\$4,592.00



October 14, 2010; 6



Discussion:

- GM Perez stated that last year he was in attendance and is trying to get closer ties with NTA. He stated that they wanted to hold the seminar on Guam.
- GM Perez stated that NTA and GVB are working together to be credential as part of the CNTA's program for approving outbound recipients of travel. He stated that the Bureau has been working with NTA in that respect for the last two years.
- GM Perez stated that the Bureau got credential last year. He stated that for CNTA to approve, anybody from overseas could be credentialed through NTA.
- GM Perez stated that the China market had wanted specific companies to be responsible but under US law, you can't monopolize one business, so NTA became the single entity umbrella representing many agencies.
- GM Perez stated that P. Laguana sits on the NTA board as an advisory for the Asian Pacific Area.
- Chairman Tydingco stated that what he learned this morning is that China is moving towards credentializing more and more to assure that they have a value destination with the right people and right companies that are serving them.
- Chairman Tydingco stated that NTA has been designated as the organization that has approved destination status, which is important to be represented at the convention.

Background:

GVB joined the National Tour Association (NTA) in 2008 and is a trade organization of thousands of tourism professionals made up of tour operators, tour suppliers, and Destination Marketing Organizations (DMO's), involved in the growth and development of the packaged tour industry. As the impending China-Guam Visa Waiver Program nears, the influence and stature of GVB with the NTA is elevated and the need to meet with the association's leadership, along with other industry folks at the convention is very important and timely. The 2010 Convention to be held in Montreal, Canada, marks the second year in co-locating with the World Religious Travel Association's Expo & Educational Conference. NTA's 2,500 travel professionals will join over 250 religious travel buyers at this year's event.

Issue: Board approval required for all travel.

- Motion made by Director Yoshino, seconded by Director Jackson, authorizing the General Manager as Chief Procurement Officer of the Bureau to enter into a contract with EON Inc., the highest rated proposer of RFP 2010-009, GVB Philippines Marketing Representative. Contract to commence October 1, 2010. Contract amount is \$69,300.00 from FY2011 Budget, subject to availability of funds.
Motion approved.

Discussion:

- GM Perez reported that when he transited Manila yesterday on his way back to Guam, he spent an hour with EON. He stated that he is very impressed with the group.
- GM Perez stated that Riana graduated from Boston College. He stated that there is a big difference from the current vendor.

October 14, 2010; 7





- GM Perez stated that EON has two advantages that could bring value to the table. One of them is the debt of scope of their contacts with the global companies in the Philippines and the second is their contact with VISA and other companies that could give tie in opportunities with the limited budget that they have.
- GM Perez stated that he is comfortable working with EON.

Background: The General Manager has successfully negotiated the terms and conditions of the contract with the highest rated proposer and now needs Board authorization to proceed with the signing of the contract and implementation.

Issue: Board approval required.

- Motion made by Director Yoshino, seconded by Director Jackson, authorizing the General Manager as Chief Procurement Officer of the Bureau to renew the contract of the Taiwan Marketing Representation Services with Veda International Corporation (contract amount \$60,000.00).
Motion approved.

Background: Based on performance evaluation, it is recommended that GVB exercise its option to renew the contract for an additional year.

Issue: Board approval required.

- Motion made by Director Yoshino, seconded by Director Jackson, authorizing the General Manager as Chief Procurement Officer of the Bureau to renew the contract of the GVB English Website Maintenance Services with WSI – Internet Consulting & Education (contract amount \$12,600.00).
Motion approved.

Background: Based on performance evaluation, it is recommended that GVB exercise its option to renew the contract for an additional year.

Issue: Board approval required.

- Motion made by Director Yoshino, seconded by Director Arriola, authorizing the General Manager as Chief Procurement Officer of the Bureau to enter into a contract with Greenlight Media Productions, the highest rated Offeror, for the production and printing of GVB's General Information Brochure (GIB) (contract amount \$33,170.00).
Motion approved.

Background: A selection committee reviewed and rated all submittals in response to the RFP. The GVB GM was successful in negotiations with the highest rated Offeror and now needs the BOD approval to proceed with the execution of the contract.

Issue: Board approval required.



October 14, 2010; 8



- o Motion made by Director Yoshino, seconded by Director Jackson, to approve travel for two (2) GVB staff to attend the upcoming Taipei International Travel Fair from November 3-7, 2010, in Taipei, Taiwan. (Estimated cost of travel is \$5,000.00 from FY2011 Taiwan Budget Acct TBD).

Motion approved.

