

**NEIL ABERCROMBIE**  
GOVERNOR

**DEAN H. SEKI**  
COMPTROLLER



**ALOHA STADIUM**

*An Agency of the State of Hawaii*

**SCOTT L. CHAN**  
MANAGER

**LOIS M. MANIN**  
DEPUTY MANAGER

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

August 22, 2013

Members Present:

Charles T. Toguchi, Chairman  
Keith "Kika" G. Bukoski  
Wilbert C.F. Chee  
Odetta Fujimori  
Kathryn W. Inouye  
Edward K. Hasegawa  
Kenneth B. Marcus  
Alan S. Tamayose

Member Absent

Scot Long

Staff Present:

Scott L. Chan	Liane S. Nakagawa
Lois M. Manin	Samantha Spain
Stephen Lee	Abe Keliinui
Russell Uchida	Ron Tsuzuki
Andrew M. Chang	Wesley E. Ueda

Others:

Randall S. Nishiyama, Deputy Attorney General  
Davy Murayama, Centerplate  
Krysti Peacock, Centerplate  
See Exhibit A (Sign-in Sheet)

I. Call to Order

A quorum being present, Chairman Charles Toguchi called the meeting to order at 10:02 a.m.

II. Approval of Minutes of the July 25, 2013 Regular Session.

A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER TAMAYOSE TO ACCEPT THE MINUTES OF THE REGULAR SESSION. BY A VOTE OF 6 TO 1, THE MOTION CARRIED. MEMBER INOUYE ABSTAINED.

### III. MONTHLY REPORTS

#### A. Chairman's Report

Mr. Toguchi introduced himself as the new Chairman and provided a brief background of his involvement as a previous board member; he was with the Department of Education (DOE) for seven years and attended many Stadium Authority meetings. Although he understands how government works, he realizes there are new issues to address and is looking forward to working with everyone and conducting the business as expeditiously as possible. He also said he looks forward to working closely with the stadium manager and his staff.

#### B. Manager's Report

Manager Chan thanked the new board members for attending the orientation on August 13. It was a great opportunity to bring the Board members up to date with previous/current projects and to address their questions and concerns.

##### 1. Events

###### Hawaii vs. USC – August 29, 2013, 5:00 p.m.

- Ticket sales are at 27,000.
- Due to the game occurring on a week day and kick-off scheduled at 5:00 p.m., we decided to open the Lower Halawa Parking Lot at 11:30 a.m. to relieve the anticipated traffic. The remaining lots will open at 12:30 p.m.
- Turnstile Gates 6 and 7 will open at 2:30 p.m. to introduce our guests to the new tailgate area at the North Plaza (previously located in section 8-B). This will be one of the highlighted areas at the first game, along with the Warrior Walk.
- We are waiting for UH to sign off on the license agreement for the UH football season and to finalize the Paciolan ticketing Memorandum of Understanding. The UH

understands that these items need to be addressed and submitted before the first game.

St. Louis/Kahuku Game – August 17, 2013

Manager Chan apologized for the complaints received due to long lines at the box office prior to the start of the game. He provided the Board with some history and background in coordinating the event and some of its challenges:

- Prior to determining the amount of manpower necessary for this event, the stadium reviewed the attendance of previous OIA/ILH games, which averaged from 3,400 – 5,400 in attendance. Our manpower was based on those figures. The game attracted well over 7,000 fans.
- In addition to an accident in Laie, there was a major event at Kualoa Ranch which resulted in heavy traffic that caused many Kahuku fans to arrive late for the game. The Box Office was then inundated by large crowds that arrived all at the same time right before kick-off. Prior to that (between 3:00 – 5:00 p.m.) there were no lines.
- Also, our ticket system went down for about ten minutes and the tickets had to be issued manually.

Manager Chan said these are not excuses, but merely the facts of what occurred on game day. Management will be meeting with the OIA/ILH to come up with a contingency plan. Our staff will make every effort to prevent this from happening again.

In answer to the Chairman's question, Manager Chan said the waiting period was approximately 45 minutes.

Member Fujimori inquired about a function being held by the Kidney Foundation during the game. Davy Murayama responded that Centerplate is providing catering services for several VIP parties at the stadium, and the Kidney Foundation is one of them. They were also approached to do the USC tailgate party, but the group was too large for the stadium and chose to hold their event at the Richardson Field.

2. Capital Improvement Projects/Maintenance (C.I.P.)

Transformers & Feeder No. 2

The CIP projects are on schedule with the exception of the transformer replacement project. There is a slight delay due to the unexpected repairs to feeder #2. These repairs will ensure that we have a backup source when the electricity goes down. Both the transformer and feeder #2 projects are anticipated to be completed after the first UH football game.

Seat Replacement

The seat replacement and waterproofing projects at the north and south ends have been completed.

