



REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM, 4:00PM
THURSDAY; March 8, 2012

Board of Directors Present:

Chairman Monte Mesa	Vice Chairman Mark Baldyga
Hope A. Cristobal	Carissa Fortino
Bruce Kloppenburg	Theresa C. Arriola
Judy Flores	N. Oscar Miyashita
Nathan Taimanglo	Jennifer Crisostomo

Board of Directors Present Telephonically:

Board of Directors Absent:

Carol Tayama	Eduardo (Champ) Calvo
Rizk Saad	

GVB Management and Staff Present:

Joann Camacho	Nathan Denight	Debi Phillips
Laurette Perez	Dee Hernandez	Gina Kono
Pilar Laguana	Doris Ada	Regina Nedlic
June Sugawara	Nadine Leon Guerrero	Haven Torres
Janel Perez		

Guests: Regine Biscoe Lee, Office of Senator Muña Barnes

❖ **Proceedings:**

Meeting called to order at 4:04 p.m. by Chairman Mesa.

Review of the previous Regular Board minutes dated February 23, 2012.

- o **Motion made by Vice Chairman Baldyga, seconded by Director Kloppenburg, to approve the minutes of February 23, 2012.**

Motion approved (subject to correction).

❖ **Chairman's Report:**

- Chairman Mesa informed the board that in their board packet was the copy of the letter from Senator Tina Muña Barnes regarding the Special Projects Appropriation along with copies of the budget for the Micronesian Cruise Association (MCA) and The Pacific War Museum Foundation.
- Director Kloppenburg stated that as MCA's budget was briefly discussed at the last board meeting, he still had concerns paying \$50,000 for the Hagatña Cruise Passenger Ship Terminal & Expanded Boat Marina Feasibility Study.
- Chairman Mesa responded that there are other avenues that MCA would be working on to try to maximize the feasibility study. He added that MCA have plans to work with the Masters Program at UOG as well as having an expertise in certain areas of cruise development.
- Director Kloppenburg stated that this is seed money that GVB doesn't have right now and that the terminal is a generation or two down the road.
- Chairman Mesa responded that the money has been allocated.



- Director Kloppenburg suggested that the \$50,000 would be better spent to upgrade the existing facilities at the Commercial Port. He stated that realistically putting a facility at the boat basin is a long and expensive proposition to do, especially when funds are limited.
- Director Kloppenburg stated that there is a need to develop the market, but need to be realistic by improving the facilities at the Commercial Port.
- Chairman Mesa responded that the Port is going through major renovations where they could accommodate the ships and that is being addressed by the Port itself.
- Chairman Mesa stated that the Port is receiving funds in terms of ship docking and doing improvements as we move away from it in the future. He stated that there are no real marketing efforts out of the Port to bring cruise ships to Guam and that Guam has been fortunate that cruise ships have been and are planning visits here.
- Chairman Mesa added that GVB and MCA have started relationships with the cruise industry.
- Director Fortino inquired about the number of cruise ships that have visited during the past year.
- Chairman Mesa replied ten.
- GM Camacho stated that this was her first experience with the budget process and that both projects should have been a line item in the budget. She added that it was not included at the hearing, so she requested for a letter from Senator Muña Barnes to substantiate the intent, which has been provided and GVB is following through with the commitment.
- Director Kloppenburg stated that this is a budget appropriation that the board has no say in at this point.
- Director Arriola inquired where the money is coming from.
- Director Kloppenburg replied from the Tourist Attraction Fund (TAF).
- Director Miyashita mentioned that the going back to the study, it could be managed through UOG's MBA Program and possibly reduce the cost.
- Chairman Mesa responded yes and stated that the amount for the study is up to \$50,000, which might or might not be expended all for the study.
- GM Camacho stated to the board that she just needed to remove the funds out of the account.
- Director Kloppenburg stated that since the board had no say at this point and that he had already expressed his concerns, he suggested moving on from this subject.
- Director Taimanglo stated to Chairman Mesa that the program at UOG weren't MBA but BBA students.
- Chairman Mesa responded that MCA would be working with Dr. Anita Enriquez and Dr. Fred Schumann. He stated the need to maximize local talent and if they weren't able to find locally then they would seek outside experience.
- Chairman Mesa reported that the cruise ship Pacific Prince docked this morning with about 800 passengers on board.
- Chairman Mesa stated that there are about eight cruise ship visits this year and that two have already arrived.
- Chairman Mesa stated that MCA would continue to work on more visits to the Port.
- Chairman Mesa stated that as part of the board make up and replacement for former Board Member Jack Yoshino, he introduced Director Carissa Fortino.
- Chairman Mesa added that Director Fortino would be taking over the unexpired term of Mr. Yoshino and commended her for accepting the nomination to the board as well as accepting the position as Committee Chair for Existing Markets.

