



**REGULAR BOARD MEETING**  
**GVB MAIN CONFERENCE ROOM, 4:00PM**  
**THURSDAY; January 12, 2012**

**Board of Directors Present:**

Chairman Monte Mesa	Vice Chairman Mark Baldyga
Hope Cristobal	Hayato (Jack) Yoshino
Bruce Kloppenburg	Carol Tayama
Theresa C. Arriola	Judy Flores
N. Oscar Miyashita	Nathan Taimanglo
Eduardo (Champ) Calvo	Jennifer Crisostomo

**Board of Directors Present Telephonically:**

**Board of Directors Absent:**

Theresa A. Arriola

**GVB Management and Staff Present:**

Joann Camacho	Nathan Denight	Mark Manglona
Regina Nedlic	Jessica Peterson	Charlene Hitosis
Kraig Camacho	Debi Phillips	June Sugawara
Sonja Lujan-Sellers	Rose Cunliffe	Tony Muña
Doris Ada	Pilar Laguafia	Gina Kono
Janel Perez		

**Guests:** Senator Tina Muña Barnes

❖ **Proceedings:**

Meeting called to order at 4:03 p.m. by Chairman Mesa.

Review of the previous Regular Board minutes dated December 15, 2011.

- **Motion made by Director Oscar Miyashita, seconded by Director Cristobal, to approve the minutes of December 15, 2011.**

Motion approved (subject to correction).

❖ **Chairman's Report:**

- Chairman Mesa stated that he sent an email to board members of the letter he received, which was a formal written response from Assistant Secretary of Defense Paul Stockton responding to several official letters asking for DoD's position in supporting the China Visa Waiver program for Guam to be included.
- Chairman Mesa stated that he interpreted the letter that there is an opening and we just need to pursue aggressively this year.
- Chairman Mesa added that with the delegation that was sent to Washington, D.C. in November 2011, it opened the dialogue and with the initial response from Chamber of Commerce, Armed Forces Committee it continues to be a positive outlook and the need to follow up.
- Chairman Mesa stated that he would discuss the China Visa Waiver issue to Governor Calvo as he scheduled to take a trip next month to the Governor's conference in Washington, D.C. He added that he would continue to push the initiative as we help to drive the tourism development.
- Chairman Mesa stated that GM Camacho received the official document from U.S. Customs Border Patrol relating to the Parole Authority that was granted for Russian travelers. He added that this was the only official document that would be implemented on January 15, 2012.



GUAM

- Chairman Mesa stated that as Director Cristobal recommended at the last board meeting for GVB to attend the Steering Committee for the Guam Education Chamorro Facility (GCEF). He stated that he attended the meeting along with DGM Denight.
- Chairman Mesa stated that he provided minutes from the meeting to all board members.
- Chairman Mesa announced to the board that he was elected as Chairman for the committee and as Chairman he would drive the initiative forward.
- Chairman Mesa also reported that the GCEF Designer Request for Proposal (RFP) was advertised on December 28, 2012 and responses are due January 18, 2012.
- Chairman Mesa stated that construction should begin before the end of this year.
- Vice Chairman Baldyga inquired if the board would be briefed on that.
- Chairman Mesa replied yes.
- Chairman Mesa advised the board that Director Cristobal made the decision to remove herself from the committee due to her husband being involved in bidding for those projects and to remove any appearance of potential conflicts.
- Chairman Mesa added that Vice Chairman Baldyga has elected to join the committee.
- Vice Chairman Baldyga announced to the board that the PMO, RW Armstrong would attend the next board meeting to update the board with a five minute presentation.
- Director Kloppenburg responded that this was a good idea to invite RW Armstrong.
- Chairman Mesa stated to the board that he would be meeting with Governor Calvo along with GM Camacho and DGM Denight to update him on GVB's 2011 efforts, 2012 initiatives, and the five-year strategic plan.
- *Chairman Mesa introduced Senator Tina Muña Barnes.*
- Senator Muña Barnes stated that every time GVB does good work not for the agency but for the people who entice and bring customer and tourists to our island have to be recognized for the work that they do.
- Senator Muña Barnes added that her committee felt that it was important to recognize and commend GVB and the Guam Delegation for winning the "Best Booth Operator" Award at the 2011 Taipei International Travel Fair in Taipei, Taiwan.
- Senator Muña Barnes stated that she was honored and humbled to be part of the team.
- Senator Muña Barnes stated that the Guam Delegation attended the travel fair with 1,500 booths, six countries, and 250,000 people. She added that Guam's presentation was first class with entertainment from the Hafa Adai Show by Jesse and Ruby and dynamic MC's as well as having Ms. Asia Pacific Guam, Naomi Santos.
- Senator Muña Barnes stated that Resolution No. 291-31 was introduced by Speaker Judith Won Pat, Vice-Speaker Benjamin Cruz, and herself and was done and voted on session floor.
- *Director Yoshino, GM Joann Camacho, Marketing Manager Pilar Laguaña, and Marketing Officer II Regina Nedlic accepted Resolution No. 291-31.*

