



REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM, 4:00PM
THURSDAY; January 26, 2012

Board of Directors Present:

Chairman Monte Mesa	Vice Chairman Mark Baldyga
Hope Cristobal	Hayato (Jack) Yoshino
Carol Tayama	Theresa A. Arriola
Judy Flores	N. Oscar Miyashita
Nathan Taimanglo	Rizk Saad
Jennifer Crisostomo	

Board of Directors Present Telephonically:

Board of Directors Absent:

Bruce Kloppenburg
Eduardo (Champ) Calvo

GVB Management and Staff Present:

Nathan Denight	Debi Phillips	Rose Cunliffe
Regina Nedlic	Dee Hernandez	Felix Reyes
Kraig Camacho	Charlene Hitosis	June Sugawara
Doris Ada	Jessica Peterson	Janel Perez

Guests: Ken Baki, RW Armstrong; Regine Biscoe Lee, Office of Senator Muña Barnes

❖ **Proceedings:**

Meeting called to order at 4:02 p.m. by Chairman Mesa.

Review of the previous Regular Board minutes dated January 12, 2012.

- o **Motion made by Director Tayama, seconded by Director Cristobal, to approve the minutes of January 12, 2012.**

Motion approved (subject to correction).

❖ **Chairman's Report:**

- Chairman Mesa stated that he recently met with GIAA Chairman, Michael Ysrael and Executive Manager, Mary Torres to discuss two concerns.
- Chairman Mesa stated that the operation issues at the airport's arrivals and departures, he was glad to report that they have been responsive in the issue of the ESTA line and accommodating easy processing of the airport customs and immigration lines.
- Chairman Mesa stated that TSA is trying to facilitate the departure area in terms of check in of baggage and to eliminate congestion at the airline counters.
- Chairman Mesa advised the board that there were concerns from airline partners and their customers and working with all to try to resolve.
- Chairman Mesa stated that within market development, the Bureau would be working with the airlines to co-promote in developing the Russian Market and the China Market in establishing air support/seat capacity.



- Chairman Mesa stated the Bureau would work on getting support on moving forward to develop other airlines from countries, such as, Russia, China, Singapore, and Malaysia. He added that this is an opportunity to develop relationships with airlines and airports to pursue potential direct flights.
- Chairman Mesa informed the board that in their packet were copies of letters pertaining to Senator Ben Pangelinan's request regarding the Bureau's procurement policy on major events.
- Chairman Mesa advised the board that the request has been addressed and that the response letter was hand delivered to Senator Pangelinan's office on January 20, 2012.
- Chairman Mesa provided the board a schedule of cruise ship calls from 2012 through 2014 from Marianas Steamship Agencies, Inc. (MSA)
- Chairman Mesa stated that MSA, Inc. are handling Australian ships, such as, Sea Princess, Sun Princess, and Pacific Prince, as well as, Japanese cruise ships that we continue to receive support from.
- Chairman Mesa stated that the Bureau is working with Micronesia Cruise Association (MCA) to establish potential interest of developers in the cruise industry terminal business. He added that they would have cruise companies look into Guam as Asia continues to grow in all of their terminal development.
- Chairman Mesa added that the Bureau and MCA felt Guam should be in the position to attract similar investment opportunities in the future.
- Chairman Mesa stated that this was the result of last year's Cruise Shipping Conference he attended with DGM Denight in Singapore.
- Chairman Mesa stated that they would continue the dialogue with key players in the cruise industry, as well as, cruise ship owners looking at investments for the region.
- *Chairman Mesa introduced Ken Baki of RW Armstrong.*
- K. Baki stated that RW Armstrong is the PMO overseeing the HOT Bond Projects that consists of twenty-seven different items.
- K. Baki informed the board that the largest item on the HOT Bond Projects list is the Guam and Chamorro Educational Facility (GCEF) aka museum.
- K. Baki stated that the Request For Proposal (RFP) for the GCEF Designer was released on December 28, 2012 and proposals were due back January 18, 2012. He added that twelve firms picked up the RFP.
- K. Baki stated that the Evaluation Committee would be meeting tomorrow to review RFPs and expects to conclude the process in the next two weeks.
- K. Baki stated that they are still studying where the museum would be located. He added that they've studied in detail, Fort Santa Agueda (Fort Apugan), as well as Plaza De España.
- K. Baki stated that Governor Calvo has requested to look at Skinner Plaza as a potential site.
- K. Baki added that in looking at Skinner Plaza they also met with the State Historic Preservation Office, as they have jurisdiction over the plans.
- K. Baki stated that there are a total of three potential sites in the Hagatña area have completed site analysis on.
 1. U.S. Post Office
 2. Skinner Plaza
 3. Legislature Site – Session Hall
- K. Baki stated that if the museum were to be in that area they would recommend option #1, U.S. Post Office due to the increase of positive analysis completed.
 - Short term lease
 - Environmentally low risk due to previous construction of the Post Office (P.O.)
 - P.O. is the largest of the three options, open space, drop-off and service parking
 - There are vacant lots to the west for future growth/expansion
 - Connection to Skinner Plaza and Plaza de España; doesn't obscure view
 - Good bus access on existing streets
- K. Baki reported on the other HOT Bond projects to be implemented.

