

REGULAR BOARD OF DIRECTORS MEETING MINUTES

Thursday, September 25, 2025 at 1:30PM

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 Board of Directors meeting to order at 1:33pm.

II. ROLL CALL

- In Person: George Chiu, Michelle Merfalen, Robert Hoffman, Michelle Merfalen, Mike Sgro, Joanne Brown, Ken Yanagisawa, Brian Artero
- Online: Nate Denight
- Absent: Joaquin Cook, Jeff Jones

III. MINUTES OF THE PREVIOUS MEETING

- Motion to approve minutes of the previous Board of Directors Meeting minutes dated August 28, 2025. Motion made by Director Yanagisawa and seconded by Director Sgro.
Motion approved.

IV. ACTION BY THE BOARD

V. CHAIRMAN'S REPORT

- Chairman Chiu welcomed Guam Visitors Bureau oversight Chairman, Senator Jesse Lujan. The Chairman noted that Senator Lujan would like to have monthly oversight hearings, and asked cooperation from management to keep the Board updated. He further noted and thanked Senator Lujan's continued support for GVB and for tourism.

VI. MANAGEMENT'S REPORT

- The Management report can be found on the Guam Visitors Bureau website.
- Senator Lujan reiterated the upcoming monthly oversights where GVB will be questioned on various topics, and that accountability and transparency are important. Senator Lujan also noted that GIAA will be joining these hearings. The Senator also announced his excitement for a new Guam to Cebu roundtrip flight, noting that this will be the first Philippine Air entry into the United States. The Senator also reemphasized his support for GVB.

VII. REPORT OF THE BOARD COMMITTEES

A. Executive Committee

B. Administration & Government

- Approval of FY2025 Purchase Orders, Contracts, IFBs and RFPs
 - RFPs:

GVB RFP 2025-006 Holiday Illumination

Motion to approve and authorize the President and CEO as Chief Procurement Officer to contract with highest rated offeror, Hanna Enterprises Inc., at the negotiated price of:

FY2026 Fee: \$445,000 per year

Background

GVB issued a procurement entitled GVB RFP 2025-006 seeking proposals from professional and experienced companies to provide illumination in Tumon and Hagåtña for the annual Christmas Village held

during the holiday season. The selected company shall utilize qualified personnel and equipment to install the festive illumination and shall conduct regular inspections to ensure safety of electrical wiring and connections.

The procurement and evaluations were conducted, with Hanna Enterprises, Inc., selected as the highest-rated offeror. After evaluations, GVB and Hanna Enterprises, Inc. engaged in price negotiations.

Issue

Board approval required.

Mayor Hoffman motioned to amend the motion to \$300,000 for the project. Director Brown seconded the motion. **Motion approved.**

Discussion

The Chairman noted his unfamiliarity with Hanna Enterprises. He also noted that the \$445,000 for the project seems high, further stating that the most qualified company is not always the best value. Director Eun expressed that he is familiar with federal bidding and proposal requirements, and that criteria vary between bids. He questioned why GVB can not request for two factors, concept and price, in the RFP.

Director Hoffman noted his concerns with accepting the lowest bid and the possibility of lack of knowledge when accepting the lowest bid. Chairman Chiu questioned how much of a difference there would be between the highest bidder for this project and the lowest bidder.

Director Denight noted that it is allowable to include a price for RFPs, and that the price can be negotiated. He also noted that if the procurement process was done properly, management can answer questions regarding the RFP.

Director Hoffman asked about scope of the project, which Financial Controller Rudd Gudmalin answered, stating the project would cover Hagatna and Tumon. Chairman Chiu noted his frustration about approving something that the Board does not have much information on.

Director Hoffman suggested further negotiating the price.

GVB President and CEO Régine Biscoe Lee explained that this motion has previously been brought to the Board to allow her to negotiate pricing, and that this current motion is for approval to contract with the highest rated offeror.

Director Brown stated that there is difficulty in approving such a project without proper understanding of the scope of the project, noting she has reservations about approving the motion.

Vice President Gerry Perez asked for clarification about the Board action on the motion, to which Director Brown suggested that the amount be lowered.

Director Morinaga asked where the materials go when the lights are taken down. Mayor Hoffman noted that some materials are returned to the vendor, and some materials are given to mayors. Director Morinaga noted that the return of materials should be included in the contract.

Mayor Hoffman questioned if the offeror could do the project for \$250,000.

Chairman Chiu noted that he was unaware of the allocation of \$445,000 for holiday illumination in the GVB budget.

Director Brown suggested a two-year contract for this project, and that discussions begin earlier in the year.

- C. Destination Management/Visitor Safety and Satisfaction
- D. Cultural Heritage & Community Outreach
- E. Research
- F. Sports & Events
- G. Japan
 - Committee Meeting Minutes dated August 19, 2025
- H. Korea
 - Committee Meeting Minutes dated August 19, 2025
- I. Taiwan
 - Committee Meeting Minutes dated September 4, 2025
 - Taiwan Marketing Committee Chairman Milton Morinaga noted that a new Taiwan company, JCIM, is replacing former contractor Veda beginning October 1. Additionally, the Taiwan government is requiring travels to fill out a virtual immigration form, also beginning on October 1.
- J. North America, Pacific, Philippines & New Markets
- K. Membership
 - Membership Chairwoman Michelle Merfalen announced the new Pacific Islands Club Pirates of the Pacific Dinner. Additionally, Director Merfalen announced Guahan Sustainable Culture's farmers market on October 25th. She also reminded members to renew their membership for the upcoming fiscal year.
- L. Recovery Committee
 - Airline Incentive Program for FY2026
- VIII. OLD CORPORATION BUSINESS
- IX. EXECUTIVE SESSION
- X. OTHER BUSINESS
- XI. AGENDA ITEMS FOR THE NEXT MEETING
- XII. ANNOUNCEMENTS
 - Upcoming Board Meetings: 10/23/2025, 11/13/2025, 12/11/2025
- XIII. ADJOURNMENT