

## REGULAR BOARD OF DIRECTORS MEETING

Thursday, November 13, 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

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### I. CALL TO ORDER

Chairman Chiu called the Board of Directors Meeting to order at 1:32pm.

### II. ROLL CALL

Present: George Chiu, Joaquin Cook, Jeff Jones, Milton Morinaga, Michelle Merfalen, Mike Sgro, Ken Yanagisawa, Brian Artero

Online: Clifford Guzman, Ho Eun, Mayor Robert Hofmann

Absent: Joanne Brown

### III. MINUTES OF THE PREVIOUS MEETING (October 23, 2025)

- **Mayor Hofmann motioned to approve the meeting minutes dated October 23, 2025, and seconded by Director Yanagisawa. Motion approved unanimously.**

### IV. ACTION BY THE BOARD

### V. CHAIRMAN'S REPORT

Chairman advised the public to watch the GVB Oversight on the Guam Legislature YouTube page in lieu of his report.

### VI. MANAGEMENT REPORT



## September 2025

**September 1-30, 2025** **Total: 56,975 (+12.7%)**

| % Market Mix | Origin      | 2019   | 2024   | 2025   | % vs LY |
|--------------|-------------|--------|--------|--------|---------|
| 47.7%        | Korea       | 61,405 | 26,161 | 27,183 | 3.9%    |
| 34.9%        | Japan       | 59,545 | 15,126 | 19,904 | 31.6%   |
| 9.2%         | US/Hawaii   | 5,385  | 5,195  | 5,250  | 1.1%    |
| 1.7%         | Philippines | 1,272  | 853    | 945    | 10.8%   |
| 0.9%         | Taiwan      | 2,145  | 203    | 535    | 163.5%  |
| 0.8%         | China       | 827    | 360    | 460    | 27.8%   |
| 0.1%         | Hong Kong   | 344    | 47     | 40     | -14.9%  |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Chillo Air arrivals only.

## Calendar Year to Date 2025

**January - September 30, 2025** **Total: 552,630 (-1.9%)**

| % Market Mix | Origin      | 2019    | 2024    | 2025    | % vs LY |
|--------------|-------------|---------|---------|---------|---------|
| 46.9%        | Korea       | 552,265 | 289,561 | 259,203 | -10.5%  |
| 33.1%        | Japan       | 503,788 | 152,901 | 183,128 | 19.8%   |
| 11.0%        | US/Hawaii   | 70,796  | 66,303  | 61,051  | -7.9%   |
| 1.9%         | Philippines | 14,305  | 9,587   | 10,508  | 9.6%    |
| 1.2%         | Taiwan      | 22,058  | 2,392   | 6,523   | 172.7%  |
| 0.7%         | China       | 9,246   | 3,889   | 3,748   | -3.6%   |
| 0.1%         | Hong Kong   | 4,366   | 538     | 543     | 0.9%    |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Chillo Air arrivals only.

- Director Jones inquired about the rebound in Japan. Director Ken noted increased service out of Japan, and a possible new route via Fukuoka as well as the success from the TV Tokyo drama and pilgrimage tourism.

## Fiscal Year to Date 2025

**October 2024- September 30, 2025** **Total: 727,886 (-3.2%)**

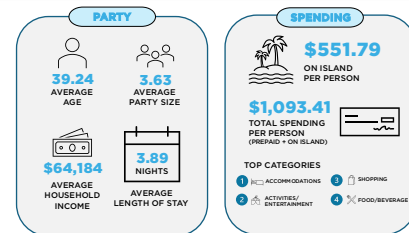
| % Market Mix | Origin      | 2019    | 2024    | 2025    | % vs LY |
|--------------|-------------|---------|---------|---------|---------|
| 47.3%        | Korea       | 734,332 | 392,681 | 344,002 | -12.4%  |
| 32.8%        | Japan       | 664,571 | 203,474 | 238,974 | 17.4%   |
| 10.9%        | US/Hawaii   | 93,394  | 86,325  | 79,438  | -8.0%   |
| 2.0%         | Philippines | 20,708  | 13,235  | 14,465  | 9.3%    |
| 1.1%         | Taiwan      | 28,346  | 2,913   | 7,727   | 165.3%  |
| 0.6%         | China       | 12,588  | 4,817   | 4,730   | -1.8%   |
| 0.1%         | Hong Kong   | 6,394   | 777     | 707     | -9.0%   |

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Chillo Air arrivals only.

