



**ALOHA STADIUM**

*An Agency of the State of Hawaii*

Stadium Authority Meeting  
99-500 Salt Lake Boulevard  
Honolulu, Hawaii 96818  
September 24, 2009

Members Present:

Kevin Chong Kee, Chairman  
Kay Ahina  
Kathryn Inouye  
Alexander Kane, Jr.  
Nelson Oyadomari  
Alan Tamayose  
Lawrence K. W. Tseu, DDS

Members Absent:

Marcia Klompus  
Kenneth Marcus

Staff Present:

Lois Manin	Liane Nakagawa
Andrew Chang	Alan Arato
Stephen Lee	Shawn Nagata
Ming Tan	Engel Garcia

Others:

Russ Saito, Comptroller  
Randall Nishiyama, Deputy Attorney General  
Jim Donovan, UH Athletics Director  
Davy Murayama, Centerplate  
Roseann Chang, Centerplate  
Samantha Spain, PCF Virtual  
Krysti Peacock, PCF Virtual  
Glen Higa, Aloha Sports Properties  
(See Exhibit A – Sign-in Sheet)

I. Call to Order

A quorum being present, Chairman Kevin Chong Kee called the meeting to order at 10:05 a.m.

II. Approval of minutes of the August 27, 2009 Public Meeting,

- A. A MOTION WAS MADE BY MEMBER OYADOMARI TO ACCEPT THE MINUTES OF THE AUGUST 27, 2009 PUBLIC MEETING.

Member Ahina made the following corrections:

Page 6, third bullet point under Neumann Shim, add an apostrophe at the end of the word vendors; at the end of the fourth bullet point, after the words swap meet, replace the period with a semicolon;

Page 9, at the end of the sixth bullet point, after the word website, replace the period with a semicolon;

Page 10, at the end of the fourth bullet point, add a period after Stadium.

MEMBER TAMAYOSE SECONDED THE MOTION. THE BOARD UNANIMOUSLY APPROVED THE MINUTES AS CORRECTED.

### III. MONTHLY REPORT

#### A. Chairman's Report

Chairman Chong Kee introduced Mike Story and Winfred Pong of the Hawaii Tourism Authority (HTA) who will be presenting an update on the Pro Bowl.

#### B. Stadium Manager's Report (by Stadium Deputy Manager Lois Manin)

##### UH Football Game (September 4, 2009)

The first game of the season against Central Arkansas ran smoothly with no major issues. The new parking procedures (scanning of tickets and parking passes) went very well. With the game occurring on a Friday, the normal after-work traffic did occur on the freeways, however, the traffic getting into the stadium flowed well.

Stadium Manager and Deputy attended a parking review meeting at UH two weeks ago and will be attending another one tomorrow to fine-tune the parking operations at the stadium.

##### Swap Meet

A "Lucky We Live Hawaii" event on Labor Day Sunday will be covered in the Centerplate report.

##### Audit

Staff members have been working very hard to meet the daily requests of the State Auditors during their audit of the stadium.

C. Approval of Events

1. National Football League (NFL)  
2011 and 2012 Pro Bowl Games  
Two, 1-year Extensions  
Dates To Be Determined

A brief presentation was made by Mr. Story and Mr. Pong:

The 2009 Pro Bowl ended a four-year agreement with the National Football Leagues (NFL). HTA is presently negotiating with NFL for a two-year agreement and are currently finalizing some minor details of that agreement. The exact dates of the games are yet to be determined. It was noted the terms and conditions of the new agreement are very similar to the previous agreement.

In addition to receiving approval of the dates (TBD), Mr. Pong said they are requesting a lead time of seven days. Chairman Chong Kee confirmed that it has been included in the past.

Questions from Member Ahina

- How has it changed from the last time?
- What are the changes as it affects the Aloha Stadium?
- Are we getting more money?

Chairman Chong Kee – At this time they are only asking the Board to reserve the dates (late January, or early February of 2011 and 2012) - negotiations are still ongoing.

Mr. Nishiyama stated, at this point, the existing agreement will serve as the model for the next agreement. He also advised that the HTA and stadium management are not in a position to inform the Board of the exact changes that will take place, other than the agreement will be substantially the same as in the past between the HTA and the stadium.

Member Oyadomari inquired about the revenues and costs.

Ms. Manin and Ms. Nakagawa said the stadium receives parking revenues, and operational out-of-pocket expenses were previously paid by the NFL.

A MOTION TO APPROVE THE PRO BOWL GAMES IN 2011 AND 2012 (DATES TO BE DETERMINED) WAS MADE BY MEMBER OYADOMARI AND SECONDED BY MEMBER AHINA. THE MOTION WAS UNANIMOUSLY CARRIED.

