



# GUAM VISITORS BUREAU

50<sup>th</sup> ANNIVERSARY • 1963 - 2013

REGULAR BOARD MEETING  
GVB MAIN CONFERENCE ROOM, 4:00PM  
TUESDAY; February 12, 2013

**Board of Directors Present:**

Chairman Mark Baldyga  
Milton Morinaga  
Annmarie Muna  
Judith Guthertz  
Robert Hoffman

Vice Chairman Bruce Kloppenburg  
N. Oscar Miyashita  
Nathan Taimanglo  
Eduardo "Champ" Calvo  
Bartley Jackson

**Board of Directors Present Telephonically:**

**Board of Directors Absent:**

Norio Nakajima  
Therese Arriola  
Jennifer Camacho

**GVB Management and Staff Present:**

Karl Pangelinan  
Meriza Peredo  
Gina Kono  
Nadine Leon Guerrero  
Felix Reyes  
Doris Ada  
Mark Manglona

Rose Cunliffe  
Tony Muna  
Brian Borja  
June Sugawara  
Haven Torres  
Kraig Camacho

Pilar Laguana  
Laurette Perez  
Elaine Pangelinan  
Ana Cid  
Regina Nedlic  
Dee Hernandez

**Guests:**

Stephanie Flores –Office of Sen. Tina Muna Barnes



**Proceedings:**

Meeting called to order at 4:20 p.m. by Chairman Mark Baldyga.

- Review of the previous Regular Board minutes dated January 24, 2013.  
*Motion made by Director Jackson, seconded by Director Guthertz, to approve the minutes of January 24, 2013.*  
*Motion approved (subject to correction).*  
*Chairman Baldyga made 8<sup>th</sup> vote - Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*



### Chairman's Report:

- Chairman Baldyga recapped on the Committee Transition Meetings that continue to be effective to understanding the missions and priorities of the committee markets.
  - Requested for Management to create a grid of the return on investment per market & marketing spend to ensure we are spending the right amount of money for the right market.
- Chairman Baldyga reported meeting with key industry players and getting feedback from them to ensure everyone's on the same page regarding the 5 year Strategic Plan.
- Chairman Baldyga would like a calendar of GVB sponsored events for the year and go over it with the Board to assign members different events to ensure representation.
- Chairman Baldyga reported a travel calendar will be looked into by himself and GM Pangelinan. The Board will also review the travel calendar, and it will be laid out of who will serve best to attend (including 3<sup>rd</sup> party delegates) on overseas travel.
- A SMART (Specific, Measurable, Appropriate, Realistic and Trackable) Goals hand out was given to all Board members to help each committee come up with goals & objectives. This will help Committees define their goals to ensure it keeps in line with the 5-year Strategic Plan. This tool will help committees to tie their quarterly goals back into the goals & mission of the Bureau's plan.
- Another handout was given of the Chairman's ideas & goals that will be refined as we get through the 5-year Strategic Plan:
  - Building the room inventory
  - Secure the China visa waiver
  - Manage with a 2 year KPI (Key Performance Indicators)
    - Refine quality image
    - Develop FIT markets
    - Remain loyal & mindful to Japan (never go below 60% when mixed with China & Russia markets) as Japan is a sustainable tourism market and quality conscious).
- Chairman Baldyga would like Committees across the Board to also add as a goal an increase of visitor stay to a day and ½. An extended stay is a 34% increase of inland spending.



- GM Pangelinan reported there will be a change to the reporting patterns of arrivals. There had previously been 3 different reports to 3 different distribution lists. GVB's PIO will be disseminating the information more frequent & consistent.

