



REGULAR BOARD MEETING
GVB MAIN CONFERENCE ROOM, 4:00PM
THURSDAY; November 10, 2011

Board of Directors Present:

Chairman Monte Mesa	Hope Cristobal
Bruce Kloppenburg	Theresa C. Arriola
Judy Flores	Nathan Taimanglo
Rizk Saad	Jennifer Crisostomo

Board of Directors Present Telephonically:

N. Oscar Miyahsita

Board of Directors Absent:

Vice Chairman Mark Baldyga
Hayato (Jack) Yoshino – Taipei Delegation, International Travel Fair
Carol Tayama
Eduardo (Champ) Calvo

GVB Management and Staff Present:

Nathan Denight	Debi Phillips	Felix Reyes
Tony Muña	Laurette Perez	Jessica Peterson
Dee Hernandez	Nadine Leon Guerrero	Rose Cunliffe
Mark Manglona	Kraig Camacho	Gina Kono
Doris Ada	Janel Perez	

Guests:

❖ **Proceedings:**

Meeting called to order at 4:05 p.m. by Chairman Mesa.

Review of the previous Regular Board minutes dated October 27, 2011.

- o Motion made by Director Kloppenburg, seconded by Director Crisostomo to approve the minutes of October 27, 2011.
Motion approved (subject to correction).

❖ **Chairman's Report:**

- Chairman Mesa stated that there would be a Guam Delegation heading to Washington, D.C. to meet with representatives from DOD and Michael Block, Asst. Director for Intergovernmental Affairs at the White House.
- Chairman Mesa stated that Director Kloppenburg would give more details under New Markets report.
- Chairman Mesa commended Destination Management for following through with the completion of the lighting in Tumon.
- Chairman Mesa stated that Director Cristobal and GM Camacho have been attending bi-weekly meetings with the COS Frank Arriola, RW Armstrong, GEDA, and DCA for the HOT Bond Projects. He added that Director Cristobal would update the board.
- Director Miyashita joined the board telephonically and inquired about the status of trip to Washington, D.C. and if Chairman Mesa was still part of the delegation.
- Chairman Mesa responded that he would not be part of the delegation due to the fact that he was going to attend the 2011 Cruise Shipping Asia in Singapore during that period. He reiterated to Director Miyashita that Congresswoman Bordallo's office have scheduled meetings with DOD.



GUAM

- Chairman Mesa stated that the need for this trip is to make a clear statement of Guam's position.

❖ **Acting General Manager's Report**

- A copy of the Acting General Manager's report was provided to all board members that were present.
- Acting GM Denight informed and updated the board on the robberies that have occurred at Asan and Two Lover's Point involving Japanese tourists.
 - Asan: The suspect allegedly approached a group of tourist by offering to take their pictures then pulled a pistol and demanded their belongings. The suspect fled into the jungle and the tourist sought help from a local couple, which they were very instrumental to the Guam Police Department. GPD was able to apprehend the suspect a few hours later and recovered their belongings. Acting GM Denight stated that at that time the suspect was being held on a \$25,000 bond.
 - Two Lover's Point: Acting GM Denight stated that he spoke with Lt. Taitano and that the suspect was caught under a separate robbery case. Nadine Leon Guerrero added that ADK replaced the victim's cosmetics.
- Director Arriola inquired if GVB could present a Good Samaritan Award to the individuals who helped police capture the suspect in Asan.
- Director Kloppenburg replied that he would speak with Doris Ada to have them listed on the Hero Award at the next Membership meeting.
- Acting GM Denight reported on the FYTD and MTD arrivals.
- Acting GM Denight updated the board on Japan's Visitor Length of Stay and stated that their 1-2 night stay have increased as well as 4+ nights.
- Chairman Mesa added that visitors are taking advantage of holidays tied in with weekends.
- Acting General Manager Denight stated that the forecast for November and December is strong and January is looking the same as last year.
- Acting General Manager Denight informed the board that in the week of November 14th there would be a delegation sent to Washington, D.C. to meet with officials from U.S. Department of Defense. He also stated that Congresswoman Bordallo's staff is working on other appointments.

