

## REGULAR BOARD OF DIRECTORS MEETING

Thursday, December 11, 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

The Guam Visitors Bureau Board of Directors Meeting was called to order at 1:31PM.

### II. ROLL CALL

Present: George Chiu, Joaquin Cook, Clifford Guzman, Milton Morinaga, Michelle Merfalen, Mike Sgro, Joanne Brown, Brian Artero

Not Present: Jeff Jones, Ken Yanagisawa

Online: Ho Eun, Mayor Robert Hofmann

### III. MINUTES OF THE PREVIOUS MEETING (November 13, 2025)

- Director Guzman motioned to approve the meeting minutes dated November 13, 2025, and seconded by Director Morinaga. Motion approved unanimously.

### IV. ACTION BY THE BOARD

### V. CHAIRMAN'S REPORT

Chairman Chiu thanked those who participated in the Guam International Dance Festival (GIDF), noting it was a great event that exceeded expectations. Chairman Chiu also noted that events like GIDF are not only good for the visitor industry but for local participation and looks forward to future events. Chairman Chiu also thanked staff and management for all their hard work and wished everyone a safe, merry Christmas this holiday season.

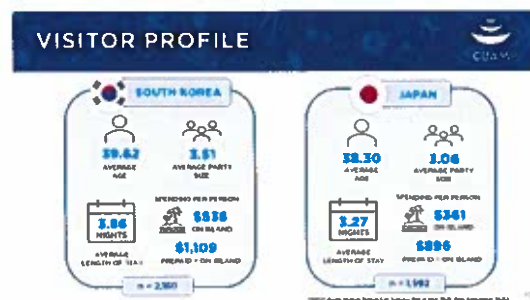
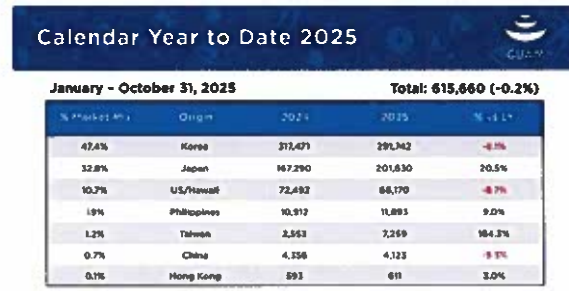
### VI. MANAGEMENT REPORT

#### MANAGEMENT REPORT

Régine Biscoe Lee, President & CEO  
GVB Board of Directors Meeting  
December 11, 2025

#### RESEARCH





- Director Cook inquired if GVB had any data on the parks visitors went to, to which GVB Management stated that there is some feedback from them.
- Director Brown also asked about shopping and why they score it low, which GVB Management it is likely due to price competition. Director Brown noted that she wants to see what GVB can improve so tourists can have a better experience. GVB Management further noted that tourists spend more in the food and beverage industry over luxury brands.
- Director Morinaga asked if it is possible to know whether tourists are staying at hotels or Air BNBs, to which GVB Management mentioned a bulk of them stay at hotels and that it can be further investigated.

# MARKETING

## JAPAN

### JAPAN Market additional Activation during GIDF 2025



Kids Plaza Photo by the Guam Visitors Bureau / Japanshore  
December 7, 2025  
+ Consumer Research by the Guam Visitors Bureau / Japanshore  
+ Fishing + Kids Plaza promotion with kids  
+ Amenity for the Plaza



Guam Visitors Bureau / Japanshore  
December 8, 2025  
Meet and Greet with NTO/TO / Japanshore  
Regional agents in the Plaza

## JAPAN

### Guam Int'l Dance Festival - JAPAN

December 5-7, 2025

- 20 pax delegation from Japan (Media: SNS, Gumi / Digital partner)
- Guest Celebrities from Japan Shingo Kawada (Choco Race Ambassador & 3 celebrity SNS influencer (Perish: Konomi / Numa) + Green Map)
- Shota Ichi - Yosakoi Manager SNS Planner
- GLAM Media - Japan Japal Media
- Exhibition Japan Ex-Recruitment (3Pax)
- 6 Local Performance groups from Japan + Guest DJ Cery from Japan (Univert)



