



# GUAM VISITORS BUREAU

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

**REGULAR BOARD MEETING**  
**GVB MAIN CONFERENCE ROOM, 4:00PM**  
**THURSDAY; March 14, 2013**

**Board of Directors Present:**

Chairman Mark Baldyga  
Jennifer Camacho  
Robert Hofmann  
N. Oscar Miyashita  
Norio Nakajima

Vice Chairman Bruce Kloppenburg  
Judith Guthertz  
Bartley Jackson  
Milton Morinaga  
Nathan Taimanglo

**Board of Directors Present Telephonically:**

**Board of Directors Absent:**

Therese Arriola  
Eduardo "Champ" Calvo  
Annmarie Muna

**GVB Management and Staff Present:**

Nathan Denight  
Brian Borja  
Dee Hernandez  
Regina Nedlic  
Laurette Perez

Doris Ada  
Kraig Camacho  
Nadine LeonGuerrero  
Elaine Pangelinan  
Debi Phillips  
Haven Torres

Rose Cunliffe  
Mark Manglona  
Meriza Peredo  
June Sugawara

**Guests:**

Krystle Paco - KUAM



**Proceedings:**

Meeting called to order at 4:00 p.m. by Chairman Mark Baldyga.

- Review of the previous Regular Board minutes dated February 26, 2013.  
**Motion made by Director Jackson, seconded by Director Guthertz, to approve the minutes of February 26, 2013.**

**Motion approved (subject to correction).**

- Chairman Baldyga made note of the Action items that will now be listed within the Minutes to ensure tasks are done and we are moving ahead.
- Minutes will be reviewed every 2<sup>nd</sup> meeting of the month



### **Action Items 3/14/13:**

- 1) SMART goals (**Committees**)
- 2) Action Items:
  - a) Incubator bill on Agenda (MP)
- 3) Review and possibly add-on to current contracts (**KP**)
  - a) Banner removal
  - b) Graffiti
  - c) **Beach cleaning**
  - d) Trash monitoring
- 4) Paint over Graffiti (**RH**)
  - a) Inform GTA/GPA
- 5) Host Town Hall Informational meeting for Tumon camera/security RFP (**KP/Doris**)
- 6) Meeting w TMB about TAF collection (**KP/MB**)
- 7) DMC Objectives
  - a) Vinyl banners
    - (i) Research on the laws and the citations of violations also need to be done
  - b) TIR position (**MGMT**)
  - c) Present a copy of hand billing DRAFT (**RH**)
  - d) **Create a TAF grid (ND)**
    - (i) **The year special projects started**
    - (ii) **TAF amount was for each year**
- 8) 2/12 Incident
  - a) Draft reference document of the for future emergencies (**KP/MB**)
  - i) Director / Staff input
  - b) Follow-up with KUAM (**KP**)
  - c) Clarify rotary club donation is local / Japan (**BK**)
  - d) **Thank you letters**
- 9) Change Board Meeting Time (**MB**)
- 10) Strategic Plan task force (**MB/BK**)
- 11) Meeting with DOE regarding the handling of Japan school trips (**KP / MB**)
- 12) Amending bylaws (**KP / Doris / MP**)
- 13) Cruise Industry (**Felix / AM**)
  - a) Realistic number of passengers over 3-5 & 10 years
  - b) Spend per passenger
  - c) Guam's economic revenue piece
  - d) Recommended amount of money spend to pursue
- 14) GVB 50th Anniversary
  - a) **Research the movie that featured the Fujita hotel**





### Chairman's Report:

- Chairman Baldyga reported his discussion with GMH Administrator Joe Verga regarding the 2/12 Incident and the cost is roughly around \$130,000. He wanted to thank GMH did a superb job with sharpening their pencils. Mr. Verga would appreciate prompt payment. The bill will be addressed at the next meeting.
- Per Vice Chairman's recommendation for the question of how proceeds will be spent, the task will reconvene one more time and make the recommendations and present it to the Board
- Bylaws are in the process of being updated so that they may be presented at the next Membership meeting in April
- The MTA Business Journal was on island. They interviewed the Governor and had a special segment on how special situations were coped with. He felt it was a positive press for Guam
- Senator Mike Limtiaco's introduction of the incubator bill:
  - Will encourage locally made products to be sold in the Airport.
  - Rules, FAA regulations, and vendor discounts are currently being worked out
  - TAF funded \$200,000 for grants that will assist vendor start up and building of kiosks.
  - Suggests that GVB take an active role and fully engage in the concession operator design / Manage oversight of operations.



