

NEIL ABERCROMBIE
GOVERNOR

DEAN H. SEKI
COMPTROLLER

SCOTT L. CHAN
MANAGER

LOIS M. MANIN
DEPUTY MANAGER



ALOHA STADIUM

An Agency of the State of Hawaii

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

March 27, 2014

Members Present:

Keith "Kika" G. Bukoski, Acting Chairman
Wilbert C.F. Chee
Odetta Fujimori
Edward Hasegawa
Alan S. Tamayose

Member Absent:

Charles T. Toguchi, Chairman
Scot Long
Kenneth B. Marcus

Staff

Scott L. Chan	Jodie Abe
Lois M. Manin	Samantha Spain
Russell Uchida	Charles Beck
Stephen Lee	Ron Tsuzuki
Andrew M. Chang	Shelly Shoji
Wesley Ueda	

Others:

Randall S. Nishiyama, Deputy Attorney General
Ben Jay, University of Hawaii (UH) Athletics
Jonathan Kobayashi, Ahahui Koa Anuenue
Davy Murayama, Centerplate
Krysti Peacock, Centerplate
Glen Higa, Aloha Sports Properties
Chris Kinimaka, Department of Accounting & General Services
David DePonte, Department of Accounting & General Services
Irwin Rajj, Foley & Lardner
See Exhibit A (Sign-in Sheet)

I. CALL TO ORDER

A quorum being present, Acting Chairman, Keith "Kika" Bukoski" called the meeting to order at 10:05 a.m.

II. APPROVAL OF MINUTES

Approval of Minutes of the February 27, 2014 Regular Session and Executive Sessions No. 1 and No. 2.

A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER TAMAYOSE TO ACCEPT THE MINUTES OF THE REGULAR SESSION. THE MOTION WAS UNANIMOUSLY CARRIED.

A MOTION WAS MADE BY MEMBER TAMAYOSE AND SECONDED BY MEMBER HASEGAWA TO ACCEPT THE MINUTES OF THE EXECUTIVE SESSIONS. THE MOTION WAS UNANIMOUSLY CARRIED

III. Public Testimony

Acting Chair Bukoski invited testimonies by the public. There were none.

IV. Executive Session

AT 10:15 A.M., A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER FUJIMORI TO GO INTO EXECUTIVE SESSION TO CONSULT WITH THE BOARD'S ATTORNEY ON QUESTIONS OR ISSUES REGARDING THE BOARD'S POWERS, DUTIES, PRIVILEGES, IMMUNITIES, AND LIABILITIES PURSUANT TO SECTION 92-5(a)(4), HAWAII REVISED STATUTES, REGARDING THE STADIUM OPERATIONAL ISSUES, AND THE OPTIMIZATION REPORT – PHASE II EXECUTIVE SUMMARY.

The meeting reconvened at 10:45 a.m.

V. Monthly Reports

A. Chairman's Report

None

B. Stadium Manager's Report (Scott L. Chan)

Administration

Manager Chan reported they hope to recommend a candidate to fill the vacant engineer's position within a few days.

Events

Spartan Race – March 23, 2014 – This event involved a 3-mile course with many activities that challenged individuals both mentally and physically. It was a very successful event with many participants and we look forward to a similar event in the near future.

Nick Vujicic – March 29, 2014 – Mr. Vujicic, who has no limbs, will be presenting an anti-bullying campaign message at the stadium on Sunday at 5:30 p.m. Admission is free.

Ahahui Koa Anuenue

Manager Chan introduced Jon Kobayashi, the new president of Koa Anuenue. Together with Athletics Director, Ben Jay, they have been meeting concerning alternate parking for the upcoming football season. The stadium is faced with the challenge of 1,040 guests being displaced as a result of the rail project, which will include some of UH's season ticket holders. UH has made several recommendations, which we are taking under advisement - their most recent request is to move their guests to the Upper Halawa Parking Lot vs. the Lower Lot. We will soon be finalizing those discussions.

Capital Improvements

There has been a slight shift in our direction since we last spoke to you. The general contractor and consultants had concerns on whether or not the work could be completed before the 2014 football season. Consultants will revisit and make adjustments where necessary. We will have a better idea at the next Board meeting. We have provided a couple of diagrams (2) for your review, which will give you a quick look at what the consultants are considering as an alternative.