## JAPAN



Guam Visitors Bureau / Japanshore  
December 20, 2025 at the Plaza / Nagoya



- Capstone: GuB / Japanshore / Japanshore / Japanshore
- 50-100 pax visitors in attendance (Group / Nagoya Travel Agency)
- Strong - (major impact)
- Guam Visitors Bureau / Japanshore / Japanshore / Japanshore
- Guam Visitors Bureau / Japanshore / Japanshore / Japanshore

## JAPAN

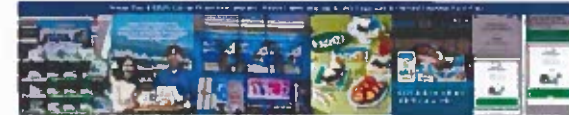
Warm Resort Guam Event in Winter!  
November 23, 2025 - Nagoya  
JTB consumer event at Sakae Chika Crystal Square  
Designed to drive awareness + in-store bookings  
+ 3 Hamoru dance shows  
+ 3 evening workshops  
+ 300 eco-bags with brochures  
+ 200 participant strong culture + retail conversion  
Activated Nagoya in a key target market



## KOREA

### FY2026 COMPLETED PROJECT: NAVER PAY & G525 CO-OP PROJECT

- Period: November 1 - November 31, 2025
- Objective: To increase Naver Pay usage in Guam and promote local businesses.
- Activities:
  - Co-op Project: Partnered with local businesses to offer Naver Pay discounts.
  - Marketing: Utilized Naver Pay's marketing tools to reach a wider audience.
  - Events: Hosted events to promote Naver Pay and local businesses.



## KOREA

### FY2026 ONGOING PROJECT: MEDIA TIE-IN PROJECT WITH NEXUS TRAVEL

- Period: November 1 - November 31, 2025 (by the end of the year / Month)
- Objective: To increase Nexus Travel's visibility in the Korean market and promote local businesses.
- Activities:
  - Media Tie-in: Partnered with Nexus Travel to promote local businesses.
  - Marketing: Utilized Nexus Travel's marketing tools to reach a wider audience.
  - Events: Hosted events to promote Nexus Travel and local businesses.



## KOREA

### FY2026 ONGOING PROJECT: GUAM OFFICIAL PROMOTIONAL VIDEO PRODUCTION

- Period: November 1 - November 31, 2025 (by the end of the year / Month)
- Objective: To create a high-quality promotional video for Guam.
- Activities:
  - Video Production: Partnered with a professional video production company.
  - Marketing: Utilized the video to promote Guam.
  - Events: Hosted events to promote the video.




### KOREA

**Y2026 COMPLETED PROJECT: COLLABORATION WITH DANCE CREW NHVER FOR GIDE 2025**

- Period: December 5 - December 6, 2025
- Location: Tabor, Guam
- Participants: 10 members
- Event: NHVER

Guam Visitors Bureau (GVB) and the National Heritage Village of Korea (NHVER) have completed a project titled "Collaboration with Dance Crew NHVER for GIDE 2025". The project involved a series of workshops and performances in Tabor, Guam, aimed at promoting traditional Korean dance and culture. The GVB and NHVER team worked closely to develop a program that showcased the unique heritage of both countries. The project was a success, with participants gaining valuable insights into traditional Korean dance and culture. The GVB and NHVER team will continue to work together to promote traditional Korean dance and culture in the future.



### TAIWAN

**Taiwan Tourism Administration (TTA) Visit to Guam**




- Date: November 19-22, 2025
- The Taiwan Tourism Administration (TTA) led a delegation to Guam, collaborating with the Taiwan Visitors Association (TVA), Lion Travel, and Edison Tours to conduct a series of courtesy meetings.
- During their visit, the Taiwan delegation met with Governor Lourdes A. Lacin Guerrero, GVB, GTRA, and TECO Guam Director-General Chia-Ping Liu.
- Discussions focused on air connectivity, tourism promotion, sustainable tourism practices, workforce challenges, and market potential of U.S. military personnel and their families.