- Plaza de España Historic Structures Rehab
 - K. Baki stated that RFP would be released on January 30, 2012.
 - Inarajan Social Hall Historic Structures Rehab
 - K. Baki stated that the RFP would be released in February. He added that both the Plaza de España and Inarajan Social Hall are design projects and would be started early in the year.
 - Agat – Spanish Bridge
 - K. Baki informed the board that there is a Pre-Construction Conference scheduled for Wednesday, February 1, 2012. He added that this project is mostly DPW work, which consist of conversion channel and rebuild of the existing bridge.
 - Tumon and East Agana Street Lighting
 - K. Baki stated that in recent meetings the committee met with GPA and Johnson Controls Inc. (JCI) and have added Camp Watkins Road/Carlos Camacho Road into GPA's budget oppose to the HOT Bond budget. He added that this would be part of GPA's island-wide lighting program.
 - Tumon Flood Mitigation
 - K. Baki stated that the first phase drawings are near completion and that DPW would be reviewing. He added that after review by DPW there should be activity.
 - Guam Preservation Trust Reimbursement
 - K. Baki stated they've received back up data to establish an account. He added that GPT would in turn use the money for the Legislative Session Hall rehabilitation, as well as Inarajan Session Hall.
- Director Miyashita inquired what is the role of JCI.
 - K. Baki replied that JCI has a contract to replace valves and all the work under the ARRA program in Tumon and is under a maintenance contract with GPA.
 - K. Baki advised that the next steps on the HOT Bond Projects is to refine the scope, budget and schedule.
 - K. Baki stated that they're goal would be to try to keep within budget.
 - K. Baki informed the board that they are actively pursuing alternate funding sources from USDA, GHURA, Federal Highways, and other agencies.
 - K. Baki stated that they've engaged with a Public Outreach consultant and have been up to speed on what has going on with the HOT Bond Projects. He added that they would step up their engagement with shareholders in the community.
 - K. Baki stated GCEF Steering Committee has been formed to facilitate dialogue from and to the PMO.
 - K. Baki announced that in March they would activate the HOT Bond Projects website.
 - Chairman Mesa inquired about the public outreach company.
 - K. Baki replied that it is Bigfish Creative and that they would handle all press releases.
 - *Q&A session opened by Chairman Mesa.*
 - Director Miyashita asked what is available from the bond proceeds.
 - K. Baki stated that they are working on a report due to GEDA next week that takes a look at where we are today, based on numbers today and would cast what has been received and monies available for the projects.
 - K. Baki advised the board members to keep in mind that this was an evolving process, because they have not to an extent dealt with the other projects on the list.
 - Director Cristobal noticed that there were environmental considerations on RWA's analysis. She stated that the soil on the ground underneath where other buildings have been built in Hagatña are major considerations in terms of cost and that we are already down to \$20 million.
 - Director Cristobal commented stated that she had a conversation with a soil engineer about Skinner Plaza and advised her that it would raise the cost.