% Market Mix	Origin	Pax	% to LY
73.9%	Japan	18,734	2.2%
12.5%	Korea	3,168	1.4%
3.6%	US/Hawaii	902	-8.4%
3.3%	Taiwan	1,000	0.2%
2.8%	China	531	510.3%
0.5%	Russia	135	135.5%

**JAPAN**

Fire Lane

- Enforcement of fire lane regulations at two hotels (Sheraton and Hyatt)
- Increased costs to bus companies (staffing)
- Meeting held at Lt. Gov's office between JGTA, GHRA, GFD and GVB
- Further meetings to be scheduled to reach consensus and solution

% Market Pts	Origin	Pax	% to LY
67.6%	Japan	78,941	-2.2%
9.7%	Korea	22,963	39.1%
4.2%	US/Hawaii	4,875	-2.4%
2.9%	Taiwan	3,362	-52.1%
0.5%	China	545	-79.4%
0.1%	Russia	1,074	454.3%

**JAPAN**

## Japan Market News

- Bank of Japan expected to adopt the 2% inflation target (PM Abe)
- Weakening Yen will help exporters
- Nikkei 225 stock average up approx. 25%
- Current rate ¥92.77=US\$1 (Oanda.com)

**JAPAN**

## Marketing News

- Guan Live Presentation – Fukuoka, Jan. 24-27, 2013
- Visited 12 regional media, 2 travel agent seminars, 7 travel agency promotions
- Courtesy call with Kagoshima Vice Gov. Koichi Tange
- Delegation cost \$4,468.04. Media Value \$39,328.10, ROI 8:1



**JAPAN**

## Japan Marketing News

- Meeting with Hiroshima Assembly Members
- Discussing potential tourism exchange
- Including Ko'ko' Road Race and Guam Long Ride



## KOREA

Korea Market  
3 month Forecast

Month	Forecast, \$B	Actual, \$B	%Change	Forecast, \$B	Actual, \$B	%Change, %
February	75,000	76,000	40.0%	25,700	19,500	75.1%
March	75,000	76,000	50.0%	25,700	19,500	75.1%
April	75,000	76,000	60.0%	25,700	19,500	75.1%

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## KOREA

Korea Market  
Korea Outbound Travelers  
Guam Market Share

		Country/Region											
		North America						Europe					
		US	CA	MX	UK	FR	DE	IT	ES	RU	PL	CZ	SK
Q1	Canada	12,500	15,000	18,000	20,000	22,000	24,000	26,000	28,000	30,000	32,000	34,000	36,000
	USA	15,000	18,000	20,000	22,000	24,000	26,000	28,000	30,000	32,000	34,000	36,000	38,000
	Mexico	18,000	20,000	22,000	24,000	26,000	28,000	30,000	32,000	34,000	36,000	38,000	40,000
Q2	Canada	13,000	15,500	18,500	20,500	22,500	24,500	26,500	28,500	30,500	32,500	34,500	36,500
	USA	15,500	18,500	20,500	22,500	24,500	26,500	28,500	30,500	32,500	34,500	36,500	38,500
	Mexico	18,500	20,500	22,500	24,500	26,500	28,500	30,500	32,500	34,500	36,500	38,500	40,500
Q3	Canada	13,500	16,000	19,000	21,000	23,000	25,000	27,000	29,000	31,000	33,000	35,000	37,000
	USA	16,000	19,000	21,000	23,000	25,000	27,000	29,000	31,000	33,000	35,000	37,000	39,000
	Mexico	19,000	21,000	23,000	25,000	27,000	29,000	31,000	33,000	35,000	37,000	39,000	41,000
Q4	Canada	14,000	16,500	19,500	21,500	23,500	25,500	27,500	29,500	31,500	33,500	35,500	37,500
	USA	16,500	19,500	21,500	23,500	25,500	27,500	29,500	31,500	33,500	35,500	37,500	39,500
	Mexico	19,500	21,500	23,500	25,500	27,500	29,500	31,500	33,500	35,500	37,500	39,500	41,500
Q5	Canada	14,500	17,000	20,000	22,000	24,000	26,000	28,000	30,000	32,000	34,000	36,000	38,000
	USA	17,000	20,000	22,000	24,000	26,000	28,000	30,000	32,000	34,000	36,000	38,000	40,000
	Mexico	20,000	22,000	24,000	26,000	28,000	30,000	32,000	34,000	36,000	38,000	40,000	42,000







### SPORTS & EVENTS

#### Training Camp



**Omiya Ardija**  
Date: Ongoing  
Location: Leo Palace Resort Guam  
Supported by the Guam Visitors Bureau, \$1K in Guam Brand Bottled Water Support per professional team

