



REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, May 22, 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

- Director Jones (Acting Chairman) called the Board of Directors meeting to order at 1:35 p.m.

II. ROLL CALL

In-Person: Jeff Jones, Robert Hofmann, Michelle Merfalen, Mike Sgro, Nate Denight, Joanne Brown

Online: George Chiu, Milton Morinaga

Absent: Kin Cook, Ken Yanagisawa, Sonny Ada

- The Acting Chairman confirmed the presence of a quorum.
- The Acting Chairman then informed the Board that, due to the limited time available with a quorum present, the agenda would be adjusted by Robert's Rules of Order. Specifically, to ensure that essential business is conducted, motions and actionable items would be addressed first.
- It was further noted that the Chairman's Report would be waived for this meeting, and the Management Report would not be presented during the session. Instead, the Management Report will be distributed to all directors following the meeting and posted to the organization's website for review.
- The Board agreed to proceed under this modified order of business.

III. MINUTES OF THE PREVIOUS MEETING

Motion made by Director Denight, seconded by Director Sgro, to approve the previous Board of Directors Meeting minutes dated April 28, 2025. Motion Approved.

IV. ACTION BY THE BOARD

GVB RFP 2025-010 Event Management Services

Director Hofmann made a motion, seconded by Director Denight, to approve and authorize the President and CEO as Chief Procurement Officer to enter into negotiations; and if successful, contract with the highest rated offeror for Event Management Services to commence immediately for the remainder of FY25, with the option to renew for up to two (2) additional fiscal years, subject to the availability of funds. Unanimous.

Background:

GVB issued a procurement entitled GVB RFP 2025-010 Event Management Services, seeking a qualified event management firm to plan, coordinate, and execute the **Tumon Street Festival at Pleasure Island, Tumon**. This initiative aims to enhance Guam's cultural and shopping experiences, showcase local artisans and cuisine, and benefit local businesses economically. The selected firm must demonstrate expertise in large-scale event management, vendor coordination, logistics, and cultural programming. The Tumon Street Festival aims to establish a premier weekly event in Guam, fostering tourism, economic growth, and cultural celebration. GVB intends to launch this conservative yet engaging weekly festival featuring cultural performances, food stalls, and interactive experiences by July 6, 2025.

Issue: Board approval required.

- Director Brown inquired about the frequency of contract renewal. The contract typically renews annually, with a duration of up to three years.

GVB RFP 2025-005 Destination Marketing Services in Taiwan

Director Hofmann made a motion, seconded by Director Denight, to approve and authorize the President and CEO as Chief Procurement Officer to enter into negotiations; and if successful, contract with the highest rated offeror for Destination Marketing Services in Taiwan. Amended.

- A motion was made to approve the RFP process. Chairman Chiu asked for clarification, noting the motion did not mention bringing the final contract back to the board. It was agreed that the board should review and approve the final contract, particularly since it exceeds \$25,000.00.
- The motion was amended to state that the President can negotiate with the most qualified respondent. Still, any contract must come back to the board for final approval before it is awarded.

Director Hofmann made a motion, seconded by Director Denight, to approve and authorize the President and CEO as Chief Procurement Officer to enter into negotiations. And if successful, upon final review by the board, contract with the highest-rated offeror for Destination Marketing Services in Taiwan, subject to board approval. Motion Approved.

Background:

GVB issued a procurement entitled GVB RFP 2025-005 Destination Marketing Services in Taiwan to retain a qualified professional company to assist GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB's liaison in Taiwan on matters pertaining to Guam. The procurement was initiated on February 3, 2025, and ended on March 14, 2025. As required under 5GCA §5150, this procurement was sent to the AG on 4/4/2025 for a case number assignment. For reference: AG PCF#25-0141.

Issue: Board approval required.

GVB RFP 2025-007 Concierge Services

Director Hofmann made a motion, seconded by Director Denight, to approve and authorize the President and CEO as Chief Procurement Officer to enter into negotiations; and if successful, contract with the highest rated offeror for Concierge Services to

commence October 1, 2025, for FY26, with the option to renew for up to two (2) additional fiscal years, subject to the availability of funds. Amended.

- Board directors raised concerns about transparency, vendor selection, and the need for board oversight, most especially for large contracts.
- It was noted that by law, contracts over \$25,000 require board approval. Directors agreed that the contract should be returned to the board before final approval.

Director Hofmann made a motion, seconded by Director Denight, to approve and authorize the President and CEO as Chief Procurement Officer to enter into negotiations; and if successful, contract with the highest rated offeror for Concierge Services to commence October 1, 2025, for FY26, with the option to renew for up to two (2) additional fiscal years, subject to available funds and final board approval. Motion Approved.