### TAIWAN

**Guam & Taiwan Tourism Workshop**

- Date: November 21, 2025
- Location: Hotel Nikko Guam, Tan Rita Event Room
- The TTA, TVA visit included a Guam & Taiwan Tourism Workshop with support from GVB and the Taipei Economic and Cultural Office (TECO) in Guam.
- The workshop's primary focus was on increasing inbound travel between Guam and Taiwan while highlighting the key elements of each destination's tourism resources.
- During the seminar, GVB President Regino Bascón gave a presentation on Guam and its unique tourism offerings and introduced GVB Members, who showcased their products and experiences.

### TAIWAN

*A special thank you to the GVB Members for participating in the workshop*



### TAIWAN

**MICE Seminar in Taiwan**

- Date: November 20, 2025
- GVB co-hosted a MICE Seminar in Taiwan with Lion Travel, presenting Guam's updated incentive travel offerings directly to corporate decision-makers and strengthening Guam's position in the Taiwan MICE market.
- GVB formally introduced the new MICE Program, outlining key benefits and incentive objectives to encourage corporate groups to choose Guam for their 2025-2026 incentive travel plans.




### TAIWAN

**Guam Delegation attending the 2025 World Indigenous Traditional Games in Taiwan**

- Date: December 6-15, 2025
- The 2025 World Indigenous Traditional Games will bring together over 100 athletes from Indigenous communities across the globe. Participating countries include Palau, Tuvalu, the Marshall Islands, Guatemala, New Zealand, Japan, Guam, Hawaii, the Northern Mariana Islands, Canada, and the Philippines, creating a powerful platform for global Indigenous exchange and athletic excellence.
- Organized by Taiwan's Council of Indigenous Peoples (CIP), the Games honor ancestral knowledge, wisdom, and cultural resilience. The event strengthens global understanding of Indigenous identity through traditional sports—values that strongly align with the mission of the Department of Chamorro Affairs.

- Traditional Activities
- Traditional Music & Dance
- Traditional Wrestling
- Traditional Board Games
- Traditional Weapon Training
- Traditional Tug-of-War



### MARKET INTEL



### MARKET INTEL

Tourism industry open source Data 2026 Forecast

- Year of quiet escapes, algorithm-shaped itineraries, extra personalized retreats
- Return to slower, more intentional travel
- Off grid destinations on the rise, away from mass market attractions



## MARKET INTEL



### IATA Global outlook 2026

- US capacity constraints, pilot shortages, engine reliability issues and rising labor costs restricting expansion
- Supply-chain challenges will "continue to constraint airlines' ability to meet consumer demand," aircraft delivery back logs
- Asia Pacific forecasting "robust demand" driven by China and India, projects 83.4% LF all time regional record
- Global passenger volume 5.2 billion +4.4% yoy
- Net profit per pax \$790 (same as LY) vs. \$8.50 in 2023

## MARKET INTEL



### Japan departure tax to increase in fiscal year 2026

- From 1,000 to 3,000 yen per pax to fund tourism promotion and anti-overtourism measures
- Concerns that rapid surge in tourists negatively impacting local residents' lives and the environment
- Departure tax in air fare, collected no matter the nationality
- Increase could raise 150 billion yen annually

## MARKET INTEL



### Republic of China

- Taiwanese outbound travel projected to be strong in 2026
- Driven by strong currency and appetite for new experiences
- Group and family "togetherness" travel a popular segment
- Attractive airfares and convenient transportation important, i.e. Japan

## GUAM INTERNATIONAL DANCE FESTIVAL



Friday, December 5<sup>th</sup>

Showcase at the Micronesia Mall



## GUAM INTERNATIONAL DANCE FESTIVAL



1<sup>st</sup> day of competition at the SandCastle  
SOLD OUT!



