

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

April 25, 2013

Members Present:

Nelson Oyadomari, Chairman
Odetta Fujimori
Edward K. Hasegawa
Scot Long
Kenneth B. Marcus, Esq.
Alan S. Tamayose

Member Absent

Kay O. Ahina
Kathryn W. Inouye
Marcia J. Klompus

Staff Present:

Scott L. Chan	Shelly M. Shoji
Russell Uchida	Abraham Keliinui
Stephen G. Lee	Ryan G. Andrews
Andrew M. Chang	Wesley E. Ueda
Ronald Tsuzuki	Liane S. Nakagawa
Samantha L. Spain	

Others:

Randall S. Nishiyama, Deputy Attorney General
Glen Higa, Aloha Sports Properties (ASP)
Davy Murayama, Centerplate
Krysti Peacock, Centerplate
See Exhibit A (Sign-in Sheet)

I. Call to Order

A quorum being present, Chairman Nelson Oyadomari called the meeting to order at 10:00 a.m.

Chairman Oyadomari informed the attendees that they may testify on any agenda item(s) and leave the meeting if they wish; or, they may choose to remain and provide testimony when the agenda item(s) comes up for discussion.

II. Approval of minutes of the March 21, 2013 meeting.

A MOTION WAS MADE BY MEMBER MARCUS AND SECONDED BY MEMBER FUJIMORI TO ACCEPT THE MINUTES OF THE MEETING. THE MOTION WAS UNANIMOUSLY CARRIED.

III. MONTHLY REPORTS

A. Chairman's Report

1. A revised meeting schedule was issued to the Board which changed the August 29, 2013 meeting to August 22, 2013, due to the University of Hawaii (UH) vs. University of Southern California (USC) game occurring on August 29.
2. Evaluations of the Stadium Manager and Stadium Deputy Manager will be discussed at the next meeting instead of today (as noted on the agenda) due to: 1) Ms. Manin is out ill; 2) We prefer going through this procedure with all nine members present.
3. Received a response letter from David Siegenthaler (National Park Service [NPS]) regarding the approved use of stadium property. We requested clarification on some of the points discussed at the October 2012 Board meeting. The following is a recap of the letter:
 - NPS acknowledged that we have satisfied the biennial reporting requirements, and we are not required to send further reports, although they can request it if they wish.
 - They reiterated NPS's position on their earlier findings (in the early 70's) that the swap meet was an approved allowable use of the property.
 - Mr. Siegenthaler acknowledged that the stadium is an awkward fit in the grand scheme of the NPS – it is a facility and not a park, but it needs to generate revenue. We gave him a list of non-profit events and he stated in his letter that these events would be an allowable use of the stadium as long as it does not interfere with regularly scheduled public events; also that they

do not take precedence over any public event, and is not retail in nature (i.e. we would not be able to open a WalMart store, but they could use our facility for an employee appreciation day).

Member Marcus made a correction to the wording in the letter. Although Mr. Siegenthaler said "would be," he should have said "would have been" if the deed restriction was still effective. Under the circumstances it is nice to have the confirmation if they don't regard the things we did as violating it, but at this point it really is a matter of our discretion and not his.

Chairman Oyadomari said until we get the official word from the Attorney General's (AG) office, we are assuming that the deed restriction is still in place. Member Marcus said, factually it has occurred and all we are doing is trying to reflect that on record. Under the terms and statutes the event is done, but it is nice to know that we do not have a conflict with the NPS.

Chairman said it is unfortunate that previous Boards did not approve a number of non-public events that would have generated revenues, due to the non-public nature of those events.

Chairman asked management to come up with guidelines for Board approval. Member Marcus proposed that the guidelines be whatever management thinks is appropriate. He also clarified that our rules require events to be approved by the Board. But in terms of Manager Chan's (and staff's) planning they should continue as they have been doing, subject to Board's approval, whatever they feel is an appropriate use of the stadium facility.

Member Fujimori suggested that management provide an annual report to the Board, showing we are in compliance. This would allow the Board to be prepared should it receive inquiries from NPS in the future.

