#### **AGENDA**

Stadium Authority Meeting 99-500 Salt Lake Boulevard Aiea, Hawaii 96701 August 23, 2007

- I. Call to Order
- II. Approval of Minutes of July 26, 2007
- III. Monthly Report
  - A. Chairman's Report
  - B. Stadium Manager's Monthly Report
  - C. UHAD Monthly Report
  - D. Centerplate/Swap Meet Monthly Report
  - E. Hawaii Malls Inc. Monthly Report
- IV. Approval of Events
  - A. Friends of Christopher Caldwell (Fundraiser- Lower Halawa parking Lot) September 16, 2007 (Sunday)
  - B. I9 Sports Honolulu (Jamboree/Goodwill Game for Youth Flag Football) September 2, 2007 (Sunday) December 2, 2007 (Sunday)
  - C. Subaru Hawaii September 18, 19, 2007 (Saturday & Sunday)
  - D. Elite Sports International Pigskin Classic July 6, 2008 (Sunday)
- V. Unfinished Business- Discussion and Appropriate Action
  - A. Stadium Repair Work- Report on the progress of the stadium repair work prioritization.

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- B. Stadium Signage- Report on the self-containing signage for the stadium parking lot.
- C. Aloha Stadium Swap Meet-Report and discussion on the hiring of a consultant to review the operation and management of the Aloha Stadium Swap Meet.
- VI. New Business- Discussion and Appropriate Action

None

- VII. Next Meeting September 27, 2007
- VIII. Adjournment



## An Agency of the State of Hawaii

Stadium Authority Meeting 99-500 Salt Lake Boulevard Aiea, Hawaii 96701 August 23, 2007

Members Present Kevin Chong Kee, Chairman

Members Absent Kenneth Marcus

Kay Ahina Marvin Fong Kathryn Inouye

Alexander Kane, Jr.

Marcia Klompus Nelson Oyadomari

Alan Tamayose

Staff

Scott Chan

Stephen Lee Shawn Nagata

Lois Manin

Liane Nakagawa

Deborah Ishihara

#### Others

Brian Aburano, Deputy Attorney General Russ Saito, DAGS Comptroller

Kerry Yoneshige, DAGS Administrative Services Officer

Roger Reeves, Centerplate

Davy Maruyama, Centerplate

Sam Shenkus, Centerplate Marketing Consultant

Herman Frazier, UH Athletic Director

Carl Clapp, UH Athletics

Teri Chang, UH Athletics.

Lisa Hashimoto - Friends of Christopher Caldwell

Christopher Caldwell

#### I. CALL TO ORDER

A quorum being present, Chairman Kevin Chong Kee called the meeting to order at 10:08 a.m.

## II. APPROVAL OF MINUTES - JULY 26, 2007 MEETING

ON A MOTION BY MEMBER KAY AHINA AND SECONDED BY MEMBER MARVIN FONG, THE BOARD UNANIMOUSLY APPROVED THE MINUTES OF THE JULY 26, 2007 PUBLIC MEETING.

#### III. MONTHLY REPORT

## A. Chairman's Report None

#### B. Stadium Manager's Monthly Report

#### Deed Restrictions

Manager Scott Chan stated he sent a letter to the City & County, Department of Parks & Recreation, to inquire if the deed restrictions for Aloha Stadium remain in effect.

Deputy Attorney General Brian Aburano attended the meeting for Deputy Attorney General John Dellera. Mr. Aburano stated that Mr. Dellera wrote a letter to Mr. Chan (a copy of which was distributed to the Board), outlining what is in the deed restrictions that limit the use of the stadium. Basically, the Federal Government deeded the land to the City and County of Honolulu which in turn deeded it to the State and in both deeds there is a restriction that says the land must be forever used and maintained as a public recreational area and for that purpose only. Mr. Dellera has done some research and has determined that this deed restriction applies until such time as the City and County of Honolulu dedicates an equal amount of land for public park and public recreational purposes. He indicated in the letter that the land conveyed by the federal government should be used only for public recreational purposes and that non-recreational uses would be permissible only when necessary for the public purpose. He also mentioned types of events that the Stadium has put on in the past, some of which he felt did not satisfy the deed restrictions. The letter offers some guidelines of what would satisfy the deed restrictions.

Mr. Aburano stated there was an Act that was passed which would take away the deed restriction, but his understanding is that it would apply only if the City & County of Honolulu identified an equal amount of additional land and agreed that such land would be dedicated in perpetuity for public park and public recreational purposes. Mr. Chan has written a letter to the City to see if that condition has been satisfied.

Member Ahina stated on page 6 of Mr. Dellera's letter, he concluded that an exemption from the deed restrictions might be allowed on a certain portion of the property. She requested the location of that certain portion. Mr. Chan said he wrote to the City to find out exactly where those locations are.