## MARKET INTEL



### Japanese Travelers

- Based on surveys, economic trends, transport and tourism related data
- Overseas travel continuing recovery despite yen depreciation and rising prices
- JTB Year End-New Year travel Dec 20, 2025 - Jan 5, 2026
- Domestic trips are up +2%, driven by short family trips
- Overseas +31.5%, growth led by Hi and Europe, other top destinations include Taiwan and Guam
- Most common (21%) trip duration 3 nights 4 days

## MARKET INTEL



### Korean Overseas travel 2026

- Focus on personalized, experiential-driven trips
- MZ traveler demographics often receive parental travel support, highly engaged in unique, experience - focused trips using apps, and prioritizing local culture
- Trends include local supermarket food experiences, seeking new connections ("yeonhancho")
- Koreans have more days off (118) in 2026 and are increasing travel budgets
- Digital tools and short frequent trips favored while enjoying cultural

## DESTINATION DEVELOPMENT



## GUAM INTERNATIONAL DANCE FESTIVAL



Thursday, December 4<sup>th</sup>  
Press Conference at the  
Tsubaki Tower

## GUAM INTERNATIONAL DANCE FESTIVAL



1<sup>st</sup> day of competition at the SandCastle



**GUAM INTERNATIONAL DANCE FESTIVAL**



Friday, December 5<sup>th</sup>  
Workshops  
Sinajana Fine Arts Center & Micronesia Mall

**GUAM INTERNATIONAL DANCE FESTIVAL**



2<sup>nd</sup> day of competition at the Tumon Night Market



**GUAM INTERNATIONAL DANCE FESTIVAL**



Live Performance by NPher & Shinji Takeda



**GUAM INTERNATIONAL DANCE FESTIVAL**



**CONTEMPORARY DIVISION WINNERS:**

- 1st Place - Amata (Japan)
- 2nd Place - Studio B Company - Lath (Guam)
- 3rd Place - Studio B Company - Halo (Guam)
- Best Contemporary Concept - Studio B Dance Company - Lath (Guam)
- Best Contemporary Costume - Amata (Japan)
- Most Creative Contemporary Concept - Studio B Dance Company - Halo (Guam)

**PEOPLE'S CHOICE:**

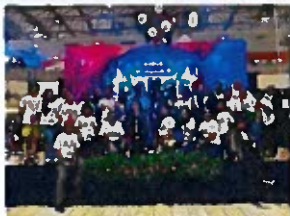
- Day 1 (Saturday, Dec. 4) - SBS Sports (Dance & Gymnastics)
- Day 2 (Sunday, Dec. 5) - Studio B Dance Company - Halo (Guam)



**GUAM INTERNATIONAL DANCE FESTIVAL**



- Thank you to our staff management: Board of Directors, Governor Lou Leon Guerrero & Lt. Governor Josh Tenorio Soriano, Jesse Lupin, Senator Tina Muniz Barnes
- Special appreciation to Director: Kun Vangisawa, Michelle Merfalen, Mayor Robert Hoffmann, Eun Ho and Vice-Chair Kim Cook
- Thank you as well to our sponsors, emcees and Atrix Ego!



**GUAM INTERNATIONAL DANCE FESTIVAL**



Friday, December 5<sup>th</sup>  
Showcase at the Micronesia Mall



**GUAM INTERNATIONAL DANCE FESTIVAL**



2<sup>nd</sup> day of competition at the Tumon Night Market



**GUAM INTERNATIONAL DANCE FESTIVAL**



**CULTURAL DIVISION WINNERS:**

- 1st Place - Natibu Dance Academy - Polynesia (Guam)
- 2nd Place - Mahaga Dance Academy (Guam)
- 3rd Place - Natibu Dance Academy - Chamoru (Guam)
- Best Cultural Representation - Mahaga Dance Academy (Guam)
- Best Cultural Costume - Natibu Dance Academy - Chamoru (Guam)
- Most Creative Cultural Concept - Natibu Dance Academy - Polynesia (Guam)



**GUAM INTERNATIONAL DANCE FESTIVAL**



Thank you to our supporters and sponsors!