#### ❖ **General Manager's Report**

- *A copy of the General Manager's report was provided to all board members that were present.*
  - GM Camacho reminded the board of United Airlines function tonight at Latte of Freedom, Adelup.
  - GM Camacho stated that former GM Gerry Perez had board orientation for the new members beginning of 2011 and recommended to have another board orientation.
  - GM Camacho advised those board members who were appointed to take the Ethics training course by UOG. She added to inform Board Secretary, Janel Perez to schedule training.
  - GM Camacho stated that the audit is still ongoing and inquired with Rose Cunliffe on the status.
  - R. Cunliffe replied that they are doing fieldwork. She added that they are waiting for revenue confirmations as well as going through procurement process.
  - R. Cunliffe stated that she should know my next week when the draft would be issued.
  - GM Camacho updated the board on the construction at the GVB office. She stated that there have been delays and anticipate completion by the end of February or March.
  - *DGM Nathan Denight updated the board on GVB's five-year Strategic Plan.*

- DGM Denight stated that management initially requested for PATA to send a task force, but due to timing issues and unavailability of the task force members they rescinded the request.
- DGM Denight informed the board that they are moving forward on an RFP to help with services for the strategic plan. He also added that they are working on getting a grant from USDA to assist with the cost.
- DGM Denight stated that next month the Bureau is having a weeklong Social Media Marketing Pow Wow. He stated during that time, management would take advantage of the Bureau's overseas offices and get their input for the strategic plan.
- GM Camacho reported an increase in arrivals.
- GM Camacho reported on the schedule of the CNY charter flights. She stated that the Bureau is working with GIAA to ensure proper arrival procedures would be extended to our guests.
- GM Camacho stated that Pilar Laguafia and Regina Nedlic attended the PATA Tri-Annual meeting in Palau on December 14-17, 2011. She stated that at the meeting they focused on Micronesia Branding.
- GM Camacho announced to the board that the Guam Island Fiesta Tour (GIFT) on January 15, 2012 is being hosted by Mayor Francisco & Mrs. Vangie Blas.
- GM Camacho announced that the 4<sup>th</sup> Annual Gupot Fanha'aniyan Pulan Chamoru, Chamorro Lunar Calendar Festival is being held on January 22, 2012 at the Guam's Fisherman's Cooperative Association.
- GM Camacho reported that Guam is expecting over 100 Russian families this month.

#### ❖ **Report of the Treasurer:**

##### ○ **Cash Position Report:**

- Cash report as of January 9, 2012.
- Total cash in banks report (as of 01/09/12) \$5,755,322.82
- Total allotment received to date: \$3,430,736.04

- Director Cristobal stated that this Friday the Bureau is expecting to receive December's allotment.
- Director Cristobal stated that there have been request for comparison between this quarter and last year's quarter.
- Director Cristobal added that R. Cunliffe would provide that report to all board members.
- Director Kloppenburg questioned where the interest is going on the HOT Bond.
- R. Cunliffe replied that normally it's on reserve, but that is still sitting in the account.
- Director Cristobal informed Director Kloppenburg that there was a \$3,900 loss on Japan's Foreign Exchange.
- Chairman inquired about receiving a quarterly update report on the Hotel Occupancy Taxes. He stated that the last update the board received was in August 2011.
- GM Camacho replied that the report would be provided quarterly.
- Director Miyashita stated that as he requested at the last board meeting he would like the audit firm to meet the board to discuss highlights of the audit and any recommendations. He stated that this would be a good standard of operations for all to meet.
- R. Cunliffe replied that she already discussed that with the auditor.

#### ❖ **Report of the Board Committees:**

##### A. **The Strategic Advisory Council:**

- Nothing to report.

##### B. **Administration/Government Relations:**

- Director Cristobal reiterated that she has relinquished her position to be part of the committee for the HOT Bond Projects and that Vice Chairman Baldyga has indicated an interest in pursuing.
- Director Cristobal informed Vice Chairman Baldyga to send minutes of the committee meetings to Chairman Mesa.

