

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

July 25, 2013

Members Present:

Keith "Kika" G. Bukoski
Wilbert C.F. Chee
Edward K. Hasegawa
Kenneth B. Marcus, Interim Chair
Alan S. Tamayose
Charles T. Toguchi

Member Absent

Odetta Fujimori
Kathryn W. Inouye
Scot Long

Staff Present:

Scott L. Chan	Liane S. Nakagawa
Lois M. Manin	Chuck Beck
Russell Uchida	Ryan G. Andrews
Andrew M. Chang	Wesley E. Ueda
Shelly M. Shoji	Ronald Tsuzuki
Samantha L. Spain	

Others:

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

I. Call to Order

A quorum being present, Interim Chairman Kenneth Marcus called the meeting to order at 10:02 a.m.

Chair Marcus 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 June 27, 2013 Regular Session and Executive Session; and the July 5, 2013 Special Meeting

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

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

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

III. MONTHLY REPORTS

A. Chairman's Report

No Report.

B. Manager's Report

1. Administration

There are four vacancies which we hope to fill by the start of the season. A recommendation will soon be made for the engineer's position.

2. Events

Hawaii Five-0

- Filming went well with the exception of damages to the mauka bridge located in the Upper Halawa Parking Lot.
- The bridge is currently being repaired at Hawaii Five-0's expense. Stadium is overseeing the work in progress and is also checking to see if the integrity of the structure has been compromised by that damage.
- Hawaii Five-0's contractor has an engineer who will certify that the work is satisfactorily completed.

Preparation for the upcoming season:

- Recruitment completed.
 - Training and orientation sessions are taking place, with staff members working in the evenings to train and brief employees.
 - To further communicate the stadium's customer service program, Ryan Andrews (Events Section) will be making presentations to Centerplate's part-time intermittent (PTI) employees at their training sessions. Centerplate employs from 700-1,000 PTI's each year. The stadium's theme this year is "CARE" (acronym for Communicate-Appreciate- Recognize-Encourage).
 - Preparation for UH vs. USC game
To address the anticipated challenges of a week day game (and afternoon peak-hour traffic), we will open parking gates one hour earlier
3. Food & Sports Expo and Movie Night
The Expo was a great event for the UH football season ticket holders; and the Movie Night provided an exciting evening for the families who attended (total 1,500).
 4. Capital Improvement Projects/Maintenance (C.I.P.)
The projects are on schedule. Stadium is providing requested manpower to support the seat replacement projects. We are also striving for the completion of our in-house projects, such as the main concourse restroom automation project.
 5. Legislators
With the close of the Legislative Session, Manager Chan said he has met with three legislators thus far. He recommended that the Board members also take an active role in such meetings.
 6. Sales & Marketing (Samantha Spain)
Ms. Spain provided an update on ongoing projects/events:
 - Maintenance crew repainted all the interior walls surrounding the Admin. office.

- High School students are finishing up the murals in the tunnel.
- Weekly tours of the stadium, as well as private tours, are being provided for our guests.
- Media Day – August 1, 2013. This event is mainly to kick-off the 2013 UH football season and update the media on what they can expect for the new season, changes at the stadium, and also an introduction of the foods that will be served by Centerplate at the games.
- Hawaiian Airlines Movie Night. This event was our first movie night event, free to the public, and very successful. Pre-activities on the field included bouncers, rock climbing, football toss, free Jamba samples, and an 80,000 miles giveaway. (The Board received a hand-out by Glen Higa.)

Mr. Higa said one of their objectives for the movie night was to create an atmosphere at the stadium like a community center. It was a great opportunity to showcase the stadium. They received many compliments and many people looking forward to the next one.

Ms. Spain noted, for the benefit of the military, they arranged a surprise reunion between a mother and her twin daughters.

Comments by the Board

Member Hasegawa suggested Hawaii Five-0 doing their premier at the stadium. Ms. Spain said normally these types of events are planned months in advance, but she will consult with events manager Stephen Lee.

Member Toguchi inquired what was the objective for the Movie Night. Ms. Spain said the stadium is trying to incorporate different events to encourage people to attend for the experience and possibly attend the high school and UH games. Member Toguchi suggested that if UH were involved, the kids may want to see the football players. Mr. Higa said he was with the understanding that players are not permitted to attend outside events and sign autographs.

Stadium Stars – Ms. Spain said the stadium is reaching out to high school and college students to commentate at high school games and work directly with our scoreboard staff. We are trying to recruit new kids island-wide to support our local team.

C. Approval of Events (Andrew Chang)

Chair Marcus asked for a motion to add Big Ben Entertainment to the Approval of Events.