- K. Baki responded that \$20 million was the original number based on the conceptual design and that was the target budget and that \$27 million is the soft cost.
- Chairman Mesa inquired on the number of RFPs turned in.
- K. Baki stated that he was unable to answer that due to meeting tomorrow with Evaluation Committee.
- Director Arriola inquired where the shift changed from Fort Apugan to Skinner Plaza.
- Chairman Mesa replied that the shift has not changed and that it was only a proposal by Governor Calvo.
- Director Arriola asked if there were any reason behind the proposed change of location.
- K. Baki replied that the motivation in looking there was based on the fact that the Restoration Rebuilding Authority is now beginning to be active. He also added that if the museum were to be built there, the Legislative Session Hall and Plaza de España are in that vicinity and would create more attraction in that area.
- Director Miyashita inquired about time, if the project was behind or on time to be completed.
- K. Baki replied that he doesn't believe the project is behind.
- K. Baki added that RW Armstrong has been on the job for three months and anticipates that the six projects would be completed in a two-year time and for the museum in three-year time.
- K. Baki expects the GCEF to be finished fall of 2014.

❖ **Deputy General Manager's Report**

- *A copy of the Deputy General Manager's report was provided to all board members that were present.*
 - Chairman Mesa informed the board that DGM Denight would be reporting the GM Report due to GM Camacho attending a Special Cabinet Meeting at the Governor's office.
 - DGM Denight reported that month to date overall arrivals was at 3.3%.
 - DGM Denight reported on the following arrivals and market share:
 - Japan Arrivals & Market Share: DGM Denight stated that Japan dipped 5% due to the earthquake, tsunami, and radiation that occurred in March 2011.
 - Korea Arrivals & Market Share: DGM Denight reported that Korea is growing at a stable pace.
 - Taiwan Arrivals & Market Share: DGM Denight reported that Taiwan is increasing.
 - DGM Denight reported on the number of seats for the CNY charter flights:
 - China: 1,509
 - Taiwan: 4,011
 - Korea: 3,290
 - Japan: 10,306
 - Chairman Mesa inquired if this report included regular charters.
 - DGM Denight replied no, just for CNY.
 - DGM Denight reported on Japan's forecast from travel agents and stated that February and March looked good.
 - DGM Denight stated that the Bureau had a courtesy visit on January 14, 2012 with Okayama Mayor Shigeo and the citizens of Okayama to reinforce the Friendship Agreement. Also in attendance was Lt. Governor Tenorio.
 - DGM Denight added that the Okayama City Council also met with Senator Tina Muña Barnes and the Guam Mayors Council.
 - DGM Denight reported that Korea's three-month forecast showed positive numbers.
 - DGM Denight informed the board that the Bureau would be hosting the Korea-Guam Tourism Council Fam Tour from February 2-5, 2012 to include:
 - Ki-chung Hong, KGTC Chairman and Mode Tour President and spouse
 - Hee-seok Kweon, Hana Tour President and spouse
 - Jay H. Shim, Redcap Tour President & CEO and spouse
 - Gwang-sik Bhang, Jau Tour CEO and spouse