## Visitor Profile

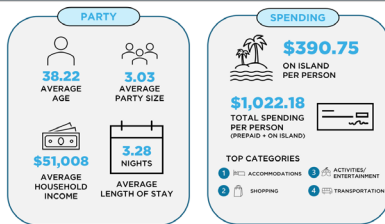
**SOUTH KOREA**



Source: Guam Visitors Bureau Data Summary, Fiscal Year 2025 Q4 (July-September 2025).

## Visitor Profile

**JAPAN**



Source: Guam Visitors Bureau Data Summary, Fiscal Year 2025 Q4 (July-September 2025).

- Director Artero asked if average spend is higher when averaged out between days, which Director of Research, Mr. Christian Valencia, confirmed.
- Chairman Chiu inquired about who oversees these surveys, which Mr. Valencia confirmed is MR&D.
- Director Jones inquired if October numbers are available, which Mr. Valencia said no.

- Director Jones asked if GVB has research that shows satisfaction levels, which Mr. Valencia noted are online and will include in next board meeting's report.
- Director Yanagisawa inquired if GVB can ask MR&D to separate data from school trips, which Director of Global Marketing, Nadine Leon Guerrero, noted that the qualifying question on these surveys is whether the participant is 18 years of age or older.
- Director Artero requested for satisfaction report to be included in next board meeting.



- Chairman Chiu noted that he has heard positive feedback regarding the Guam International Dance Festival and commended GVB management.
- Director Yanagisawa noted that at the One Guam meeting, he tells the One Guam group about what is happening in Guam, especially the Tumon Night Market until the end of September, the Dance Festival, and quarterly events at the Night Market.
- Director Yanagisawa also noted there is a big focus on education, Ko'Ko Road Race, and Go Go Guam. He further noted that these efforts directly affect the results on arrivals, and that the One Guam Team stated that the TV Tokyo Drama was very helpful for



## TAIWAN

**Guam Participated in the 2025 Taipei International Travel Fair (ITF)**  
Four-day consumer expo (November 7-10, 2025) organized by the Taiwan Visitors Association, Taipei's annual travel fair is one of the largest in the city, attracting over 364,000 attendees in 2024.



## North America, Pacific, Philippines, and New Markets

### PATA MICRONESIA CHAPTER 3rd TRI-ANNUAL MEMBERSHIP MEETING

**PATA MICRONESIA CHAPTER**   
PATA Micronesia Chapter 3rd Tri-Annual Meeting  
December 8-10, 2025  
Guam

- Guam will be hosting the 3rd Tri-Annual PATA Micronesia Chapter Meeting in December 8-10, 2025.
- Chapter members from around Micronesia and the Marianas will be participating in the meetings.
- United Airlines is offering Chapter members a 20% discount on roundtrip economy fares.
- PATA Micronesia Chapter members are invited to experience the Inaugural Guam International Dance Festival (GIDF) as a pre-event tour experience.



## North America, Pacific, Philippines, and New Markets

### Guam – Best Shore Diving Destination

Scuba Diving Magazine

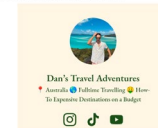
Best Shore Diving Destination

- Guam was voted #1 for "Best Shore Diving Destination" among Pacific, Indian and Mediterranean destinations.
- Scuba Diving Magazine is the official publication of PADI.
- Print circulation reaches 200,000 readers and dive shops and a combined reach (print and online) of 2.4 million audience.
- Palau also voted #1 for "Best Wall Diving Destination".



## North America, Pacific, Philippines, and New Markets

### GVB x Travel Content Creator Collaboration



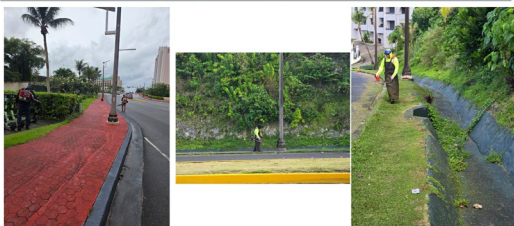
- GVB recently collaborated with Travel Content Creator Dan Haywood to produce new, high-quality content to promote Guam. The content will be shared with GVB's overseas offices for their marketing and promotional use.
- Dan Haywood reached out to GVB for support as he planned to visit Palau, Guam and the Marianas.

