

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

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: \$6,975 (+12.7%)**

% Market Mix	Origin	2019	2024	2025	% chg
47.3%	Korea	61,406	28,161	27,883	3.9%
14.9%	Japan	58,545	15,126	16,904	11.6%
6.2%	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%
0.3%	Hong Kong	344	47	40	-14.9%

Calendar Year to Date 2025

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

% Market Mix	Origin	2019	2024	2025	% chg
46.9%	Korea	552,265	289,881	289,205	-0.8%
33.1%	Japan	503,788	152,901	163,128	19.6%
11.6%	US/Hawaii	70,796	68,103	61,051	-10.2%
1.9%	Philippines	14,305	9,587	10,509	9.6%
1.2%	Taiwan	23,058	2,382	6,523	172.7%
0.7%	China	9,246	3,889	3,748	-3.6%
0.3%	Hong Kong	4,386	536	543	0.9%

- 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.

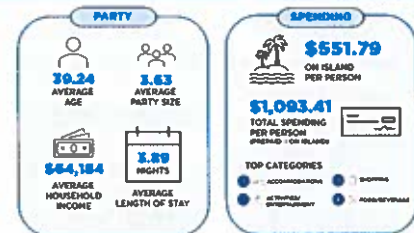
Fiscal Year to Date 2025

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

% Market Mix	Origin	2019	2024	2025	% chg
47.3%	Korea	754,332	392,681	344,002	-12.4%
33.8%	Japan	664,571	203,474	238,974	17.4%
10.8%	US/Hawaii	83,384	86,325	79,438	-8.0%
2.0%	Philippines	20,708	13,235	14,465	9.3%
1.1%	Taiwan	28,348	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%

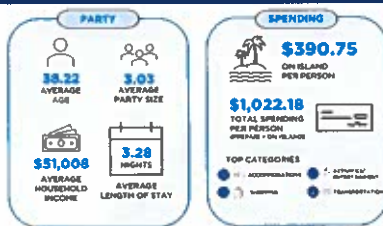
Visitor Profile

SOUTH KOREA



Visitor Profile

JAPAN



- 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 300,000 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



Guam's Travel Adventures
Follow us on Instagram, Facebook, and YouTube
to get the latest updates on our adventures.

GVB recently collaborated with Travel Content Creator Dan Hayward 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 Hayward 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 Yona 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 Hall
- December 6, 2025
 - 9:30AM-5:30PM 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/ko'ko/
- 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 Harumaiuri Guam Japan Festival Half Marathon & 5K Eicken 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	Location	Project	Budget/Spent
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	Location	Project	Budget/Spent	Notes	First Mileage	Second Mileage	Third Mileage	Fourth Mileage
				The Guam Visitors Bureau (GVB) seeks to provide a festive and vibrant atmosphere to the community during the holiday season. The project is a multi-day event that will feature a variety of activities, including a parade, live performances, and a fireworks display. The event is expected to attract a large number of visitors and generate significant revenue for the GVB.				
4/28/2025	GVB BPO	2025-2026		To support and sustain the Guam Visitors Bureau (GVB) and its mission to promote tourism in Guam, the project is a multi-day event that will feature a variety of activities, including a parade, live performances, and a fireworks display. The event is expected to attract a large number of visitors and generate significant revenue for the GVB.				
				This activity, known as the "Guam Visitors Bureau (GVB) and its mission to promote tourism in Guam, the project is a multi-day event that will feature a variety of activities, including a parade, live performances, and a fireworks display. The event is expected to attract a large number of visitors and generate significant revenue for the GVB.				

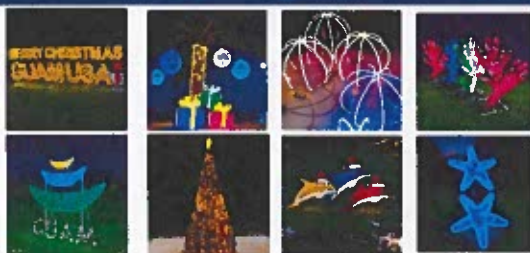
Holiday Illumination 3

<p>GVB issued a pre-qualified and then GVB RFP 2023-026 seeking proposals for the construction of a 1.5 mile long and 100 feet wide holiday illumination in Tumon. This is part of a larger project to enhance the holiday season in Tumon. The project is estimated to cost \$445,000 and will be completed by December 2023. The project will include the installation of 100,000 lights and 10,000 ornaments. The project will also include the installation of 10,000 lights and 10,000 ornaments. The project will also include the installation of 10,000 lights and 10,000 ornaments.</p>	<p>The project will be completed by December 2023. The project will include the installation of 100,000 lights and 10,000 ornaments. The project will also include the installation of 10,000 lights and 10,000 ornaments. The project will also include the installation of 10,000 lights and 10,000 ornaments.</p>
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Holiday Illumination Tumon



Holiday Illumination Tumon



Holiday Illumination Tumon



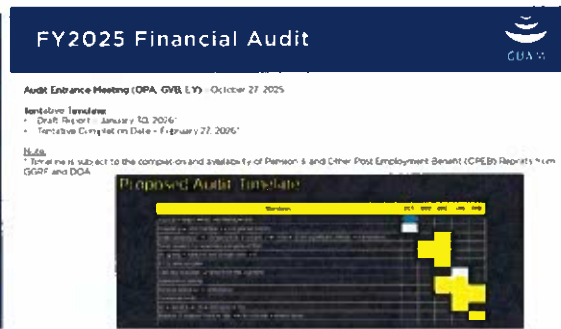
Holiday Illumination Tumon



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.



Beach Cleaning & Tumon Road Maintenance Analysis

Cost Analysis

Service	Estimated Contractual Cost (Adj. for Inflation)	Payroll Cost	Var. \$0	Var. %0
Beach Maintenance & Trash Pickup	\$241,549	\$292,287	(\$54,746)	(6%)
Landscape Maintenance, Trash Pickup & Tree Trimming	\$479,432	\$682,658	(\$203,226)	(42%)
Total Cost	\$720,981	\$964,945	(\$243,964)	(34%)

Frequency Analysis

Service	Description	Contract Frequency	Payroll Frequency
Beach	Beach Maintenance	2x / week	2x / week
	Beach Trash Pickup	2x / week (10:00am - 10:00am)	2x / week
	Landscape Maintenance	2x / week	2x / week
Landscape	Trash Pickup	2x / week (10:00am - 10:00am)	2x / week
	Plant Tree Trimming	Same annual	2x / year



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

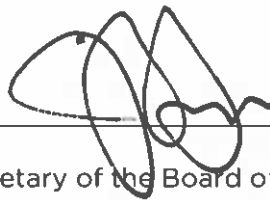
XI. AGENDA ITEMS FOR THE NEXT MEETING

XII. ANNOUNCEMENTS

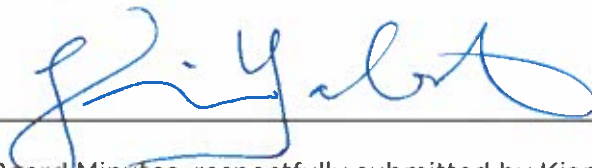
- Upcoming Board Meetings: December 11, 2025, and January 22, 2026

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.



Jeffrey Jones, Secretary of the Board of Directors



Board Minutes, respectfully submitted by Kiana Joy Yabut,
Executive Assistant to the President and CEO/Interim Board Secretary