- Dae-seung Yoon, Very Good Tour President and spouse
- DGM Denight reported positive increase for Taiwan's forecast.
- DGM Denight shared with the board that the Movie Co-op out of Taiwan would be filming a movie in Guam called "Fierce Wife".
- DGM Denight stated that GVB Marketing Officers, Felix Reyes & Dee Hernandez participated in the Los Angeles & Adventure Show in Long Beach, California last week.
- DGM Denight added that they recruited Guam citizens to help staff the booth and that overall attendance at the travel show was 26,000.
- Director Arriola responded that the Pa'a Group out of Long Beach helped with the booth.
- DGM Denight stated that Pilar Laguaña and Gina Kono are currently in Los Angeles, California participating in the Los Angeles Times Travel & Adventure Show.
- DGM Denight stated that deafnation.com blogger, Joel Barish came to Guam and stopped by GVB. He added that he was on his third leg of his around the world deaf tour.
- DGM Denight stated that he has more than 7 million viewers and 40,000 blog followers. He added that 150 deaf Chamorros hosted an event for him at the Chamorro Village.
- DGM Denight stated that on January 23rd, GVB and United welcomed the first charter flight from Dalian City.
- Chairman Mesa added that there was great coverage in the newspaper on the Dalian Inaugural Ceremony.
- DGM Denight reported a good turnout at the GIFT in Hagatña Chamorro Village that coincided with the Chamorro Lunar Calendar Festival.
- DGM Denight reported that there are so many sports team training at Leo Palace Resort that they paid a visit there and met with the Japan National Swim Team and Hyundai FC Soccer.
- DGM Denight added that GVB provided the Guam brand bottled water for all sports teams and individuals training there.
- Chairman Mesa recommended sending sports photos to the PDN and Marianas Variety, which would give good exposure for the Sports Tourism Committee.
- Director Tayama suggested at the next meeting for the Bureau to provide the Russian arrivals report.
- Chairman Mesa stated that this was good idea, so could see the growth.
- Director Miyashita inquired with DGM Denight about Taiwan's U.S. Visa Waiver.
- DGM Denight replied that they have not been granted a U.S. Visa Waiver yet, however they are allowed travel to Guam under the Guam-CNMI Visa Waiver Program.
- Director Miyashita inquired if the U.S. Visa Waiver is granted would there be negative or adverse affect on Taiwan charters to Guam.
- Chairman Mesa replied potentially yes and there are desires to go directly to the U.S., but it's a tough application process.
- Director Cristobal inquired how sophisticated is the data collected regarding the 45 days stay relating to human trafficking. She added that Russian travelers can stay 45 days and then travel to Palau and another 45 days start all over again and could continue rolling over.
- Director Cristobal questioned if CBP is keeping track on the numbers of times the 45 days are being granted.
- Chairman Mesa responded that CBP is aware of and that Guam is under Parole Authority basis. He added that if CBP suspects anything they have their own intelligence and they would perform due diligence as they see repetitive traveling.
- Chairman Mesa stated that we are promoting legitimate business and leisure travel and encouraging that from all countries.
- DGM Denight added that when children are involved they are required to have their own passport.
- Director Cristobal inquired in terms of business what are the Russian travelers looking for and what type of information should the Bureau provide in our marketing efforts.

- DGM Denight responded that the Bureau's marketing team is working on that by connecting with Russian travel agents and also learning more about the market by reaching out to Marianas Visitors Authority (MVA).
- DGM stated that the marketing team met with MVA and gave a lot of informative information and that the Bureau and MVA are looking into how to collaborate and co-promote Russia.
- Director Cristobal inquired if the Bureau would be promoting as a wedding destination to the Russians.
- Chairman Mesa replied that the Bureau would promote if there were a demand for it.
- Director Cristobal questioned the upsurge on Korean and Taiwan visitors. She inquired if this was a world trend or great marketing.
- DGM Denight responded the increase of additional air capacity from Jin Air and Eva Air and that the Bureau having good representatives at the offices in Korea and Taiwan.
- Director Cristobal inquired with board members, if any of them use the hard copies of the GM's report.
- Chairman Mesa replied that he uses it.
- Director Tayama replied that she reports to the Mayors Council meeting.
- Director Arriola suggested to do away with hard copies and to email to the board after the meeting.
- Chairman Mesa agreed and from now on the GM report would be mailed to the board.