D. UHAD Monthly Report

Jim Donovan reported everything ran smoothly at the first UH game. He complimented the Aloha Stadium staff for doing a great job, and Aloha Sports Properties for their assistance with the advertising. The parking gates were opened one hour earlier, which helped to alleviate traffic; and the public behaved responsibly (a press release was sent out advising the public that changes would be made if the public did not behave responsibly).

Mr. Donovan also stated, having the game on a Friday evening was a good dry run for next year's UH/USC game -- to be held on a Thursday evening.

E. Centerplate/Swap Meet Monthly Report

Report presented by Roseann Chang, Swap Meet Manager:

- Increase in total attendance and paid attendance (1.1%)
- Stall sales in the A,B,and C Rows increased (7.5%)
- Stall sales in the D,E, and F Rows decreased (5.6%)

Centerplate will continue to move forward with their marketing goals in upcoming events.

Member Ahina inquired if make-up days have been determined for the Saturdays that the Swap Meet will be closed (during the UH Football games). Ms. Chang responded the first day will be "Black Friday" – the day after Thanksgiving. Future dates reported by PCF Virtual in their report.

Rental Adjustment Plan

Centerplate took into consideration comments made at last month's meeting and has decided on the following rent adjustments for the entire year, effective November, 2009:

\$70/per stall/per day -- Monthly Vendors;  
\$100/per stall/per day -- Daily Vendors.

For the permanent monthly vendors, this change reflects an average savings of \$312.00 per stall/per year (\$2.00 per day).

For the daily vendors, the rent has been increased from \$75 to \$100 per stall/per day, as a means to encourage daily vendors to convert to permanent monthly vendors.

#### Comments

Neumann Shim inquired if the daily vendor increase was in conflict with the RFP proposal. Mr. Nishiyama clarified Mr. Shim's question to mean: "Is there a distinction in the RFP for rates between monthly renters and daily renters?"

Mr. Murayama responded, Centerplate's RFP proposal indicated they would not increase the rent for the monthly vendors for a certain period of time. Mr. Shim then inquired if the rates mentioned today are the same rates that were attached to the Agenda. Mr. Murayama answered affirmative.

Member Tamayose said he does not recall rental rates being included in the RFP. Mr. Nishiyama stated, the State's RFP did not have a specification of stated rents for monthly or daily vendors. Chairman Chong Kee said it was mentioned only in Centerplate's proposal.

Mr. Shim said the monthly vendors are pleased with the decision to keep their rent at the same rate for the entire year. For the daily vendors, he noted the rent increase to \$100 will be a hardship on them; also, on behalf of those vendors, he asked Centerplate to reconsider and revert back to the previous product category rule.

Report by Samantha Spain and Krysti Peacock of PCF Virtual on the September 6, 2009 Labor Day Celebration, "Lucky We Live Hawaii:" Each person who brought in five (5) plastic bottles for recycling qualified for free admission. Below is a description of the event:

- Unfortunately there were several heavy downpours throughout the day;
- The North Plaza included: 1) Keiki Zone with rides; 2) A special "Statehood" Craft Fair featuring artists and approximately 18 crafters; 3) A Farmer's Market and a Beer Garden. Guests were able to cool down in the Beer Garden and enjoy local entertainment. Activities also included give-away prizes to shop at the Swap Meet, and a scavenger hunt;
- At the Bus Lot, Local 808 Entertainment hosted their "End of Summer Skate Ramp Jam & Exhibition" with an amateur skate boarding contest. Some of Hawaii's top skaters (50 entries) showed off their skills throughout the day. Onlookers ranged from 200-300 throughout the day. Prizes were awarded to the top five skaters in four age categories;

- In Section 5B, car enthusiasts cruised the Classic Car Show, “Shine & Swap,” featuring over 65 classic cars.

The main objective of this event was to tie in with the State and test market the success of having events at the stadium.

The Aloha Stadium Swap Meet & Marketplace is reinventing itself with a new name. In addition to the “Swap Meet” name, it will also be known as the “Marketplace” to signify a quality shopping experience. The intent is to provide a fun place with a wide variety of shopping options (at a great price) for the local residents and visitors.

#### PCF Virtual’s Evaluation of the event:

##### Strengths:

- Excellent amount of traffic at the skate event due to high visibility;
- Scavenger hunt increased excitement with participants walking around the stadium;
- Multiple aspects provided alternative activities for shoppers to enjoy the skate competition, car cruise, visit local artists, and enjoy live entertainment;
- On-site KHON Television interviews, promoting vendors as well as the activities, with a segment that aired on the evening news.