Member Inouye referred to page 2, last paragraph of Mr. Dellera's letter, stating "it may serve as a community center, a neighborhood park, a town square, or a regional or state park." She stated her question to the AG's office is to find out if the deed restrictions are in reference to a land use or for every single activity that occurs within that land use. She also noted as an example, if it is for a park or recreational purpose, then the intent from a land use perspective would be that it is not to be developed for housing or a retail center, etc. With a community center or state or regional park, you can have private activities, and those are permissible uses from a land use perspective. Mr. Aburano said he does not have the answer and would have to clarify it with Mr. Dellera since he did the primary research. He said he will convey the Board's concerns to see if Mr. Dellera can provide specific guidance. Member Inouye stated Mr. Dellera needs to find out what the intent was of the deed restrictions, not just his interpretation.

#### 2007-2008 Unbudgeted/Unanticipated Items (distributed)

Mr. Chan stated all items listed are important, however, items such as sewer (\$90,000) and electricity (\$14,000), lump sum vacations (\$60,000), etc. would have priority over some of the other expenses which include seat replacement (\$25,000), new security system (\$325,000), and strategic plan (\$50,000).

Member Inouye stated several items should be covered under the regular operational budget and that the focus should be on overage amounts only. Comptroller Saito agreed and suggested it be done in conjunction with the basic financial statement.

Administrative Services Officer Deborah Ishihara stated these are unanticipated expenses which we didn't foresee when funds were requested two years ago. The Stadium will need to go to the Legislature to raise its expenditure ceiling.

Mr. Chan stated the bottom line is, we will need the support of the Board and Legislature to raise the set ceiling.

#### Portable Restrooms

Arrangements have been worked out with MTM to provide our facilities with 44 portable restrooms at the UH football games to assist in the overcrowded restrooms.

## Chief of Security

Our recommendation of Andrew Chang as Chief of Security has been approved. We are pleased to announce he will join Aloha Stadium on August 31, 2007 and will be present at the next Stadium Authority meeting.

#### PSA 2006 vs. 2007

Member Ahina thanked Mr. Chan and staff for the information provided, showing what the stadium is doing to facilitate getting to the games faster and making it easier for the general public during the 2007 UH Football Season.

Mr. Chan stated the stadium's goal is to provide a safe facility and create a pleasant experience. We are excited about the upcoming season and also thanked Herman Frazier and his staff for initiating some of the projects that will be introduced this year.

## Swap Meet

We will have a general assembly (conducted by Centerplate) for all vendors tomorrow at 9:00 a.m. to clearly communicate and explain some of the rule changes that will soon be in effect. Interpreters will be provided so that all questions and concerns can be addressed. We anticipate approximately 250 to 300 vendors to be in attendance.

## Marquee Sign

Centerplate has taken an active role in finalizing an agreement for the marquee sign. We hope to have it in place at the game on September 22.

#### Media Day

The Annual Media Luncheon was held to provide information of the changes that will take place and the challenges we are faced with during the 2007 Football Season. As a result of this event, we develop a good rapport with the media as well as great news coverage. Member Ahina stated the food presentation by Centerplate and its vendors was excellent. Mr. Chan said Centerplate provided the luncheon at no cost to the Stadium.

# C. <u>UHAD Monthly Report</u>

Mr. Frazier stated they are anticipating one of the finest football seasons the University of Hawaii has ever had. He invited the Board to attend a tailgate party provided by their booster group at the first game.

Mr. Frazier also thanked the Stadium group for their help in accomplishing some of the initiatives with this year's parking plan.

Mr. Chan announced that Lois Manin will be doing a mass media PSA in conjunction with the UH before the end of this week.

## D. Centerplate/Swap Meet Monthly Report (report distributed)

Sam Shenkus distributed the color images of their Aloha Milkcap Slam-O-Rama events that are becoming very popular with families. Even though July is a slow month, this event has made a great impact in the attendance. Competing events are held at Shirokiya Ala Moana and the final competitions occur at Aloha Stadium Swap Meet.

Other events will be occurring during the Labor Day weekend. They have also obtained contact information for the Humane Society as recommended by Member Klompus.

#### Concessions

Roger Reeves informed the Board of the various new vendors that will be at the concessions this year. One of the new additions is an airbrush tattoo vendor.

# E. Hawaii\_Malls, Inc. Monthly Report (report distributed)

Mr. Chan stated the report lists the advertisers with a graph explaining what has taken place over the past three years.

