

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

March 21, 2013

Members Present:

Nelson Oyadomari, Chairman
Odetta Fujimori
Edward K. Hasegawa
Kathryn W. Inouye
Marcia J. Klompus
Scot Long
Kenneth B. Marcus, Esq

Member Absent

Kay O. Ahina
Alan S. Tamayose

Staff Present:

Scott L. Chan	Shelly M. Shoji
Lois M. Manin	Abraham Keliinui
Russell Uchida	Ryan G. Andrews
Stephen G. Lee	Wesley E. Ueda
Andrew M. Chang	Liane S. Nakagawa
Ronald Tsuzuki	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 10:02 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 February 28, 2013 meeting.

A MOTION WAS MADE BY MEMBER HASEGAWA 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. Pro Bowl - Please to report the Pro Bowl will be returning to the stadium on January 26, 2014.

2. Stadium Manager/Deputy Manager - Evaluation Reports

It is the Board's responsibility to have the Stadium Manager and Deputy Manager submit their self-evaluations. Because it is a personnel matter it was noted under Executive Session, however, that will not be necessary because no discussion will take place – we are only requesting that their evaluations be submitted.

Member Long requested to be briefed on the procedures concerning the Evaluation Reports. Chairman and Board members were able to update him on the procedures and address all of his concerns.

In answer to Member Fujimori's inquiry, Chairman Oyadomari responded that there is no personnel committee for this procedure.

Chairman Oyadomari requested that Manager Chan and Deputy Manin submit their evaluations to the Board prior to the April meeting. Board members also requested that they be provided with copies of the previous evaluations and the minutes containing comments about the evaluations. Chairman said the Board will review and discuss the evaluations at the next meeting in executive session.

3. Testimony by Shannon Wood

- Ms. Wood reminded the Board that on page 228 of HB200 HD1, there is an allocation of \$2,500 in the upcoming FY 2014-15 for the stadium's special fund. It caught everyone off-guard because this is the first time in 13 years it mentioned a specific allocation.

Member Marcus commented that \$2,500 is not an impressive sum and is trying to understand the significance of the special allocation. Ms. Wood said it is only to be used for specific marketing purposes.

Manager Chan noted that Ms. Wood is referring to the manager's discretionary fund. It has been allocated and reviewed every year.

- Ms. Wood said Senator Brian Schatz will be in town during the Easter holiday and if the Board wishes to talk to him regarding the Deed Restriction, she has the contact information for the person who can arrange an appointment.

Chairman inquired if this would be generated by the Board, the AG's office, or the Stadium Manager. Member Marcus replied Brian Schatz is our senator and we can speak with him at any time.

B. Manager's Report

1. Events

The events have been moderate but steady.

2. Sales & Marketing (Samantha Spain)

Weddings at the Stadium

KHON 2 reported a story on weddings at the stadium, which has now gone national. The stadium has received many calls and it is now putting together a nice promotional package.

Member Klompus recalled that in the past no children were allowed on the field and inquired if that was noted in the Administrative Rules (AR). Deputy Attorney General Randall Nishiyama stated it is not mentioned in the AR. Manager Chan

said that it was a stadium policy for safety reasons, but in recent years we have been more accommodating and require parents/clients to be responsible for their underaged children.

Member Klompus inquired about the locations of the graffiti (that was noted in the Security Report), and recommended signage as a preventive measure. Andrew Chang reported the graffiti occurs both outside the stadium as well as in many of the restrooms and it is difficult to catch the responsible parties.

3. Capital Improvement Projects

Our capital improvement projects are ongoing -- the seat replacement at the south end and installation of four (4) transformers throughout the facility. Construction work continues during the off-season.

Our request for the 2014-15 CIP budget is still intact - it has crossed over to the Senate for further review.

A hearing was held for SB 1002, SD2 relating to the Kapolei Recreational Sports Complex, which has been deferred. Representative Ty Cullen would like to conduct additional research. He will then report to us on his findings. From the stadium's standpoint it was a housekeeping measure to clean up our statutes. The land was transferred over to Hawaiian Home Lands.

Member Fujimori noted, on the law itself, there is a section that talks about funds for the Kapolei site. She inquired if there were any dollars involved. Manager Chan said he was not aware of any.