**C. Executive Committee:**

- Vice Chairman Baldyga informed the board that there are plans to change the site for the museum to Skinners Plaza. He stated that the design has to be put on hold until the site has been finalized.
- Senator Muña Barnes added that Governor Calvo was interested in changing the location.
- Senator Muña Barnes stated that within the footprint of Skinners Plaza and the DOA building both are under and owned by the Legislature.
- Vice Chairman Baldyga wanted to make aware that there are only twenty coach parking spots for the agencies.
- Director Cristobal recommended Vice Chairman Baldyga to review the 67 page RFP. She added that there have been questions from potential offerors.
- Vice Chairman Baldyga stated that Director Cristobal informed him that some of the projects are being estimated higher.
- Director Cristobal replied that this was according to Karl Pangelinan.
- Vice Chairman stated that in regards to the flooding they're proposing to put a pump, which will not alone fix the problem.
- Vice Chairman Baldyga reported that he proposed at the meeting that they take on a company that has experience in operations and to get involved in the design process for the museum.
- Vice Chairman Baldyga stated that he worries that one day a portion of the TAF funds might be earmarked to cover operating expenses.
- Vice Chairman Baldyga commented that it's well worth considering hiring a private management company who's experienced in operations.
- Director Calvo inquired about the design of the museum.
- Vice Chairman Baldyga stated that the conceptual design is finalized and approved and now moving into schematic design.
- Director Calvo responded that the conceptual design was based upon the location and now that has changed from Fort Apugan and now possibly Skinners Plaza.
- Director Kloppenburg stated the conceptual design is not valid due to the change of location.
- Director Cristobal indicated that the conceptual design must be followed according to the addendum's Q & A provided by GEDA. She added that there are two basic steps to follow which are the concept and interpretive model that was provided.
- Chairman Mesa stated that it's being discussed and addressed.
- Director Cristobal stated the importance to hire a Museum Director who knows how to operate a museum.
- Vice Chairman Baldyga reiterated that RW Armstrong, the PMO for overall projects would be at the next board meeting to give an update.
- GM Camacho responded that RW Armstrong did the same for GEDA board.
- Director Calvo questioned the time period to spend the HOT Bond monies.
- Director Cristobal responded thirty-six months from April 28, 2011.
- Director Kloppenburg stated that the Bureau originally submitted a design concept through the contest.
- GM Camacho stated that the PMO is aware that we are up against time.
- GM Camacho stated that it was news to her and Vice Chairman Baldyga that the location has changed because it was finalized at the last board meeting.
- Director Calvo stated that the deadline is thirty-six months and we've already lost ten months.
- Director Kloppenburg inquired if the interest rate increases if the date is not met.
- Director Cristobal replied no and that we just need to obligate the funds not necessarily finish the project.
- Director Cristobal stated for continuity purpose she has requested to review existing mandates that are already in place so we have an institution for GCEF, because GCEF is separate institution from DCA and DOE.

**D. Japan Marketing:**

- Vice Chairman Baldyga stated that he had a one-hour meeting with JGTA that went very well.
- Vice Chairman Baldyga stated that agents had concerns that they couldn't fully express themselves in English, so the committee opted for a one hour Japanese speaking session and one hour English session.
- Vice Chairman stated they discussed JGTC's concerns below and had a lot of good ideas to carry that forward.

- Extended stay
- Creating a draft itinerary on GVB's website
- Enhancements for infants and children, such as a play area at the airport
- Shelters for bus trolleys
- Student groups – Vice Chairman Baldyga stated that Okinawa has 400,000 students and they are working to meet with principals and DOE on how to bring the Japanese school groups into Guam's education program.
- Vice Chairman Baldyga reported that the BS TV program is better and that the first segment was edited. He added that subsequent episodes are much better than the first one posted.
- Vice Chairman Baldyga stated that they would continue shooting in two days.
- Vice Chairman Baldyga commented that one of the agents recommended if Guam would consider changing the time zone to match Japan and Korea.
- Vice Chairman Baldyga stated that the agents thought it would be better for promotions and that it would put Guam in the same time zone as in our core markets.
- Director Miyashita inquired if there were any recent crimes against tourists.
- Vice Chairman Baldyga replied no.
- Vice Chairman Baldyga stated that caution signs are being addressed at this time, however DMC had some concerns. He added that language for the signs are being worked on and will be sent for review.
- Vice Chairman Baldyga added that caution signs are very common in Japan.
- Chairman Mesa stated that two safety issues were addressed.
  1. Lighting in Tumon and Kmart access road – Chairman Mesa commended DMC for following up with that project.
  2. Two Lover's Point – Chairman Mesa stated that DGM Denight spoke with Leonard Calvo and he agreed to enhance security during peaks groups. Chairman Mesa stated that L. Calvo has requested to communicate with them as to the arrival of groups and they would take adequate steps to ensure additional security personnel are present.

**E. Korea Marketing:**

- Director Miyashita stated that his committee continues to work on increasing seat capacity.
- Director Miyashita stated that they are working closely to increase flights with KAL and Jin Air to fly from Busan to Guam. He added that East Air and Jeju Air expressed interest.
- Director Miyashita reported on the KMC's 3-month activities and programs. He stated that activities are all new and compared to last year's group numbers; that has increased.
- Director Miyashita reported on KBS2 TV "Live Tong" talk show that aired on December 28, 2011 and January 5, 2012. He stated that both talk shows were 15 minutes each and filmed in Guam.
- Director Miyashita stated that advertising dollar was in excess of \$1 million and only spent \$5,000, which included accommodation.
- Director Miyashita reported on two popular travel magazines, the Traveller and Hana Traveller Magazine January issue.
- Director Miyashita stated that the magazine featured Lotte Giants professional baseball player Mr. Hong Sung Hoon and family in Guam.
- Director Miyashita stated that the primary reason for this was to continue to market Guam as a family destination.