**Samsung Lions R&P**

**Gamito Osaka Mpan**

### SPORTS & EVENTS

#### Guam Long Ride



- Guam's Biggest Cycling Event
- Event Date: Sunday January 27
- 250+ Participants
- Distance: 100KM & 60KM Cycling Event
- Overseas Participants: 80 Japan
- Special Thanks to: United Airlines, Nippon Rent-A-Car Guam, Colantotto, Guam Visitors Bureau, Guam Cycling Federation, Pacific Island Club, PMT, Hornet Sport, Yatsu Publishing & to all the volunteers

### SPORTS & EVENTS

#### Omiya Ardija



Special Visit from Shigeru Suzuki, President Omiya Ardija & Takashi Furuya, Player Development Officer  
Date: February 1, 2013  
Purpose: Thank GVB for bottled water support and expressed concerns regarding current state of Leo Palace Field being to hard and CBP long standing line issue  
GVB to help source alternative training locations such as Harmon Field & GM to work with new CBP Director to help ease CBP issues

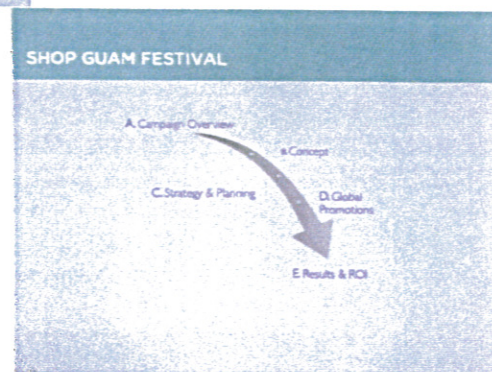
### SHOP GUAM FESTIVAL



#### OVERVIEW

Shop Guam Festival is a globally integrated marketing campaign that aims to create interactive shopping experience highlighting Guam as a modern, fashionable, diverse, customer-centric destination to shop.

Total of 120 days promotions  
September 26<sup>th</sup> 2012 to January 25<sup>th</sup> 2013,  
3 Phases – "pre-qualification", "on-island shopping" and "everybody wins"



#### SHOP GUAM FESTIVAL

#### CAMPAIGN GOALS

##### Marketing Goals

- To brand and market Guam as a modern, trendy, fashionable shopping destination.
- To promote Guam's tax-free shopping, diverse brand overtones and trendy retail outlets.
- To generate tourists' awareness of US retail rules during year-end holiday season.

##### Sales Goals

- To drive current and future demand for planned or spontaneous travel to Guam for shopping.
- To stimulate local retail sales and increase spending by visitors.

##### Strategic Goals

- To plan and execute first-ever global integrated campaign based on "Team Guam" vision.
- To involve 75-80 industry members to work together on a large-scale global promotion program.

## SHOP GUAM FESTIVAL

### WORKFLOW



## SHOP GUAM FESTIVAL

### CAMPAIGN TIMELINE



## SHOP GUAM FESTIVAL

### CO-OP PARTNERS



## SHOP GUAM FESTIVAL

### GLOBAL MEDIA



## SHOP GUAM FESTIVAL

### GLOBAL MEDIA



Over 80 international media visited Guam from Oct 4<sup>th</sup> - 9<sup>th</sup> 2012 to feature the kick off of Shop Guam Festival and 25<sup>th</sup> Annual GME.

Media profiles included newspaper, magazine, TV network, and blogger.

Media coverage included both Guam's shopping theme and cultural attractions.

## SHOP GUAM FESTIVAL

### SHOPPING AMBASSADOR



## SHOP GUAM FESTIVAL

### AMBASSADOR CONTEST



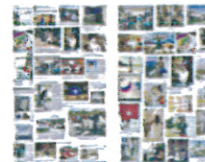
The contest generated 580,817 web visits globally.

Total of 3,948 contestants applied as Guam's shopping ambassadors globally.

Total of over 68,347 social media commentaries about the contest.

## SHOP GUAM FESTIVAL

### AMBASSADOR INFLUENCE



• 24 X 7 live casting of shopping experience on Guam.

• Created over 600 social media posts in one week.