Chairman said the reports to NPS were extensive and included budgets and all the events held at the stadium. Member Marcus said the Board does not need a formal report since all approved events are recorded in the minutes. Manager Chan said during the approval process, management immediately addresses all concerns by the Board. He also said in the future he plans to keep the line of communications open with Mr. Siegenthaler.

Member Marcus said his understanding of Mr. Siegenthaler's letter, is that we no longer have to provide a regular report. We requested his clarification in order to satisfy the auditor's report which indicated we might have done something that was not appropriate.

Member Long said his understanding of Member Fujimori's request for the annual report is for the Board to be aware of what is happening at our facility, should we be contacted by NPS in the future.

Member Tamayose said right now there is no requirement to do further reporting to the NPS.

Member Marcus stated there is no reason for management to take on more of a burden than what is expected of them, which is a report in two years. He is hopeful we will have finished the process with the AG's office and it will not be relevant.

Member Fujimori said one of the comments in the auditor's report stated the stadium had not been in touch with the Department of Interior since 1997 and from the standpoint of the general public it would seem like a long time with no communications. She agreed a report every two years would be fine.

Manager Chan said the letter was to officially verify that the Stadium Authority has met all the requirements requested by NPS, thus meeting the Board's obligations.

Member Marcus said with Mr. Siegenthaler's response it indicates that we were compliant with the reporting requirements and that the auditor was mistaken as to our non-communication with NPS. He also reserved the right for future requests if necessary.

Member Fujimori inquired if the Board has informed the public or the legislators of the current status.

Chairman Oyadomari agreed the legislators should be informed, but it would have been premature to do that prior to having a discussion with the Board. Member Marcus suggested a letter be written by the Chairman and volunteered to work with him on that.

With regard to management's intent to continue its communications with NPS, Member Long said perhaps it could be done in a formal manner on behalf of the Board. Member Marcus

cautioned the Board to not create any kind of implication that we are conceding otherwise in our communications.

Chairman said a summary for the Board every two years might be good since sometimes it is difficult to go back; he also said it could be put to a vote.

Member Marcus suggested that it be put on management's calendar to review this subject with the Board in July 2014, referencing the August, 2012 correspondence. The Board can then determine if a letter is appropriate at that time.

Member Long suggested that the Board ask Manager Chan to consider the suggested action. He also said perhaps in the future we may receive communications from Mr. Siegenthaler which may satisfy some of the Board's concerns.

The Board was in agreement with the above suggestions. Chairman Oyadomari said he and Member Marcus will work on the letter to the legislators.

B. Manager's Report

1. Capital Improvement Projects

Our projects are on schedule and Abhe & Svoboda (contractors) said they may be able to speed up the seat replacement project by completing two sections (including the north end) in time for the upcoming season. In addition to us using the stadium's budget for that project, we are pleased that the State is assisting with the seat replacement project. Aloha Stadium is doing its very best to upgrade our facility to ensure a pleasant guest experience.

We anticipate our 2014-15 biennium budget being cut by \$3.0 million (\$1.0 mil. in 2014 and \$2.0 mil. in 2015). We have not received the final outcome as it is still in conference with the House and Senate committees.

2. Deed Restriction – A courtesy call was made to Senator Brian Schatz's office to update them on what has been done thus far. To date, we have been unsuccessful in scheduling a meeting.

3. UH Football Season

Discussions at a coordination meeting between UH and stadium staff:

- Opening Times - UH decided not to make any changes. As a result of this decision, we informed UH that the stadium will have to increase security in areas of concern relative to alcohol consumption prior to the event. They agreed and we will be providing them with a proposal at the next coordination meeting of the cost and overall plan.
- First Home Game (UH vs. USC)
The game is scheduled for August 29, 2013 (kick-off at 5:00 P.M.). Manager Chan stated, due to the game occurring on a Thursday (a week day) they will face challenges with part-time employees reporting to work. If the need arises, we may have to outsource to a private company to make up the difference.
- Tailgate Area for UH Students
Due to concerns at Pole 11, we discussed finding a tailgate area for the students. It was decided that we can accommodate the UH Athletic Department on the Circular East area (across parking section 13D), along with a parking area for their shuttle buses.