## DESTINATION DEVELOPMENT

### Destination Maintenance: Tumon Bay



### Destination Maintenance: Pale San Vitores Road



### Partners in Progress



GVB joined the Guam Memorial Hospital Authority in their revitalization efforts, continuing beautification and cleanup efforts across the hospital campus.

### Visitor/Beach Safety Officers



The Visitor Safety Officers (VSOs) stationed at our various tour sites continue to play a critical role in ensuring a safe and satisfying experience for all our locals & visitors.

### Visitor/Beach Safety Officers



The critical role that the Beach Safety Officers (BSOs) play at Ypao and Matapang Beach. Their presence is essential for maintaining beach safety and ensuring the well-being of all visitors.

## Tumon Night Market



## Guam International Dance Festival (GIDF)

- Inaugural GIDF scheduled on December 5 - 7, 2025
- Showcase and competition to celebrate cultural heritage, creative expression, and artistic excellence
- Registration closed on October 29th
- Over 25 dance groups registered representing Japan, Taiwan, Malaysia, Philippines, India and Guam.



## Guam International Dance Festival (GIDF)

- **December 4, 2025**
  - 11AM-1PM: Press Conference at Tsubaki Tower
- **December 5, 2025**
  - 6PM: Showcase at Micronesia Mall
- **December 6, 2025**
  - 9:30AM-3:30PM: Competition Day 1 at Sand Castle
- **December 7, 2025**
  - 4:30PM-7PM: Competition Day 2 at Tumon Night Market
  - 8PM: After Party at Club Zoh



## Ko'ko' Registration Launch

- **Register Now** for "Early Bird" Period at [www.visitguam.com/koko/](http://www.visitguam.com/koko/)
- Resolidified partnership with JCOG to include Japan Festival during Ko'ko' Weekend



- KO'KO' WEEKEND EVENTS**
- April 11, 2026 Ko'ko' Kids Event (4-9 years old)
  - April 12, 2026 44th Harumatsuri Guam Japan Festival Half Marathon & 5K Ekiden Relay



- Director Artero inquired if GVB has ever hosted a marathon, and if this could be a future event. Ms. Leon Guerrero noted that the Ko'Ko Half Marathon was encouraged by the Japan market instead of the usual marathon. Director Artero then suggested keeping the Ko'Ko event and having a secondary signature sports event.

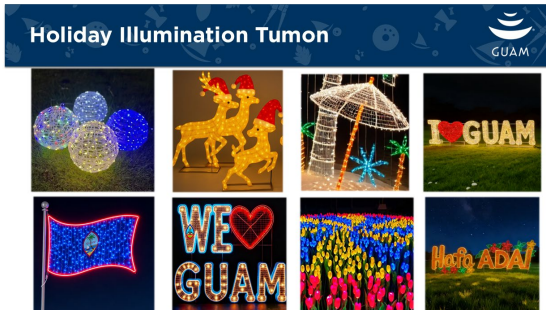
## Holiday Illumination 1

| Date      | Number | Motion | Background                                                                                                                         |
|-----------|--------|--------|------------------------------------------------------------------------------------------------------------------------------------|
| 4/28/2025 | N/A    | N/A    | GVB Management presented the Budget Request for FY2026, which included a section that allotted \$450,000 for holiday illumination. |