Delegation:

- Arthur Clark, Senior Policy Advisor to the Governor
- Jim Beighley, Guam Visitors Bureau
- Carl Peterson, Chamber of Commerce
- Joe Arnett, Chamber of Commerce
- Bartley Jackson, GHRA
- Acting General Manager stated that GVB would be hosting a China-Russia Visa Waiver Forum on November 29, 2011 at the Hyatt Regency Guam. He stated that the goal is to update the stakeholders and local community.
- Acting General Manager added that the forum would include presentations by key players as well as a panel discussion to include members from GVB, GHRA, GCC, CCCG, and Airline representative. He also stated that the Bureau would reach out to the U.S. Commercial Services office in China and invite them to be a keynote speaker.
- Chairman Mesa added that a schedule would be sent to board members.
- Acting General Manager reported that three hundred paddlers participated in the 13th Annual Micronesia Cup on October 28-30, 2011.
- Acting General Manager added that there were fifty-five teams, which has become the largest in Micro Cup history.

❖ **Report of the Treasurer:**

- **Cash Position Report:**
- Cash report as of November 8, 2011.
- Total cash in banks report (as of 11/08/11) \$5,169,538.90
- Total allotment received to date: \$13,254,752.00

- Director Cristobal reported that the audit is still ongoing and should be completed by the end of December.
- Director Arriola inquired if GVB was receiving allotments.
- Rose Cunliffe replied yes.
- Chairman Mesa added that allotments continue to come in and that management and staff have kept within the budget restraint that was put in place earlier this year.

❖ **Report of the Board Committees:**

A. The Strategic Advisory Council:

- Nothing to report.

B. Administration/Government Relations:

- Director Cristobal reported on the HOT Bond projects.
- Director Cristobal stated that she and Joann have attended two meetings in Adelup with RW Armstrong, Program Management Team (PMT).
- Director Cristobal stated that the MOA between the Office of the Governor of Guam (OOGG) and GEDA was signed June 15, 2011 and that the contract between PMT and GEDA was signed on September 2011.
- Director Cristobal stated that GEDA has already issued two task orders as stated below:
 - Task Order No. 1 with the objective to provide GEDA with the required program management resources for the successful development of the Guam and Chamorro Educational Facility, which shall include managing costs within the established budget, completing the project within the scheduled duration, providing a facility that meets stakeholder expectations and the needs of the public and ensuring long term interests. Director Cristobal stated that the compensation fee been determined to be \$1,696,900.
 - Task Order No. 2 with the objective to provide GEDA with the required program management resources for the successful development of the HOT Bond projects. Director Cristobal stated that the compensation fee has been determined to be \$1,080,600.
- Director Cristobal stated that she went on a tour today to physically inspect the facilities.
 - In attendance at the tour were:
 - Ken Baki, RW Armstrong
 - Rick Potosnak, RW Armstrong
 - Joe Santos, Dept. of Land Management,
 - Mike Cruz, GEDA
 - Diego Mendiola, GEDA
- Director Cristobal reported that the inspection revealed that quite a few projects were missed. She stated that Inarajan is in dire shape and that although the structure is not comprised the facility will need more work and that the estimated cost for repairs are to be about \$500,000.
- Director Cristobal added that there were missing areas such as the Baptist Church façade that is still standing.
- Director Cristobal stated that many areas were missed that they though the tourists would visit such as the Vistas that are located along the highways.
- Director Cristobal added that J. Santos indicated that a lot of these could possibly qualify for federal highway funds, which would lower some of the Bureau's costs.
- Director Cristobal stated that RW Armstrong has been instructed to prepare a schedule with a timeline, due to having only thirty-six months from April 28, 2011 to complete all projects.
- Director Cristobal added that Acting General Manager Denight joined them for the Tumon Infrastructure and inspected the ponding basin, which was looking deep.
- Chairman Mesa thanked Director Cristobal for all her effort and time.
- Chairman Mesa stated that the committee and Legislature both agreed that the Fujita Pump Station is high priority. He also stated that RW Armstrong has been informed of the bonding basin issue and to get the project going, because it continues to be a perpetual problem in Tumon when it rains.

C. Executive Committee:

- **Motion made by Director Arriola, seconded by Director Kloppenburg, to ratify approval of travel for Senior Policy Advisor Atty. Arthur Clark to travel to Washington, D.C. to attend meetings regarding the China Visa Waiver Program scheduled for November 13 – 17, 2011.
Motion approved.**

Background: Board previously approved travel for Chairman Monte Mesa to attend meetings in Washington, D.C. Chairman Monte Mesa will be attending the 2011 Cruise Shipping Asia Conference in Singapore during that period.