• Ambassador posts reached about 2 million people on social media.



## SHOP GUAM FESTIVAL

### AMBASSADOR INFLUENCE

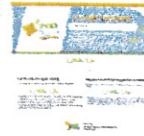


- 14 K+ live posting of shopping experience on Guam
- Created over 600 social media posts in one week
- Ambassador posts reached about 1 million people on social media

## SHOP GUAM FESTIVAL

### SPONSORED OFFERS

- \$10 USD gift certificates for a Beduya Group's entertainment venues (movie & 20)
- Joint promotions with global travel agents to give away the certificates targeting visitors coming to Guam during winter 2013.



## SHOP GUAM FESTIVAL

### SPONSORED OFFERS

- DFS Galleria's lucky draw for 8 Gucci bags
- Tumon Sands Plaza free coffee voucher (total x 500)
- GPO discount coupon booklet



## SHOP GUAM FESTIVAL

### SPONSORED OFFERS



- Complimentary Sky Dive T-Shirt for Shop Guam Festival promotions
- 40% off car rental for Shop Guam Festival promotions

## SHOP GUAM FESTIVAL

## SHOP GUAM FESTIVAL



### PHASE ONE ROI

#### GLOBAL TOTAL MEDIA VALUE

Country	Blog	Twitter	Facebook	Print	Video	Media Value \$
Guam	10	10	10	10	10	\$1,000,000.00
China Korea	20	10	10	10	10	\$1,000,000.00
Japan	20	10	10	10	10	\$1,000,000.00
India	10	10	10	10	10	\$1,000,000.00
Thailand	10	10	10	10	10	\$1,000,000.00
Malaysia	10	10	10	10	10	\$1,000,000.00
Philippines	10	10	10	10	10	\$1,000,000.00
Singapore	10	10	10	10	10	\$1,000,000.00
Taiwan	10	10	10	10	10	\$1,000,000.00
USA	10	10	10	10	10	\$1,000,000.00
<b>Total</b>	<b>200</b>	<b>110</b>	<b>110</b>	<b>110</b>	<b>110</b>	<b>\$11,000,000.00</b>



### PHASE ONE ROI

#### GLOBAL TOTAL MEDIA VALUE

Country	Blog	Twitter	Facebook	Print	Video	Media Value \$
Guam	10	10	10	10	10	\$1,000,000.00
China Korea	20	10	10	10	10	\$1,000,000.00
Japan	20	10	10	10	10	\$1,000,000.00
India	10	10	10	10	10	\$1,000,000.00
Thailand	10	10	10	10	10	\$1,000,000.00
Malaysia	10	10	10	10	10	\$1,000,000.00
Philippines	10	10	10	10	10	\$1,000,000.00
Singapore	10	10	10	10	10	\$1,000,000.00
Taiwan	10	10	10	10	10	\$1,000,000.00
USA	10	10	10	10	10	\$1,000,000.00
<b>Total</b>	<b>200</b>	<b>110</b>	<b>110</b>	<b>110</b>	<b>110</b>	<b>\$11,000,000.00</b>

## SHOP GUAM FESTIVAL



### TOTAL ROI

**TOTAL MEDIA VALUE = \$8,402,179 USD**

**TOTAL INVESTMENTS = \$544,049 USD**

**ROI = 15.4X investments**

Si Yu'os ma'ase



- Social Media Strategist, Jason Lin explained that this campaign has done well overall. A struggle was working with the travel agents because this was a global campaign and timelines were the hardest to get in line with across the board. Mr. Lin explained that this was heavily social media focused and not so much a brand targeted as there are particular restrictions on how global brands are marketed. He felt that conversations and planning needs to start a lot earlier. It was suggested to keep the dates of the next campaign on the off- season dates and repeating this campaign.
- General Manager Pangelinan explained that this was the first done on Guam and now with results it'll be a lot easier to work and pitch the campaign with partners for buy ins. He reported that a huge plus was bloggers spoke a lot of the service aspect and not so much of product knowledge.
- Pilar Laguana reported that the next campaign will be family focused with and stressed that there are many other things to promote of the culture. The family focused campaign will have an element of shopping but a lot of cultural activities will be tied in to the tapestry.
- Chairman Baldyga suggested that an annual fashion show be looked into, similar to the great Singapore event. An iconic event of a fashion show also can mean quality, which is a soft image Guam wants to portray itself as. He also added there is a great value of almost 30% of products purchased on Guam Director Morinaga added that depending upon the currency of the market, this can trigger traveling abroad to buy more for your money.