### General Manager's Report







### MOVE GMIF BACK TO MAY

- Signature Event
- Original month
- Avoid rainy season
- Still shoulder period
- Theme: Celebrating 50 years of Tourism

### Chamorro BBQ Festival

- New event spearheaded by Lt. Governor Tenorio with support from Pleasure Island, MCA GHRA and others
- Proposed date & location: May 11<sup>th</sup> @ Pleasure Island
- Concept: Guam is known for its delicious and unique BBQ and this event would bring Chamorro cuisine to the heart of Tumon with a street festival featuring food, entertainment and fun
- BBQ contest with local chefs and off-island chefs competing, raising awareness of our unique cuisine
- Food, drink and game vendors, stage with local dance and music groups
- Tourism month proclamation by Governor

### MAY REGIONAL TRADE EVENTS

- PATA Micronesia Annual Meeting – May 14-16
- MWR Micronesia Travel Fair – May 17
- China Symposium – May 22

### OTHER EVENTS

### GVB 50<sup>th</sup> GALA EVENT

- Suggested date: Friday, November 22<sup>nd</sup>
- Schedule around the annual JGTC Guam meeting, invite KGTC
- Invite overseas travel partners, local community leaders, membership
- Recognize past/present tourism leaders: GVB GMs/Chairmen, Governors, Senators, Industry
- Dinner, entertainment

### GOLDEN LATTES

- Combined GVB & GHRA Recognition programs in 2012
- Rebranded event
- June 2013



### Other Events

- Overseas: 50<sup>th</sup> Reception in Japan during JATA
- Liberation Day Parade
- 8<sup>th</sup> Annual Koko Half Marathon & Ekiden Relay
- Maila Ta Fa Chesa
  - Micronesian Chef's Association local food event scheduled for June
- Guam International Film Festival
  - TAF supported event scheduled for Sept

### 50<sup>th</sup> Branded Outreach



## Hafa Adai Rate

- Expansion of the Hafa Adai Pledge Program
- Create a local rate similar to Kama'aina rate in Hawaii
- Build local support of tourism industry
- Launch in May (Tourism Month) with press con and media campaign
- Working on getting compelling offers



## Benefits of Tourism Campaign

- Launch middle of April just before Tourism Month (May)
- 3x 30sec TVCs
- Focus on jobs and economic benefits to community
- Sweet deal by co-branding with media companies
- End tag: GVB...Celebrating 50 Years of Tourism



## History of Tourism



- 3-5 minute video documenting the history of tourism on Guam
- 60 sec version for TV
- GVB Historical Display
- Old uniforms, posters, TVCs, photos
- Display at GALA, Airport



## Island Tours for Locals

- Engage local residents in celebrating GVB's 50th Anniversary by being tourists for a day.
- Travel to most visited tourist sites by charter bus with professional Tour Guide
- Participants will be provided site factsheets, refreshments and gift bags
- Free to residents
- Dates: 1x Sat, June-Sept

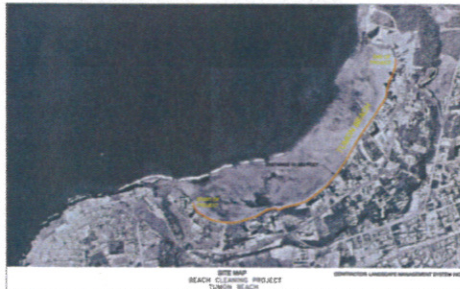


## GVB SPECIAL PROJECTS

### Special Projects

- Total Budget: \$1,033,477 (with 15% Reserve)
- Separate appropriation from GVB Operations
- GVB Staff: Doris Ada
- Little awareness that GVB is responsible for these projects