Issue: Time sensitive and board approval required for travel.

Discussion:

- Director Cristobal stated that she was able to attend the Compatibility Sustainability Study (CSS) by the Matrix Design Group and was able to bring forth the concern of the China Visa Waiver, which was not part of the report.
- Director Cristobal added that Matrix Design Group has a \$4+ million grant with Gov Guam under OEA and that it should've been a more holistic sustainability study and should've included the fact that Guam's economy is being impacted by not having the China Visa Waiver.
- Chairman Mesa stated that he also attended the first day of CSS in Sinajana and that it dealt mostly with land issues, environmental, and agricultural.
- Chairman Mesa added that they did make note of the visa waiver and addressed the different agencies to include the Guam Visitors Bureau.
- Chairman Mesa stated that he spoke with Matrix Design Group and former Judge Unpingco and advised that China Visa Waiver needs to be included in the report. He also added that this was his main reason for attending the outreach and to be able to speak with military representatives.

D. Japan Marketing:

- Nadine Leon Guerrero stated that they would proceed with BS TV program 25 episodes featuring different segments around the island.
- N. Leon Guerrero added that they received positive feedback from JMC members and filming should start next week.
- **Motion made by Director Kloppenburg, seconded by Director Arriola, to approve travel for two (2) GVB Japan staff to attend the Japan Guam Tourism Council Guam meeting on December 2, 2011. (Estimated cost \$2,175.00, Account #SMD003)
Motion approved.**

Background: Annually, one of the Japan Guam Tourism Council quarterly meetings is held on Guam.

Breakdown is as follows:

Airfare \$600.00 x 2 pax	\$1,200.00
Hotel (est., comp rooms will be requested)\$100.00 x 2 pax x 3 nights	\$600.00
Per diem \$62.50 x 2 pax x 3 days	\$375.00
TOTAL:	\$2,175.00

Issue: Board approval required for all travel.

- Chairman Mesa stated that Vice Chairman Baldyga suggested that he would look at bringing Japan Staff every quarter instead of monthly and make use of technology, such as Skype. He added that Vice Chairman Baldyga is looking at other options to lower travel expenses.

E. Korea Marketing:

- Director Miyashita reported on Korea's market share.
- Director Miyashita stated that the market share remains the same and the only way to boost market share is to increase seat capacity.
- Director Miyashita added that he would continue to work on adding seat capacity.
- Director Miyashita reported that from January to June 2011 FIT packages have increased compared to 2010.
- Director Miyashita reported on the GMIF/KKRR Media Value. He stated that there was blogging activity before and during GMIF/KKRR from power bloggers that came from Korea.

F. Existing Markets:

- Motion made by Director Kloppenburg, seconded by Director Cristobal, to approve two days per diem for Deputy General Manager Nathan Denight to attend administrative meetings with GVB's Philippine Representative in Manila, Philippines scheduled for November 20 – 21, 2011. (Estimated cost \$592.50, Acct No. PI-SMD023).
Motion approved.

Travel Expense:

Per Diem: \$237 X 25% = \$296.25 x 2 days = \$592.50

Background: DGM Denight will be traveling to Singapore to attend the Cruise Shipping Asia Conference scheduled for November 16 – 19, 2011. While on a stopover in Manila, he would be meeting with GVB's Philippine representative and airlines.

Issue: Board approval required for travel.

Discussion:

- Chairman Mesa explained that he and Acting General Manager Denight would be going to Singapore and on their way there they have a layover in Manila. He stated that to maximize their time in Manila they would be meeting with industry players from Philippine and Singapore Airlines to re-enforce GVB's mission.
- Chairman Mesa added that Acting General Manager Denight also has meetings scheduled to meet with our GVB Manila office and the new GSA for UNITED.
- Chairman Mesa reiterated that this travel motion was to maximize time and take advantage of the layover.

- Motion made by Director Kloppenburg, seconded by Director Arriola, to approve travel for three GVB staff to attend the National Tour Association (NTA) Convention in Las Vegas, Nevada from December 5-9, 2011. (Cost is approximately \$9,360.00 from the FY2012 North America Sales Marketing Development Acct# SMD023).
Motion approved.

Airfare (\$2,000 x 3 pax)	\$6,000.00
Per Diem (\$170/day x 6 days x 3 pax = \$1,020/pax)	\$3,060.00
Unanticipated expense (excess baggage, misc.)	\$ 300.00
TOTAL:	\$9,360.00

Background: As an active NTA member, GVB plans to join other NTA members and over 50 major U.S. outbound tour operators at the convention, along with key Chinese travel/trade representatives. The National Tour Association (NTA) is a trade organization of thousands of tourism professionals involved in the growth and development of the packaged tour industry. The organization is made up of tour operators, tour suppliers, and Destination Marketing Organizations (DMO's). The 2011 convention

(FY12) will be held in Las Vegas, Nevada, from December 5-9, 2011, where NTA's 2,500 travel professionals will join over 500 travel buyers and more than 200 tour operators and travel trade media in a weeklong series of meetings and seminars. Aside from the meetings with the many NTA members, the GVB delegation has confirmed appointments with more than 46 NTA members in a Buyer-To-Buyer meeting format. As chairperson of NTA's China Outbound Taskforce, GVB Marketing Manager Pilar Laguafia and the GVB delegation will also have meetings with NTA officials to provide updates on the U.S. marketing efforts in china and the progress made with the NTA Visit USA Center in Shanghai, China.

Issue: Board approval required for travel.

Discussion:

- Director Kloppenburg stated that GVB is and has been a very active member of NTA and we need to continue marketing that effort in the mainland.
- Chairman Mesa added that GVB continues to reinforce our alliance with NTA. He stated that NTA is bringing in a lot more of participants out of China and the need to continue marketing to widen our network to get what we're looking for out of Department of Homeland Security and Department of Defense.
- **Motion made by Director Kloppenburg, seconded by Director Cristobal, to approve travel for the General Manager and 2 GVB staff to attend the upcoming PATA Micronesia Chapter 3rd Tri-Annual Meeting in Palau from December 13-16, 2011. (Estimated cost of travel is \$5,500.00 from FY2012 Pacific/Australia Budget PA-SMD023)**
Motion approved.

Travel Expenses:

Airfare: Est. including daily taxes Guam – Palau – Guam (3 staff)	\$1,800.00
Per Diem (\$255 x 4 days x 2 pax)	\$2,040.00
Per Diem (\$318.75 x 4 days x 1 pax)	\$1,275.00
<u>Unanticipated Expenses</u>	<u>\$ 385.00</u>
TOTAL:	\$5,500.00

Background: The GVB General Manager, Marketing Manager and (1) Marketing staff will be attending the 3rd Tri-Annual PATA Micronesia Chapter Meeting. The bureau is an active member of the Micronesia chapter and serves in an advisory capacity in the planning, coordinating, and executing of various programs/activities involving the chapter and the Micronesia region. At this meeting, the chapter will focus on issues relating to the Micronesia Branding Initiatives, PATA's signature events, Membership recruitment, regional educational and industry training initiatives. The bureau serves an active member of the chapter's Education, Marketing and Membership committee and GVB's Marketing Manager serves on the chapter's Board of Directors and is co-chairperson for the Marketing Committee.

Issue: Board approval required for travel.

Discussion:

- Director Arriola inquired if the meeting would still be on because of the power situation of four plants down in Palau.
- Chairman Mesa replied that staff and management would monitor the power situation.
- Director Taimanglo added that he has staff from his office in Palau and that power situation is fine.
- Director Arriola responded that they're probably not located in the affected areas.

- o **Motion made by Director Kloppenburg, seconded by Director Arriola, to approve travel for two GVB staff to attend the Los Angeles Travel & Adventure Show in Long Beach, CA, from January 14-15, 2012. Cost is approximately \$5,368.00 from the FY2012 North America Sales Marketing Development Acct# SMD023.**

Motion approved.

Airfare (\$1,750 x 2 pax)	\$3,500.00
Per Diem (\$196/day x 4 days x 2 pax = \$784/pax)	\$1,568.00
<u>Unanticipated expense (excess baggage, miscl.)</u>	<u>\$ 300.00</u>
TOTAL:	\$5,368.00

Background: The Los Angeles Travel & Adventure Show organized by Unicomm, LLC was a part of the Los Angeles Times Travel & Adventure Show and in 2012, the Los Angeles Travel & Adventure Show will separate from the LA Times Travel & Adventure Show and will be located in Long Beach, CA but with the same expected number of participants. GVB continues to reach out to Chamorros and friends of Guam living in the states and this general consumer show located in an important Guam-heavy community will help with GVB's outreach efforts in the states, especially in Southern California and the Long Beach/San Diego region.