**GHRA x GVB MIXER HOLIDAY SOCIAL**



Tuesday, December 16<sup>th</sup>  
6pm - 9pm  
Hyatt Regency Guam

## FINANCIAL UPDATE

### Financial Update - Revenues

Revenues (Unaudited)	Month to Date - October 2025		Var. (%)
	Oct. 2025	Oct. 2024	
Allocations	\$2,414,390	\$2,414,390	0%
Membership Dues	\$29,400	\$51,600	(76%)
Vendor Fees - TNH	\$18,675	\$-	100%
GIDF Sponsorship	\$10,000	\$-	100%
Other Income	\$5,220	\$54,784	(950%)
<b>Total Revenues</b>	<b>\$2,477,685</b>	<b>\$2,520,774</b>	<b>(2%)</b>
<b>Total Expenses</b>	<b>\$1,356,852</b>	<b>\$1,706,654</b>	<b>(21%)</b>

### Financial Update - Expenses per Market

Markets (Unaudited)	Month to Date - October 2025		Var%	PY	
	Budget	Actual		Oct. 2024	Var %
South Korea	\$430,000	\$415,143	3%	\$48,152	762%
Japan	\$70,000	\$62,362	11%	\$81,323	(45%)
Taiwan	\$25,500	\$15,136	41%	\$30,996	(51%)
Philippines	\$29,950	\$24,795	17%	\$2,866	(765%)
Global Website	\$25,000	\$16,505	34%	\$16,093	3%
Print Promo	\$24,553	\$600	98%	\$6,354	(91%)
New Market Development	\$15,479	\$20,568	(34%)	\$20,866	(1%)
Social Media	\$570	\$4,499	(689%)	\$36,307	(88%)
United States	\$-	\$8,169	(100%)	\$49,001	(83%)
<b>Total</b>	<b>\$671,052</b>	<b>\$567,677</b>	<b>9%</b>	<b>\$123,898</b>	<b>75%</b>

### Financial Update - Expenses per Program

Programs (Unaudited)	Month to Date - October 2025		Var%	PY	
	Budget	Actual		Oct. 2024	Var %
Visitor Safety	\$233,334	\$168,433	28%	\$151,347	11%
Destination Development	\$120,834	\$72,338	40%	\$488,157	(85%)
Sports & Events	\$70,000	\$59,402	15%	\$108,250	(45%)
Culture & Heritage	\$50,000	\$8,100	84%	\$33,718	(76%)
<b>Total Destination</b>	<b>\$474,168</b>	<b>\$308,273</b>	<b>35%</b>	<b>\$781,472</b>	<b>(61%)</b>
<b>Research</b>	<b>\$75,000</b>	<b>\$73,917</b>	<b>2%</b>	<b>\$61,852</b>	<b>19%</b>
<b>Administration</b>	<b>\$526,907</b>	<b>\$406,982</b>	<b>23%</b>	<b>\$539,472</b>	<b>(25%)</b>

## SI YU'OS MA'ÅSE'



## 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
  - Ratification: GVB RFP 2025-006 Holiday Illumination Contract \$445K
    - MOTION:**  
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.

At the October GVB Board of Directors Meeting, the Board of Directors issued a decision to approve \$300,000 of the negotiated \$445,000 for the project. At the following November Meeting, there was a motion to increase the price to the original \$445,000 as negotiated, but due to a lack of public notice on the decision, ratification of this motion is needed.

- **ISSUE:**  
Board approval and ratification required.  
First motion made by Director Hofmann and seconded by Director Sgro. Motion approved unanimously.
- **DISCUSSION:**  
Director Brown stated that the process which this approval went through was unusual and inquired if it is possible for this service to be a two or three-year contract.  
Chairman Chiu noted that he does not feel comfortable approving a contract that would extend beyond his length of service.
- GVB RFP 2025-008 Fireworks
  - **MOTION:**  
To approve and authorize the GVB President & CEO as Chief Procurement Officer to contract with the highest rated offeror, ShowPro Pyrotechnics dba Jamz Media, at the negotiated price of:

	FY2026	FY2027	FY2028
(2 New Year's shows, 2 Liberation Day shows)	\$240,000	\$240,000	\$240,000

- **BACKGROUND:**  
The Guam Visitors Bureau solicited proposals from a qualified and certified firm or individual ("Offeror") to provide FIREWORKS (PYROTECHNICS) shows during New Year's, Liberation Day and other holidays. The contractual obligation shall begin January 1,

2026, through September 30, 2026, for FY2026, with the option to renew for two (2) additional years through FY2028, subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year. For purpose of the RFP, the following definitions were used:

“Fireworks shows” is defined as a public event which fireworks are set alight.

“Fireworks” is defined as low explosive pyrotechnic devices used for aesthetic and entertainment purposes. These devices will be used for displays, combining a large number of devices in a safe outdoor setting. Such displays are the focal point of many cultural and religious celebrations and/or events.

- **ISSUE:**

Board approval required.

First motion made by Director Hofmann and seconded by Director Guzman. Motion approved unanimously.

- **DISCUSSION:**

Chairman Chiu reemphasized that he is not inclined to approve a contract that goes beyond his length of service.

Director Hofmann noted that this contract length is beneficial as even if prices rise, GVB is still able to pay a lower price due to the longer contract, which Director Guzman also agreed with.

Chairman Chiu then stated that there are options to renew the contract, and that he would support it if there were an option for GVB to refuse should they not want to renew.

Director Hofmann inquired if there was an option to use the fireworks for events other than the ones listed, to which GVB Management noted that an additional show has been budgeted for.

- **GVB RFP 2025-016 Guam Liaison in Taiwan**

- **MOTION:**

Motion to approve and authorize the GVB President and CEO as Chief Procurement Officer to issue the Notice to Proceed to VEDA International Corporation for the Guam Liaison in Taiwan contract.

- **BACKGROUND:**

GVB issued a procurement entitled GVB RFP 2025-016 on August 4, 2025 seeking proposals from professional and experienced agencies to provide services for a Guam Liaison in Taiwan. The selected agency will assist GVB and GEDA in continuing the momentum to promote Destination Guam beyond travel tourism in

the fields of economic and trade affairs, airport and airlines industry intelligence, agriculture, culture, and education.

On August 28, 2025, at the GVB Board of Directors meeting, a motion was made by Director Hofmann, and seconded by Director Jones to approve the GVB President and CEO as Chief Procurement Officer to procure and enter negotiations with the highest rated offer for the Guam Liaison in Taiwan to commence in FY2026, with the option to renew for up to three (3) additional fiscal years, and to contract, subject to the availability of funds, and upon final approval of the Board of Directors. Motion was approved.

**FY2026 Retainer Fee: \$5,000 per month**

(\$45,000 for the remainder of FY2026 – Jan. thru Sept. 2026)

**FY2026 Out of Pocket Expense: \$1,000 per month**

(\$9,000 for the remainder of FY2026 – Jan. thru Sept. 2026)

- **ISSUE:**

Board approval required.

First motion made by Director Hofmann and seconded by Director Morinaga. Motion approved unanimously.

- **DISCUSSION:**

Chairman Chiu questioned why this company is being brought on as a liaison if they were not performing well as a marketing company. GVB Management noted that the scope of work for the Taiwan liaison is different, with an emphasis in stimulating beyond tourism and into economics and trade.

Director Morinaga noted that continuity is important in government, and that the company has good rapport with the Taiwanese government, which is beneficial to GVB. He further noted that this contract is essentially having someone in Taiwan representing GVB's need.

Chairman Chiu further asked if the Guam Economic Development Authority (GEDA) would also pay into this contract, which GVB Management confirmed.