A MOTION WAS MADE BY MEMBER CHEE AND SECONDED BY MEMBER TAMAYOSE TO ADD THE EVENT TO THE APPROVAL OF EVENTS. THE MOTION WAS UNANIMOUSLY CARRIED.

1. Big Ben Entertainment
New Year's Party/Concert
Featuring Rascal Flatts
December 28, 2013 (Saturday)

Ben Seseparasara was present to answer questions by the Board. He explained it will be a family-oriented event with one of the biggest country music groups in the world, along with other local groups. The concert would run from 4:00 – 10:30 p.m.

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

2. Street Dreams Hawaii
Fashion Show and Dance Competition
Hospitality Room
September 7, 2013 (Saturday)

Thomas Sampaga was present to answer questions by the Board. Mr. Sampaga explained the fashion show will feature local designers, presenting back-to-school items. The dance competition will include break dancing. No alcohol sales.

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

3. Oahu Interscholastic Association (OIA)

OIA/ILH Interleague Football Game

August 17, 2013 (Saturday)

Regular Season

October 3, 2013 (Thursday)

Play-offs

October 24, 2013 (Thursday)

Championships

November 1, 2013 (Friday)

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

4. Interscholastic Leagues of Honolulu (ILH)

2013 High School Football Games

August 30-31, 2013 (Friday/Saturday)

September 6,7,14,21,27,2013 (Friday/Saturday)

October 4,11,12,19,25, 2013 (Friday/Saturday)

November 2, 2013 (Saturday)

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

5. Hawaii High School Athletic Association (HHSAA)

High School Football Championships

November 15, 2013 (Friday)

November 23, 2013 (Saturday)

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

6. Street Dreams Hawaii

Car, Truck, Bike, Semi, Bike Stunting, Burn-out Contest

Lower Halawa Parking Lot

December 21, 2013 (Saturday)

Thomas Sampaga was present to answer questions by the Board. Board members expressed concern regarding the burn-out competition (i.e. noise level and damage to the asphalt).

Mr. Sampaga explained that the competition would last approximately 45 minutes, involving 20 cars. He said he has acquired a contractor to immediately repair all damages to the asphalt. Member Bukoski said the burn-out events are a big draw on the mainland.

Board members said they would not approve the burn-out competition at this time and asked Mr. Sampaga to meet with the Neighborhood Boards (Salt Lake and Aiea) and get their input on this particular activity. He can then report his findings to the Stadium Authority for their future consideration.

A MOTION WAS MADE BY MEMBER TOGUCHI AND SECONDED BY MEMBER BUKOSKI TO APPROVE THE EVENT WITH THE EXCEPTION OF THE BURN-OUT COMPETITION. THE MOTION WAS UNANIMOUSLY CARRIED.

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

Ben Jay reported:

- Received great support from the Chancellor and the Board of Regents by the lifting of the \$13.0 million accumulated deficit which gives them a fresh start.
- For several months, they have been working on a 5-year vision plan for the department. One of the reasons he came on board was to bring UH into the conference realignment picture. Mr. Jay said his job is to position the department to: 1) win; 2) to get them into financial shape; and 3) start building upon their relationship as an agent.
- There is a sense of urgency to keep building UH's relationships in Asia (China, Japan, Korea, Taiwan and Australia), which UH could benefit in terms of academic and athletic relationships. An eventual goal by Mr. Jay and the Chancellor is to play an exhibition football game against a university team from China or Japan.
- Reviewed some of his challenges in putting their plan together and the budget for FY 2014. He said he has added more monies to the operational budget to support the teams in terms of what they need for recruiting, travelling rights, and providing their kids with the appropriate meal money.

- In order to increase revenues and address additional expenses (new salary adjustments and other expenses), UH has spent \$300,000 for their “go-green, save green” advertising program that will begin next week. This is their major push for football ticket sales.
- On the fundraising side, they have a team working in that respect and everyone has a financial goal to reach this coming year. Mr. Jay said they will be monitoring their budget month-to-month and will evaluate it again after the football season ends and see where they are on ticket sales.
- Season ticket sales are currently at 17,313 – down 3,000 from last year.
- Mr. Jay said both he and Manager Chan agree on the big push to make sure their staff and employees maintain the “ good customer service and good fan experience” image.

Chair Marcus expressed to Mr. Jay that everyone shares his excitement and views the stadium and UH as the key partnership of the facility. He also thanked him and said Manager Chan and his staff are very conscious of that.