❖ **Report of the Treasurer:**

**Cash Position Report:**

**Cash report as of February 11, 2013.**

Total cash in banks report (as of 02/11/13) \$11,636,566.42

Total allotment received to date: \$4,289,768.55

**Motion to accept cash position by V. Chairman Baldyga, seconded by Director Flores.**

**Motion approved.**

*Chairman Baldyga made 8<sup>th</sup> vote - Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*

- Director Miyashita reported that the cash report will be done once a month at the 2<sup>nd</sup> meeting and will be comparatives of the cash receivables / payables position.



❖ **Report of the Board Committees:**

**A. EXECUTIVE COMMITTEE**

**B. DESTINATION MANAGEMENT**

- Director Hoffman reported that DMC would really like to reinstate the TIR (Tourism Industry Relations) position. Through observation, it's taken up a lot of time from Management's tasks and this will not help with Destination Management's issues to have one particular person. The scope of this position will be reevaluated by Management.
- The culvert cleaning and grass cutting are still ongoing.
  - Researching of the \$180,000 overage will be done regarding the best way to manage it.
  - DPW will clarify with the Maeda contract on the cleaning of the Fujita Pond.
  - GM Pangelinan will follow up with the HOT Bond to ensure the resolution of including maintenance provision is included in the funding.
- GVB will support and assist DPW Director Dominguez with working on a new legislation regarding the demolition of Abandoned Buildings. DPW will provide the components of law requiring evaluation and revision.
- Pleasure Island crosswalk stripes and installation of "Yield to Pedestrians" sign will be done by the end of March and safety solutions will be studied and figured out regarding the Underwater World to DFS / Louis Vuitton area.
- Security Cameras are in progress. The security camera system provides the ability to access the cameras via the Internet. This feature will allow hotel participation and widen the efforts to keep Tumon safe. Part of the project includes safety signs posted at strategic locations.
- Bus Stops:
  - Exhaust / Emissions control
  - Bus stop transfers: There has been a noticeable increase of busses using curbsides to pick up / drop off passengers. Cause for concern for traffic congestion & potential pedestrian accidents.
  - A comprehensive plan for bus stops and bus shelters
- A discussion ensued regarding the pros & cons of using the prison inmates or community service hour workers to do the trash pick up and painting of the graffiti on the walls.

### C. ADMINISTRATION / GOVERNMENT RELATIONS:

- Director Guthertz reported that she started putting together members for her committee. She has invited Director Therese Arriola, Director Annmarie Muna, Dr. Anita Enriquez and Ed Leon Guerrero. It was clarified that Committee members do have to be members of GVB.
- Director Guthertz reported that the TAF Funding is a very delicate issue with the Legislators and suggested that it would be best to share what we do with the money, especially with the tasks that are usually under another agency. A discussion ensued that GVB will over educate the Legislators and present them with the final 5 year Strategic Plan and Annual Report.
- Director Guthertz reported that she did her own investigation regarding the hand billing at ITC, Route 16, & East Hagatna in which she reported that it is becoming out of control.

### D. CULTURAL HERITAGE & COMMUNITY OUTREACH (CHaCO)

#### **Guam Chamorro Dance Academy**

Motion made by Director Miyashita, seconded by Director Jackson, to approve travel for the Guam Chamorro Dance Academy program. (Estimated cost: \$26,460.00 Account No. CPO001).

#### **Motion approved by unanimous consent**

*Chairman Baldyga made 8<sup>th</sup> vote - Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*

#### **Background:**

This marks the 4<sup>th</sup> year of the continuation of the Guam Chamorro Dance Academy within Japan. Last fiscal year, five classes were taught with a total of 475 students, including dance instructors who in turn bring lessons to their dance studios.