Travel Expenses:

Airfare: Estimated including daily taxes (2 staff)	\$1,800.00
Per Diem (\$303 x 5 days x 2 pax)	\$3,030.00
Unanticipated Expenses	\$ 170.00
TOTAL:	\$5,000.00

Background: ITF (International Travel Fair) is the biggest and most important travel fair in Taiwan, which helps the travel agents to generate their sales. All the tourism bureaus, travel agents, airlines, and resorts will join ITF to promote their products during the 3-day trade show. Consumers and potential travelers will attend ITF to grab information of their possible travel destinations.

Issue: Board approval required for all travel.

G. New Market Development:

- Director Jackson reported that the China Symposium was very successful. He stated that it was very informal and well attended.
- Director Jackson stated that everyone that attended got a lot out of it. He stated that there is a lot of work to be done because of it.
- Director Jackson announced that the next scheduled committee meeting is October 29th.
- Chairman Tydingco stated that based on the discussion this morning of a preliminary meeting with Director Jackson and GM Perez, there is a certification process which was presented by Mr. David Tang and based on that, there will be a number of requests that will be coming in from GVB members to try and get through the certification process.
- Chairman Tydingco stated that as a start the New Markets committee could take the lead and make sure that the process is done properly once the certifications are provided, the CNTA and whoever does the screening is going to expect that the Bureau did its job in that screening process.
- GM Perez stated that there is a preliminary set of conditions that have been shared with the members. He stated that P. Laguana has sent it out to the different companies.
- GM Perez stated that he would like to revisit those list and make sure that they conform and the board is comfortable on pursuing on those basis.

- o Motion made by Director Jackson, seconded by Director Unpingco, to adopt the Cooperative Marketing Support Policy dated October 8, 2010.

Motion approved.

Discussion:

- GM Perez stated that because of limited budget there is a need for some parameters set on amounts and also the need to make sure that the proposed Coop Ad ties in with the strategic initiatives.

October 14, 2010; 9





- Director Jackson stated that historically the Bureau hasn't done a good job of working with some of the partners in a very fair and consistent way. He stated that the purpose of the policy is to make it a more consistent level on how the tie ups work and how the cooperative relationships work.
- Chairman Tydingco inquired if the policy applies across the board and not just New Markets Development.
- Director Jackson replied yes, that is his understanding.

Background: *Cooperative Marketing Support Policy attached to board packet.*

Issue: Board approval required.

- Motion made by Director Jackson, seconded by Director Arriola, to approve travel for two (2) GVB staff to attend the upcoming 2010 China International Travel Mart from November 17-22, 2010, in Shanghai, China. (Estimated cost of travel is \$7,500.00 from FY2011 China Budget Acct No. TBD).
Motion approved.

Travel Expenses:

Airfare:	Estimated including daily taxes Guam – Shanghai – Guam (2 staff)	\$2,500.00
Per Diem (\$360 x 6 days x 2 pax)		\$4,320.00
Unanticipated Expenses		<u>\$680.00</u>
	TOTAL:	\$7,500.00

Background: CITM is an annual event that is held in Shanghai and Kunming alternatively. As the largest professional travel mart in Asia, CITM has drawn the attention of people in the tourism industry worldwide. Participants in CITM come from all sectors of the travel industry including international and domestic tourist organizations, travel agencies, hotels, airlines and related travel companies.

Issue: Board approval required for travel.

- Motion made by Director Jackson, seconded by Director Arriola, authorizing the General Manager as Chief Procurement Officer of the Bureau to renew the contract of the China (including Hong Kong & Macau) Marketing Representation Services with AQ Communications LTD for FY2011 (contract amount \$103,000.00).
Motion approved.

Background: Based on performance evaluation, it is recommended that GVB exercise its option to renew the contract for an additional year.

Issue: Board approval required.

H. Destination Management:

- Motion made by Director Im, seconded by Director Jackson, authorizing the General Manager as Chief Procurement Officer of the Bureau to enter into its first option to renew in FY2011 the Tumon



October 14, 2010; 10



Landscaping contract of \$271,500.00 with its current contractor, Landscape Management Systems, plus \$38,600 required for water utilization for irrigation. (Total contract amount up to \$310,100.00).
Motion approved.

Background: Tumon Landscaping Maintenance is a beautification effort to enhance the hub of tourism activity. Continued improvements and plantings are made to further enhance landscaping.

Issue: Board approval required.

- o Motion made by Director Im, seconded by Director Jackson, authorizing the General Manager as Chief Procurement Officer of the Bureau to enter into its second and final option to renew in FY2011 the Island Road Maintenance contract of \$277,400.00 with its current contractor, GEMCCO.
Motion approved.