❖ **General Manager's Report**

- GM Camacho announced that GVB would be doing an RFP for Russia and mentioned that the Guam Delegation would be traveling to Russia at the end of next week.
- GM Camacho announced that Ko'Ko' Kids Run would be held on March 18, 2012 at Ypao Beach Park.

- GM Camacho stated that next week there would be an insert in the PDN for Chamorro Month from GVB for branding that is expected to be printed March 16, 2012.
- GM Camacho stated that 150 veterans would be coming to Guam from Iwo Jima this week and next week.
- GM Camacho reported arrivals for the month of February were up 1.2%. She stated that China had a decrease due to Chinese New Year happening more towards the end of January.
- GM Camacho reported that the Guam Chamorro Dance Academy (GCDA) was held in Tokyo on February 25-26, 2012, with about 47 participants of whom 20 were teachers. She stated that approximately 60 teachers have been through the program with GCDA and in turn have taught 5,000 students.
- GM Camacho stated that teachers bring GDCA back to their schools.
- GM Camacho reported that there were 2 incentive trips out of Japan:
 - 1) Tohoku Kanami, Home Renovation Company paid for their employees and family as an incentive trip to Guam. She stated that there were a total of about 100 pax and that a reception was held at the Outrigger.
 - 2) Dahaitu Incentive Trip. She stated there were about 1,500 pax and that receptions were held at the Hyatt Regency Guam, Westin Resort, and Hotel Nikko Guam.
- GM Camacho stated that in Okinawa, UNITED sponsored a local television program with GVB appearance on February 15, 2012.
- GM Camacho reported on tour brochures that were selling from Guam to Okinawa, but wanted to reciprocate for Okinawa to Guam and promote travel, being that UNITED has direct flights.
- GM Camacho reported on Korea's 3 month Activities/Programs. She stated that if anyone wanted it in detail to contact her, Director Miyashita or the Korea Marketing Team.
- Director Kloppenburg inquired about the next KMC meeting.
- Director Miyashita replied March 13th.
- Director Miyashita wanted to highlight that GVB would be engaged and is very active in the Hana Tour International Travel Show 2012 on May 18-20, 2012.
- GM Camacho reported that under the Hong Kong Market there was an iPad application launched at the online Apple Store on February 23rd called Go Wedding Guam. She added that P. Laguana and G. Kono provided information for this application.
- *Short video for Go Wedding Guam was played for the board.*
- GM Camacho reported that China Airlines would be doing a Fam Tour on April 7, 2012 and have requested for GVB to support itinerary arrangement and ground transportation. She added that CI would sponsor airfare and PIC would provide accommodation.

❖ **Report of the Treasurer:**

○ **Cash Position Report:**

- Cash report as of March 5, 2012.
- Total cash in banks report (as of 02/20/12) \$5,783,468.66
- Total allotment received to date: \$4,480,754.07

- Director Cristobal stated that there was nothing remarkable on the Cash Position Report, but stated that there is money.
- GM Camacho stated that \$1 million was given this fiscal year to cover for last year's shortfall.

- **Motion made by Director Cristobal, seconded by Director Arriola, to approve the Cash Position Report as of March 5, 2012.**

Motion approved.

❖ **Report of the Board Committees:**

A. The Strategic Advisory Council:

- Nothing to report.