As a recap, Chairman Oyadomari said the crowd at Pole 11 was getting huge and difficult to manage with the manpower available. The Athletic Department reached out to the students in an effort to mitigate the situation. As a result, they will be accommodated with an area that will park six buses, and an area for entertainment. This request is coming from the UH and we agreed this was a great solution to one of their concerns. They are still having conversations with the students' organization committee and we anticipate them coming back with more recommendations throughout the year.

4. Sales & Marketing (Samantha Spain)

Website – Assistant Events Manager, Ryan Andrews came up with a great idea to include an A-Z service list to assist guests as they search the website for information about Aloha Stadium.

Weddings – Since our announcements regarding weddings, we have received many telephone calls inquiring about different events at the stadium. We have been doing a lot of on-site walk-throughs. Ms. Spain and Events Manager, Stephen Lee, are putting together packets with the necessary information for the website.

C. Approval of Events (Stephen Lee)

Chairman Oyadomari asked the Board for a motion to add one event to the agenda.

A MOTION WAS MADE BY MEMBER TAMAYOSE AND SECONDED BY MEMBER MARCUS TO ADD GRAND PACIFIC EVENTS TO THE AGENDA. THE MOTION WAS UNANIMOUSLY CARRIED.

1. Grand Pacific Events, LLC (New)
Samoan Independence Day Rugby Festival
June 1, 2013 (Saturday)

Kelly McGill was present to answer questions by the Board. Chairman inquired about the wear and tear of the turf. Mr. McGill said the sport is very considerate to the field – no one is really rolling on the turf.

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

2. Y. Hata & Co., Ltd. (Repeat)
3rd Annual Truck Rodeo
Kam Lot
June 15, 2013 (Saturday)

A MOTION WAS MADE BY MEMBER MARCUS AND SECONDED BY MEMBER TAMAYOSE TO APPROVE THE EVENT. THE MOTION WAS UNANIMOUSLY CARRIED.

3. JN Automotive Group (New)
dba JN Exotics
Demonstration of New Cars
Kam Lot
May 26, 2013 (Sunday)

Mr. Lee reported that the licensee withdrew its application.

4. i-9 Sports (Repeat)
Youth Flag Football Games
June 16, 2013 (Sunday)

A MOTION WAS MADE BY MEMBER TAMAYOSE AND
SECONDED BY MEMBER MARCUS TO APPROVE THE
EVENT. THE MOTION WAS UNANIMOUSLY CARRIED.

D. University of Hawaii Athletic Department (UHAD) Monthly Report

No report was provided.

Member Long noted that the Athletic Director publicly made some comments of possibly closing certain sections of the stadium during UH football games. He inquired if that was in consultation with the Board or does he automatically have the right to do those things, because it does put the Board in a difficult position.

Chairman Oyadomari confirmed Mr. Jay does have the right to do that because UH has the facility for the day; but as a courtesy, he can share things with the Board to allow us to make an educated decision on their future plans.

Manager Chan said he and Chair Oyadomari met with Mr. Jay to share some insight and to answer any of his questions.

On a face-to-face discussion, Chair Oyadomari said there was no purposeful dig at the Board or stadium management – it was just a delivery method. He said the vehicle of delivery and how it was done was discussed.

Member Long said he is in favor of working it out, but it is also about people awareness. Chairman agreed.

Member Marcus said it would have been nice for him to publicly apologize or indicate that perhaps he overstated his case. He said he still hears on the call-in shows about the stadium's inability to enable UH appropriate use of our facility. He feels that kind of public chatter ultimately finds its way to the legislature who then makes grand gestures to the disadvantage of the state, specifically the stadium.

Chairman Oyadomari said if more of this continues then it will have to be addressed.

E. Centerplate's Swap Meet Monthly Report – Davy Murayama

- Total March attendance decreased -3%
- Total stall count increased 4%
- D,E,F rows stall count increased 7%
- A,B,C rows stall count decreased -6%

Mr. Murayama reported they normally average 9,000 in attendance on Sundays, and although there was an extra Sunday this year, due to the rainy weather they experienced lower attendance (4,000/5000), with only one Sunday reaching 9,000. The stall counts were also affected.