Issue: Board approval required for travel.

Discussion:

- Chairman Mesa stated that this is an annual event.
 - Felix Reyes stated the need to reach out to former residents of Guam looking to return home for vacation, especially in the west coast because of the increase population of Chamorros.
 - Felix Reyes added that while out there they would do a destination product update with area travel agents and travel media.
 - Director Cristobal inquired if the Bureau is keeping track of who is returning and how successful we are.
 - F. Reyes replied what he is planning to do when DGM Denight returns is to meet with the airlines locally. He stated GVB has met with the airlines in the past, but has been unsuccessful in getting support from them.
 - F. Reyes stated the need to meet with the airlines while in the states, because that is where the bookings are initiated.
 - Acting General Manager Denight stated that as he was discussing the U.S. budget with F. Reyes, it has been clear that GVB doesn't have the budget to educate the U.S. about Guam. He suggested why not reach out to people who already know about Guam who are our Chamorro Clubs and Chamorro residents residing in the states.
 - Acting General Manager stated that there were efforts in the past to encourage Chamorros to come back home to visit families by offering discounted airfare and lodging, similar to the Philippines' Balikbayan promo.
 - Director Cristobal suggested that the marketing efforts should be more intense instead of once a year.
 - Acting General Manager Denight replied that these are shows, but we have plans do come up with a marketing plan and full promotion to do a Balikbayan program for Guam.
 - Director Arriola added to think of a "Come Back Home" type of program.
- o **Motion made by Director Kloppenburg, seconded by Director Cristobal, to approve travel for two GVB staff to attend the Los Angeles Times Travel & Adventure Show from January 27-29, 2012. Cost is approximately \$5,368.00 from the FY2012 North America Acct# TTC043. Motion approved.**

Airfare (\$1,750 x 2 pax)	\$3,500.00
Per Diem (\$196/day x 4 days x 2 pax = \$784/pax)	\$1,568.00
<u>Unanticipated expense (excess baggage, miscl.)</u>	<u>\$ 300.00</u>
TOTAL:	\$5,368.00

Background: The Los Angeles Times Travel & Adventure Show is a global travel extravaganza where thousands of consumers are inspired by the world's most exciting destinations and attractions; from family-friendly to the ultimate in luxury. Each year, GVB joins more than 20,000 travel enthusiasts and more than 1,300 travel trade professionals to share Guam's unique attraction, branding representation and reasons to use Guam as a stopping point when traveling to and from Micronesia and Asia.

Issue: Board approval required for travel.

Discussion:

- Director Kloppenburg inquired if the travel show was a continuation to the one being held in Long beach, California.
 - F. Reyes replied that Los Angeles Travel is in Long Beach and Los Angeles Times Travel remains in Los Angeles. He stated that the Bureau has a good relationship with the Los Angeles Times and have given us a good position.
 - Chairman Mesa stated that he attended the Los Angeles Times Travel and it was basically a travel show with people looking for places to go.
 - Chairman Mesa added that while he there he manned the booth with Gina Kono and a few Guamanians helping families arrange travel to Guam. He added that this was a small way of promoting Guam in the mainland.
 - Chairman Mesa stated that this travel show reminded him of the one in the Philippines where they are actually selling packages all over the world.
 - F. Reyes stated that UNITED would join them at the booth.
- **Motion made by Director Kloppenburg, seconded by Director Cristobal, to approve travel for the GVB General Manager or Deputy General Manager and 2 GVB staff to attend the upcoming Philippines Travel Agent Association Travel Tour Expo in Manila from February 17-19, 2012. (Estimated cost of travel is \$6,000.00 from FY2012 Philippines Budget PI-TTC041)**
Motion approved.

Travel Expenses:

Airfare: Est. including daily taxes Guam – Manila – Guam (3 staff)	\$1,800.00
Per Diem (\$237 x 5 days x 2 pax)	\$2,370.00
Per Diem (\$296.25 x 5 days x 1 pax)	\$1,481.25
<u>Unanticipated Expenses</u>	<u>\$348.75</u>
TOTAL:	\$6,000.00

Background: GVB has been actively attending the largest annual consumer travel show held in Manila. We jointly exhibit with Continental Airlines and coordinate our booths to be adjacent to each other. Last year during the show's 3 days approximately 80,000 people visited the expo. Destinations like China, Macau, Singapore, Thailand, Malaysia, Egypt, Hawaii and Palau are exhibitors with 174 companies. At last year's show, GVB was presented with an award by the show organizers, PTAA, GVB was awarded Most Popular Performance (international division)

Issue: Board approval required for travel.