**F. Existing Markets:**

- Director Yoshino reported that the charter flights for Chinese New Year would be arriving next week.
- Director Yoshino informed the board that Eva Air flight landed their Hello Kitty plane promotion on January 3<sup>rd</sup>.
- Director Yoshino stated that the U.S./Military market is expected to be slow, as well as the Philippine market.
- Director Miyashita inquired about the load factor of Eva Air to Guam.
- Director Yoshino responded that he believes the load factor is very high at around 90%.

- P. Laguafía stated that we've seen shifts in the Taiwan market and that it's traditionally seen as a seasonal market.
- P. Laguafía stated that Director Yoshino reported that we anticipate additional airlift from the market during the first quarter. She added that it looks very promising and the Bureau continues to support Co-op marketing programs, which the Bureau has been closely engaged with China and Eva Airlines.

**G. New Market Development:**

- Director Kloppenburg reported that there are ten China charters and is at 97%.
- Director Kloppenburg stated that there would be a teleconference at the end of this month with the group that spearheaded the China Visa Waiver movement in Washington, D.C.
- Director Kloppenburg advised that Jim Beighley has scheduled meetings next week to develop new plans.
- Director Kloppenburg stated at the next board meeting he would have more information of the continuing efforts with regards to the China Visa Waiver Program.
- Director Kloppenburg stated for the board to make a strategic decision on the Russian market. He asked the board how do we want to market ourselves to Russia.
- Director Kloppenburg inquired if the Bureau should collaborate with CNMI.
- Director Kloppenburg stated the need to set a board policy on how to market and give Marketing marching orders to develop a plan.
- Director Calvo inquired if the board would hire consultants in Russia to assist or does the Bureau handle it.
- Director Kloppenburg replied no and it would be the Bureau.
- Director Kloppenburg stated that it was a simple decision to make whether we are willing to sacrifice customers to work with the CNMI and sell ourselves as a general destination rather than a specific Guam destination.
- Director Calvo inquired if CNMI has done a lot to market Russia.
- Director Kloppenburg responded that due to financial constraints CNMI have not been aggressive in marketing.
- P. Laguafía stated that her department is learning a lot. She stated that their main market target is the Far East part of Russia, which the Mariana Islands have fully concentrated their efforts.
- P. Laguafía stated that Guam last year received 500 visitors from Russia and that Saipan gets that in a given month.
- P. Laguafía advised the board that she was in Saipan and noticed a Russian group as a family of eight.
- Director Calvo inquired if the CNMI are considerably favored in Russia.
- Vice Chairman Baldyga inquired what was their perception of Saipan and if they considered Saipan as a cheap destination.
- P. Laguafía responded that once the Russian traveler learns about Guam and what Guam has to offer they're going to choose Guam over the Marianas.
- Vice Chairman Baldyga inquired about the Russians market perception of the CNMI. He questioned if they saw CNMI as an exotic destination or second-class.
- P. Laguafía inquired that as planners what was the policy direction of the board that would help us with our marketing procedures and approach, as we work with travel agents, wholesalers and airlines.
- P. Laguafía stated that Russians are long staying guests and the Bureau could market Guam and sell as a combination. She added that we could expand their value by visiting the Marianas, however we have to be clear in the market so we don't confuse them.
- Director Yoshino stated that PIC Saipan has 70% market share.
- Director Yoshino added that Russians are high spenders and that some think that Guam is a better destination than Saipan.
- Director Calvo questioned if it was better to market as a group or separately.
- Director Yoshino replied that Saipan supported Guam with the visa waiver.
- Director Yoshino gave an example of how Hawaii markets their islands and that Guam and CNMI could do the same. He added to let the visitor decide.
- GM Camacho suggested keeping the brotherhood between the two islands.
- Vice Chairman Baldyga suggested that on the ads to add a tag, such as, "Why Not Visit Marianas".
- Vice Chairman Baldyga felt uneasy putting money towards ads that Guam and Saipan would both use.