### Tumon & Agaña Beach Cleaning and Maintenance



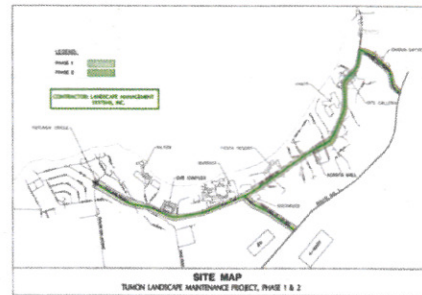
### Tumon & Agaña Beach Cleaning and Maintenance



#### Tumon & Agaña Beach Cleaning and Maintenance

- Budget: \$249,722.67
- Contractor: LMS
- Scope: Beach maintenance from Gun Beach to East Agaña Beach across Citibank, 10' seaward from water edge to inland boundary of 35' beyond mean high water mark.
- Mechanical & Manual Sand Raking @ 4/wk
- Trash collection: sandy & non-sandy areas @ 7x/wk
- Underwater areas (cleaning 10' seaward) @ 4x/wk
- Cleaning (retaining walls, trees, plants, obstacles w/in beach areas) @ 6x/wk
- Trash removal from trash receptacles @ 6x/wk
- Trash receptacle maintenance @ 2x/yr
- Resetting trash receptacles @ 1x/yr

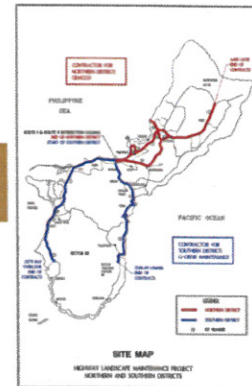
#### Tumon Landscaping Maintenance



#### Tumon Landscaping Maintenance

- Total Budget: \$318,791
- Contractor: LMS (\$247,000)
- Irrigation water: GWA (\$71,791)
- Landscaping and roadside maintenance along San Vitores Boulevard up to the Bishop Flores Rotunda
- Includes road medians, GVB office, three major intersections leading to hotel row Westin Resort-Horizon Condo, Marriott Hotel-JFK, and Hilton-Ypao Road.
- Includes water bills pertaining to irrigation.

#### Islandwide Roadway Maintenance



#### Islandwide Roadway Maintenance

- Total Budget: \$274,964
- North Contractor: GEMCCO (\$131,057)
- South Contractor: G-Crew (\$143,907)
- Grass cutting on shoulders & medians, edging and removal of debris on medians and curbs, trimming of hedges and brush overhangs
- Northern Rts: 1, 14, 30, 30A, 34, 27, 16, 8 and Southern Rts: 1, 2, 2A, 4
- Center lane road sweeping at Rts 1, 14, 30, 8, 16, and 4

#### Other Projects

- Contract Administration & Inspection Services
- Contractor: TG Engineering (\$90,000)
- Contract administration and inspection services of Tumon & Hagatna Beach Cleaning, Tumon Landscape Maintenance and Highway Landscape Maintenance Projects.
- Liaison with GovGuam agencies or private entities to address issues related to GVB projects, review of payment requests by the Contractor ensuring actual work according to schedule.
- Holiday Illumination Project
- Contractor: LMS (\$100,000)

Si Yu'os Ma'åse'





❖ **Report of the Treasurer:**

**Cash Position Report:**

**Cash report as of March 13, 2013.**

Total cash in banks report (as of 03/13/13) \$13,366,399.78

Total allotment received to date: \$8,985,085.45

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

**Motion approved.**

❖ **Report of the 2/12 Incident:**

➤ 2/12 Task Force will reconvene to discuss the Memorial Fund and make recommendations that will be presented to the Board.