B. Administration/Government Relations:

- **Motion to have the GVB membership vote on the following amendment to the By-Laws: Chapter 8, Section 11 to read: Regular meetings of the Board of Directors shall be held once a month on the fourth Thursday. Notice of such meetings shall be mailed, faxed, emailed or delivered personally to each director at least five (5) days prior to the meeting.
Motion tabled.**

Discussion:

- Director Cristobal expressed to defer from making the motion due to the fact that her committee has not met on this issue.
- Director Kloppenburg inquired about how this motion was added on today's agenda without going through Membership.
- Director Cristobal replied that it was discussed at the previous board meeting.
- Chairman Mesa stated that Director Kloppenburg was absent.
- Director Cristobal stated that it was discussed a few board meetings ago where the board agreed to look into amending the meeting times and see how it could be done to have it presented to the Legislature to be amended.
- Director Kloppenburg requested for a copy of the board minutes. *January 26, 2012 board minutes was provided to Director Kloppenburg.*
- Chairman Mesa gave an update on the GCEF; he stated that the RFP with the highest rated Architect Firm was still under negotiation through the procurement process.
- Chairman Mesa stated that they are going through the financial negotiation that is to be in compliant with the RFP and possibly sometime next week the Architect Firm could be awarded. He added that once the firm is determined then the GCEF project could begin.
- Chairman Mesa stated that all TAF funds in the amount of \$28 million is going towards the identified list of priority projects.
- GM Camacho added all has been identified on the list and at this point the committee is trying to put a cost to it as well as working with the Governor's office on the priority projects:
 - Tumon Flooding, per Ken Baki of RW Armstrong stated that Willie Flores was 30% complete, however the committee decided that if he is unable to determine a figure then they would go with plan B to give a cost estimate.
 - Lighting – GM Camacho stated that there is intent to take care of Ypao Beach, which is being addressed.
 - Guard Rails at Pleasure Island and Kmart.
- Director Kloppenburg inquired how much was put aside and stated the need to revisit as a board.
- Director Kloppenburg commented that the consultants have taken over where they're prioritizing.
- Director Kloppenburg stated that GVB has already submitted the recommended list of priority projects.
- Director Kloppenburg added that there are non-negotiable items on the list such as the GCEF and Tumon Flooding.
- GM Camacho stated that by the next first board meeting in April, she would obtain a spreadsheet and share with the board on the status of the projects.

C. Executive Committee:

- o **Motion made by Vice Chairman Baldyga, seconded by Director Arriola, to ratify approval of travel for GVB Deputy General Manager to join Senator Barnes and two GVB marketing staff in participating at the Moscow International Exhibition Travel & Tourism (MITT) 2012 in Moscow, Russia from March 21-25, 2012. (Cost approximately \$5,000.00, Acct. No. CI-SMD023).
Motion approved.**

Discussion:

- Director Kloppenburg stated that he was briefed on this motion and that there was no argument that the GM or DGM should go on the trip, but the question was funding. He added that at committee level they were trying to minimize the cost.
- Vice Chairman Baldyga commented that when the motion was presented to the Executive Committee he checked in with everyone prior to approving the motion.
- Director Cristobal stated that she wanted to know more about this trip.
- Vice Chairman Baldyga stated that this would be Guam's first introduction to Russia followed by the sales/road show.
- Director Kloppenburg stated that MITT is similar to JATA. He commented that it was the JATA of Russia and is the largest trade show in Russia.
- GM Camacho added that GVB was paying for four, but others such as local on-island private companies would be going at their own expense.
- Director Arriola stated at the last board meeting it was discussed that the visa fee was \$1,600 and that she noticed on the motion that now its \$367.50.
- Director Kloppenburg stated that the visa for Pilar is a business visa and that DGM Denight was going on a tourist visa.
- GM Camacho added that the staff needed to expedite his visa and applying for the tourist visa was the best option.
- Chairman Mesa wanted to clarify that DGM Denight would not be going on the entire trip, but specifically only for MITT for official representation.
- Director Arriola commented that the per diem has been reduced.
- Chairman Mesa replied yes.

Breakdown:

Airfare:	\$1,585.48 =	\$1,585.48
Per Diem:	\$525/day x 5 days =	\$2,625.00
Russian Visa:	\$367.50 x 1 applicants =	\$ 367.50
Unanticipated expenses =		\$ 422.02

(i.e. communications, internet services, etc.)