- Director Yoshino commented that Saipan has been marketing Russia for fifteen years and Guam is starting from scratch.
- GM Camacho stated that in looking at the bigger picture with Saipan, specifically HongKong; the Bureau asked Saipan to add Guam and they did it.
- Chairman Mesa asked GM Camacho what was management's recommendation.
- GM Camacho replied to work with the Marianas, to continue to be united and be together in our presentations.
- Chairman Mesa agreed with Director Kloppenburg to begin a marketing strategy. He stated that this is a new phase and an exciting growth for Guam.
- Chairman Mesa stated that our industry will attract visitors and that there is enough to go around. He added that there are seven million people in that geographical location.
- Chairman Mesa stated that we would never know until we try our first effort as joint marketing.
- Chairman Mesa added that there should be collaboration in trade and road shows and we need to determine certain events and functions that would be better traction.
- Chairman Mesa stated that as Director Yoshino mentioned, Saipan has fifteen years of development and Guam is riding on their coattail. He added that as the Bureau starts to build Guam's reputation and demand then we could separate, as we've done in the past.
- P. Laguafía informed the board that the Bureau would participate in Russia's largest road show and that the Bureau has talked with the Marianas Visitors Authority (MVA) about sharing booths or being neighbors.
- P. Laguafía stated that the Bureau would make sure travel agents are educated about proximity to the Mariana Islands. She added to let the travel agents and the traveler decide.  
P. Laguafía stated that Guam was going to get them anyway to share their travel experience locally and create a better brand.
- P. Laguafía stated that the visitor might choose dual destinations.
- P. Laguafía suggested entering into agreement with the Marianas and to do something as Vice Chairman suggested in co-mentioning each other in our collaterals and presentations.
- P. Laguafía stated that we don't want to confuse the travel agents and we want to do things together it's either Guam or CNMI and not both. She added that we are too close and too small.
- P. Laguafía stated that as once travel agents send travelers to Guam they are going to quickly learn Guam's offerings, however as GM Camacho mentioned the Bureau has to be sensitive to Saipan and the government of the Marianas, because of their contribution in helping us get this and their support. She added that they would remember this as we move forward and that this was the best way that Marketing feels in working comfortably with their team.
- Director Cristobal shared with the board that she was disappointed that this discussion was happening. She stated that we have one history and we are one people in the Marianas.
- Director Cristobal added that the one person who would back her up was Oversight Chair, Senator Mufia Barnes who has preached this for so long.
- Director Cristobal stated that it seems like it's the brotherly thing to do. She added that she was estatic when the GM Camacho took a leap and connected with Governor Fitial.
- Director Cristobal stated that it's how do we see ourselves, we see ourselves as one people, one history and one culture.
- Director Cristobal stated that she emailed a few board members recommending to create a subcommittee that would look at destination market with the objective that we look at our brochures and try to enlighten our presentations.
- Director Cristobal informed the board that there were inconsistencies in presenting our people and our history.
- Director Cristobal suggested to review all materials and those we have material of who we are and to make sure we are aligned with our information.
- Director Cristobal stated that she liked the idea of the Marianas being incorporated.
- Director Cristobal proposed to the board in creating a booklet of Guam's history in our language and study more of who we are.

- Director Calvo agreed that it made sense to approach the Marianas as “One People” plan, however GVB’s primary job is to optimize the visitor industry for Guam and enhancing it. He stated that as part of the Marianas makes sense but at the expense of optimizing what best for the people of Guam.
- Director Calvo stated that the people of the Marianas are all together and promoting of history is our future and this is what we have to do and this is what separates us from all the other destinations. He added that we have to do this and we can’t just do it without realizing that it has an effect in our overall marketing approach.
- Director Calvo stated that at the end the day we have to sustain ourselves. He stated that to be successful financially, we have to look at it as the perspective of the board.
- Director Calvo added that if it turns out that Marianas is the way to optimize the benefit for Guam than that makes sense. He stated that that board has to look at it from a professional perspective to figure out what is the best interest for Guam and that we can’t emotionally accept that.
- Director Kloppenburg stated that he has been on the board for twenty years and has always worked with the Marianas and firmly believes the Bureau should continue to do so, however there is a right and wrong way to do it.
- Director Kloppenburg added that management has learned through trial and error what has worked and what hasn’t.
- Director Kloppenburg recommended for the board to direct management with the marketing plan. He added that Guam be highlighted or tagged on ads and ask the Marianas to do the same.
- Director Kloppenburg stated that internally Saipan has had issues in the past of who gets the tag, Saipan, Tinian or Rota.
- Director Miyashita stated that the Bureau could accomplish what Director Calvo has said and the Bureau could do it through true collaborative efforts.
- Director Cristobal stated that her disappointment doesn’t come with the discussion, but with the kind of sentiment is a historical thing that we are dealing with. She added that we have to change to look at ourselves more positively and that the opportunity presents itself now.
- Chairman Mesa stated that the spirit in working with Saipan is there. He stated that not every single ads needs to be joint.
- Chairman Mesa reiterated that there are specific events, projects and campaigns that we could collaborate on.
- Chairman Mesa recommended that the board give management the flexibility to come up with a plan. He added that in the spirit of working together in certain campaigns it is worth the effort and we could still continue to independently promote ourselves.
- Director Yoshino stated that last year Guam only received 500 Russian pax and that Saipan received 6,000 pax. He added that Russian travelers are high spenders that have long stays.
- Director Kloppenburg agreed whatever Saipan receives, Guam would double that in a year.
- Senator Muña Barnes stated that it was important to adhere to the respect.
- Senator Muña Barnes stated that she has advocated for our island people that, “though the water separates us, it’s our traditions and values that keep us together and united as one”. She stated that Guam is ethnically diverse, but if we open with respect and respect for our people that is what makes Guam win all the time.
- Senator Muña Barnes stated that whether or not Saipan is going to be with us or not, as long as we extend the olive branch.
- Senator Muña Barnes stated that everywhere she goes whether it’s the economic summit with the governors, Guam is always the big brother or big sister and we have to embrace that. She added that if we embrace that visit Guam and embrace respect with the culture and love that we have for people and others we would always win.
- Senator Muña Barnes stated that as a political perspective and how she was raised with our culture and as the history of inside bickering within our island people, this generation could brings us back together and promote that and hopes that management adheres to that.
- Senator Muña Barnes advised that there is a push in the Legislative body to reunify. She added that what might have not been good then might be good today and that it doesn’t hurt to show courtesy.
- Senator Muña Barnes stated that she hopes management and board see that the simple thing of respect with extending and sharing would go a long way and bridge the piece of our one island people.