##### Elements to improve:

- Keep events in one location to encourage more traffic;
- Although there was some traffic in the crafts and entertainment areas, more signage, banners and balloons are recommended to attract shoppers and attendees at the North Zone Plaza, should they continue events in that location;
- More visibility for the Keiki Zone and Beer Garden;
- Add seating to the entertainment area to encourage people to eat and listen to the music;
- More food options in the concession area.

##### Comments

Member Ahina inquired if PCF Virtual would hold similar events again and also asked for an update on the Lokahi project. PCF Virtual responded that they plan to do it again in the future. The next event will be a Halloween scavenger hunt; the main focus will be to promote shopping. Although Lokahi did not have a collection site on September 6, 2009, they did promote the event on television. A

report by Lokahi indicated that they were able to fulfill many of their back-to-school orders from the prior month's collections. PCF Virtual will continue to partner with Lokahi and Big Brothers/Big Sisters on an ongoing basis.

Tom Cooney said the media coverage was excellent, but from a vendor's standpoint, having the events clustered at the front entrance resulted in a very bad day for his business and other vendors. The Mother's Day event worked well for him.

Neumann Shim said the media campaign was excellent -- the best he has seen; however, the location of the events hurt a lot of the vendors; they found that the people who attended the specific events (like the car show), did not shop.

In response to the above comments, PCF Virtual said the purpose of holding these events is to draw people to routinely come to the stadium, which eventually will result in their return and future shopping at the Swap Meet.

PCF Virtual, together with Centerplate, are in the process of obtaining proposals to conduct a research (from October – November) to find out what will drive the local and military community to the swap meet. They hope to receive the results prior to the holiday season.

#### Make-up Days

PCF Virtual plans to contact the vendors for their input in determining which days the Swap Meet should open to make up for the remaining five Saturdays they will be closed.

#### Recycling

A recycling program will begin in November with Island Recycling.

#### Farmers Market

PCF Virtual is in the process of starting a Farmer's Market on the last Saturday of each month beginning in October. Member Inouye commented that the Diamond Head Farmer's Market (DHFM) is open on Saturdays. PCF Virtual noted they are in contact with vendors who are on the waiting list for DHFM and have expressed an interest in the Swap Meet.

Tom Cooney commented that a Farmer's Market will kill the businesses of other vendors because its customers will only shop for fruits and vegetables, then leave the Swap Meet. Member Inouye expressed to Mr. Cooney that, in time, once familiar with the other products at the Swap Meet, those customers may shop for other items first, then pick up their fruits and vegetables at the end of their shopping day.

Advertising at UH

Mr. Donovan – The Stadium Manager and Deputy Manager contacted the UH with a plan to promote the Swap Meet at the Stan Sheriff Center, which would be seen by approximately a quarter million people. They are presently in the process of working out the details.

F. Aloha Sports Properties Monthly Report (Glen Higa)

Mr. Higa presented an update of the first UH game:

- Received great reaction from the fans regarding the signage around the stadium and the activities that were brought to the stadium;
- Also received great response from UH Athletics regarding the game presentation looking a lot cleaner. The new format allows for more fan activities and better exposure;
- There were some new concourse activities - Midas did a spin wheel – gave out prizes;
- GEICO will also be doing something at the next game (giving out prizes; their gecko will walk around for about an hour and take pictures with the kids);
- The Hawaii Army National Guard did very well with their trailer (with video games); attracted many young adults;
- From a sales standpoint, they are still talking to potential clients and discussing ways to bring them into the program; also starting to work with clients for next year and the year after;

Member Ahina complimented Mr. Higa on the improvements that have taken place by Aloha Sports Properties.

IV. UNFINISHED BUSINESS – DISCUSSION AND APPROPRIATE ACTION

A. Aloha Stadium Repair Work – Update from Comptroller Russ Saito on the Stadium Repair Work Project or any update involving Aloha Stadium;

Comptroller Saito provided the Board with an update on the CIP projects that will involve the next phase of roof replacement and start of the health and safety improvements. Both projects will be awarded this year and will start construction in February of next year.

Member Oyadomari inquired about the status of the Department of Interior (DOI) issue. Comptroller Saito reported that the State Auditors are researching whether the Swap Meet was allowable under the recreational purposes of the stadium. Initially the Deed Restriction required it be used in perpetuity for recreational purposes. In 1990 a Federal law was passed which allowed the DOI to lift the

restrictions if certain conditions are met (including a land swap). Mr. Saito stated he presently has documentation with the DOI that includes a list of properties for a potential exchange.

V. NEW BUSINESS – DISCUSSION AND APPROPRIATE ACTION

None

VI. NEXT MEETING

October 29, 2009

VII. ADJOURNMENT

Meeting adjourned at 11:05 a.m.

  
KEVIN CHONG KEE  
Chairman

Recorded by: Diana C. Ho

Approval date: October 29, 2009