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

- Total June attendance increased 7%
- Total stall count increased 6%
- D,E,F rows stall count increased 4%
- A,B,C rows stall count increased 12%

Marketing (Krysti Peacock)

Ms. Peacock presented an overview of the swap meet’s advertising program:

- Ongoing ads in “This Week” magazine – racks throughout Waikiki and the airport.
- Ads in “Oahu Drive Guide.”
- Ads in “Where” magazine – racks in Waikiki hotels.

- Ads in the “Hawaii” magazine for pre-arrivals. This magazine is in hotel rooms in Waikiki; also on the neighbor islands.
- Ads in “Hana Hou” on all Hawaiian Airline flights, effective August, 2013.
- Swap Meet ads are also on the slide shows in the air buses at the airport.
- They will be visiting all the concierge desks in Waikiki and dropping off promotional baskets from the vendors.
- TV campaign with KHNL – 84 spots in June.
- Re: social media – they do updates to their website

Ms. Peacock said eight years ago, they focused on getting the local community back to the swap meet, which they succeeded. Currently, every effort is being made to maintain both the local and visitor market through the media and publications. To generate business, they have held the following activities:

- Doggie Date Night
- Shop & Grind
- Scavenger Hunt

Most recently new colored brochures (a hand-out) were printed which they have distributed in Waikiki, airport, military.

Ms. Spain added (in partnership with the swap meet and the stadium), we have a phone app for the I-phones. It allows access to all the information on the stadium and the swap meet.

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

Mr. Higa reported:

- Their largest renewal agreement has been finalized. New York Life is returning as a corporate partner.
- Several smaller renewal agreements are pending and need to be confirmed.

- It has been a tough off-season for sales; they have seen a lot of cutbacks from advertising budgets.
- They have scheduled some significant meetings this month and are continuing to line up potential business opportunities.
- Garrick Dorn, CBS Collegiate Sports Properties West Region Manager has left the company and will begin a new position on Monday in Sacramento. He brought a lot of energy and knowledge to the property and we will miss him. In the short term, Bill Cartwright who is Vice President of CBS will oversee our efforts at the stadium. He is very familiar with Aloha Stadium, knows the landscape of business in Hawaii and we foresee a smooth transition.
- Their first Hawaiian Airline Movie Night on July 20, 2013 was a very successful effort. He thanked the entire Aloha Stadium staff and the Centerplate staff for helping to put together a great community event.

Chair Marcus expressed congratulations to everyone on Saturday's event.

IV. UNFINISHED BUSINESS: DISCUSSION AND APPROPRIATE ACTION

1. Election of new Board Chair and Vice Chair

Chair Marcus asked Board members for their nominations for Chairperson.

MEMBER HASEGAWA NOMINATED CHARLES T. TOGUCHI.

Chair Marcus stated since there were no calls for paper ballots, he asked for a vote.

FOR THE OFFICE OF BOARD CHAIR PERSON, THE BOARD UNANIMOUSLY VOTED FOR CHARLES T. TOGUCHI.

Interim Chair Marcus asked the Board members for their nominations for Vice Chairperson.

MEMBER CHEE NOMINATED KENNETH B. MARCUS.

Chair Marcus stated since there were no calls for paper ballots, he asked for a vote.

FOR THE OFFICE OF BOARD VICE CHAIR PERSON,
THE BOARD UNANIMOUSLY VOTED FOR
KENNETH B. MARCUS.

V. NEW BUSINESS

1. Cellular Service

Manager Chan said they are presenting to the Board the proposals received for cellular service at the stadium, mainly because we have encountered challenges with reception or staying connected during major events.

Russell Uchida stated management is asking the Board to delegate authority to the stadium manager to establish the terms and conditions and the rental rate or rate schedule to allow cellular service providers to rent space pursuant to HAR 3-70-11 Rental charges, payment (c) to situate Cellular on Wheels (COWs), Cellular on Light Trucks (COLTs), and/or other temporary cellular signal booster-type equipment on the Stadium premises. He quoted the reference under the Hawaii Administrative Rules to read: The use of any office, or other space or facility on the stadium premises may be rented upon the terms and conditions, and at the rental rates as may be determined by the Authority.

Mr. Uchida said Verizon is requesting rental for six UH games, the Sheraton Hawaii Bowl, Pro Bowl and any other major event.

Chair Marcus inquired if the stadium is capable of allowing more than one cellular service provider. Mr. Uchida replied yes.

Chair Marcus asked why are they asking for this privilege. Deputy Manin explained there is a big market for this service because it frees up their other towers with the signals. Mr. Jay said on game days it is almost impossible to get a signal and this would add capacity to the area and take the load off other towers in the area. It is good for our fans. He also said most of the units are self-contained with gas-powered generators and do not require power from the facility.