- Director Kloppenburg informed the board that there would be a conference in Moscow sometime in March and, although this is not GVB's target market it would be Guam's introduction to the market place.
- Director Kloppenburg added that there would be buyers and sellers from our area of responsibility, which are the four major cities on the eastern coast. The plan currently being developed is to do a road show in those four cities prior to going to the Moscow International Travel Tourism Exhibition (MITT).
- Director Kloppenburg advised the board that there would be a motion forthcoming to support that and would need to take a portion of the money out of China.
- Director Kloppenburg recommended for travelers to be P. Laguaña and G. Kono and the third person for protocol should be our Oversight Chair. He added that the Bureau would be requesting from the Legislature a supplemental budget.
- Director Kloppenburg stated that this would be a ten-day travel with the trade fair mission to start March 15<sup>th</sup> and MITT from March 21-24, 2012.
- Director Kloppenburg suggested to Director Miyashita to discuss KAL's seat capacity issue from Incheon to Guam relative to the Russian market. He added that there are daily flights from cities, but the capacity that we want to get to that second step is limited.
- Director Miyashita replied that they are working out possible issues with the airport.
- Director Miyashita stated that GM Camacho and KAL Manager, Dong Shin would work on that.
- Director Yoshino announced that United Grounds Manager of Moscow would be coming to Guam.
- GM Camacho stated that she, P. Laguaña and G. Kono have a meeting with him.
- Director Kloppenburg reported that Guam lost about thirty families to come this season from Russia but because of room availability only fifteen showed up.
- Director Kloppenburg stated that this was being worked on, because the Russian seasonal holidays are different from Korea and Japan to some degree.
- Director Kloppenburg stated that not only we lost in Russia but from Japan and Korea.
- Director Kloppenburg stated that as the Bureau begins to develop the market, we would begin to resolve itself as the hotels become more familiar with the Russian market and that they would become more accommodating.
- Director Kloppenburg commented that this was part of the growing pain.
- P. Laguaña stated that it would be helpful if the board supports the work GVB is doing as part of the strategic points and marketing plan so there could be inter-island travel.
- P. Laguaña stated that the Parole Authority allows the traveler to travel back and forth within the islands without having to reapply. She stated that they could stay within the Marianas and up to 45 days.
- P. Laguaña added that this is very exciting in trying to promote extended stays.
- P. Laguaña stated that the Russian traveler could venture to Palau and when they reenter Guam the calendar starts again with another 45 days.
- P. Laguaña stressed to the board that the marketing challenge is with the airlines and the need to work with KAL and Cape Air to formulate an inter-airline agreement with these carriers.
- P. Laguaña stated that we don't want the passenger to be receiving a penalty for breaking tickets and by having the agreement the carrier would help facilitate inter-island travel.
- Director Kloppenburg advised P. Laguaña that when they go on their travel mission to contact the U.S. Consulate to see if they could offer assistance into the eastern cities, possibly hiring a private company.

#### **H. Destination Management:**

- Director Saad reported that there were safety concerns for our visitors. He added that they were working on the signage issue.
- Director Saad reported that CAPE has 150 volunteers, however unable to find funds to purchase uniforms.
- Director Saad stated that CAPE needs \$45,000 for uniforms and that they've found \$41,000 sitting in an account since September 2011, but unable to retrieve the account.
- Director Saad stated that the CAPE volunteers are trained and ready to go, but the uniform is what's holding back the program.
- Director Saad informed the board that all security cameras on San Vitores Road are not operable.

