



GVB BOARD OF DIRECTORS MEETING MINUTES

Thursday, February 27, 2025, at 1:30 p.m.

GVB Conference Room and Teleconference - Zoom

<https://us02web.zoom.us/j/89090779984?pwd=aeGojojPvOMoNDxc4fVCdfQluBHngK.1>

Meeting ID: 890 9077 9984

Passcode: visitguam

I. CALL TO ORDER

- Chairman Chiu called the continuation of the Board of Directors meeting from January 24, 2025, to order at 1:30 p.m.

II. ROLL CALL

In Person: George Chiu, Kin Cook, Robert Hofmann, Bill Nault, Milton Morinaga, Michelle Merfalen, Mike Sgro, Ken Yanagisawa

Online: Jeff Jones, Sonny Ada,

Absent: Ho Eun

III. MINUTES OF THE PREVIOUS MEETING

Approval of the previous meeting minutes for January 13 and 24, 2025, was moved to be approved at the next board meeting.

IV. ACTION BY THE BOARD

The Selection Committee for GVB's President and CEO had recommended Régine Biscoe Lee for the position based on a \$146,400.00 per annum salary. Board Directors expressed satisfaction with the recommendation.

Director Cook made a motion, seconded by Director Hofmann, to approve the selection and hiring of Régine Biscoe Lee as President & CEO of the Guam Visitors Bureau, based on a salary of \$146,400.00 per annum; the start date for Régine Biscoe Lee shall be March 11, 2025, subject to the candidate's acceptance of the offer. Motion Approved.

Director Ada inquired about a formal announcement and a backup plan if the candidate declines. The chairman explained that an emergency meeting can be called within five days if needed, and there was already approval for preparing an RFP for a search committee as a backup option.

Director Yanagisawa made a motion, seconded by Director Cook, to adjourn the continuation of the January 24, 2025, Board of Directors meeting. The February 27, 2025, Regular Board

of Directors meeting was called to order at 1:35 p.m., with ten directors present. **Motion Approved.**

V. CHAIRMAN'S REPORT

Chairman Chiu acknowledged Senator Jesse Lujan and Senator Shelly Calvo's presence at the board meeting. Senator Lujan shared that legislative appointments to the GVB board will not happen soon.

VI. MANAGEMENT'S REPORT

- Report presented by Acting President & CEO, Nadine Leon Guerrero.
- Management's report is posted on the GVB website.

VII. REPORT OF THE BOARD COMMITTEES

A. Executive Committee

- Nothing to report.

B. Administration & Government

1. GVB RFP 2025-001 Visitor Exit Surveys

Director Hofmann made a motion, seconded by Director Sgro, to approve and authorize the General Manager as Chief Procurement Officer to contract with Market Research & Development, as the sole responsive and responsible offeror meeting all procurement requirements for VISITOR EXIT SURVEYS. **Motion Approved.**

2. GVB RFP 2025-003 Tourism Economic Impact Studies

Director Hofmann made a motion, seconded by Director Sgro, to approve and authorize the General Manager as Chief Procurement Officer to contract with the highest-ranked offeror, Tourism Economic Impact Studies. **Motion Approved.**

3. GVB PRF 2025-004 Destination Marketing Services in the Philippines

Director Hofmann made a motion, seconded by Director Cook, to approve and authorize the General Manager as Chief Procurement Officer to enter a contract with the highest-rated offeror for Destination Marketing Services in the Philippines. **Motion Approved.**

C. Destination Management / Visitor Safety & Satisfaction

- Mayor Hofmann reported that he and the team conducted a comprehensive site visit around the island, including assessments of parks, beaches, overlooks, and various sites of interest. Following these visits, they developed a conditions survey intended for distribution to mayors and Parks & Recreation staff.

- The survey is designed to collect essential data, providing a snapshot of key connectivity features, the number of toilets, parking availability, and other relevant information about the sites. This data will assist in planning, maintenance, and future development efforts for the island's recreational and public spaces.
- The team aims to gather completed surveys from local officials to inform ongoing and future projects.
- The report is to be submitted by March 7, 2025.

D. Cultural Heritage & Community Outreach

- Mayor Hofmann reported that it is Chamorro Month.
- Humåtak Mayor hosted a CHamoru Heritage Gathering, which is noted as a significant and rare celebration involving the Government of Guam.
- It was emphasized that this event should receive greater attention and support to ensure its success and honor our Chamoru heritage and culture. He encouraged everyone to participate in the event.

