

**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

January 31, 2013

Members Present:

Nelson Oyadomari, Chairman  
Odetta Fujimori  
Edward K. Hasegawa  
Kathryn W. Inouye  
Marcia J. Klompus  
Scot Long  
Alan S. Tamayose

Member Absent

Kay O. Ahina  
Kenneth B. Marcus, Esq.

Staff Present:

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

Others:

Bruce A. Coppa, Chief of Staff  
Dean H. Seki, Comptroller  
Randall S. Nishiyama, Deputy Attorney General  
Glen Higa, Aloha Sports Properties (ASP)  
Davy Murayama, Centerplate  
James Kurata, Department of Accounting & General Services (DAGS), Public Works  
Scott Ojiri, DAGS, Public Works  
David Deponte, DAGS, Public Works  
Theodore H. Bornstein, Foley & Lardner LLP  
Irwin P. Rajj, Foley & Lardner LLP  
Joseph Colaneri, Foley & Lardner LLP

I. Call to Order

A quorum being present, Chairman Nelson Oyadomari called the meeting to order at 10:03 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 December 20, 2012 Regular Session and Executive Session.

A MOTION WAS MADE BY MEMBER TAMAYOSE AND SECONDED BY MEMBER INOUYE TO ACCEPT THE MINUTES OF THE DECEMBER 20, 2012 REGULAR SESSION. ON A VOTE OF 5 TO 2, THE MOTION CARRIED. MEMBERS FUJIMORI AND LONG ABSTAINED.

A MOTION WAS MADE BY MEMBER TAMAYOSE AND SECONDED BY MEMBER INOUYE TO ACCEPT THE MINUTES OF THE DECEMBER 20, 2012 EXECUTIVE SESSION. ON A VOTE OF 5 TO 2, THE MOTION CARRIED. MEMBERS FUJIMORI AND LONG ABSTAINED.

III. MONTHLY REPORTS

A. Chairman's Report

None

B. Manager's Report

1. Administration

- The Personnel Clerk's position has been filled by Donni Kaniho.
- Papers are being processed to fill the Secretary 1 position.
- We continue our efforts to fill the two remaining vacant positions.

## 2. Events

Sheraton Hawaii Bowl - Although the attendance was less than last year, it turned out to be a festive and enjoyable event for all.

Pro Bowl - A crowd of 45,000 were in attendance to experience a great event. Indications are that they will return in 2014, pending confirmation from the National Football League (NFL). There were a few traffic issues that occurred, due to:

- New procedures and different parking permits.
- Weather conditions.
- Out-of-town guests not familiar with the area.
- Hundreds of guests crossing the street near the tailgate party at the Richardson Field, impeding traffic on Kamehameha Highway.

A follow-up meeting has been scheduled with the Honolulu Police Department (HPD) to review the above issues and discuss ways to prevent a recurrence. Meetings were held with the NFL staff prior to their departure.

We were pleased, however, with our success in getting everyone in the stadium before the game started and in time for the pre-game entertainment.

### Upcoming events:

- