

I Mina' Trentai Dos Na Liheslaturan Guåhan
Resolutions Log Sheet

Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Referred	Committee / Ofc Referred	Date Adopted
86-32 (LS)	T.R. Muna Barnes	Relative to recognizing the Guam Unique Merchandise & Arts Incubator Program for creating opportunities for local artists and cultural producers by providing resources, training and tools to develop culturally centric products, create sustainable business enterprises, and provide a platform for the marketing of local products.	03/27/13	3/29/13 11:30am			3/27/2013

I MINA'TRENTAI DOS NA LIHESLATURAN GUÅHAN
2013 (FIRST) Regular Session

Resolution No. 86-32 (LS)

Introduced by:

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Relative to recognizing the Guam Unique Merchandise & Arts Incubator Program for creating opportunities for local artists and cultural producers by providing resources, training and tools to develop culturally centric products, to create sustainable business enterprises, and to provide a platform for the marketing of local products.

1 **BE IT RESOLVED BY *I MINA'TRENTAI DOS NA LIHESLATURAN***
2 ***GUÅHAN*:**

3 **WHEREAS,** the Guam Unique Merchandise & Arts (GUMA) Incubator
4 Program was formed out of a desire to harness the creativity, passion, and pride of

1 local artists and cultural producers into a marketable product, delivering the essence of
2 Guam and the Guam Brand promise; and

3 **WHEREAS**, DFS Guam, *Para I Probechu'n I Taotao-ta* Inc. (PIPIT), and the
4 *Galaide* Group, partnered to spearhead the creation of GUMA in an effort to preserve
5 and advance the culture of Guam through traditional arts by leveraging the cultural
6 connections of PIPIT with the global merchandising resources of DFS Guam; and

7 **WHEREAS**, the Vision Statement of GUMA is to mentor and support
8 aspiring local artists, cultural producers and entrepreneurs, transforming their
9 creativity, skills and innovative spirit into self-sustainable marketable products of the
10 highest quality that are uniquely Guam; and

11 **WHEREAS**, guided by their Vision Statement, GUMA has set forth goals
12 and objectives to assist local artists and cultural producers in the creation of
13 sustainable business enterprises; and

14 **WHEREAS**, GUMA works to identify local artists and cultural producers
15 with a high potential to succeed in a competitive retail environment, creating a
16 database of cultural producers whose products, skills and drive meet established
17 criteria, developing a comprehensive screening and application process to help
18 identify those with the highest potential for success; and

19 **WHEREAS**, GUMA provides selected cultural producers with resources,
20 guidance, tools and training to create marketable and sustainable Guam products, to
21 include partnering with other organizations or individuals to provide training in basic
22 business, marketing, branding and retailing; implementing a real-time
23 monitoring/mentoring program; assisting with business plan development; and
24 providing a dedicated shared-resource studio, training center, gallery and retail space,
25 which acts as a center for excellence; and

1 **WHEREAS**, GUMA, in coordination with DFS, provides exclusive retail
2 space for the commission of special collections or exclusive products. GUMA also
3 works to identify other potential retail outlets that help to sustain business enterprises;
4 and

5 **WHEREAS**, GUMA encourages a sustainable market for high quality Guam
6 products by assisting in marketing studies and testing to identify the types of Guam
7 products that have appeal; assisting cultural producers in understanding product
8 perceptions and customer expectations; and leveraging partnerships with DFS Guam
9 to create market demand for Guam product lines; and

10 **WHEREAS**, GUMA encourages the participation of local artists and crafters
11 to pursue their dreams, including providing public relations and outreach programs to
12 highlight successes of the program and participants, and identify and partner with
13 non-governmental organizations, and private and public sector supporters to build
14 and expand existing programs;

15 **WHEREAS**, GUMA is funded strictly through donations and grants. DFS
16 Guam, as part of its commitment to our local community, has generously provided
17 start-up funding for GUMA, including its first year operational funds, and
18 management and administrative costs; and

19 **WHEREAS**, GUMA, after reviewing 16 applications, selected four (4) local
20 cultural producers and artists for the pilot program. The artists and local producers
21 chosen were Ron Castro, for his concept to create and market three-dimensional art
22 puzzles featuring Guam’s cultural icons, and model canoes; Barbara Cruz and Dianne
23 Prejean of Island Memories, who are looking to expand their line of baked goods to
24 include the addition of more novelty items, such as mini-figural cookies and
25 cupcakes; Mark A. Murer, for his concept to design and fabricate specialty gift boxes
26 utilizing his unique glass mosaic style; and Denise and Charles Selk of Coco-Jo’s,

1 who are looking to expand their chocolate candy line to include macadamia nut
2 candy; now therefore, be it

3 **RESOLVED**, that *I Mina'Trentai Dos Na Liheslaturan Guåhan* does hereby, on
4 behalf of the people of Guam, recognize the Guam Unique Merchandise & Art
5 (GUMA) Incubator Program for the creation of opportunities to enhance local
6 offerings by providing tools and resources to local artists and cultural producers that
7 perpetuate the culture and build sustainable business enterprises; and does further
8 endorse the efforts of the Guam Unique Merchandise & Art (GUMA) as an essential
9 community resource for the development of viable economic opportunities for local
10 artists and cultural producers; and be it further

11 **RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to,
12 the adoption hereof, and that copies of the same be thereafter transmitted to the Guam
13 Unique Merchandise & Art (GUMA); to DFS Guam; to Mr. Ron Castro; to Ms.
14 Barbara Cruz; to Ms. Dianne Prejean; to Mr. Mark A. Murer; to Mr. Charles Selk and
15 Mrs. Denise Selk; and to the Honorable Edward J.B. Calvo, *I Maga'lahren Guåhan*.

DULY AND REGULARLY ADOPTED BY *I MINA'TRENTAI DOS NA LIHESLATURAN GUÅHAN* ON THE 27th DAY OF MARCH 2013.



JUDITH T. WONPAT, Ed D
Speaker



TINA ROSE MUÑA BARNES
Legislative Secretary