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

#### **Dates of the classes are as follows:**

February 23 – 24, 2013 (Tokyo)

April 20 – 21, 2013 (Nagoya)

May 26 – 27, 2013 (Yokohama)

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

<b>Airfare:</b>	4 pax @ \$800.00 per air ticket x 3 trips	\$9,600.00
<b>Professional Fee</b>	3 pax x 2 days x \$100.00 x 3 trips	\$ 1,800.00
<b>City:</b>	<b>Per Diem:</b>	
<i>Tokyo</i>	\$490 x 3 days x 4pax	\$5,880.00
<i>Nagoya</i>	\$424 x 3 days x 4 pax	\$5,088.00
<i>Yokohama</i>	\$341 x 3 days x 4 pax	\$4,092.00
<b>TOTAL:</b>		<b>\$26,460.00</b>



#### **E. GREATER CHINA:**

- Vice Chairman Kloppenburg reported that there were 10 Chinese New Year flights and a maximum of 1500 visitors. DFS/GVB/GIAA arranged for cultural performances for departing flights and some Chamorro refreshments. The numbers were less this year compared to last's because it fell at the same time of the Japanese holiday so there were a high number of Japanese tourists that were filling up the rooms.
- Vice Chairman Kloppenburg reported that United has announced more frequent flights to Hong Kong (4) times a week and hopes that this is in anticipation of the Parole Authority's announcement of the China visa waiver.
  - On Jan 01, China changed visa rights to US citizens, allowing travel to Beijing & Shanghai for 72 hours without a visa.
- Vice Chairman Kloppenburg reported the China Symposium is scheduled for May 22 and is currently working with Pat from China on the presenter's panel.
- Vice Chairman Kloppenburg reported there is no update with the China Parole Authority. The Governor will be taking a trip to Washington D.C. and this is on his tasks list.
- Vice Chairman Kloppenburg reported the formulation of a Taiwan committee, consisting of 16 members. Their first meeting is scheduled for Mar 08.

#### **F. JAPAN MARKET:**

- Director Morinaga reported:
  - JMC's first committee meeting is on February 20.
  - JGTC's meeting is on April 03 in Japan.
    - GVB will be celebrating its 50<sup>th</sup> anniversary in Japan at the same time.
- Director Morinaga reported meeting with JTB president and he had some suggestions on promoting Guam.
  - Long stay visits
  - More integration with local community
- Director Morinaga cautioned about raising prices for quality image and the importance of focusing on product development. He stated he would like to work more with Destination Management.

#### **G. KOREA MARKET:**

- Director Miyashita reported the first KMC meeting is February 21.

Motion made by Director Taimanglo, seconded by Director Hoffman, to approve travel for the KMC Chairman and the GVB General Manager to travel to Korea for meetings with the KGTC, Yeobaekhoe, KGMC, KAL, Jin Air, and Jeju Air during February 27-March 2, 2013. Cost is approximately \$3,350.00 from the FY2013 Korea Sales Marketing Development Acct# SMD019.

**Motion approved by unanimous consent**

*Chairman Baldyga made 8<sup>th</sup> vote - Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*

**Background:**

The Korea Guam Tourism Council (KGTC) was originally scheduled to visit Guam during November 2012 but due to Guam's room challenges, decided to cancel their trip.

GVB Board Director, KMC Chairman N. Oscar Miyashita, and the General Manager plan to pay a new-year visit not only with the KGTC but also with Korean Air, Jin Air, Jeju Air, the KGMC, and other Korean trade organization executives to acknowledge support and good results for 2012 and also, to discuss opportunities in during 2013.

They also want to meet with the GVB Korea GSA to discuss strategic initiatives and Korea opportunities for the rest of the year based on the recent KMC FY13 review with the GVB Board Chairman.

GVB continues to pursue increased arrivals through increased seat capacity, new airlines, new gateways, and increased market share and this trip will help solidify relationships and hope continued corroboration will result in increased Korean arrivals. This trip will also introduce new GVB General Manager Karl A. Pangelinan to the Korean trade group.