TOTAL EXPENSE: \$5,000.00

Background: GVB Management has been requested to participate in the bureau's first Russia marketing activity in the country in order to assist to establish working relationships with the travel agencies, media,

Russian and U.S. Embassy officials to garner their support and cooperation in building Guam's awareness and the implementation of a Guam Russia Visa Waiver Program in the market.

Issue: Board approval needed for all travel.

D. Japan Marketing:

- o **Motion made by Vice Chairman Baldyga, seconded by Director Cristobal, to approve travel for one staff and one Miss Guam for promotion of Guam travel in the Kyushu Region from April 25-29, 2012. Account number TTC011 (Estimated cost of travel: \$2,396.00) Motion approved.**

Background: Fukuoka has daily flights to Guam via United. Hawaiian Air will begin flying from Fukuoka in April 2012. Working closely with JTB and United, this joint promotion will be held at various travel agent offices and targeting general consumers from April 25 – 29, 2012. United will provide 2 airline tickets and JTB has agreed to provide accommodations.

Cost Estimate:

Airfare: Airport taxes and airline fees only	\$200.00	x 2 pax	\$400.00
Per Diem (Meals & Incidental Expenses only)			
Miss Guam	\$212.00	x 4 days	\$848.00
Miss Guam Professional Fee	\$100.00	X 3 days	\$300.00
Staff per diem	\$212.00	x 4 days	\$848.00
TOTAL			\$2,396.00

Issue: Board approval required for all travel.

- o **Motion made by Vice Chairman Baldyga, seconded by Director Kloppenburg, to approve travel for Mr. Yuji Mitsumori to attend the GVB Membership Meeting on March 19, 2012. Motion approved.**

Discussion:

- Vice Chairman stated that Y. Mitsumori originally was coming to Guam every month and JMC reduced his travel to save on budget and therefore missed a few meetings. He added that he would attend the Membership Meeting as well as meet with staff to get caught up.

Background: Mr. Shinya Kurosawa, Vice President of JTB Global will be the guest speaker for our quarterly membership meeting. JTB has requested that Mr. Mitsumori accompany him to Guam. Bookings at this time are rather high and we were unable to secure discounted airfare.

Airfare:			\$1,300.00
Per Diem:			
Meals & Incidental Expenses only	\$62.50	x 2 days	\$125.00
TOTAL			\$1,425.00

Issue: Board approval required for all travel.

- Vice Chairman Baldyga stated that he attended the JGTC meeting in Japan with the heads of the agencies where there was a special meeting to follow up on the issues they had when they met on Guam.
- Vice Chairman Baldyga stated that concerns were raised and action items were put on the table. He added that JGTC members seemed excited, enthusiastic, and positive with the actions that were presented.
- Vice Chairman Baldyga stated that on top of the list for JMC was that Brian Pak joined JMC and has been tasked to work on establishing a Golf Academy that Mr. Tagawa had suggested.
- Vice Chairman Baldyga commented that JGTC members are very interested on the school trips, which have been the committees' core focus.
- Vice Chairman Baldyga informed the board that by the next JGTC meeting they would like a menu of offerings instead of just dialogues, such as:
 - Which school could they visit?
 - When could they visit?
 - Cost?
 - What else could they do while on Guam?
- Director Kloppenburg commented that they have already arrived on-island and that several of them visited his office.
- Vice Chairman Baldyga reported that two years ago there were 40 school trips and last year had about 100 school trips. He stated that Okinawa has 400,000 school children attending school.
- Vice Chairman Baldyga stated that it's JMC's focus now, but the problem is Guam doesn't have enough schools for them to see.
- Vice Chairman Baldyga added that his committee is trying to arrange into the menu offerings non-school visits and cultural offerings.
- Vice Chairman Baldyga stated that MICE business was another core priority. He added that the MICE brochure is outdated and that a new version would be published.
- Vice Chairman Baldyga stated that there has been a struggle working on the brochure due to time. He stated that it has been decided to do dual tracks and publish through a third-party vendor who would quickly sell ads to local companies and publish within the next six weeks.
- Vice Chairman Baldyga stated that at the same time to use Research funds to start researching on what type of MICE business could Guam attract giving the new conference center that would be opening.
- Vice Chairman Baldyga informed the board that JGTC is very interested to see the five-year strategic plan and get involved in it. He stated that he has asked DGM Denight to provide the draft copy to him as soon as possible, so he could engage the members rather than throwing it at them.
- Vice Chairman Baldyga stated that LCCs from Haneda to Guam would be opening soon. He stated that Japan has opened domestic service to non-Japanese LCCs, which is very high on the list.
- Vice Chairman Baldyga stated that JGTC has suggested to rate restaurants on Guam due to the numerous choices. He stated that they also suggested to rate hotels.
- Vice Chairman Baldyga added that they had a 30-minute discussion and that 65% of JGTC members were strongly in favor of bringing in AAA and that 35% were opposed to it.
- Vice Chairman commented that his personal perspective on this was that until Guam steps up and measure itself on an international standard. He suggested that the hotels should get the rating to see where they're at and adjust accordingly.
- Director Kloppenburg inquired what it takes to get a rating.
- Vice Chairman Baldyga replied that the hotels would have to invite AAA, however none of them are up to it and would have to work with GHRA.