## Holiday Illumination 2

| Date      | Number           | Motion                                                                                                                                                                                       | Background                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Issue                    | First Motion   | Second Motion | Notes                       |
|-----------|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------|---------------|-----------------------------|
| 4/28/2025 | GVB RFP 2025-006 | 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 Holiday Illumination. | The Guam Visitors Bureau (GVB) solicited proposals from qualified firms or individuals to install Christmas lights on the medians along San Vitores Road in Tumon. The contractual obligation will begin on October 1, 2025, through September 30, 2026, for FY2026, with the option to renew for two additional years through FY2028, subject to fiscal year-end performance reviews, availability, and certification of funds from fiscal year to fiscal year.<br><br>The project location will be in Tumon and Hagåtña. It includes a site in Tumon for the Christmas Village and the perimeter of the Guam Visitors Bureau, which will showcase a Christmas theme from December 1 through January (the last day to be pre-set by GVB each fiscal year).<br><br>The Holiday Illumination Project begins at the Archbishop Flores Memorial Circle (Rotunda) to the Westin Hotel Intersection, including JFK Road (Route 8A) and the Australian Cable Road (Santos Hill). At the Rotunda, the holiday lights will be within the encircling sidewalk. Other sites include the Government House, with Christmas Villages at Skinner Plaza in Hagåtña and Tumon. Each fiscal year of the contract, the contractor will present a creative brief for GVB approval, showcasing a Christmas theme for the enjoyment of both visitors and the local community. | Board approval required. | Robert Hofmann | Mike Sgro     | Motion approved unanimously |

| Holiday Illumination 3 |                  |                                                                                                                                                                                                                                                                                              |                                                                                                                                                                |                          |                |                                                                                                                                                     |
|------------------------|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Date                   | Number           | Motion                                                                                                                                                                                                                                                                                       | Background                                                                                                                                                     | Issue                    | First Motion   | Second Motion/Notes                                                                                                                                 |
| 9/25/2025              | GVB RFP 2025-007 | Motion to approve and 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. | GVB issued a procurement entitled GVB RFP 2025-006 seeking proposals from professional and experienced companies to provide illumination in Tumon and Hagåtña. | Board approval required. | Robert Hofmann | Joanne Brown<br>Mayor Hofmann motioned to amend the motion to \$300,000 for the project.<br>Director Brown seconded the motion.<br>Motion approved. |



### Holiday Illumination Tumon



### Holiday Illumination Tumon



### Holiday Illumination Tumon



### Holiday Illumination Tumon



- Chairman Chiu noted that the Board requested that GVB management reduce the cost of the lights, not reduce the scope of work. GVB Management noted that the vendor did order enough supplies based on the original funding of \$445,000 but will only put up \$300,000 worth. GVB Management also noted that these lights are reusable.
- Chairman Chiu asked if there is a motion to increase the funding for the Holiday Illumination back to \$445,000. **Director Artero made the first motion, seconded by Director Sgro. Motion approved unanimously.** However, due to the Holiday Illumination discussion not being properly noticed, GVB legal counsel noted that the motion is void, and will need to be ratified at the next GVB Board of Directors Meeting.



### FY2025 Financial Audit

Audit Entrance Meeting (OPA, GVB, EY) – October 27, 2025

**Tentative Timeline:**

- Draft Report – January 30, 2026\*
- Tentative Completion Date – February 27, 2026\*

**Note:**  
\* Timeline is subject to the completion and availability of Pension & Other Post Employment Benefit (OPEB) Reports from GGRF and DOA.



### Beach Cleaning & Tumon Road Maintenance Analysis

**Cost Analysis**

| Service                                             | Estimated Contractual Cost (Adj. for inflation) | Payroll Cost     | Var. (\$)          | Var. (%)     |
|-----------------------------------------------------|-------------------------------------------------|------------------|--------------------|--------------|
| Beach Maintenance & Trash Pickup                    | \$245,541                                       | \$282,287        | (\$38,746)         | (16%)        |
| Landscape Maintenance, Trash Pickup & Tree Trimming | \$479,432                                       | \$682,658        | (\$203,226)        | (42%)        |
| <b>Total Cost</b>                                   | <b>\$722,973</b>                                | <b>\$964,945</b> | <b>(\$241,972)</b> | <b>(33%)</b> |

**Frequency Analysis**

| Service   | Description           | Contract Frequency          | Payroll Frequency         |
|-----------|-----------------------|-----------------------------|---------------------------|
| Beach     | Beach Maintenance     | 2x / week                   | 7x / week                 |
|           | Beach Trash Pickup    | 7x / week (trash bins only) | 7x / week                 |
|           | Landscape Maintenance | 3x / week                   | 5x / week                 |
| Landscape | Trash Pickup          | 6x / week (trash bins only) | 5x / week (all inclusive) |
|           | Palm Tree Trimming    | Semi-annual                 | 2-3x / annually           |