E. Research

- Nothing to report

F. Sports & Events

4. Dragon Boat Festival 2025 Sponsorship

Director Hofmann made a motion, seconded by Director Sgro, to approve the sponsorship of the Dragon Boat Festival 2025 of \$27,000 for the purchase of six (6) new canoes. (Cost approximately \$27,000.00, Sports & Events Acct. No. ESP001). **Motion Approved.**

5. Japan Club of Guam - Akimatsuri Japan Festival

Director Hofmann made a motion, seconded by Director Cook, to approve up to \$20,000 in event sponsorship funding to support the Japan Club of Guam Akimatsuri Japan Festival on April 12, 2025. (Cost approximately \$20,000, Sports & Events Acct. No. ESP001). **Motion Approved.**

6. **Director Hofmann made a motion, seconded by Director Ada, to approve the Guam Basketball Confederation's grant/sponsorship request in the amount of Twenty-Five Thousand Dollars (\$25,000.00). Motion Approved.**

Background:

Event Date: February 20 & 23, 2025

Event: FIBA Asia Qualifier (Window 3 - Feb. 2025)

Location: UOG Calvo Field House

Funds will be used for transportation for visiting teams, hotel accommodation for FIBA Reps, and equipment rental. (LED system).

7. Director Hofmann made a motion, seconded by Director Sgro, to approve the Swish Group LLC's grant/sponsorship request in the amount of Thirty Thousand Dollars (\$30,000.00). Motion Approved.

Background:

The Hafaloha Concert Series consists of three separate concerts scheduled for March 29, July 5, and October 18, 2025, at the Governor Joseph Flores Memorial Park (Ypao Beach Park). Funds will support event operations to create a premium attendee experience. Expected attendees are 4,000+ per event.

G. Japan

- Director Yanagisawa reported that the committee had discussed data and upcoming events. Gogo Guam Pay and Guam bonus have been extended.
- One Guam (former JGTC) met on February 27th; the team had great discussions that mirrored many of what GVB is currently working on.
- JTB shared their observations and thoughts on what is happening on Guam and discussed what needs to be done together. The team would like to present this to the board as soon as they receive the material.
- The Chairman asked Director Yanagisawa for his general overview of the Japan market, specifically regarding current trends. Director Yanagisawa responded that Japan is improving, with its ranking improving over time.
- Director Yanagisawa mentioned that the team continues to promote and spread awareness about Guam, emphasizing the importance of ongoing efforts.
 - He highlighted that what is happening in Guam is essential and that increased content or events showcasing Guam's offerings are necessary to attract more visitors.
 - Suggested that efforts should not only be driven by the community but also should be communicated to the broader market to enhance visibility and interest.

H. Korea

- Acting President Nadine Leon Guerrero mentioned that the management report covered updates regarding Korea and that she will send detailed marketing slides to the board members.

I. Taiwan

- Director Morinaga reported that the last meeting was canceled, and they will meet on March 6th.
- Charter flight is still on a regular schedule; the inaugural flight cost is \$381. The promotional fare was extended to June 27th.
- Received a call from GSA regarding United Cargo. He believes that they are interested in increasing cargo. He will gather information about the situation and update GVB and GEDA accordingly.
- Chairman Chui spoke about medical tourism in Taiwan and our options; the Taiwan hospital accepts Guam insurance.

J. North America, Pacific, Philippines & New Markets

- Director Ada apologized for missing recent meetings and asked the team to provide updates. Acting President & CEO Nadine Leon Guerrero mentioned that most of the updates had already been covered in the management report, and there was no additional information to provide then.
- Nadine thanked the board for approving the RFP for the Philippines (Destination Marketing Services) so we can move forward. This service ended mid-year in 2024.
- The Chairman noted that Guam received approximately 40,000 visitors from the Philippines before the pandemic. He expressed that if Guam could get the visa waiver program for visitors from the Philippines, it could significantly increase travel.
- The Chairman highlighted that many people from the Philippines are eager to visit Guam to reconnect with family, shop, and spend money, which would benefit the local community.

K. Membership

- Director Merfalen reported that the membership survey went out on February 26, 2025.

VIII. OLD CORPORATION BUSINESS

Recovery Committee Chairman and Vice Chairman

Director Ada made a motion, seconded by Director Sgro, to replace Director Joaquin Cook and appoint Mark Baldyga as the Recovery Committee Chairman. Director Cook will serve as the vice chairman of the Recovery Committee. Motion Approved.

- The Recovery Committee meets weekly.
- Nadine Leon Guerrero provided Recovery Committee update.
 - At the last meeting, the focus was on Destination and color palette.

IX. EXECUTIVE SESSION

- None

X. OTHER BUSINESS

- None to report

XI. AGENDA ITEMS FOR THE NEXT MEETING

- Recovery Committee Progress

Director Cook made a motion, seconded by Director Yanagisawa, to establish a Recovery Committee for better Governance and reporting purposes. Motion Approved.

XII. ANNOUNCEMENTS

Upcoming Board Meetings:


- March 27, 2025

XIII. ADJOURNMENT

Director Hoffmann made a motion, seconded by Director Cook, to adjourn the meeting of the Board of Directors at 2:29 p.m. The Motion was **Approved**.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes, respectively submitted by Valerie Sablan, Executive Assistant