Legislative Session

The chart that was distributed to the Board shows a status of the active bills. There are a couple of new items, but not much has changed from last month's report.

Member Fujimori inquired how would the minimum wage bill impact the stadium employees. Mr. Uchida said it would not have a direct impact on the stadium.

Sales & Marketing (Samantha Spain)

- Ms. Spain reported the stadium is working with Centerplate and Glen Higa to bring additional activities to the stadium. During the football season, the goal is to be more interactive with our guests by introducing smaller activities.
- Stadium Phone App -- We currently have approximately 3,600 active users.
- A new program called "Wesawit" is being launched which compiles photographs from various social media sites, and puts it on our facebook. Staple Center uses this program and we have been in touch with their marketing team to come up with different ways to do more interaction during UH and high school games and other major events.
- Tours – For the upcoming summer season, we are starting to receive reservations for the summer fun kids and many senior groups. In tracking the visitors to the stadium, many are coming from Canada, Australia and the West Coast.

C. APPROVAL OF EVENTS (Stephen Lee)

1. Sports Car Club of America – Hawaii Region Solo
Driving Skill Contest
Lower Halawa Parking Lot
2014 - Oct. 19, Nov. 1, and Dec. 14
2015 – Jul. 25 & 26, Aug. 2 & 23, Sept. 13 & 27

Mr. Lee said management is recommending approval of this event.

A MOTION WAS MADE BY MEMBER TAMAYOSE AND SECONDED BY MEMBER HASEGAWA TO APPROVE THESE EVENTS. THE MOTION WAS UNANIMOUSLY CARRIED.

2. The Prayer Center of the Pacific
Statewide Prayer Watch
January 3, 2015

Mr. Lee said management is recommending approval of this event.

A MOTION WAS MADE BY MEMBER CHEE AND SECONDED BY MEMBER HASEGAWA TO APPROVE THIS EVENT. THE MOTION WAS UNANIMOUSLY CARRIED.

D. University of Hawaii Athletic Department Monthly Report (Ben Jay)

Mr. Jay said he is pleased to have Jon Kobayashi on board who has been very helpful with a number of things at UH. He also thanked Manager Chan for the stadium's consideration of UH's request regarding the parking lot situation for the upcoming football season and look forward to additional discussions.

Member Fujimori asked about the status of his work with the consultants with reference to building a new stadium. Mr. Jay said they are doing some information gathering and expect something within 30-60 days. He also said he and Manager Chan will be meeting monthly at which time he will share the current information and Manager Scott can then pass it on to the Board.

Member Chee inquired about the status of new coaches being hired. Mr. Jay said they have made their recommendations, which are now being considered. He said they are fully ready for the season.

Manager Chan inquired if there is a possibility that UH will have a Spring game at the stadium. Mr. Jay said at this time they plan is to have it on campus. Manager Chan offered to assist should there be a need.

Irwin Raij of Foley & Lardner (F&L) said they are looking forward to working with Mr. Jay and their consultants to try to put things together and meet the expectations of the Governor's office. He expressed the need to find the best way to incorporate the broadest vision possible, as they work through the Optimization Report.

Acting Chair Bukoski said according to the Board's understanding, all parties concerned will then be sitting down and comparing notes. Mr. Jay said yes.

Manager Chan said in closing, we appreciate the tremendous effort by F&L. We continue to look forward to our professional working relationship between UH and F&L.

E. Centerplate's Swap Meet Monthly Report (Davy Murayama)

- Total February attendance decreased -9%
- Total Stall Count decreased -7%
- D,E,F, rows stall count decreased -3%
- A,B,C, rows stall count decreased -21%

Mr. Murayama said the 9% decrease in attendance was the result of being short by 4,000 on one Sunday and the consistent daily decline in attendance of about 3%. The Sunday shortage was due to other major activities going on in the community and the rainy weather.

With reference to vendor comments about the discrepancies with their numbers, Mr. Murayama explained there are many factors to consider when arriving at the average numbers quoted:

- Rainy weather
- Other Community Events happening during Swap Meet hours
- Super Bowl
- Sheraton Hawaii Bowl (swap meet cancelled after vendors paid.. and there was a need to refund their payments for 200 stalls)

They plan to step up their advertising to bring in more vendors to sell at the swap meet in an effort to increase attendance.