❖ **Report of the Board Committees:**

**A. RUSSIA & NEW MARKETS DEVELOPMENT**

**Vietnam Trade Mission**

**Director Jackson made a motion, seconded by Director Guthertz, to approve additional travel expenses of \$1,435.66 for the following:**

**Additional Airfare: \$1,053.66**

**Additional Per Diem: \$382.00**

(Estimated cost \$1,435.66; account #SMD023 )

**Motion approved.**

**Background:**

Due to scheduled meetings with Cebu Pacific officials in Manila on Friday, March 22, 2013, the Governor and delegates will fly from Ho Chi Minh City, Vietnam to Manila, Philippines via Hong Kong. (Layover in Hong Kong is more than 8 hours). Arrive Hong Kong at 10:40PM and depart to Manila at 7:55AM.

**Issue:**

Board approval required for travel.

**B. CULTURAL HERITAGE & COMMUNITY OUTREACH (CHaCO)**

**2013 CHAMORRO CULTURAL FESTIVAL**

Vice Chairman Kloppenburg made a motion, seconded by Director Jackson, to approve travel for the CHaCO Chairwoman to travel to San Diego, California to attend the 2013 Chamorro Cultural Festival and Conference scheduled for March 23-24, 2013. (Cost is approximately \$3,020.00 from Account No. DM-CPO006.)

**Motion approved.**

Airfare:	\$2,000.00 x 1 pax	\$2,000.00
Per Diem:		
Lodging:	\$133.000+25% x 4 days	\$665.00
M&IE:	\$71.00+25% x 4 days	\$355.00
<b>TOTAL EXPENSE:</b>		<b>\$3,020.00</b>

**Background:**

The 4<sup>th</sup> Annual Chamorro Cultural Fest is a celebration of food, music, art and dance of the Pacific Chamorro people. The event offers cultural workshop for all ages. The CHaCO Chairwoman has been invited to be a Guest Speaker during the conference scheduled for Sunday, March 24th. She will speak on GVB and CHaCO programs and present FESTPAC Guam 2016.

**Issue:**

Board approval needed for all travel

**C. GREATER CHINA:**

**9th China Outbound Travel & Tourism Market (COTTM) 2013**

Vice Chairman Kloppenburg made a motion, seconded by Director Guthertz, to approve travel to for two (2) GVB staff to attend the 9<sup>th</sup> China Outbound Travel & Tourism Market (COTTM) 2013 as Guam exhibits under the Brand USA pavilion, along with other US tourism bureaus and private companies from April 8-11, 2013 in Beijing, China. (Cost approximately \$5,500 and will come from the FY2013 COTTM 2013 Account CI-TTC073.)

**Motion approved.**

**Travel Expense:**

Airfare:	\$1,500 x 2 pax	\$3,000.00
Beijing, China		
Per Diem:	Lodging: \$258 x 3 nights x 2 staff =	\$1,548.00
	M&IE: \$119.00 x 4 days x 2 staff =	\$952.00
<b>Total Expense:</b>		<b>\$5,500.00</b>



**Background:**

China Outbound Travel & Tourism Market (COTTM) 2012 was the largest in the show's history welcoming 275 exhibitors from 60 different countries who came to showcase their destinations and travel services to 4,137 leading outbound tour operators from all over China. The success of this show mirrors the dramatic rise in outbound travel from China, a sector which is growing so quickly that all previous predictions have been revised upwards. Figures released for the first half of 2012 show a like for like annual increase of over 20% and the latest projections from the China National Tourism Administration show that 100 million Chinese will travel overseas by 2015, surpassing the UNWTO's prediction that this will happen in 2020.

Now entering its ninth year, COTTM remains the only business-to-business event that focuses purely on this burgeoning outbound market. It is now widely regarded in China as the industry's most important annual platform where professionals come to do business and learn about trends and developments in their industry. COTTM is about Chinese outbound travel COTTM is entirely dedicated to the China outbound travel and tourism sector. Furthermore, COTTM is about meeting the key Chinese buyers with over 4,137 trade visitors including 400 Chinese hosted buyers from all over China attending the show.

**Issue:**

Board approval for travel required.