- Vice Chairman Baldyga stated that he was advised to take a three-year approach to it and perhaps invite AAA to rate the hotels and give hotels the rating, but some of the agents recommended not to give hotel the ratings because they would not move past the 2-star rating, which could hurt Guam.
 - Vice Chairman Baldyga stated that there were suggestions to do a Guam only rating.
 - Vice Chairman Baldyga recommended that GHRA to get involved and engaged to the idea.
 - Vice Chairman Baldyga stated that he wanted to put it on the table for everyone to think about and support to try to push the international rating system.
 - GM Camacho responded that she had discussions with Mary Torre, GHRA President, and that there were pros and cons to the AAA rating. She added that there were discussions to get PATA Regional Rating or a seal of approval rating amongst the industry.
 - Director Kloppenburg inquired if GVB paid for the rating could it be kept confidential.
 - Vice Chairman Baldyga replied that it's possible.
 - Chairman Mesa commented that all the comments posted on Facebook and Twitter should be taken into consideration. He stated that is the real true measurement.
 - Chairman Mesa stated that GHRA should take that on their own, because of their membership mainly consisting of hotels.
 - Director Kloppenburg responded what would happen if GHRA doesn't take the initiative.
 - Chairman Mesa stated that GVB would handle and rate the hotels.
 - Chairman Mesa recommended that the board vote for management to draft a letter for board review to GHRA to suggest to them to consider and start working to get hotels rated.
 - Chairman Mesa stated that this was a recommendation from the previous board as part of the five-year strategic plan that needed to be phased in.
- **Motion made by Vice Chairman Baldyga, seconded by Director Kloppenburg, for GVB management to draft a letter to GHRA for board review based on JGTC recommendations, to consider bringing in an advisor or consultant to Guam and rate hotels to move towards an international star rating for Guam. Motion approved.**

E. Korea Marketing:

- Director Miyashita advised the board that there was a chart he wanted to present that showed the anticipated number of arrivals versus seating capacity. He stated that they were anticipating an increase of 88% in airflow, which was misleading due to the results of last years triple effect disasters where the Korean Market was adversely affected.
- Director Miyashita reported that seating capacity is increasing to about 12% due to added flights from KAL four times a week.
- Director Miyashita stated that these are scheduled seasonal charters that are having a positive impact.
- Director Miyashita stated that KMC is working closely in anticipation of having Russian tourists travel through Incheon. He stated that they are trying to connect with the Korean Branch Managers in Khabarovsk and Vladivostok.
- Director Miyashita added that it was very important to continue to work with KAL to entice Russian tourist to come to Guam through Korea.
- Director Miyashita commented that looking at Korea's marketing strategies he agreed with P. Laguana that in the past GVB has concentrated quite a bit on the wholesale market and the need to do more on direct consumer advertising.
- Director Miyashita announced that Hyundai Distributors Conference would be here in Guam at the Hyatt from June 11-15, 2012. He stated that there would be about 160 pax from Asia.
- Director Miyashita commented that this news is great for Guam and creates positive media exposure.