- **GVB RFP 2025-017 Electronic Declaration Form**

- **MOTION:**

Motion to approve and authorize the GVB President and CEO as Chief Procurement Officer to contract with the highest rated offeror, New Data Solutions Pty. Ltd., at the negotiated price of:

*FY2026 (10 Months): \$131,092.50*

*FY2027: \$150,168.00*

*FY2028: \$153,924.00*

- **BACKGROUND**

GVB issued a procurement entitled GVB Request for Proposal (RFP) 2025-017 seeking proposals from professional and experienced companies to provide the Electronic Declaration Form (EDF). The selected company will assist GVB in implementing the existing EDF program and the integration of current passenger screening processes and data analytics software, and effectively managing, analyzing, investigating, and presenting data derived from the EDF.

On August 28, 2025, the GVB Board of Directors approved a motion to authorize the GVB President & CEO as Chief Procurement Officer to procure and enter into negotiations with the highest rated offeror for the EDF for FY2026, with the option to renew for up to three (3) additional fiscal years, and to contract, subject to the availability of funds and upon final approval of the GVB Board of Directors.

After successful negotiations, the Bureau intends to contract with New Data Solutions Pty. Ltd. for the implementation, hosting, and support of the EDF program beginning in FY2026 through FY2028, subject to the availability of funds each fiscal year.

- **ISSUE:**

Board approval required.

First motion made by Director Hofmann and seconded by Director Artero. Motion approved unanimously.

- **DISCUSSION:**

Director Artero stated that this contract already exists, which GVB Management confirmed that the contract had expired. GVB Management also stated that the new scope of work for the contract now includes enhancements to the system so that data can be uploaded faster.

Director Brown inquired about the increase in price for future fiscal years, which Chairman Chiu replied that the FY2026 contract is only for the remainder of the fiscal year while the future contracts are for the entire fiscal year.

Director Morinaga inquired about who the company was, which GVB Management stated that they are the existing company which have been working with for more than a decade.

## C. DESTINATION MANAGEMENT/ VISTOR SAFETY & SATISFACTION

- Committee Meeting Minutes dated September 11, 2025

#### D. CULTURAL HERITAGE & COMMUNITY OUTREACH

- Committee Meeting Minutes dated October 9, 2025
- MCOG Meeting passed a resolution to congratulate Dee on her retirement.

## E. RESEARCH

## F. SPORTS & EVENTS

Chairman Chiu recognized the presence of Steve Shimizu. Director Sgro noted that the Guam national team played the Philippines and that we should maximize these events in the future and to have more presence. RBL noted that there is Korean team slated to come early next year so that we can maximize those visits. RBL noted that the GVB team is trying to brand April as wellness month.

## G. JAPAN

- Committee Meeting Minutes dated November 18, 2025

## H. KOREA

- Committee Meeting Minutes dated November 18, 2025

## I. TAIWAN

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

## K. MEMBERSHIP

## L. RECOVERY COMMITTEE

### Tumon Night Market: Benefits

- Support for Local Businesses**
  - An average of 60 vendors (18) food trucks participate weekly providing access to small business to sell and showcase their local products and brands
- Sense of Belonging, Platform for Expression**
  - Shared experiences and interactions cultivate local pride and a sense of belonging; a key indicator of community cohesion making residents feel more invested in their area
- New Visitor Attraction**
  - Local events attracts visitors benefiting our local community, hotels, businesses, restaurants, and others; Tumon Night Market as a new tourism attraction continues to drive visitor generated social media content providing reasons to visit Guam

### Tumon Night Market: Concerns

- Parking**
  - Time for businesses, local Tumon Night Market visitors, businesses and visitors that businesses and restaurants parking at this provided space for all the visitors
  - QVB is currently working with affected businesses to provide solutions to provide a 200 THM parking space for these additional visitors; increase awareness of public street and a well-lit public parking area for the visitors
- Brand Closure**
  - A new night market is being proposed, expected to start in 2024, with the GAM to 6:30 PM to 10:30 PM; that closure may cause some businesses to close earlier
  - Some of the main road closure issues have been discussed with the GAM; closure to 10 PM, this opening more QVB will move to a 2 AM morning closure to help maintain traffic to accommodate morning motorists
- Limited Vendor Space**
  - As a result of the night markets continued success, there are more vendors wanting to participate in the night market due to limited vending space (subsidized) and returns have been used to fund other night markets
  - QVB is working with the GAM to explore additional space for vendors and shared back spaces to create a more vibrant, lively and a more well-lit area for more participation next iterations

Recovery Committee Chairman Mark Baldyga explained the origins of the Tumon Night Market, where they decided that the Tumon location would be the best location. He noted that there have not been many new activities which has led to difficulty in increasing arrivals.