**D. JAPAN MARKET:**

**Director Morinaga made a motion, seconded by Vice Chairman Kloppenburg, to approve travel for 2 GVB Japan staff, Mr. Yuji Mitsumori, Japan Manager from April 14-18, 2013 and Ms. Kaori Hata, Web Coordinator from April 14-20, 2013, to attend the Annual Marketing Rep Meeting. (Cost estimate: \$2,025.00 from Account#SMD008.)**

**Motion approved.**

Airfare (2 pax):	\$700.00 x 2pax	\$1,400.00
Per Diem (Yuji Mitsumori)	\$62.50 x 4 days	\$ 250.00
Per Diem (Kaori Hata)	\$62.60 x 6 days	\$ 375.00
<b>TOTAL EXPENSE:</b>		<b>\$2,025.00</b>

**Background:**

Meetings bringing together GVB marketing representatives have been held annually on Guam as an opportunity to discuss the year's strategic plans, campaign initiatives and strategies and conduct trainings. This year's meeting will focus on the GVB global Website and CRM training and new social media campaign plans. Ms. Hata's extended stay will include a familiarization tour of Guam, this being her first trip here. Japan Market will make every effort to solicit in-kind for above travel to minimize cost.

**Issue:**

Board approval needed for all travel

**E. NORTH AMERICA & PACIFIC (NAP)**

**Asia Dive Expo (ADEX) 2013 – April 19-21, 2013, Suntec, Singapore**

**Director Guthertz made a motion, seconded by Vice Chairman Jackson, to approve travel for two (2) GVB Marketing staff to attend the 19<sup>th</sup> Asia Dive Expo in Singapore from April 19-21, 2013.** (Cost approximately \$7,120.00 and will come from the FY2013 Pacific Travel/Trade/Consumer Shows Account #TTC053/Pacific Sales Market Development Acct#SMD023).

**Motion approved.**

Airfare (\$900 x 2 pax)	\$1,800.00
Per Diem – Lodging, M&IE (\$482 x 5 days x 2 pax)	\$4,820.00
Miscellaneous/Unanticipated Expenses (excess luggage, taxi, booth materials, etc.)	\$500.00
Total	\$7,120.00

**Background:**

Celebrating its 19th year, the Asia Dive Expo (ADEX) 2013 will take place from April 19-21, 2013 in Singapore. Held at the Sands Expo and Convention Center, the dive show is expecting over 300 booth participants and looking to exceed last year's record-breaking attendance of 31,856 visitors.

Sponsored by Scuba Diver magazine, Asia Dive Expo and Asian Diver, the three most trusted scuba entities in Asia Pacific is sure to provide extensive coverage of the event. In addition, with events and facilities targeted at both the consumer and industry players, ADEX serves as both a commercial event and trade show opening up networking opportunities to all participants.

The Guam Visitors Bureau (GVB) will be inviting members as well as National and State Tourism Offices in Micronesia to participate in ADEX, making our presence in the dive fair greater as we will be taking a regional approach in promoting not only on Guam, but Micronesia as well.

**Issue:**

Board approved for travel required.



**PATA Executive Board and Annual Summit - April 25-28, 2013, Bangkok, Thailand**

**Director Guthertz made a motion, seconded by Director Jackson, to approve travel for the GVB General Manager and Marketing Manager to attend the Pacific Asia Travel Association (PATA) Executive Board and Annual Summit in Bangkok, Thailand from April 25-28, 2013.** (Cost approximately \$5,801.25 and will come from the FY2013 Pacific PATA Board and Annual Membership Mtg. Acct# SMD025)

**Motion approved.**

Airfare (\$1,200 x 2 pax)	\$2,400.00
Per Diem – Lodging, Meals and Incidental Expenses for 5 days (\$249 + 25% x 5 days) + (\$249 x 5 days)	\$2,801.25
Miscellaneous/Unanticipated Expenses (excess luggage, taxi, business mtgs. etc.)	\$600.00
Total	\$5,801.25

**Background:**

The upcoming PATA Executive Board Meeting and PATA Annual Summit is scheduled for April 25-28, 2013 in Bangkok, Thailand. The Annual Summit will address the theme “Embracing the Complete Visitor Economy” and will feature some of our industry’s most acclaimed thought leaders. The meeting is expected to bring hundreds of leaders from the hospitality, tour operator, carrier and government sectors.