- Director Crisostomo stated that last week five officials from Korea arrived on Guam and visited GVB. She stated that they wanted to check out tours and shows for everyone to do when they arrive here and that all they have requested were recommendations.
- Director Crisostomo stated that the five officials were marketing representatives for Hyundai.
- **Motion made by Director Crisostomo, seconded by Director Arriola, to approve travel for the KMC Chairman and a GVB staff to attend meetings with the KGTC, TA's, Busan Mayor's office, and airlines executives in Seoul and Busan, Korea, during March 25-29, 2012. Cost is approximately \$3,832.75 from the FY2012 Korea Sales Marketing Development Acct# SMD023.**

Motion approved.

Airfare (2 pax)	\$1,450.00
Per Diem – Lodging	\$1,559.25
Per Diem – M&IE	\$823.50
Total:	\$3,832.75

Background: The recent visit of the KGTC and Yeobaekhoe to Guam has resulted in increased interest to further develop the Korea-Guam route with increased seat capacity, additional gateways and possible additional flights. Jin Air has also announced adding more flights sometime in October.

GVB's efforts to increase market share continues to be challenged. Three airlines now service the Seoul-Honolulu route catering mostly to honeymooners that could potentially affect Guam's Honeymoon arrivals.

It is critical and timely for the KMC Chairman and GVB to meet with these key stakeholders and to keep engaging with and maintaining these established contacts while seeking their support to grow Korean arrivals to Guam.

To further impress this request, GVB Korea's Henry Lee has requested for Chairman Miyashita and a GVB staff to join in meetings with the KGTC, Jin Air, Eastar Air, Jeju Air, Asiana, Busan TA's, Korean Air, the Busan Mayor's office. Meetings to be held in Seoul and Busan.

Issue: Board approved for travel required.

F. Existing Markets:

- Nothing to report. (*Marketing Officer II to brief and provide minutes to Director Fortino*)

G. New Market Development:

- Director Kloppenburg stated that the Guam Delegation would be leaving at the end of next week for Moscow International Exhibition Travel & Tourism (MITT).
- Director Kloppenburg stated that his committee would be meeting next week Tuesday. He added that the Russia marketing plan would be presented to the committee and to the board at the next BOD meeting.
- Director Kloppenburg commented that one thing to know about Russia is that we learn as we go about Russia. He stated that P. Laguana and G. Kono have been receiving help from the U.S. Commercial Service and the U.S. State Department as well as individuals that do business with Russia.
- Director Kloppenburg invited the board to attend NMDC meeting.

- Director Kloppenburg stated that there would be a meeting with Congresswoman Bordallo to give a full briefing on the China Visa Waiver and that all board members are invited to attend to include the Chamber of Commerce, Chinese Chamber of Commerce Guam, and GHRA.
- GM Camacho confirmed the meeting date to be March 15, 2012 at 10:30 a.m., CW Bordallo's District Office.
- Director Miyashita inquired if the committee would be asking for a supplemental budget from the Legislature.
- Director Kloppenburg stated that he has been told that GVB would be receiving the 15% holdback. He stated that if GVB were to receive that then they would not ask for the supplemental budget, but would go in for the next year.
- GM Camacho commented that GVB was given the \$1 million, which gives leeway.
- Director Kloppenburg stated when you see Russia's marketing plan it is not too aggressive for the first year.
- Chairman Mesa inquired about working or communicating with Marianas Visitors Authority (MVA).
- Director Kloppenburg replied that there is communication; however marketing has not been receiving that much data as they thought they would, but they are working with MVA.
- Director Kloppenburg stated that the level of information in terms of statistics surprised them.
- Director Cristobal inquired about the facilities for Russian families. She inquired if the hotels had condo-like rooms with a kitchenette.
- GM Camacho replied yes. She stated that the Westin Resort has villas and the Palm has kitchenette style rooms.
- GM Camacho stated that the Russian tourists prefer to stay at the PIC, Hilton, and the Hyatt.

H. Destination Management:

- GM Camacho reported that the friction course at the DFS Intersection did not pass Federal Highway specifications by .5% and is at a standstill until the issue is resolved.
- GM Camacho stated that the money for CAPE is not an issue and that whatever needed to be supported is being done through the tourism industry in Tumon.