Future CIP Projects

A meeting was held with DAGS personnel and Architects Hawaii (consultants) to discuss the future CIP projects. An "Aloha Stadium Project Prioritization Summary (PPS - dated 8/1/13)" was prepared for discussion which listed the priority projects necessary to keep the stadium up and running through the next biennium. The projects listed were based on the health and safety (H&S) concerns noted in the 2011 study prepared by Wiss, Jenny, Elstner Associates, Inc. Manager Chan asked for the Board's support of the proposed request to the Legislature (LEG) for the \$3.0 mil. ( that was denied at the last Legislative Session), and an additional \$29.0 mil. to support the continuation of the H&S projects.

Chairman Toguchi said he would like the Board to take action on this matter at today's meeting since he was informed by Manager Chan that DAGS will have to submit their request in September. It will require amending the agenda.

Member Inouye inquired if Board approval is necessary. Chairman Toguchi replied that since large numbers are being discussed, he feels the Board should be involved and it should not be left up to the Stadium Manager to decide.

Member Inouye requested that Manager Chan provide the Board with a hard copy of the PPS. He handed out the copies but explained that it was a working document and the numbers provided were estimates that still needed further review.

Chairman Toguchi asked Manager Chan if he could provide something to the Board. He reported on the following H&S projects that were being considered:

- Replacement of the Public Address System
- Fire Alarm Upgrade
- Mauka & Makai Sides - Upgrade  
To address the eroding inner bowl.

Member Marcus requested, and Chairman Toguchi agreed to allow the Board to review the PPS and have a discussion prior to taking action on this matter.

The Board proceeded to review the PPS and Manager Chan answered their questions and provided clarification on some of the items. He also said:

- The intent was just to share the estimated figures and report back to the Board on the exact projects agreed upon at a later date.
- We will have the DAGS Planning Branch report to the Board at a future meeting.

Chairman Toguchi asked the Board if they were ready to take action on this matter.

A MOTION WAS MADE BY MEMBER BUKOSKI AND  
SECONDED BY MEMBER INOUYE TO APPROVE  
SUBMITTING THE REQUESTED AMOUNT OF \$32,827,480.

#### Discussion

A Board member inquired if the numbers will remain the same or will they change. Manager Chan said the numbers could change, but should not exceed the amount that is being asked.

Member Marcus was concerned with some of the numbers not adding correctly on the PPS.

Member Fujimori inquired if there is some flexibility or is the Board going with the \$32,827,480.

Chairman Toguchi said the motion was to approve the \$32,827,480.

THE MOTION WAS UNANIMOUSLY CARRIED.

Chairman Toguchi asked Manager Chan to provide more details and explanations of the discrepancies at the next meeting. Manager Chan said once it is finalized it will be a lot clearer.

3. Sales & Marketing (Samantha Spain)

- UH Football, 8/29/13 – Media Plan  
During the week of the game Hawaii News Now (HNN), KHON and KITV will be live at the stadium to promote the first UH football game. They will also be putting up all of the parking maps and providing as much information as possible to the general public. Manager Chan will also be on the air to provide the public with information of the event and related activities.
- The stadium parking map will be published in the Sunday Star-Advertiser to assist the general public.
- A stadium press release will also be forwarded to all the media.

C. Approval of Events (Stephen Lee)

Chairman Toguchi said he has requested that Manager Chan and staff do their due diligence prior to bringing these events to the Board for approval. He feels it will move things along if they can inform the Board of the pluses and minuses and what their recommendations are and their reasons.

1. American Cancer Society  
Parking for a Five-Mile Walk @ Richardson Field  
October 12, 2013 (Saturday)

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

2. University of Hawaii (UH) Rainbow Warrior Band  
Meadow Gold Rainbow Invitational Marching Band Festival  
November 8, 2013 (Friday)

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

3. Unbridled Productions, LLC  
New Year's Eve Concert  
December 31, 2013

Stephen Lee reported that the licensee withdrew its application  
– no action required.

4. National Multiple Sclerosis Society (NMS) – Hawaii Office  
Walk MS  
April 12, 2014 (Saturday)

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

5. Oahu County Committee Democratic Party  
Annual Convention  
Hospitality Room  
May 10, 2014 (Saturday)

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

6. Aloha World Sevens (AWS) Events Group, LLC  
2014 AWS Rugby Tournament  
June 5-7-, 2014 (Thursday, Friday, Saturday)

McKay Schwenke was present to answer questions by the  
Board.

A MOTION WAS MADE BY MEMBER MARCUS AND  
SECONDED BY MEMBER INOUE TO APPROVE THE  
EVENTS. THE MOTION WAS UNANIMOUSLY  
CARRIED.

A MOTION WAS MADE BY MEMBER BUKOSKI AND  
SECONDED BY MEMBER FUJIMORI TO ADD THE  
HULAPALOOZA MUSIC FESTIVAL EVENT TO THE  
AGENDA. THE MOTION WAS UNANIMOUSLY  
CARRIED.

7. Hulapalooza, Inc.  
Music, Cultural, Art and Sports Festival

May 2-3, 2014 (Friday & Saturday)

Pete Carroll was present to answer questions by the Board. After a brief presentation by Mr. Carroll, the Board said they are in favor of management reserving the dates requested, but would defer approval until more details of the event are provided. Chairman Toguchi suggested (for the future) that all details be worked out prior to the meeting, along with staff's recommendations.