## VII. REPORT OF BOARD COMMITTEES

### A. EXECUTIVE COMMITTEE

### B. ADMINISTRATION & GOVERNMENT

- FY2026 Purchase Orders, Contracts, IFBs, and RFPs for Board Review and Disposition by the Board

- Purchase Order No. P26055 Pacific Backflow and Plumbing

#### ▪ MOTION:

Motion to approve and authorize the President and CEO as Chief Procurement Officer to proceed with the issuance of a purchase order to Pacific Backflow and Plumbing for the removal, disposal and replacement of all GVB Backflow Preventers, including the GVB main office, pursuant to GAR Title 28, Public Utilities Ch. 2, Guam Waterworks Authority §2114 Cross Connection Control and Backflow Prevention.

#### ▪ ISSUE:

Board approval required.

First motion made by Director Jones and seconded by Director Mike Sgro. Motion approved unanimously.

#### ▪ DISCUSSION:

Chairman Chiu questioned why GVB is responsible for installing the new units. GVB Management clarified that the units are owned by GVB, and they are used for various maintenance projects.

#### C. DESTINATION MANAGEMENT/ VISTOR SAFETY & SATISFACTION

- Committee Meeting Minutes dated September 11, 2025

#### D. CULTURAL HERITAGE & COMMUNITY OUTREACH

#### E. RESEARCH

#### F. SPORTS & EVENTS

- Sponsorships
  - Sponsorship Request for Marianas Open 2026
    - **MOTION:**

Motion to approve the Marianas Sport Jiu-Jitsu Federation, Inc. grant/sponsorship request of Five Hundred Fifty Thousand Dollars (\$550,000.00) for the 2026 Marianas Pro Event Series.
    - **ISSUE:**

Board approval required.

First motion made by Director Mike Sgro and seconded by Director Brian Artero. Motion approved by majority vote, with Director Jones voting no.
    - **DISCUSSION:**

Mr. Steve Shimizu explained the history of the Marianas open, with 1,300 competitors coming in from 20 different countries for the most recent event.

Director Jones asked about the number of visitors the event brings in. The Marianas Open team explained that there were over 500 self-paid competitors in the most recent event. Director Jones inquired if the \$550,000 was for just the event in Guam or for all the events which the Marianas Open team confirmed in the latter.

Director Jones noted that GVB is trying to expand on sports tourism, but that more metrics are needed to justify the amount of funding being requested.

Chairman Chiu inquired if they have ever received money from GVB before, to which Mr. Shimizu answered that they have received money for the event multiple times. Chairman Chiu asked if \$500,000 was given for this event two years ago, which GVB management confirmed. Chairman Chiu then asked how that money was expended, to which Mr. Shimizu replied that the paperwork for that event can be sent to the Board.

Director Jones questioned if GVB would have the money for this, to which GVB Management noted that management will have to identify the funding source.

Chairman Chiu noted that the Board may need more time to think on the motion and asked Mr. Shimizu what the timing of the event is. Mr. Shimizu noted that the Marianas Open team needs to reserve the venue for the event as soon as possible.

Chairman Chiu asked to clarify the number of events held, which Mr. Shimizu confirmed there were nine events in 2025.

#### G. JAPAN

- Committee Meeting Minutes dated October 28, 2025

#### H. KOREA

- Committee Meeting Minutes dated October 28, 2025

#### I. TAIWAN

#### J. NORTH AMERICA, PACIFIC, PHILIPPINES & NEW MARKETS

#### K. MEMBERSHIP

#### L. RECOVERY COMMITTEE

#### VIII. OLD BUSINESS CORPORATION

#### IX. EXECUTIVE SESSION

- Anticipated litigation

- Director Jones motioned to enter executive session, seconded by Director Yanagisawa. **Motion approved.**
- Director Jones motioned to end executive session, seconded by Director Cook. **Motion approved.**

X. OTHER BUSINESS

XI. AGENDA ITEMS FOR THE NEXT MEETING

XII. ANNOUNCEMENTS

- Upcoming Board Meetings: December 11, 2025, and January 22, 2026

XIII. ADJOURNMENT

- Chairman Chiu called for a motion to adjourn the meeting. **Director Artero made the first motion to adjourn, seconded by Director Hofmann. Motion approved unanimously.**
- The GVB Board of Directors meeting was adjourned at 3:22PM.