Background: The Bureau continues its efforts to beautify and maintain island medians and shoulders, which includes grass cutting, edging, hedge trimming and removal of debris at Routes 1, 14, 30, 30A, 34, 27, 16 & 8 (total 25.4 miles) and South Routes 1, 2, 2A and 4 (total 29.9 miles).

Issue: Board approval required.

- o Motion made by Director Im, seconded by Director Jackson, authorizing the General Manager as Chief Procurement Officer of the Bureau to enter into its second and final option to renew the Contract Administration & Inspection Services contract of \$106,000 in FY2011, with its current contractor, TG Engineers.
Motion approved.

Background: TG Engineers continues to ensure that the following maintenance contracts are carried out as directed by GVB: Islandwide Road Maintenance, Tumon Landscaping and Tumon and Hagatna Beach Cleaning. TGE also provides GVB additional services upon request.

Issue: Board approval required.

- o Motion made by Director Im, seconded by Director Lai, authorizing the General Manager as Chief Procurement Officer of the Bureau to enter into its first option to renew the Holiday Illumination contract of \$76,500.00 in FY2011, with its current contractor, Landscape Management Systems.
Motion approved.

Background: The Holiday Illumination Project is a month long attraction that provides illuminated décor along San Vitores and Governor Carlos Camacho Road. The objective of the 2010 "Holiday Illumination – Christmas on Guam" is twofold: (1) to leverage the heritage of Chamorro culture and traditions with updated and sophisticated images of Christmas on Guam today and (2) to reinforce a sense of pride about Guam as our home and a desirable visitor destination. It also furthers our brand initiative by displaying our island's cultural

October 14, 2010; 11





icons and traditions with the message of Christmas. GVB awarded the 2009 Holiday Illumination to Landscape Management Systems with the option to renew up to two years.

Issue: Board approval required.

- Chairman Tydingco stated that he saw a few nights ago that they were testing the lights in front of Fiesta Resort.
- Director Unpingco stated that there was a recommendation from management of LMS to install a boardwalk from Hilton to Matapang Beach to encourage tourist to walk around and enjoy the tropical island.
- Chairman Tydingco stated that it is nice to walk on the sand without any obstruction between Hilton and Okura. He stated that Director Yoshino did a beach cleaning a couple of weeks ago and his disappointment was there wasn't enough trash.
- Chairman Tydingco stated that the landscaper is doing a good job.
- Chairman Tydingco stated that his personal opinion is before installing things that are not natural, to study the negative impact it would have. He stated that it is something that needs to be studied because he runs the route and if there were a boardwalk, it would be bad on his knees.
- Chairman Tydingco stated that the sand is great. He stated to look at what the great value would be.
- Director Im stated that near DFS Galleria and JP, the travelers walking cross the road diagonally, not like before. He inquired if JGTA is putting that project together for walkers to cross diagonally.
- GM Perez replied that he doesn't know.
- Director Im stated that the tourist from Prada to JP Store used to cross to DFS but now they are crossing diagonally. He stated that he is not sure what is happening because it is very dangerous.
- Chairman Tydingco stated that what he is more concerned with is Maeda finishing the work they are supposed to be doing.
- DGM Galito stated that the last he heard DPW signed off and is with BBMR. He stated that he would follow up with BBMR.
- Chairman Tydingco stated that it is very important to finish the project.
- Chairman Tydingco stated that what he has seen in San Diego is the cross walks are diagonally.
- GM Perez stated that it is a four way stop and the walkers could cross wherever they want.
- Director Im stated that at night, you could see a lot of local people complaining about the walkers crossing diagonally. He stated that it is really sad to see those kinds of things every night.
- Director Im stated the need to make a system for the satisfaction of the destination.
- Director Kloppenburg suggested sending a letter to DPW to monitor the situation, which has been brought to the Bureau's attention.
- GM Perez stated that he spoke to the traffic safety people and if it is possible to explore that option.
- Chairman Tydingco stated that the concern is where the X's are in other countries; it is not high volume traffic as in Guam. He stated if all sides were stopped, what impact would it have on the traffic.
- Chairman Tydingco stated that the traffic experts would be the ones to inform the people.
- Director Im stated that he has been inquiring why the traffic direction sign is not installed like Japan and Korea to inform the tourist of the location they are at.
- Director Im stated that there are more FIT's tourist coming to Guam and they are renting a car and get lost of which direction to go. He stated that he brought the subject up to the Destination committee on why the

October 14, 2010; 12





signs can't be installed and the answer he received was that there is no budget and the major reason is the typhoon.