Marketing (Krysti Peacock)

- Ms. Peacock displayed the Military Guide that includes the swap meet ad. The next edition will be in May-June, which will include a coupon to help track the visitors.
- The Easter event is scheduled for April 13 (Sunday). A press release was been sent out, located in the Easter activity section in the Honolulu Star-Advertiser. The Salvation Army volunteers are working with us on this event. The public is being requested to bring canned goods or monetary donations – in return they will be able to participate in various activities at no cost. There will be TV and radio coverage, and a DJ on site. Approximately 425 children are preregistered for the egg hunt in the pavilion section. Also, to encourage more vendors to sign up in the D-Row during this period, they will be offered free admission tickets to give to their customers.

Member Chee suggested that Centerplate recruit people to hand out flyers with coupons in Waikiki (including maps and bus directions). He feels the tourists will accept the coupons on the street and read it and that it would be an excellent way to advertise the swap meet.

Mr. Murayama and Ms. Peacock said they will take Member Chee's advice and hand out flyers at Waikiki. They also noted their ongoing marketing efforts:

- They have distributed approximately 5,000 flyers/coupons to 25 Waikiki hotels. They do have a count and will bring it to the next meeting.
- This Week Magazine includes the swap meet ad, which is picked up by all of the people walking in Waikiki.
- Encouraging school garage sales to locate at the swap meet.
- Encouraging vendors that sell branding items to sell at the swap meet for the benefit of the Japanese market.

Member Chee also mentioned using the shuttle service. Manager Chan said efforts were made before with little success. Mr. Murayama also noted that they tried using the Pearl Harbor shuttle and it didn't work out.

F. Aloha Sports Properties Monthly Report: Glen Higa

- March was a solid month for sales. They finalized verbal agreements with more of their renewal partners.
- They reached 80% of their goal for F/Y 2014.
- The last 20% will be tough.
- They are being aggressive in the market, including a lot of daily contacts with prospective partners. The market is not very strong -- they have to go out and be very proactive this year.
- There are a couple of factors: 1) timing; and 2) it could be perception (i.e. wins/losses). They are still identifying their new business prospects for the upcoming season.

Member Fujimori asked Mr. Higa what is his perspective in terms of how UH feels that he is garnering advertising for the stadium. Mr. Higa responded that he has a good relationship with Mr. McNamara and they meet at least once a month and share information. They work well together and added their success is our success.

Manager Chan said although we are competing for the same dollar, we are grateful that Mr. Higa's experience helps us make it work.

VI. UNFINISHED BUSINESS

None

VII. NEW BUSINESS

A. Form an Audit Committee

Manager Chan requested to defer this item to the next meeting. Acting Chair Bukoski said it will be deferred.

VIII. NEXT MEETING

April 24, 2014

A MOTION WAS MADE BY MEMBER FUJIMORI AND SECONDED BY MEMBER HASEGAWA TO ADJOURN THE MEETING. THE MOTION WAS UNANIMOUSLY CARRIED.

IX. ADJOURNMENT

AT 11:30 A.M.



KEITH "KIKI" G. BUKOSKI
Acting Chairman

Recorded by: Diana C. Ho

Date: April 24, 2014

Stadium Authority Board Meeting

Sign-In Sheet (please print)

Event Date: March 27, 2014

Public Testimony Notice: Please indicate if you wish to provide oral, public testimony. If you are, please indicate if you wish to speak at the beginning of the meeting, or if you choose to wait until the agenda topic is being discussed. Please limit testimony to no more than 3 minutes.

Print Name	Organization	Phone #	Email Address
Glen Hige	ASB	348-2767	glen.hige@cbcsop.com
Are you providing public testimony? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda			
Chris Kinimata	DABS	586-0499	Chris.Kinimata@hawaii.gov
Are you providing public testimony? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda			
David De Ponte	DABS	586-0492	david.c.deponte@hawaii.gov
Are you providing public testimony? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda			
Shannon Wood	WAA	247-6566	info@waa.hawaii.org
Are you providing public testimony? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda			
Jon Kobayashi	AKA	956-4319	jonkob@gmail.com
Are you providing public testimony? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda			
Krist Arnold	Marketing	215-7197	
Are you providing public testimony? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda			
Are you providing public testimony? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda			
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