Discussion:

- Chairman Mesa stated that with this expo they are actually selling packages where people are purchasing.
- Director Arriola added that this was a point of sale show.

G. New Market Development:

- Director Kloppenburg stated that the Bureau's Visa Waiver efforts are an ongoing process with media coverage in the last week.
- Director Kloppenburg stated that the board and Bureau would be receiving reports from Washington, D.C.

H. Destination Management:

- Director Saad updated the board on the Tourist Facility Inspection Tour that took place on September 15th. He stated that the Plaza de Espana needed to be restored properly and was listed as top priority, however the parks were well maintained.
- Director Saad stated that his committee has not received any response from GIAA regarding the airport's road maintenance. He stated that GM Camacho suggested soliciting Mayor Blas to fix the road and Bob Salas with LMS to assist.
- Acting General Manager Denight thought GIAA had a maintenance contract.
- Director Saad responded that the road was supposed to be widened and GIAA didn't want to spend to repair the road because of no funding.
- Director Arriola stated that GIAA's last annual report stated they have money.
- Doris Ada stated that it was not part of their maintenance contract and that she would work with GIAA to add that to their existing contract.
- Director Saad reported on the abandoned properties:
 - Owners of the Marianas Trench Building agreed to paint the exterior of the building.
 - Owner of the Western Gun Club stated that he had no money and didn't know what to do with the building.
 - Hong Kong Restaurant building is still a working progress.
- Director Saad suggested that the Bureau should solicit for an in-kind donation for paint and recruit a group of students to paint the abandoned buildings.
- Director Kloppenburg added that he remembered that there was a law passed to give abandoned buildings to GVB.
- Director Saad replied that there was a law passed that gives authority to DPW, but there are certain steps Carl Dominguez needs to take. He added that C. Dominguez has been busy with other issues and projects.
- Chairman Mesa added that there is a city ordinance for the government to take over abandoned buildings but it's a lengthy process with attorneys involved. He stated that this was the reason why we are trying to reach out to the owners directly to see what we could work out with them first.
- Director Saad stated that they have requested the owners name and address from the Department of Land Management.
- Director Saad stated that the CAPE program was suppose to start in November and has not been informed of the delay. He stated that D. Ada would follow up.
- Director Saad commended GM Camacho, D. Ada, and committee for following up with the Tumon Lights. He stated that all lights should be operating before Thanksgiving.
- Director Saad stated that a Resolution would be presented to GPA as a thank you for all their efforts and doing an outstanding job.
- Director Saad added that the warranty on the lights is for twelve years and that the maintenance and wiring repairs are for one year.

I. Membership Development:

- Director Kloppenburg informed the board that the holiday illumination lighting ceremony is scheduled for November 25th across the street from 6:00 p.m. to 7:30 p.m. and that invites has been sent.
- Director Kloppenburg stated that there has been a meeting set for Monday to discuss whether or not the light poles and Christmas lights would have an adverse affect on the other lighting.
- Director Saad stated that LMS and GPA would be meeting internally.
- Acting General Manager Denight stated that he wanted everyone in one room, because he didn't want LMS

adding lights on the poles to risk the possibility of voiding the warranty with Johnson Controls, since they are the ones fixing the wiring.

- Director Kloppenburg announced the Membership Mixer scheduled for December 2nd and that JGTC members have been invited as special guests.
- Director Kloppenburg informed the board that they are still considering increasing membership dues, which is still under discussion at committee level.
- Director Saad asked how this would affect renewals.
- Director Kloppenburg replied that it wouldn't affect renewal because it would require legislative action before the increase takes effect.