- Chairman Tydingco suggested that on the signage issue for those particular locations, the committee should go to the hotels with a standard procedure on the signs and inquire if they could pay for the signage.
- Director Im stated that his idea is to paint the sign on the road to make it safer and not worry about the typhoon blowing the signs down.
- Chairman Tydingco stated that Director Im could deal with the budget constraint by talking to the properties that might be able to paint it and come up with the engineering solution. He stated that it could become the Destination Committee's responsibility to implement that program and say this is what we are offering.
- Chairman Tydingco suggested approaching GHRA's engineering committee to see if they could execute the project and to invite them as part of the committee.

I. Membership Development:

- Director Kloppenburg stated that he hopes that everyone has paid his or her dues with an election coming up in January 4th.
- Director Kloppenburg reported that as of October 6th, there are a total of 301 members eligible to vote. He stated that if anyone is interested in running or want to nominate someone, the deadline to submit to the Bureau is the end of December.
- Director Kloppenburg stated that notices would be sent out to all members.
- Director Kloppenburg announced that a tentative date for a year-end membership mixer is December 9th.
- Director Kloppenburg stated that it has been brought to his attention that GVB board schedule a mixer with the mayors' council to thank them and to also introduce themselves because not everybody knows each other.
- Director Kloppenburg stated that it would be a private function to interface and do a one-on-one with the mayors.
- GM Perez stated that he highly recommends it. He stated that some of the mayors are shy to approach some of the board members.
- Director Unpingco suggested inviting the Ambassadors.
- Director Kloppenburg stated that it would take the focus away from what the Bureau wants to achieve, which is a one-to-one with just the mayors.
- Director Tayama inquired if the meeting would be at one of the mayors' council meeting.
- Chairman Tydingco replied no, it would be held somewhere.
- Director Kloppenburg stated that it is important to canvass all the mayors and board members on when it would be a good time so that there is a majority of both to attend.

- Motion made by Director Kloppenburg, seconded by Director Jackson, to approve purchase of 500 Chamorro Cookbooks @ \$10 per book for distribution as membership gifts (approximately \$5,000.00 from membership account).
Motion approved.

Background: In addition to membership certificates, members are given a small GVB gift upon renewal or signing on as new member.

Issue: Board approval required.

October 14, 2010; 13





J. Research:

- Nothing to report.

K. Cultural Heritage & Community Outreach:

- Director Flores stated that this weekend would speak for itself. She encourages everyone to attend GMIF.
- Chairman Tydingco announced that the opening ceremony is scheduled for 9:30 tomorrow morning.
- Director Arriola reported that they had a meeting with minutes attached to the board packet.

L. Sports & Events:

- Director Lai announced that the Ko'Ko' Road Race is scheduled for this Sunday at 5:00 am.
- Director Lai stated that there are a lot of volunteers this year. He stated that it was mandated from the Bureau that the organizations that received grants volunteer for the race.
- Director Lai stated that the tennis and the Guam Football Association volunteered as well. He stated that about 20 - 30 volunteered for the water station.
- GM Perez stated that the Bureau is trying to do more of that, not just give money to organization but tie it in to leverage support for other events.

❖ **OLD BUSINESS:**

- DGM Galito reported that he has a meeting scheduled next week with the airport operations committee to go over the signage. He stated that hopefully everybody would agree with the instructional signs as well as the signs at the airport.
- Director Yoshino announced that GIAA has increased their budget this year to allow one Japanese speaker on the floor during AM and PM.

❖ **NEW BUSINESS:**

- Director Yoshino stated that there is a concern that there is more noise from the aircrafts from 10:00 pm to midnight over Tumon.
- Chairman Tydingco stated that at the General Membership meeting, there were two representatives from the military. He stated that there are already comments going to them about reducing the noise in Tumon at certain time.
- Director Kloppenburg stated that there is a Bill being proposed. He stated that there is a special exercise going on at the base so there is a lot of extra aircrafts and a lot of extra movements.
- Director Jackson stated that the Valiant Shield has already ended.

❖ **EXECUTIVE SESSION**

- No executive session.

❖ **ANNOUNCEMENTS**

- No announcements.

❖ **ADJOURNMENT:**

October 14, 2010; 14





- o Motion made by Director Kloppenburg, seconded by Director Unpingco, to adjourn the meeting.
Meeting Adjourned at 5:18 p.m.

Attested:

Mr. David Tydingco, Chairman of the Board of Directors

Board Minutes prepared by Dina Rose Hernandez, Executive Secretary