❖ **Report of the Treasurer:**

○ **Cash Position Report:**

- Cash report as of January 23, 2012.
 - Total cash in banks report (as of 01/23/12) \$6,644,842.78
 - Total allotment received to date: \$4,537,308.91
 - Director Cristobal stated that the following reports were emailed to the board members.
 - Balance Sheet as of Oct., Nov., Dec. 2011
 - Statement of Revenues & Expenditures as of Oct., Nov., Dec. 2011
 - Comparative Statement of Revenues & Expenditures as of Oct., Nov., Dec. 2011
 - Comparative Cash Position as of January 23, 2012
 - Director Cristobal reported that there was nothing out of the ordinary on those reports.
 - Chairman Mesa stated as questioned at the previous board meeting in regards to Japan's Foreign Exchanges Losses, as reported in November YTD it is running at \$10,000.
 - Director Cristobal advised the board to review the Hotel Occupancy Tax Collections report and stated for December it shows that we are faring quite well.
 - Chairman Mesa commented that it's better than the last five years.
 - Director Cristobal stated that the audit is still ongoing and awaiting DOA confirmations.
 - Director Miyashita noticed on the Cash Position that accounts payable is substantially higher.
 - R. Cunliffe responded that Asatsu invoices for October, November, and December are high. She added that the delay in payment were due to the representatives waiting for their documents, which is needed prior to paying them.
- **Motion made by Director Cristobal, seconded by Director Arriola, to approve the Financial Statements as of January 23, 2012.**
Motion approved.

❖ **Report of the Board Committees:**

A. The Strategic Advisory Council:

- Nothing to report.

B. Administration/Government Relations:

- Chairman Mesa commented that K. Baki gave a good presentation update on the HOT Bond Projects.
- Director Cristobal informed the board that a subcommittee was created to review the Bureau's collaterals for consistency of historical accuracy. She added that the committee would make sure that all materials are in sync.
- Director Cristobal stated that they are tasked to meet every other Wednesday and the first meeting would be scheduled for February 8, 2012.
- Director Cristobal commented that it would take four to six months to complete their work. She added that they would work on creating a handbook for travel agents with detail of history and language.

C. Executive Committee:

- Nothing to report.

D. Japan Marketing:

- Vice Chairman Baldyga stated that the committee continues to do the same work, as well as focusing on issues raised by JGTC.
- Vice Chairman Baldyga advised the board that Mr. Hiromi Tagawa, President of JTB Corp. would be coming to Guam.
- Vice Chairman stated that he and Chairman Mesa would put together a one page white paper to prepare in advance prior to Mr. Tagawa's visit identifying where the Bureau should be focusing and seeking his input.
- Vice Chairman Baldyga invited Director Yoshino to be involved with the white paper and meeting with Mr. Tagawa.
- Vice Chairman Baldyga questioned how Guam is doing compared to competitors.
- Vice Chairman Baldyga proposed that within JMC meeting to look at on an ongoing basis, our market share versus competitors market share and how we are doing month to month compared to last year.
- Vice Chairman Baldyga commented that this would be an interesting exercise for Research to produce.
- Nadine Leon Guerrero responded that Research gives her the data, however the problem is the outbound from Japan. She added that once we get that information from Research, it would be presented to JMC.
- Vice Chairman Baldyga commented that as we build Russia it would be interesting to see one year from now how CNMI's market share is doing compared to Guam's market share.
- Vice Chairman Baldyga stated that it would be good to see a market share comparison report for all of the Bureau's core markets.

o Global Web Master Meeting

Motion made by Vice Chairman Baldyga, seconded by Director Yoshino, to approve travel for Mr. Yuji Mitsumori, GVB Japan, to travel to Guam to attend meetings with Mr. Tagawa, President of JTB & the 2012 Global Web Master meetings from February 4-10, 2012. Travel dates from February 4-10, 2012. (Cost \$2,061.90; account #SMD003).

Motion approved.

Background:

As the Bureau continues to migrate toward digital adoptions and emerging communications practices, we came to realize that fundamental change of our business approach is needed to meet the increasingly complex, competitive, and connected global consumer marketplace. In the past 6 months, GVB has worked to implement a global social media program to unlock cross-country insights and work visibilities for every GVB member to learn and share best practices of marketing the island.

Breakdown is as follows:

Airfare:	\$847.40
Hotel (\$100.00 +11% = \$111.00 x 7 days):	\$777.00
Guam Per Diem (\$62.50 x 7 days):	\$437.50
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	\$2,061.90

Issue: Board approval required for all travel.

o **Japan Guam Tourism Council Meetings**

Motion to approve travel for the General Manager or her representative to attend the quarterly Japan Guam Tourism Council meetings held in Tokyo, Nagoya and Osaka. Projected months of the meetings are February, June and September 2012. (Estimated cost per trip \$3,200; account # SMD008).