Member Ahina inquired if there are any new sponsors. Mr. Chan said we are being cautious in the way we use our facilities with regards to new inventory. He stated he is concerned about having too many on the outside. We want to make sure we are a friendly facility that supports the UH Warriors, and some of the advertisements may be somewhat infringing on that. It is a revenue source and we are trying to maximize our inventory and locations that are feasible. Mr. Chan said the higher locations are not an easy sell and can appreciate the difficulty Hawaii Malls may be experiencing.

Member Klompus expressed her concerns about exclusivity in some of the contracts that may expire in 2008. Prior to renewing any of these contracts, she feels the exclusivity factor has a huge impact on the revenues for the stadium. She believes Hawaii Malls is giving it away too cheaply and is against awarding exclusivity to financial institutions.

#### IV. APPROVAL OF EVENTS

## A. Friends of Christopher Caldwell

(Fundraiser – Lower Halawa Parking Lot)

September 16, 2007 (Sunday)

Lisa Hashimoto made her presentation to the board (Members were given her hand-out). She explained Christopher is a victim of a hit and run accident and has developed severe progressive complications. The event will be open to the public. The funds earned will be used to alleviate Christopher's medical and research expenses.

The Board expressed concerns about public safety and insurance coverage for this event and has left the responsibility with management to ascertain that all requirements are met prior to the event taking place.

A MOTION WAS MADE BY MEMBER KLOMPUS AND SECONDED BY MEMBER AHINA TO APPROVE THE EVENT, SUBJECT TO STADIUM MANAGEMENT'S APPROVAL. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

#### B. <u>19 Sports Honolulu</u>

(Jamboree/Goodwill Game for Youth Flag Football)

September 2, 2007 (Sunday) December 2, 2007 (Sunday)

A MOTION WAS MADE BY MEMBER KLOMPUS AND SECONDED BY MEMBER OYADOMARI TO APPROVE THE EVENT. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

#### C. Subaru Hawaii

A distributor-sponsored and facilitated "ride-and-drive" event.

September 18, 19, 2007 (Saturday & Sunday)

Member Klompus stated it was Deputy Attorney General John Dellera's opinion that according to the deed restrictions, if it is a private event not open to the public, it shouldn't be held at Aloha Stadium.

NO MOTION WAS MADE TO APPROVE THIS EVENT. CHAIRMAN CHONG KEE STATED THIS EVENT IS DENIED.

Member Oyadomari expressed his concerns of communications between Subaru and management. Mr. Chan stated the Events section is communicating with Subaru, and management does need further clarification from Deputy Attorney General John Dellera in looking at alternatives to help these types of groups. Mr. Chan also noted that we need to know what the consequences and the possibilities are because we are taking the advice of the Attorney General's office. It is entirely up to the Board how it uses that advice. He also feels Member Inouye has a good point in seeking clarification from the AG's office.

# D. Elite Sports International

Pigskin Classic

July 6, 2008 (Sunday)

A MOTION WAS MADE BY MEMBER KLOMPUS AND SECONDED BY MEMBER AHINA TO APPROVE THE EVENT. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

#### V. UNFINISHED BUSINESS

A. <u>Stadium Repair Work - Report on the progress of the stadium repair work prioritization.</u>

Comptroller handed out a schedule of the necessary Capital Improvements, and reported in detail the work that will be done with the funds appropriated by the legislature for FY 2008. Expenditures will be for structural certification, corrosion mitigation, water proofing/deck repairs, stiffening of concourse bridges, structural upgrades, utility, general service and safety improvements. All work will be by priority within its category. Comptroller also passed out several color renditions of the stadium for a possible new look in the future.

Chairman Chong Kee stated he and Mr. Chan met with Rex Johnson of the Hawaii Tourism Authority to bring him up to date with activities at Aloha Stadium, as it relates to the Pro Bowl. The meeting was timely because they will soon be having discussions with the NFL and Mr. Johnson was pleased to learn about the Stadium's renovation plans which he felt would make it more comfortable going into negotiations for next year's Pro Bowl.

B. <u>Stadium Signage - Report on the self-containing signage for the stadium parking lot.</u>

Chairman Chong Kee stated that Centerplate is assisting by taking charge of this project.

C. Aloha Stadium Swap Meet – Report and discussion on the hiring of a consultant to review the operation and management of the Aloha Stadium Swap Meet.

Chairman Chong Kee stated that Deborah Ishihara is working on the RFP for the consultant position.

## VI. NEW BUSNESS

Member Klompus requested that the agenda be sent to the Board ten days prior to the meeting, rather than seven days.

VII. NEXT MEETING

September 27, 2007

VIII. ADJOURNMENT

11:40 a.m.

KEVIN CHONG KEE

Chairman

Recorded by:

Diana Ho

Approval Date:

<u>September 27, 2007</u>