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

<b>Airfare:</b>	2 pax x \$650	\$1,300.00
<b>PerDiem:</b>	\$287.50/day x 2 Nights x 2pax=	\$1,150.00
<b>Lodging:</b>	\$575	
<b>M&amp;IE</b>	\$150/day x 3 Days x 2pax = \$450	\$900.00
<b>Total:</b>		\$3,350.00

Motion made Director Miyashita, seconded by Vice Chairman Kloppenburg, to approve travel for Chairman of the Board to join with the General Manager and the Deputy General Manager to attend the 5<sup>th</sup> Annual Hotel Investment Conference Asia Pacific Update from March 12-13, 2013 in Singapore. (Estimated cost \$2,977.50; account # KO-SMD023.

**Motion approved by unanimous consent**

*Chairman Baldyga made 8<sup>th</sup> vote because Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*

**Background:**

Additional hotel rooms are needed on island to increase visitor arrivals. HICAP is the annual gathering place for Asia Pacific's hotel investment community, attracting the most influential owners, developers, lenders, executives, and professional advisors from around the globe.

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

<b>Airfare</b>	1 pax	\$1,275.00
<b>Per Diem (Board Chairman)</b>	\$454 + 25% x 3 days	\$1,702.50
<b>Total</b>		\$2,977.50



## **H. MEMBERSHIP DEVELOPMENT**

- Memberships first committee meeting is scheduled for February 21.

## **I. NORTH AMERICA & PACIFIC (NAP)**

- Director Muna reported that they had their Transition Meeting. The committee is still exploring their options for their monthly meetings. There are 9 members on the committee.
- Director Muna reported several overseas events coming up:
  - The Travel Tour Expo in the Philippines from February 14 - February 17 with 3 staff and entertainers.
  - The LA Times Travel show in California
  - The Asia Guide Expo in Singapore from April 10-20, which will promote diving in the region.
  - PATA –Annual Summit in Bangkok, Thailand on April 25

## **J. RESEARCH**

- No report

## **K. RUSSIA & NEW MARKETS DEVELOPMENT**

- The first committee meeting is on March 05.

### **Moscow International Travel Tourism (MITT) 2013**

Motion made by Director Jackson, seconded by Director Hoffman to approve travel for the GVB General Manager to jointly promote under the Visit USA Russia Brand USA Pavilion at Moscow International Travel Tourism (MITT)

2013 in Moscow, Russia. Travel dates are from March 18-23, 2013. (Estimated cost \$6,293.75; account # TTC081)

**Motion approved by unanimous consent**

*Chairman Baldyga made 8<sup>th</sup> vote - Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*

### **Background:**

Visit USA Russia, a not-for-profit organization whose prime objective is to bring together various tourism companies operating in the Russian outbound travel to the USA, as well as, to provide reliable information in USA travel destinations and products.

With our ongoing working relationship with Visit USA Russia Committee and their members, we have created an interest amongst the members to develop Guam packages for their customers. In September 2012 GVB participated with their road show in the cities of Moscow and Saint Petersburg. As a result, of this road show and our participation at MITT 2012, Visit USA Russia brought 8 of their member travel agents to Guam.

Travel has been approved for (1) GVB Board of Directors & (2) GVB Staff to attend and execute the Moscow International Travel Trade (MITT) 2013.

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

<b>Airfare:</b>	\$2,500.00 x 1 pax	\$2,500.00
<b>Per Diem:</b>	\$501.25/day x 7 days x 1 pax	\$3,508.75
<b>Russia Visa:</b>	\$285/person x 1 pax	\$285.00
<b>TOTAL:</b>		<b>\$6,293.75</b>

#### Russia Far East Road Shows in Vladivostok & Khabarovsk

Motion made by Director Jackson, seconded by Vice Chairman Kloppenburg to approve travel for Senator Tina Muna Barnes, Russia & New Markets Committee Chairman, & (2) GVB Staff to execute the Russia Far East Road Shows in the cities of Vladivostok and Khabarovsk. Travel dates are from March 24-27, 2013. (Estimated cost \$8,882.00; account # TTC082)

**Motion approved by unanimous consent**

*Chairman Baldyga made 8<sup>th</sup> vote - Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*

#### **Background:**

Since January 15, 2012, Russian tourists were permitted to enter Guam under the Guam-CNMI

Visa Waiver Program on the status of Parole Authority. In order to educate Russia about Guam, GVB will joining the Visit USA Pavilion at the MITT Fair 2013 in Moscow, Russia scheduled for March 18-23, 2013.