Motion tabled.

Background:

The Japan Guam Tourism Council holds quarterly meetings to discuss the current market situation. Meetings are held in the three major regions for Japan's outbound travel to Guam.

Breakdown is as follows:

Airfare	\$650.00
Nagoya Per Diem	\$565.00
Nagoya Train Fare Yen 6,180	\$80.00
Osaka Per Diem	\$548.75
Osaka Train Fare Yen 14,050	\$180.75
Tokyo Per Diem	\$652.50
Tokyo Train Fare Yen 8,780	\$113.00
Contingency	\$410.00
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	\$3,200.00

Issue: Board approval required for all travel

Discussion:

- Vice Chairman Baldyga advised the board that he wanted to table this motion due to the fact that they were still determining who would be traveling and the cost.
- Vice Chairman Baldyga stated that for board reference there is going to be a trip and that the motion would be forthcoming.

E. Korea Marketing:

- Director Miyashita stated that his committee is working hard to increase seat capacity.
- Director Miyashita stated that they're working with KAL and that possibly may see announcements on increased flights.
- Director Miyashita stated that KMC meeting is scheduled for tomorrow.
- Director Miyashita stated that KGTC would be meeting next week.
- Chairman Mesa stated that in regards airlines, one of the initiatives that they talked about with GIAA Chairman and Executive Manager was participating in the Route Asia Conference in March.
- Chairman Mesa stated that the Bureau would participate if GIAA does, because it would only make sense for GIAA to start the dialogue with key airline planners for future route developments.
- Chairman Mesa added that GVB would have GIAA take the lead and GVB would back up with marketing funds to help co-promote with the airlines to develop new routes.

- Director Miyashita commented that it was a good thing to have shortage of hotel rooms only on certain periods, but is a challenge that we are facing with.
- Chairman Mesa inquired if there were any charter flights or reservations cancelled due to room shortage.
- Director Miyashita replied no major problems, but in terms of charter we lost a couple of charters through Jin Air to Cambodia.
- Chairman Mesa commented that the charters have over a 90% load factor.
- Chairman Mesa asked Director Yoshino if he had any comments with regards to hotel booking this for CNY and if any other markets were affected with the high demand.
- Director Yoshino replied that there were no major concerns.

F. Existing Markets:

- Director Yoshino stated that there would be a movie filmed here in Guam next month.
- Director Yoshino stated that in March there would be a celebrity wedding shoot out of Taiwan. He added that the couple are already married but seeking a destination for their wedding photo shoot.
- Regina Nedlic stated that the celebrity is Ella, of S.H.E., which is a popular singing group in Korea, Hong Kong, and mainly throughout Asia. She added that they would be coming out in March.
- R. Nedlic added that this would be used towards GVB's social media strategy.

G. New Market Development:

- Director Yoshino stated that there was nothing to report.
- Chairman Mesa mentioned that the planning of the road show in Moscow for mid March is being worked on. He called out to all GVB members who are interested in the Russian market that they would be able to participate with the Guam Delegation, however to each member's expense.
- Chairman Mesa stated that the road show would be concentrated on East Russia, which is the Bureau's target market.
- Chairman Mesa commented that this is the Bureau's first marketing road show in Russia.
- Director Arriola inquired about receiving a report on what the Russians are looking for in a destination.
- Director Arriola stated that as board members and members participate in this market it would be good to have so we are all in the know.
- Chairman Mesa responded that GM Camacho emailed a fact sheet on the Russian market that included our target cities.

H. Destination Management:

- Director Saad reported that there was a meeting last week discussing the proposed bus stops.
- Director Saad stated that they met with GRTA and DPW to discuss the process and whether to do RFP versus RFI, however he stated there is great interest in planning the project.
- Director Saad stated by next month we would know how to proceed.
- Director Saad informed the board that DMC would meet next Thursday.
- Director Saad stated that CAPE is underfunded.
- Director Saad stated that his committee members consisted of representatives from government agencies and that there is no support or the power to emphasize what needs to be done. He added that they are going around in circles with no positive results.
- Director Saad stated the need for Chairman Mesa to meet with Lt. Governor Tenorio to seek support on destination management issues. He commented that there is a lot of money spent promoting Guam, however there is no money to clean the beaches, put trash bins in the parks or even clean bathrooms.
- Director Saad stated that he was frustrated because there is a lot of work to be done and needs the support.
- Director Saad wanted to state on record that he needed Chairman Mesa's support.