- Director Saad stated that he along with GM Camacho and GHRA President Mary Torre met with DHS, Chuck Ada and informed them that they had \$50,000 available to purchase cameras, however since that meeting they have not been able to provide the funds.
- Director Saad stated that in regards to bus shelters, GVB met with Mass Transit and a potential vendor interested in providing fifteen bus shelters on San Vitores Road.
- Director Saad stated that they are not asking for money and that they would invest about \$4 million and \$100,000 in maintenance.
- Director Miyashita inquired on the vendor's name.
- Director Saad replied Tri-Vision.
- Director Saad stated that they have requested for Tri-Vision to refine proposal and come back to us. He stated that the meeting has been scheduled for January 19, 2012 – Attendees: GVB, Tri-Vision, Mass Transit, and DPW.
- Director Saad reported that an increase number of students and tourists use the Kmart crosswalk. He stated that the walk signal is only 15 seconds, which is not enough time to cross. They've requested to increase to 25 seconds, however DPW stated that it would create more traffic delays and that they weren't interested.
- Director Saad informed the board that his committee would continue to work with DPW on that issue.
- Chairman Mesa asked Director Saad if DPW looked at the overpass walkway concept.
- Director Saad replied yes, but there is a funding issue.
- Chairman Mesa responded that this was a federal highway and that there are federal funded programs for this.
- Director Saad replied that this was discussed with DPW, as well as the crossroad for DFS-Outrigger, however Carl Dominguez was not available at those meetings.
- Director Saad stated that they would meet with him to discuss that option.
- Director Saad reported on the flooding issue in Tumon and nothing has happened. He stated that the letter was done as requested by DPW, C. Dominguez for an MOU, because they wanted to do it themselves than having Maeda do it.
- Director Saad stated that DPW has too many projects and the flooding project has been put in the back burner.
- Director Saad stated there was a meeting for a temporary solution, but it still remains ongoing with maintenance cost issues, which is about \$45,000 a year.
- Vice Chairman Baldyga responded that the problem is that the culvert gets filled up with sand and then creates an overflow when it rains. He added that this is a recurring annual cost that is not enough to pay with bond.
- Vice Chairman Baldyga stated that cleaning of the culvert is an issue every year and will not go away.
- Vice Chairman Baldyga suggested for next year's budget on the TAF budget that a line item be added for annual cleaning for culverts for the next ten years either out of the GVB budget. He added just how landscaping and beach cleaning is paid.
- Chairman Mesa inquired about GHRA's safety initiative if that was part of their continual program in supporting public safety funding.
- Director Saad responded that GHRA's Tournament of Champion event, that all proceeds go towards public safety. He stated that 50% to GFD and 50% to GVB and possibly the money could go directly to TAF.
- Vice Chairman Baldyga advised that he met with CAPE volunteers for different reasons, but has been concerned with handbilling that goes on in front of the Westin. He stated that the handbillers are commissioned to grab tourist and bring them to the strip club.
- Vice Chairman Baldyga stated that it happens in front of the ABC store near the Sandcastle where they're approaching families.
- Director Calvo stated that he also saw them in action this afternoon.
- Vice Chairman Baldyga proposed to have the law revised to add a phrase that states no solicitation on public walkways.
- Chairman Mesa stated that this issue should be addressed to command at Tumon Precinct.
- Vice Chairman Baldyga commented that the CAPE volunteers would be perfect for that job.
- Director Saad commented that CAPE is ready and excited to start, but that the hold up was the uniforms.
- GM Camacho inquired with Director Calvo how management should approach the handbilling issue.
- Director Calvo responded for management to seek legal counsel because it may be a first amendment issue.

- Chairman Mesa recommended obtaining a copy of the handbilling law.
- Director Saad stated that once CAPE is fully ready then they could start issuing citations to the owners of the establishment.
- Director Calvo questioned if CAPE has the authority to issue citations.
- Chairman Mesa replied yes.
- Vice Chairman Baldyga added that CAPE would also handle handicap violations.
- Director Saad reiterated that there is money sitting in the account for CAPE and the only problem is how we go about locating it.
- Director Miyashita stated that this issue needed to be urgently addressed.
- Vice Chairman Baldyga stated that the Visitor Information Center would be willing to pay for a segway.
- Vice Chairman Baldyga stated that they should be trained and wear the Guam logo, so that they're more visible to the public.
- Director Kloppenburg has received complaints with regards to no garbage cans in the parks.
- Director Saad responded that DPR has no money to pay for the dumping fee, so they are not providing receptacles.
- Director Saad stated that he has sat down with DPR and have gone back and forth and they just don't have the money.
- Director Kloppenburg replied no excuse.
- GM Camacho stated that she found out there were no trash bins when GVB hosted the Movies in the Park last month.
- GM Camacho commented that every time we have an issue like this the Bureau carries the burden.
- Director Kloppenburg replied that the bottom line is this cannot occur.
- Director Kloppenburg inquired about the rotunda and was told that the Beautification Task Force was taking over and now letting it go.
- GM Camacho replied no and that she would be meeting with Lt. Governor Tenorio and his wife to discuss.
- GM Camacho stated that the Mayor Francisco Blas has expressed interest in adopting the rotunda.
- GM Camacho proposed that the Bureau move forward with the Mayor's request to adopt. She added that hopefully by the end of the month we would see improvements.
- Director Cristobal informed the board of a safety issue with the individual who lives in the cave near Westin.
- Director Cristobal recommended that DPR clean the cave because that is an historical site and artifacts are in the cave.
- DGM Denight stated that the cave is under the Nikko Chapel and that the individual swims out there and harasses tourist.
- DGM Denight stated that DPR would investigate, because the individual has spray painted inside the cave.
- Director Cristobal responded that he's defacing an historical site.
- Director Cristobal inquired about receiving an update at the next board meeting on statistics of drownings.
- Director Saad stated that it takes too long to get something going with signage. He added that DPW would survey on what has been completed and work on a schedule for signage.