Member Marcus said the Board needs more specifics (i.e., noise control, crowd control, security, sanitation arrangements) before a decision is made.

Chairman said he would like management to bring to the Board events that it is recommending because you have checked out all of these things.

Member Inouye requested that the staff work with the applicant and contact promoters of different music festivals to find out what their arrangements are like.

Stephen Lee reported that a tour was provided for this group which included Willie K and in planning the event with the licensees they do follow all of the stadium's policies and procedures.

Manager Chan said they will reserve the date and no motion is needed.

A MOTION WAS MADE BY MEMBER MARCUS AND SECONDED BY MEMBER FUJIMORI TO DEFER A DECISION UNTIL MORE INFORMATION AND DETAILS ARE PROVIDED CONCERNING THIS EVENT. THE MOTION WAS UNANIMOUSLY CARRIED.

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

- Unable to attend - no report.

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

- Total July attendance decreased -5%
- Total stall count decreased -9%
- D,E,F rows stall count decreased -6%

- A,B,C rows stall count decreased -15%

Mr. Murayama said they experienced a drop in attendance. He explained in their comparison from 2012 to 2013 they had the same amount of days, but this year they had a Wednesday instead of a Sunday, which resulted in a 3,000 to 4,000 difference in attendance. They also had a significant amount of vendors who took vacations.

#### Marketing (Krysti Peacock)

- Update on USA Today Travel Section – The editor denied our request because they do not consider the Swap Meet an attraction.
- Concierge Desks - To promote the Swap Meet, they will be visiting approximately 25 concierge desks today and dropping off a gift bag of food products and items from some of the vendors, including free passes to the Swap Meet.
- For the benefit of the new Board members, they prepared a recap on their advertising and event activities during the past year.

Manager Chan said we are very pleased with the marketing effort by Centerplate to promote/advertise the Swap Meet. We have seen tremendous progress over the past year.

Member Fujimori inquired about the sudden interest with farmers' markets opening at various sites on the island.

Mr. Murayama said it is very difficult to bring them to the stadium because we don't have as much flexibility as the stores. Individual farmers do come to the Swap Meet selling their fruits but it is difficult to get a whole group at one time.

Ms. Peacock said they will attempt to capture some of the vendors with the closing of the Kam Swap Meet.

#### F. Aloha Sports Properties (ASP) Monthly Report

In his absence, Mr. Higa provided a written report for the Board (see Exhibit B).

Report by Samantha Spain (for Glen Higa)

Hawaiian Airlines “TweetUp” Event – August 16, 2013

Ms. Spain reported as part of Hawaiian Airline’s social media push in partnership with Aloha Stadium, they put together the first “TweetUp” event during the closed UH football practice. The event consisted of a stadium tour, field “play,” followed by lunch in the football press box where 50 guests could enjoy viewing the University’s first football practice on the field for the season. Guests were encouraged to take photos and “tweet” about Aloha Stadium and their field day experience. Overall throughout the social media push, Hawaiian Airlines and Aloha Stadium reached an estimated 62,725 accounts, and over 325,000 impressions on both Facebook and Twitter. All guests including season ticket holders, were extremely happy with the event and acknowledged what a great experience this was.

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)

Chairman Toguchi reported that although it is on the agenda, the information is still not complete and it will be added to the agenda at a later date.

2. Stadium Property Optimization – Update from DAGS

A MOTION WAS MADE BY MEMBER INOUE AND SECONDED BY MEMBER TAMAYOSE TO GO INTO EXECUTIVE SESSION TO DISCUSS THE BOARD’S RIGHTS, PRIVILEGES, IMMUNITIES, LIABILITIES AND TO CONSULT WITH THE BOARD’S LEGAL COUNSEL. THE MOTION CARRIED.

The meeting reconvened at 12:05 p.m.

V. NEW BUSINESS

None

VII. NEXT MEETING

September 26, 2013

VIII. ADJOURNMENT

A MOTION WAS MADE BY MEMBER FUJIMORI AND SECONDED BY MEMBER INOUE TO ADJOURN THE MEETING AT 12:06 P.M. THE MOTION CARRIED.

  
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CHARLES T. TOGUCHI  
Chairman

Recorded by: Diana C. Ho

Date: September 26, 2013

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

Event Date: August 22, 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
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<i>Kristi PerCout</i>	<i>Marketing</i>	<i>295-7197</i>	
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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

<i>MCKAY SCHWENKE</i>	<i>ALOHA WORLD RUGBY</i>	<i>630-4497</i>	<i>Macschwenske@aol.com</i>
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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

<i>Shannon Wood</i>	<i>winvaad America's Alliance</i>	<i>247-6369 224-4496</i>	<i>17 fda@aa-hawaii.org</i>
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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

<i>Bruce Chadwick</i>		<i>782-275-6167</i>	<i>HULA PALUZA</i>
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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

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Are you providing public testimony?  Yes  No    If "Yes":  Beginning  Will Follow Agenda

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