He further noted that what is great about the night market is that it is a weekly event rather than a yearly event, and it has become an anchor for other signature events. He also stated that concerns from businesses in the area are worth noting, but it is important to look at the bigger picture. He further explained that these concerns may be a vocal minority, as he spoke with six tenants in the area, and they said they were performing better on Sundays.

He stated the two most important things are the local vendors and the CHamoru people. He noted the spirit of inafa'maolek that was the selling point for our tourists— connection to the locals. He also noted that the night market is not yet at its peak and should continue to be improved.

GVB President Lee noted that there are concerns that have been brought up and that GVB is working to address them such as parking, road closure and limited vendor space.

Chairman Chiu noted that two out of the three concerns are actually positive and good problems to have. On road closures, Mr. Baldyga, Chairman Chiu, and Director Eun all noted that pushing back the time that the roads close is a good idea.

Director Brown noted that some businesses have been affected negatively, up to a 30% decrease in sales and see if there is a way that we can find a way to assist them. She noted that extra effort should be made to facilitate so that these businesses do not close.

Chairman mentioned that we should allow those businesses to have booths at the night market for free so that their business does not suffer, noting that many vendors have said that they make three to four times more money there than at the Wednesday night market. Director Eun also noted that due to traffic patterns for the TNM, traffic gets backed up from the Dusit Thani. He also noted there is a deduction in business on the hotel side as well as an increase in security spending.

#### VIII. OLD BUSINESS CORPORATION

#### IX. EXECUTIVE SESSION

- Anticipated litigation

- MOTION:

Motion for the GVB Board of Directors to enter into executive session.

- ISSUE:

Board approval required.

First motion made by Director Sgro and seconded by Director Guzman. Objection made by Director Brown. Motion approved with majority vote.

- DISCUSSION:

Director Brown stated her concerns about going into executive session and the lack of transparency of public notice, noting that the Board of Directors should not be going into executive session and making decisions without public knowledge.

Chairman Chiu noted that executive session is publicly noticed, with “anticipated litigation” being on the agenda for the meeting.

Director Brown further noted concerns of the agenda item being too vague and stated that “anticipated litigation” is not clear enough for public notice, which GVB legal counsel noted

that in terms of public notice, reasonable notice of agenda items is required, and that the way the item was noticed was proper. Director Brown stated that she will not be in the room during the executive session.

o **MOTION:**

Motion for the GVB Board of Directors to exit executive session.

▪ **ISSUE:**

Board approval required.

First motion made by Director Cook and seconded by Director Morinaga. Motion approved unanimously.

X. OTHER BUSINESS

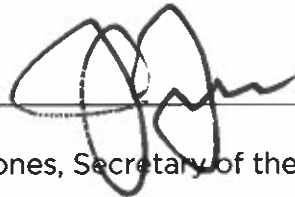
XI. AGENDA ITEMS FOR THE NEXT MEETING

XII. ANNOUNCEMENTS

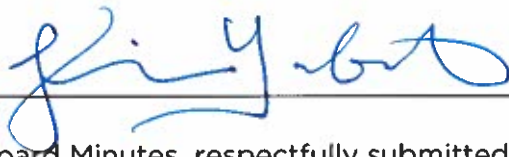
- Upcoming Board Meetings: December 11, 2025, and January 22, 2026
- Acknowledgements of outgoing Directors and retiring staff

XIII. ADJOURNMENT

- Motion to adjourn made by Director Guzman and seconded by Director Morinaga. Motion approved unanimously.
- The GVB Board of Directors meeting was adjourned at 3:38PM.



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