The Annual Executive Board and Summit will also be joined by top media networks such as CNN, BBC World, CNBC and consumer publications such as the International Herald Tribune, Asian Wall Street Journal and various leading travel trade journalists. These events will receive extensive coverage as the world tunes in to learn about new and exciting destinations.

The Guam Visitors Bureau’s (GVB) attendance in the PATA Executive Board, Annual Summit, and PATA Chapter Colloquium is vital as GVB stands to gain valuable information such as issues affecting travel in the region, opportunities to increase one’s market share, the latest travel trends, outbound statistics from growing markets, etc. The upcoming meeting will focus on how to improve and create recognition for all aspects of travel, tourism and trade sectors because it is PATA’s belief that the complete visitor economy is inbound, outbound, domestic, rural, urban and private.

**Issue:**

Board approval for travel required.

**Discussion:**

- Chairman Baldyga attested to the importance of this summit as a former PATA member. He added that GVB is lobbying to bring GM Pangelinan in as a Board member.
- Pilar Laguana reported that we succeeded and GM Pangelinan now serves on the PATA Board.

**PATA Micronesia Tri-Annual Meeting – May 15-17, 2013, Saipan, CNMI**

**Director Guthertz made a motion, seconded by Director Jackson, to approve travel for two (2) GVB staff to attend the Pacific Asia Travel Association (PATA) Micronesia Chapter Tri-Annual Meeting in Saipan, CNMI. (Cost approximately \$2,362.00 from the FY2013 Pacific PATA Micronesia Chapter Meetings Acct# SMD024).**

**Motion approved.**

Airfare (\$300 x 2 pax)	\$600.00
Per Diem – Lodging, Meals and Incidental Expenses (\$227 x 3 days x 2 pax)	\$1362.00
Miscellaneous/Unanticipated Expenses (excess luggage, car rental, etc.)	\$400.00
Total	\$2,362.00

**Background:**

The Guam Visitors Bureau is an active member of the PATA Micronesia Chapter. The GVB Marketing Manager is the current 2013-2014 PATA Micronesia Chapter Chairwoman. The chapter meets three times a year throughout Micronesia and their main goal is to promote travel within the region, increase awareness in branding Guam and Micronesia, increase membership and execute the goals and objectives set forth by the chapter as part of Regional Marketing of Micronesia. The PATA Micronesia Chapter is also the Regional Tourism Representative for the Micronesian Chief Executive (CME) which meets twice a year within the Pacific Region.

**Issue:**

Board approval for travel required.



**OLD BUSINESS**

- ROI Market Spend Analysis (see handout):
  - (1) shows adults only / (1) shows everyone



**NEW BUSINESS**

- Support of the Tourism Education Council's and their single largest fundraiser on Thursday, March 21 at the Atrio in the Sheraton:
  - Director Jackson stressed the importance of this Council and all they do to assist the students and the community with Tourism.
  - Director Hoffman attested to the success of their previous summit that was held.
  - They are beneficiaries of TAF funding but compete with all the other organizations
  - Director Miyashita added that this is their single largest fundraising event and stressed that the objective of this organization is to educate the people of the benefits that tourism brings. He believes that GVB can work in a collaborative fashion and utilize more effectively.
- Guam Product Seal law goes into effect on March 17





## ANNOUNCEMENTS

➤ **Board of Directors Ethics Training Course**

- Tuesday, March 26, 2013 – 8:00 a.m. – 12:00 p.m. / GVB conference room

➤ **Quarterly Membership meeting on Friday, April 12.**

- Venue to be confirmed
- Strategic Plan and Safety issues will be presented



## ADJOURNMENT:

**Motion made by Director Guthertz, seconded by Vice Chairman Kloppenburg, to adjourn the meeting. Meeting adjourned at 4:41 p.m.**

**Motion approved.**

  
\_\_\_\_\_  
Ms. Theresa C. Arriola, Secretary of the Board of Directors  
\_\_\_\_\_  
Board Minutes prepared by Meriza Peredo, Executive Secretary