Background:

GVB issued a procurement entitled GVB RFP 2025-007 Concierge Services to retain a qualified professional company to provide services that ensure our visitors receive the appropriate support and assistance in incidents, crimes, and emergencies while in Guam. The company will support GVB and perform any or all of the following services to the extent necessary to achieve the program's goals. As required under 5GCA §5150, this procurement was sent to the AG on 2/20/2025 for a case number assignment. For reference: AG PCF#25-0073.

Issue: Board approval required.

Guam Basketball Federation Sponsorship Event

Director Hofmann made a motion, seconded by Director Chiu, to approve \$75,000 in sponsorship support for the Guam vs. Japan basketball match, to be held in Jeddah, Saudi Arabia, from August 1 to 8, 2025. Motion Approved.

BACKGROUND:

The Guam Basketball Federation has approached the Guam Visitors Bureau to assist financially with a \$75,000 sponsorship of the upcoming basketball match between Guam and Japan.

Issue: Board approval required.

Discussions:

- Directors discussed Guam's involvement in the FIBA Asia Cup and broader tourism concerns.
- Support was expressed for the event, primarily due to its ties to the Japan market and international exposure.
- Directors praised the strong local turnout at past games and the growing number of FIBA-certified officials from Guam.

- Concerns were raised about visitor safety, with calls to direct any extra funds toward improving security at tourist sites beyond Tumon and Hågatña. Members emphasized that making Guam safer is key to sustaining tourism.

EIF 2025

Director Hofmann made a motion, seconded by Director Denight, to approve \$12,000 in sponsorship support for the Electric Island Festival scheduled for June 21, 2025. Motion Approved.

BACKGROUND:

The Guam Visitors Bureau has been approached by the 6 AM Group organizers of Guam's only Electric Island Festival. The EIF sponsorship is a strategic initiative to position Guam as a premier music festival destination and to drive interest and attract visitors to Guam for the Electric Island Festival (EIF) 2025. Through high-impact activations, the tour aims to attract 250-300 visitors from Guam's visitor source markets for the main event on June 21st, while delivering significant ROI for the Guam Visitors Bureau through media exposure, community engagement, and travel conversions. In addition, the event has already been identified and vetted as a part of the Tourism recovery efforts, and an established list of events for 2025

Issue: Board approval required.

The Ultimate Guam Summer 2025 Sponsorship Event

Director Hofmann made a motion, seconded by Director Sgro, to approve \$25,000 in sponsorship support for the Ultimate Guam Summer 2025 concert event. Motion Approved.

BACKGROUND:

The Guam Visitors Bureau has been approached by New Waves Studio Guam seeking sponsorship for The Wailers: Live on Guam, July 19th. The sponsorship proposal outlines a strategic partnership opportunity with New Waves Studio, Guam Brewery, and the Guam Visitors Bureau to promote destination Guam during the Afro Jam concert series in Osaka and Tokyo. Guam Brewery has secured its involvement in the Afrojam series as an official event sponsor, in which the Bureau will maximize opportunities to promote destination Guam alongside Guam Brewery.

During the Japan Osaka and Tokyo AfroJam concert series, GVB Japan will engage in digital marketing promotions and Guam Branding opportunities for over 600,000 attendees over the span of 10 days.

The sponsorship also provides opportunities to showcase Guam's ability to host and organize world-class events as needed and identified in the latest tourism recovery plan.

Issue: Board approval required.

V. CHAIRMAN'S REPORT

- The chairman's report was waived for this meeting.

- Chairman Chiu congratulated Director Merfalen and her GVB team on organizing a successful and well-received membership meeting, which received positive feedback from attendees.

VI. MANAGEMENT'S REPORT

- Management's report was distributed to board directors via email and posted on the GVB website.

VII. REPORT OF THE BOARD COMMITTEES

A. Executive Committee

- Nothing to report.

B. Administration & Government

- Nothing to report.

C. Destination Management / Visitor Safety & Satisfaction

- Nothing to report.

D. Cultural Heritage & Community Outreach

- Nothing to report.

E. Research

- Nothing to report.

F. Sports & Events

- Nothing to report.

G. Japan

- Nothing to report.

H. Korea

- Nothing to report.

I. Taiwan

- Nothing to report.

J. North America, Pacific, Philippines & New Markets

- Nothing to report.

K. Membership

- Nothing to report.

L. Recovery Committee

- Nothing to report.

VIII. OLD CORPORATION BUSINESS

IX. EXECUTIVE SESSION

X. OTHER BUSINESS

- Nothing was discussed.

XI. AGENDA ITEMS FOR THE NEXT MEETING

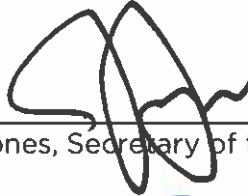
XII. ANNOUNCEMENTS

Upcoming Board Meetings:

- June 26, 2025

XIII. ADJOURNMENT

Director Hofmann made a motion, seconded by Director Denight, to adjourn the Board of Directors meeting at 1:58 p.m. due to a lack of a quorum, following the approval of the motions.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes, respectively submitted by Valerie Sablan, Executive Assistant