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 MARCUS AND SECONDED BY MEMBER KLOMPUS TO ADD: 1) CLEARVU OAHU TO THE AGENDA. THE MOTION WAS UNANIMOUSLY CARRIED.

1. ClearVu Oahu
Family Fun 5K Run/Walk
Upper Halawa Parking Lot
August 23, 2013 (Friday)

Brent Speed made a presentation and answered questions by the Board. He reported that the event is for all ages and is called "Glow Hawaii Glow." It will be the brightest and wackiest nighttime running event that celebrates healthiness, happiness and individuality for friends and family. Music will be provided and they will follow the stadium guidelines with reference to the noise control. Anticipated attendance is approximately 5,000.

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

2. Oceanic Time Warner Cable (New)
OC16 25th Year of Sports Celebration
July 13, 2013 (Saturday)

Mr. Lee reported that the licensee withdrew its application and will reapply at a later date.

3. Convoy of Hope Hawaii
Outreach – Day of Compassion
July 27, 2013 (Saturday)

Pastor Scott Sonoda, and Lynette Eastman made their presentation and answered questions by the Board. They reported that their 2011 event at the stadium was very successful and they hope to return this year, with an anticipated attendance of over 15,000 people. Once again they will be distributing free groceries and lunch and will also provide the following services: haircuts, family portraits, kids' zone, community services, health services, entertainment, and a limited amount of shoes for ages 3-12.

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

4. Hawaii State Jr. Prep Sports Association
Youth Tackle Football Games
March 16, April 27, May 4, 2013 (Saturday)

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

5. Sports Car Club of America
Driving Skill Contest
2013 – Sept. 8, Oct. 20, Nov. 10, & Dec. 15
2014 – Jan. 5 & 19, Feb. 2 & 23, Mar. 16 & April 6 (Sunday)

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

6. Monsanto Company
Defensive Driver Training
Hospitality Room & Lower Halawa parking Lot
August 12-16, 2013 (Monday – Friday)

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

7. The Prayer Center
Statewide Prayer Watch
January 4, 2014 (Saturday)

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

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

1. Spring football practice is underway.
2. Student Attendance at Football Games
 - Mr. McNamara said UH has had very productive monthly meetings with the student leaders in an effort to improve student attendance at the football games.
 - The students expressed concerns about the scheduling of the bus transportation, which UH is addressing internally.

- The group also discussed the situation at Pole 11 and asked if they could have a designated area in the parking lot. Since the student organization receives 6% of student athletic fees, they are prepared to pay for a designated area, using the Chevron Family Fun Zone as a model. They suggested having a beer garden and indicated they would wristband students who are of drinking age. Another suggestion was to have signage (“Manoa Maniacs”) at the designated area and check for student ID’s (making sure the students have a role in regulating that area).
- Mr. McNamara said the UH does not want the student area to continue being unregulated which could cause the occurrence of a potentially serious incident. In an attempt to lessen the problems that the stadium has been faced with, UH is bringing this matter to the Board, suggesting that a meeting be held with the student leaders, the UH, and stadium staff to hopefully come up with some resolutions that will work for everyone.
- Manager Chan said that is a splendid idea and this would be the most appropriate time to address these issues.
- Mr. McNamara requested for a stadium staff member to attend their April meeting and said they would have a schematic of the parking lot on the screen for discussion. He asked if the stadium could then propose some areas that may potentially work -- in conjunction with where the buses are staged. They would not want the student area on one side and the buses on the other side of the parking lot.

Comments by Board and Staff

- Member Klompus asked if the UH is prepared to have its people oversee the student area. Mr. McNamara answered “yes.” Also, since the unruliness is caused by the consumption of alcohol that is brought into the parking lot (and not from the alcohol sold in the stadium), could that be monitored in some way?
- Andrew Chang responded: Everyone is tailgating in the parking lot and it is difficult to control unless every vehicle is stopped and searched, which would result in a traffic jam. We address all options to provide a safe environment for everyone.

- Member Fujimori inquired: How much of the area is controlled by UH during the football season? Also, before entering the stadium for the game, is there a way to accommodate the students to return their items to the bus.