Member Chee inquired if they will be using this any other time to improve their coverage in this area or is there not a need for that on a normal day vs. a game day.

Deputy Manin said the stadium has experienced problems with signals on major event days (Pro Bowl, UH football, etc.). In addition, the concessions have problems with their ATM machines which run on signals. Two years ago management met with the State and discussed the installation of antennas and having to go out for solicitation -- doing everything at one time (rather than addressing emergency antennas for law enforcement emergency personnel). The experts suggested going this route as a temporary solution. If we are allowed to go this route, we will attempt to put together a solicitation to try to include everything (Wi-Fi and cellular).

Mr. Uchida said the tentative plan would involve the interested providers to drive in their portable equipment, unlatch it, and drive off. They are requesting two days prior to the event and one day at the event.

In answer to Chair Marcus' question, Mr. Uchida said according to Stephen Lee and staff, there are no operational/safety issues.

Member Toguchi inquired what is the potential revenue. Mr. Uchida said they received one proposal thus far, but would like to wait for the second one.

Deputy Manin said the stadium has been approached by several companies to install antennas; unfortunately we are a State facility and would have to go through the State procurement system which involves writing the specifications, etc. Mr. Jay said there is no market rate and it is usually determined by the facility because the rates vary.

Member Chee said if you install permanent facility then all providers can use it -- whoever puts the facility up can rent to the other service providers. Deputy Manin said that is one of way doing it, unless AT&T bids it and builds it to their specifications. In that situation, Sprint may not want to come in.

Member Bukoski inquired if: 1)the stadium is contemplating permanent sites; 2) how are you looking at it as far as renting a space itself or based on potential revenue derived from renting or leaving out the antenna to other interested parties. He said he is

assuming that management will bring it to the Board when it gets to that point.

Mr. Uchida said it's going to be a flat rate for COWs and his understanding is that COWs would be specific to that signal/carrier.

Member Bukoski said his understanding is that they would not have the capability of leasing any usage on that antenna to other providers. Mr. Uchida said no, which is why they are going to entertain separate proposals as they come in. He also said, per Ms. Manin, COWs and COLTs are a short-term solution to address our cellular signal strength. The long-term solution is to permanently erect antennas on the stadium – and depending on the outcome of the bid or how we structure that package would allow for multiple service companies.

Chair Marcus entertained a motion to delegate the authority to Manager Chan.

A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER BUKOSKI TO DELEGATE THE AUTHORITY TO MANAGER CHAN TO ESTABLISH THE TERMS AND CONDITIONS AND THE RENTAL RATE OR RATE SCHEDULE TO ALLOW CELLULAR SERVICE PROVIDERS TO RENT SPACE AT THE STADIUM. THE MOTION WAS UNANIMOUSLY CARRIED.

Additional Comments by Ben Jay

- In an effort to increase student attendance at the football games, Mr. Jay said they worked with Manager Chan and his staff to create a Manoa Maniac student tailgate area before the games. They have also altered the bus schedules to accommodate the students.
- There will be a new vendor for the family fun zone area (right next to the Warrior walk).
- Mr. Jay said they have requested a tailgate area to accommodate the Chancellor, and to also have an area to entertain donors for their fundraising efforts. They are still working on a budget for that and have spoken to the UH Foundation and all the college deans who are supportive of this idea; they said they have been looking for an area to mix and mingle with donors. Part of their fundraising plan requires the need to raise large gifts to support their program and they want to do it in a pre-game fashion.

With the blessing of the Board, Mr. Jay said he would like to work with Roger Reeves on those areas to provide a high-quality event for the Chancellor's tailgate area. He also said the students would like to have food and beverages as part of their tailgate areas.

Chair Marcus asked Manager Chan if he was a part of this process. Manager Chan said yes.

Chair Marcus said the Board supports that effort – it would be just a matter of making it work from an operational perspective.

Orientation

Manager Chan said an orientation is being scheduled for the Board and they will be notified of the date/time within a few days.

VII. NEXT MEETING

August 22, 2013

VIII. ADJOURNMENT

The meeting was adjourned at 12:00 noon.



KENNETH B. MARCUS, ESQ.
Interim Chairman

Recorded by: Diana C. Ho

Date: August 22, 2013

Stadium Authority Board Meeting

Sign-In Sheet (please print)

Event Date: 7/25/2013

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
Krysti Pearce	Marketing	295-7117	Krysti.moxie@hawaii.wi.w
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			
Shannon Wood	WAA		
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			
Ben Sesejasa	ENT.		b9ben.entertainment@yahoo
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			
THOMAS Sampaya			STREET DREAMS HAWAII
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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