The Bureau has also scheduled road shows in the Far East cities of Vladivostok & Khabarovsk to meet with travel agents for a Guam Product Update Seminar as well intro our new Russian marketing representatives to the travel agents.

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

<b>Airfare:</b>	\$2,500.00 x 1 pax	\$2,500.00
<b>Per Diem:</b>	\$435.50/day x 4 days x 1 pax (Senator)	\$1,742.00
	\$418.75/day x 4 days x 1 pax (BOD)	\$1,675.00
	\$335.00/day x 4 days x 2 pax (GVB Staff)	\$2,680.00
<b>Russia Visa:</b>	\$285/person x 1 pax	\$285.00
<b>TOTAL:</b>		<b>\$8,882.00</b>

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### Vietnam Trade Mission

Motion made by Director Jackson, seconded by Director Kloppenburg, to approve travel for Governor Calvo, (1) Governor Staff, and GVB Chairman to attend the Guam Trade Mission in Hanoi & Ho Chi Minh City, Vietnam from March 17-23, 2013 (Estimated cost \$9,054.60; account #SMD023).

**Motion approved by unanimous consent**

*Chairman Baldyga made 8<sup>th</sup> vote - Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*

### **Background:**

The Governor along with the Guam Economic Development Authority will be conducting a trade mission to Hanoi & Ho Chi Minh City, Vietnam and the target audience will be companies wanting to explore tourism, construction, and agriculture opportunities. The Guam Economic Development Authority will be focusing on business on Guam as well as encouraging the construction on new hotel facilities.

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

<b>Hanoi</b>			
Per diem:	Governor Calvo	\$278.00+30% x 3 days	\$1,084.20
Per diem:	GVB Chairman	\$278.00+25% x 3 days	\$1,042.50
Per diem:	Governor staff	\$278.00 x 3 days	\$834.00
<b>Ho Chi Minh City</b>			
Per diem:	Governor Calvo	\$306+30% x 3 days	\$1,193.40
Per diem:	GVB Chairman	\$306+25% x 3 days	\$1,147.50
Per diem:	Governor staff	\$306.00	\$918.00
<b>Airfare</b>	3 pax	\$900.00	\$2,700.00
<b>Vietnam Visa</b>	3 pax	\$45.00	\$135.00
<b>Total:</b>			<b>\$9,054.60</b>

### **L. SPORTS & EVENTS**

- ❖ **OLD BUSINESS**
- ❖ **NEW BUSINESS**
- ❖ **EXECUTIVE SESSION**



## ANNOUNCEMENTS

1. Chairman congratulated General Manager Pangelinan for a an outstanding job done in his first month on the job.
2. Board of Directors Ethics Training Course
  - a. Tuesday, March 26, 2013 – 8:00 a.m. – 12:00 p.m.
  - b. GVB conference room
3. Director Arriola's mother's passing (Rosario B. Cruz)
  - a. Nightly Mass: 7pm at St. Jude Catholic Church, Sinajana
  - b. Funeral: Saturday - February 16 (Viewing) 9:00 a.m. – 12:30p.m. / (Mass) 1:00 p.m. at St. Jude Catholic Church, Sinajana

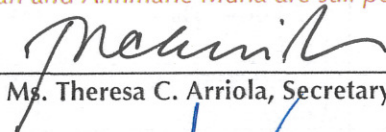


## ADJOURNMENT:

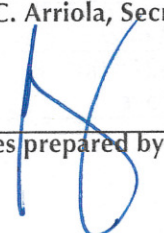
Motion made by Vice Chairman Kloppenburg, seconded by Director Camacho to adjourn the meeting. Meeting adjourned at 5:35 p.m.

**Motion approved by unanimous consent.**

*Chairman Baldyga made 8<sup>th</sup> vote - Legislative approval and confirmation of Robert Hoffman and Annmarie Muna are still pending.*



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



Board Minutes prepared by Meriza Peredo, Executive Secretary