I. Membership:

- Director Kloppenburg stated that the Quarterly Membership Meeting is scheduled for Monday, March 19, 2012 and that the guest speaker has been confirmed to be Mr. Shinya Kurosawa.
- Director Kloppenburg reported that only 20 people confirmed their attendance and that another email would be sent out to Membership.
- Director Kloppenburg commented that the meeting should be interesting to find out what Mr. Kurosawa's outlook is for Guam globally.
- Director Crisostomo added that there would be another speaker from the Chamber of Commerce about Buy Local.
- Director Kloppenburg stated that there would also be a dinner reception for Mr. Kurosawa.
- Vice Chairman Baldyga suggested for the same white paper that was presented to Mr. Tagawa should be developed for Mr. Kurosawa for his input.

J. Research:

- Director Taimanglo reported that the next Quarterly Research Meeting would be on March 15, 2012 at 8:00 a.m. in GVB's Main Conference Room.
- Director Taimanglo invited all to attend as well as all respective markets to send one of their representatives to the meeting as they would be going through the custom forms and looking for input, such as the size of paper and information collected.

K. Cultural Heritage & Community Outreach:

- Director Arriola stated that her committee met yesterday and that the main topic was the upcoming budget.
- Director Arriola stated that her committee would be working on the budget and has requested additional information from the staff. She added that her second meeting would be a special meeting and those who are interested in attending are welcome.
- Director Arriola announced that she would be leaving at the end of the month for the Solomon Islands as she is the representative of the 2016 Guam FestPac Committee. She stated that she would be meeting with the Director and Organizing Committee to set up protocols for a shadowing team.

L. Sports & Events:

- Director Crisostomo informed the board that RFP 2012-04 for Event Director for the Guam Ko'Ko' Road Race was announced March 5, 2012 and that all interested agencies or qualified individuals were encouraged to pick up the RFP at GVB.
- Director Crisostomo commented that this year her committee wanted to ensure that an experienced Event Director is selected.
- Director Crisostomo stated that this was a busy weekend for Sports Tourism. She added that two events were happening such as the Xterra Triathlon and the True Grit Rugby International Tournament.
- Chairman Mesa recommended following up with the Guam Football Association to obtain information on the Asian Football Champion Tournament to be held this summer at the Harmon Field.
- Director Crisostomo replied that her committee would follow up.
- Director Crisostomo commented that this was a huge tournament as she attended 3 years ago and that Guam did very well compared to the East Asian countries.

❖ **EXECUTIVE SESSION:**

- Nothing to report.

❖ **OLD BUSINESS:**

- Chairman Mesa advised the board that the final audit report turned out very well. He stated that there was a minor adjustment made for internal auditing purpose.
- GM Camacho stated that a schedule would be prepared for the team for in-kind contributions, so the staff is on time and follows the schedule diligently.
- Chairman Mesa commented that the financial performance was very good.
- Chairman Mesa stated that membership is required to at least participate 20% of what we're budgeted so all in-kind contributions are to be documented, so the 20% threshold is met.

❖ **NEW BUSINESS:**

- Nothing to report.

❖ **ANNOUNCEMENTS**

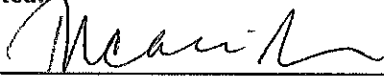
- Director Arriola announced that Pa'a Taotao Tano in partnership with the Department of Chamorro Affairs is sponsoring the first Chamorro Month 5K on March 31st and is hoping that it would be an annual event.
- Director Crisostomo announced that Cars Plus would be hosting tonight, the 2nd Annual Guam is Good Wine Tasting and Art Show to benefit the Calvo Cancer Foundation.

- Director Kloppenburg announced that also tonight the Japan Club of Guam would be hosting an Appreciation Dinner for the Japan Tsunami Relief.
- GM Camacho added that CVB donated about \$10,000 as well as participated in numerous fundraisers.
- GM Camacho stated that the reception is being held at the Nikko Hotel and begins at 5:30 p.m.

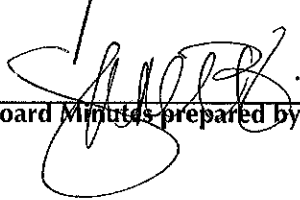
❖ **ADIJOURNMENT:**

- Motion made by Director Crisostomo, seconded by Director Arriola, to adjourn the meeting. Meeting adjourned at 5:06 p.m.

Attested:



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



Board Minutes prepared by Janel Perez, Executive Secretary