- Chairman Mesa questioned about representation at his meetings.
- Director Saad replied that he has very good representation at meetings.
- Director Cristobal recommended for the committee to send their reports to Chief of Staff and Legislature and make sure the reports are flagged.
- Chairman Mesa stated that he along with GVB Management had a meeting scheduled with Governor Calvo to discuss GVB's efforts and concerns, however due to the accident in front of Adelup there was no access in or out of the Governor's office, so the meeting had to be postponed.
- Director Saad requested for his committee members to report on action items but he has yet to receive one.
- Director Cristobal inquired about the drowning of a tourist.
- Director Saad replied that the tourist had a heart attack.
- Director Cristobal inquired if the Bureau communicates to the family to express condolences. She recommended that this should be done as part of hospitality.
- Doris Ada stated that GVB reports to the tour operators, Japan Consulate office, and that GVB coordinates efforts on the families needs. She added that this is done on a case-by-case basis and that the GVB follows protocol.
- Director Arriola suggested that the Guam Beautification Task Force (GBTF) create a subcommittee where tourism is a component of the committee, so priority issues could be addressed.
- DGM Denight stated that GVB is working with GBTF on the rotunda. He added that destination management projects are an ongoing struggle but would continue to push forward.
- Director Miyashita stated that he felt the frustration of Director Saad and inquired if he had a representative from the Governor's office.
- Director Saad replied that he has representation from the Governor's office who is also part of GBTF.
- Director Miyashita inquired if the GovGuam Agency representatives are at supervisor level.
- Director Saad replied that he a Assistant Director.
- Director Saad stated that he always had good attendance but no true results.

I. Membership Development:

- Chairman Mesa stated the first quarter Membership Meeting is still being worked on to secure a guest speaker.

J. Research:

- Director Taimanglo stated that D. Phillips and staff are still working on the Tourism Satellite Account (TSA) study.
- Chairman Mesa stated that there are comments from all markets about speeding up the processing of visitors through immigration and customs.
- Chairman Mesa added that there are discussions about the length of the custom forms if it could be shortened.
- Director Taimanglo stated that it is the intent of the committee to revise the custom forms this year.
- Director Taimanglo stated that they would work with the market committees to get their opinion on what to leave and remove.

K. Cultural Heritage & Community Outreach:

- Director Arriola stated that at the previous board meeting on January 12, 2012 a travel motion was approved to attend the Philippine Travel Agent Association Travel Tour Expo.
- Director Arriola stated that there was a change on the make up of the group but no change in dollar amount. She stated that DGM Denight would be going.