Manager Chan responded: The majority of students who ride the bus arrive empty handed. Alcohol is usually brought into the stadium in private vehicles.

Mr. McNamara said their main goal is to improve student attendance at the football games and are addressing all issues expressed by the students.

Chairman Oyadomari said the Board is in favor of their intentions and will rely on Manager Chan and his staff to get together with the UH prior to the start of the season and make that happen.

Manager Chan replied that we have a coordination meeting prior to every season to discuss all the details of the upcoming season.

Mr. McNamara said they made it very clear to the students that in obtaining a designated area, there are going to be some costs associated with that, which they were in agreement. He said their significant funds amount to 6% of \$2.0 million.

In answer to Member Klompus' question about UH having spring training at the stadium, Mr. McNamara said he would find out from Teri Chang on that matter.

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

- Total February attendance decreased 15 %
- Total stall count decreased 3%
- D,E,F rows stall count increased 6%
- A,B,C rows stall count increased 10%

Mr. Murayama reported attendance in February was affected by the rainy weather; however, due to sunny days occurring on Sundays (where attendance is high) there was an increase in vendor attendance.

Marketing (Krysti Peacock)

- A sample of the colored Swap Meet brochure was shown to the Board. They have contracted with Hawaii Folder Services to distribute them to 30 locations next month (Waikiki, airport and to military locations).
- Ms. Peacock reviewed their promotional campaign for the spring and noted they will have a scavenger hunt on April 21, 2013, as a way to attract vendors and visitors to the Swap Meet.
- Three ads will be published in the MidWeek during the month of April.
- Ohana Broadcasting Radio will be running spots on KUMU and KQMQ (the Hawaiian station).
- Next Vendor Meeting will be on April 3, 2013.

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

Mr. Higa reported:

- ASP received additional commitments from their partners this month – very pleased with their renewal business coming in. It is a little slower this year.
- Their focus for the last week in March or first week in April is to secure commitments from two of their largest renewal partners (fairly confident on one).
- From a new business standpoint, they continue to send out proposals and have met with several people during the last month.
- They continue to request meetings, but due to spring break many clients are on vacation with their children.
- They will be sending out a mass email to announce the return of Pro Bowl in 2014. It is a good lift for their partners like Centerplate and Bank of Hawaii.

Chairman Oyadomari inquired if the sponsor event held last year will be repeated in 2013. Manager Chan responded it is presently being coordinated and that Media Day is probably going to be a separate event this year.

Member Marcus inquired about the status of CBS' accounting procedures. Mr. Uchida reported that Garrick Dorn will be in town in April and they will be reviewing preliminary numbers sent to him by Mr. Dorn. Member Marcus explained that CBS' accounting doesn't seem to match up with the contract and expressed the need to get the methodology agreed on in order to figure out the right numbers.

Member Marcus said he would be available to assist or attend meetings, if needed.

IV. UNFINISHED BUSINESS: DISCUSSION AND APPROPRIATE ACTION

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

Member Oyadomari reported that due to a Supreme Court appearance the Deputy Attorney General (AG) was not able to respond to DAGS on this matter and said a response will be provided in time for the next Stadium Authority meeting.

Chairman Oyadomari said if an update or report is available at the next meeting, the Board will then go into an executive session at the May meeting.

2. Stadium Property Optimization – Update from DAGS

Chairman Oyadomari reported the status as of yesterday is that the Memorandum of Understanding (MOU) has not been finalized. This will remain as unfinished business at next month's meeting. At this time we will not need to go into Executive Session, unless the Board feels otherwise.

V. NEW BUSINESS

None

VI. NEXT MEETING

April 25, 2013

VII. ADJOURNMENT

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



NELSON OYADOMARI
Chairman

Recorded by: Diana C. Ho

Date: April 25, 2013

Stadium Authority Board Meeting

Sign-In Sheet (please print)

Event Date: March 21, 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
Knyst Peacock	Mktg.	2957197	knysti.moxie@hawaii.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			
Shannon Wood	WAT		
Are you providing public testimony? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda			
Glen Hige	ASP	348 2767	glen.hige@ebscsp.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			
Scott Sonoda	Convoy of Hope	203 9490	S.SONODA@FIRSTAOP.com
Are you providing public testimony? <input checked="" 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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