**I. Membership Development:**

- Director Kloppenburg stated that the committee is awaiting confirmation from JGTA President to be speaker at the Membership meeting. He added that the committee is prepared to move the meeting to accommodate his schedule.
- Chairman Mesa stated letter that he signed the letter today and would be sent out.

**J. Research:**

- Director Taimanglo stated that Debi Phillips and staff working are working on TSA.

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

- Director Flores invited everyone to the first GIFT of the year on January 15, 2012 at Mayor Francisco Blas' residence.
- Director Flores stated their committee would be meeting next week.
- **Motion made by Director Flores, seconded by Director Cristobal, to approve travel for up to 9-pax Guam Delegation (1-CHO, 2-Musician, 6-Dancers) to attend the upcoming Philippines Travel Agent Association Travel Tour Expo, and the Guam Co-Op Campaign events in Manila from February 16-20, 2012. (Estimated cost of travel up to \$15,000 from CHaCO Acct# CPO005)**  
**Motion approved.**

**Travel Expenses: (To be negotiated)**

Airfare:	
\$600 x 9/pax	\$ 5,400
Honorarium: 3/days	
\$100 x 2 Musicians x 3 days = \$600	\$ 1,500
\$50 x 6 Dancers x 3 days = \$900	
Per Diem: @\$237 x 5 days - \$1,185	
\$1,185 x 9/pax = \$10,665	\$10,665
<b>Estimated Total:</b>	<b><u>\$17,565</u></b>

**Background:** The Philippines Travel Agent Association Travel Tour Expo is the only travel expo held in Manila; Guam has successfully sold over 500 Guam Packages during the event.

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

**L. Sports & Events:**

- Director Crisostomo reported that her committee received numerous grants and sponsorship requests. She stated that with the 15% budget cut they were unable to approve most of them.
- Director Crisostomo stated that below are five (5) events that were approved by her committee:
  - Guam Rugby International Tournament, March 10-12, 2012, \$10,000 GVB Support:
    - Advertising in Japan and transportation of media.
  - Shell V-Power Smokin' Wheels, April 13-15, 2012, \$15,000 GVB Support:
    - Racetrack prep, freight costs, media & featured celebrity, equipment rentals, event prizes & giveaways, marketing & promotional expenses, airfare & transportation.
  - Guam Large Ball Table Tennis Tournament, April 13-15, 2012, \$10,000 GVB Support:
    - Welcome dinner, t-shirts, advertising, farewell reception.
  - Rigalu International Kids Derby, April or May 2012, \$3,000 GVB Support:
    - Fishing supplies, rental of bus tours, media campaign, food & other incidentals, trophies & certificates.
  - Xterra Guam, April or May 2012, \$25,000 GVB Support.

❖ **EXECUTIVE SESSION**

- Nothing to report.

❖ **OLD BUSINESS:**

- Chairman Mesa stated that J. Perez would be submitting fourth quarter attendance report to the Governor's office.

- Chairman Mesa stated that next board meeting is scheduled on January 26, 2012 and that PMO, RW Armstrong would be our guest speaker to update the board on the HOT Bond projects.

❖ **NEW BUSINESS:**

- Director Crisostomo informed the board that Hyundai would be having a five-day regional conference in Guam on June 12, 2012.
- Director Calvo inquired how many U.S. Distributors would attend the conference.
- Director Crisostomo replied no U.S. Distributors just International Distributors, such as Malaysia, Thailand, Vietnam, New Zealand, Australia, Korea and Japan.
- Director Crisostomo stated that she would be part of the planning and would update the board as soon as she receives more details of the conference.

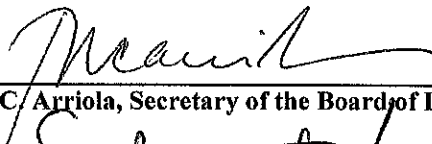
❖ **ANNOUNCEMENTS**

- Nothing to report.

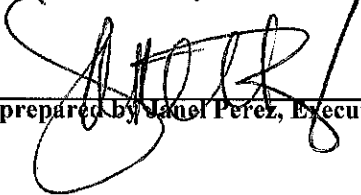
❖ **ADJOURNMENT:**

- Motion made by Vice Chairman Baldyga, seconded by Director Flores, to adjourn the meeting. Meeting adjourned at 6:03 p.m.

Attested:



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



\_\_\_\_\_  
Board Minutes prepared by Daniel Perez, Executive Secretary