J. Research:

- Director Taimanglo stated that his committee met to discuss how to better track ROI. He stated that Debi Phillips asked Marketing for their suggestion and they suggested to track on a per project basis.
- Director Taimanglo stated that they would move forward with that and consider GRT gains, Hotel Occupancy Tax collected, and jobs.
- Director Taimanglo stated that he requested for D. Phillips to do a standardized ROI calculation on a per year basis to compare for next year.
- Director Taimanglo brought forth to the committee Vice Chairman Baldyga's concerns regarding forecasting. He stated that they have airline representation from Korean Airlines in their committee and would get projections.
- Director Taimanglo stated that Korean Airlines tracks on a year to year basis and that it was rare that they go further than that because how volatile it is, however Korean Airlines stated that they would cooperate.
- Director Taimanglo stated that Acting General Denight suggested that forecast should be adjusted on a quarterly basis so everything is on track.
- Director Taimanglo stated that currently it's calculated by the total budget spent on that group and divided by how many visitors we get from that particular area.
- Director Taimanglo stated that they are thinking about adding a new aspect to the Research Dept. by implementing a Planning Group within the department, however Debi expressed that the actual roles of the Research Dept. are mandated by law and to include this portion management would need to amend the law.
- Director Taimanglo informed the board that they received current Russian tourism number two weeks ago. He stated that the last time they received numbers from Saipan was five years ago - FY2010 4,329 visitors.
- Director Kloppenburg added that their length of stay is long.
- Director Taimanglo responded that Russians length of stay is 3 weeks = 13.5 night, average spend is \$3,700.

- **Motion made by Director Taimanglo, seconded by Director Arriola, to authorize the General Manager as Chief Procurement Officer of the Bureau to begin negotiations with the highest ranked respondent for RFP 2011-016 Economic Impact and Tourism Satellite Account (TSA) Update and, if successful, enter into a contract.**

Motion approved.

Background: In accordance with 5GCA Ch.5 Guam Procurement Law, the Bureau issued RFP 2011-016 Economic Impact and Tourism Satellite Account (TSA) Update.

Issue: Board approval required to proceed with project.

K. Cultural Heritage & Community Outreach:

- **Motion made by Director Arriola, seconded by Director Kloppenburg, to approve travel for the Guam Chamorro Dance Academy program. (Estimated cost: \$46,484; account#CPO001).**
- Motion approved.**

Background: This marks the 3rd year of the continuation of the Guam Chamorro Dance Academy within Japan. Last fiscal year five classes were taught with a total of 295 students, including dance instructors who in turn being lessons to their dance studios. This year there are plans to include music lessons for the guitar and drums.

Three dance instructors will be sent along with one staff to run the program.

Dates of the classes are as follows:

November 26-27, 2011 (Osaka)

February 25-26, 2012 (Tokyo)

May 26-27, 2012 (Nagoya)

July 28-29, 2012 (Tokyo)

September 20-23, 2012 (Tokyo)

Breakdown is as follows:

Airfare* (4 pax @ \$700 per air ticket x 5 trips)					\$14,000.00
Professional Fee (3 pax x 2 days x \$100.00 x 5 trips)					\$3,000.00
City	Per Diem	Days	Pax		
Osaka	\$439	3	4		\$5,268.00
Nagoya	\$452	3	4		\$5,424.00
Tokyo	\$522	3	4	\$6,264.00 x 3 trips	\$18,792.00
TOTAL:					\$46,484.00

*Request has been made for complimentary airfare

Issue: Board approval required for all travel.

L. Sports & Events:

- Director Crisostomo announced that FIFA President Joseph “Sepp” Blatter would be coming to Guam and inquired with the board if a motion was needed.
- Acting General Manager Denight stated that GVB was asked to sponsor a dinner with him.
- Chairman Mesa stated that the Guam Football Association has requested sponsorship in the amount of \$10,000 towards hosting the two-day event with FIFA President and entourage, which would in turn bring a lot of media coverage.
- Chairman Mesa added that this is FIFA International and that this would be a first time visit for the FIFA President who to date has invested millions in improving the Harmon Park.
- Director Crisostomo inquired about asking GFA for exposure such as a photo op with Mr. Blatter.
- Chairman Mesa stated that as part of the Bureau’s five-year strategic plan, FIFA has supported the Harmon development. He added that the development continues to receive annual funding from FIFA in amount of \$250,000, which has increased to \$500,000 for improving the program.
- Director Kloppenburg inquired if GVB was the only organization being asked to sponsor.
- Chairman Mesa replied no.
- Chairman Mesa stated that the Chinese Chamber of Commerce was solicited and the only reason GVB was asked to sponsor was because of our Sports Tourism Program.
- Director Saad inquired if GFA gave the details for the \$10,000 sponsorship.
- Chairman Mesa replied that this would be a two-day event having a function with kids and a dinner reception. Director Kloppenburg added that this is an event that the Bureau should sponsor, however he stated that \$10,000 was a large amount to sponsor a two-day event and recommended that the Bureau sponsor \$5,000.
- Director Arriola inquired about the breakdown and how GFA came up with \$10,000.
- Chairman Mesa responded that the estimated total cost for the event is at \$40,000 and they have solicited other organizations for support.
- Director Saad inquired if airfare was included.
- Director Kloppenburg replied no and that he would be arriving in his own jet.