- DGM Denight stated that the number of pax changed from 9 to 8 due to the Cultural Heritage Officer, Sonja Lujan-Sellers being on leave.
- Director Miyashita questioned why are we sending both the GM and DGM.
- DGM Denight stated that GM Camacho would be handling the marketing side and he would be handling the show/entertainment side.
- Director Miyashita commented that he understands that management always looks at the most efficient ways to travel, such as, airlines and the number of travel days. He inquired that it ends on Sunday and if there was a need to stay until Monday.
- Chairman Mesa stated to maximize the time, because business could be done during show period.
- DGM Denight responded that as it gets closer they would look into getting comped or discounted fares and would work with sponsors to decrease expenses.
- Director Arriola advised the board members to review CHaCO's minutes because there are lists of organizations that the committee approved grants for.
- Director Arriola stated that Chairman Mesa appointed her to be on the FestPac 2016 Committee and today was the first meeting of the year. She added that they've been meeting since March 2011.
- Director Arriola stated that there is much anticipation for Guam hosting FestPac 2016.
- Director Arriola stated that the committee approved a stylized conceptual design for the logo that is very representative of culture for Guam and the Pacific Islands.
- Director Arriola advised the board that she would be presenting for consideration to attend the South Pacific meeting in the Solomon Islands in March. She added that because everyone would be going to the Solomon Islands it's best that she goes at that time.
- Director Arriola added that Joseph Cameron would be attending and representing Guam Council on the Arts and Humanities Agency (GCAHA) and attending the Council Meeting on behalf of Governor Calvo, as well as, looking at this year's accommodation for the Guam Delegation.
- Director Arriola stated that she has made contact with the Chairman of the Solomon Islands organizing committee, because the Solomon Islands would be the pre-launch of Guam's hosting.
- Director Arriola recommended that she get together with GVB Management and Marketing group on how to best maximize FestPac 2016 efforts for Guam's overall visitor arrivals. She suggested for a pre-destination video for FestPac and creating a package together to present there for those who are interested, so our hotels can be afforded the opportunity to have a bigger increase for VIP and cultural advocates who would be planning to follow FestPac to Guam.
- Director Arriola suggested since Guam would be the next hosting country there is a need to plan a reception at the Solomon Islands, because there are a lot of efforts happening for FestPac 2016 in the Solomon Islands.
- Chairman Mesa inquired on the date for FestPac.
- Director Arriola replied July 14th.
- Director Arriola stated that Governor Calvo at one of the earlier meetings approved FestPac 2016 and that we are looking at last week of June or early July 2016.
- Director Cristobal questioned why during the rainy season.
- Director Arriola replied that FestPac is normally in the summer for maximized participation.
- Director Arriola recommended that Guam should send a shadow team in July to shadow their operations.
- Director Arriola commented that in regards to funding travel, GVB has funds for this but not much.

L. Sports & Events:

- Director Crisostomo updated that board on the upcoming Xterra event on March 10th. She stated that there are over 100 registered triathletes with 13 pros coming from Japan, Brazil, Austria, Switzerland, Australia, U.S., and U.K.
- Director Crisostomo stated that there would be a lot of media coverage for this event.

- Director Crisostomo stated that the participants bring their families and that the average stay is between 5-7 days.
- Director Crisostomo added that there is still time to get more registered.

❖ **EXECUTIVE SESSION**

- Nothing to report.

❖ **OLD BUSINESS:**

- Director Miyshita stated that he's been requesting for management to work with Oversight Chair Senator Tina Muña Barnes about changing the law to meet a minimum of once a month.
- Director Miyashita stated that he want to put forth a motion to instruct management to move forward on whatever needed to be done to change the law and take steps to amend the By Laws if necessary.
- DGM Denight stated that Director Kloppenburg brought it up to Membership and they didn't agree that once a month was sufficient.
- Director Miyashita responded that the Chairman and Executive Committee could always call a meeting.
- Director Taimanglo suggested to have it set and at the board's discretion to meet a minimum of once a month.
- Director Cristobal stated that she would review the existing mandate and let the board know on that could be done to address this.
- Chairman Mesa agreed with Director Cristobal to look into it and see what could be done.

❖ **NEW BUSINESS:**

- Nothing to report.

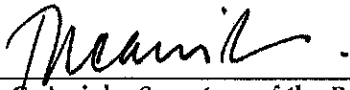
❖ **ANNOUNCEMENTS**

- Chairman Mesa commended PIO, Tony Muña and Marketing Communications Specialist, Jessica Peterson for all email notifications of public outreach.
- Jessica Peterson informed the board that she has launched a website called Guam Guide. She added that she was partnering with PNC and that they would begin airing video segments every week on local events.
- J. Peterson stated that it start airing tomorrow.

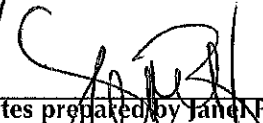
❖ **ADJOURNMENT:**

- **Motion made by Director Arriola, seconded by Director Cristobal, to adjourn the meeting. Meeting adjourned at 5:22 p.m.**

Attested:



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



Board Minutes prepared by Jane Perez, Executive Secretary