Marketing (Krysti Peacock)

- We had our scavenger hunt which we told you a little about at the last meeting (passed out a recap). Players had to download a mobile app called "Scavenger Hunt with Friends" to join the hunt. There were 39 items to be found and each was given a specified number of points. The player with the most points was declared the winner. The grand prize was a trip to Las Vegas, courtesy of Vacations Hawaii (including airfare, hotel and meals).
- Participants were mostly in the twenty-year old range; 51 signed up and there were 25 active players on the day of the hunt.
- They received vendor donations from TEC Ventures and Green Tea Hawaii.
- The overall goal of this event was to encourage people to come out to the Aloha Stadium for a fun day at the Swap Meet & Marketplace, and showing them what the vendors have to offer.
- Many vendors and participants have expressed their interest in future events.

Member Fujimori inquired if Ms. Peacock followed up with USA Today. Ms. Peacock said she has submitted a fact sheet to them for review. If we are selected, they will request the necessary information and photos for publication.

Manager Chan informed the Board that there are weekly (Wednesday) swap meet meetings, with many ideas being tossed

back and forth. Centerplate and Stadium staff, along with Ms. Peacock are working diligently to better serve our vendors and visiting guests. They are also addressing the concerns/challenges at the swap meet. On another note, we have received many positive comments about the new brochure that was just distributed.

Member Marcus thanked Tom Cooney (on behalf of the Board) for his contribution of prizes for the scavenger hunt. Manager Chan also expressed his appreciation for Mr. Cooney's help.

F. Aloha Sports Properties (ASP) Monthly Report (Glen Higa)

Mr. Higa gave an update

- Renewals for existing corporate partners are continuing.
- They are having exciting conversations with new partners and prospects. Many of them see tremendous value in branding at the stadium. They are working on new opportunities and different strategies.
- They continue with their plan to connect with as many partners on a day-to-day basis as possible.
- Anticipating the need to discuss about \$100,000 worth of business every day, to get to the numbers they wish to reach. Their goal is to exceed last year's numbers.
- Within the next few weeks, they are planning on three to four big renewals.

Manager Chan said Garrick Dorn and Bill Cartwright (corporate management) were here last week to preview the upcoming season.

IV. UNFINISHED BUSINESS: DISCUSSION AND APPROPRIATE ACTION

1. Federal Deed Restriction – Update on Board's directive to the Department of Accounting and General Services (DAGS).

Chris Kinimaka and David Deonte said as of this date they have not received a report from the Attorney General's office.

2. Stadium Property Optimization

Chairman Oyadomari reported that the Memorandum of Understanding (MOU) has not been finalized.

V. NEW BUSINESS

1. None

VI. Executive Session

Chairman said there will not be an executive session to review the Stadium Manager's and Stadium Deputy Manager's evaluations. It will be done when we have a full Board present.

Member Marcus said he will not be attending the next meeting (travelling overseas).

Manager Chan said we may have to recommend or suggest that those Board members who cannot attend the next meeting to submit their comments to the Chairman. Mr. Nishiyama said that would be fine.

VII. NEXT MEETING

May 30, 2013

VIII. ADJOURNMENT

The meeting was adjourned at 11:05 a.m.



NELSON OYADOMARI
Chairman

Recorded by: Diana C. Ho

Date: _____

Stadium Authority Board Meeting Sign-In Sheet (please print)

Event Date: April 25, 2013

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
Christine Kihimata	DABS-PWD	586-0490	Chris.Kihimata@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 DePonte	DABS-PWD	586-0491	David.O.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	WINDWARD HAWAIIAN ALLIANCE	247-6366/247-4196	info@windward-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			
Tom Cooney	Vendor	455-5247	cooneyt@dot.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			
Krysti Peacock	Marketing	2957197	Krysti.moxie@hawaii.gov
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			
Glen Hige	ASP	3482767	glen.hige@cbscsp.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			
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