- Director Kloppenburg stated that the Bureau needed to support this event. He added that this is a huge event that would bring in a lot of publicity.
- Director Crisostomo stated that in the near future as part of her committee's strategic plan that they would do away with smaller events that don't get as much exposure and don't fall under Sports Tourism's mission statement.
- **Motion made by Director Crisostomo, seconded by Director Arriola, to approve \$10,000 for the upcoming 2-day event for FIFA President Joseph "Sepp" Blatter hosted by the Guam Football Association.**
Motion approved.
- **Amended motion made by Director Crisostomo, seconded by Director Arriola, to approve up to \$10,000 for the upcoming 2-day event for FIFA President Joseph "Sepp" Blatter hosted by the Guam Football Association.**
Motion approved.

❖ **EXECUTIVE SESSION**

- Nothing to report.

❖ **OLD BUSINESS:**

- Nothing to report.

❖ **NEW BUSINESS:**

- Chairman Mesa informed the board that the Bureau received a support letter from the Chamber of Commerce requesting support for their annual Christmas lighting in Hagatña.
- Chairman Mesa stated that they are seeking all sponsorships and requesting for \$10,000.
- Acting General Manager Denight stated that the Bureau has sponsored the lighting ceremony at Skinner's Plaza in the past.
- Chairman Mesa recommended that the Bureau should support COC by sending our sources and resources.
- Director Arriola suggested the Bureau sponsor \$5,000 to include partial in-kind and \$2,000.
- R. Cunliffe responded that the Bureau for past two years sponsored \$2,000.
- Director Taimanglo stated that he sits in the committee along with GM Camacho and June Sugawara. He stated that the initial point of the sponsorship was to have the initial \$2,000 plus the in-kind contributions from the Bureau's resources.
- Chairman Mesa stated that he would leave it to management's discretion to work directly with COC.
- Director Arriola inquired if the board needs to approve a motion for sponsorship support.
- Director Kloppenburg replied that no motion was needed.
- Chairman Mesa added that this was part of the current budget allocation to support COC, however this year they are asking for an additional \$8,000 in sponsorship support.
- Chairman Mesa informed the board that the Young Men's League of Guam is putting together a Resolution recognizing Japan Club of Guam's 30+ years contribution to island.
- Chairman Mesa stated that if any of the board members had any comments, concerns or wanted to add to the Resolution to advise Mr. Unpingco from the league.

❖ **ANNOUNCEMENTS**

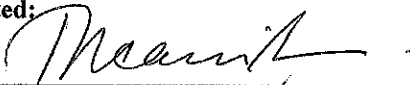
- Director Flores announced the Story Telling Festival in Inalahan on November 12, 2011.
- Director Flores stated that she would be doing the Painted History Walk through San Jose Street and invited board members to stop by for the tour and look at the street.
- Director Flores informed the board that there are plans to fix the inner street.

- Director Flores stated that she was contacted by PMT Tour Company to let her know that they are interested to bring visitors starting April 2012.
- Director Flores added that this is a great opportunity for Inalahan and that she is currently seeking funds for vendor booths and barricades.
- Director Flores stated that the tours would be on Saturdays from 10:00 a.m. to noon.
- Chairman Mesa stated that due to the next two board meetings falling on holidays, the meeting would be rescheduled for another date.

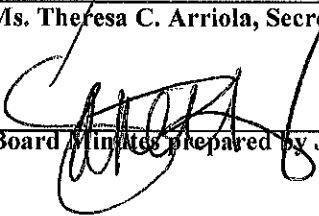
❖ **ADJOURNMENT:**

- Motion made by Director Saad, seconded by Director Arriola, to adjourn the meeting. Meeting adjourned at 5:27 p.m.

Attested:



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



Board Minutes prepared by Janel Perez, Executive Secretary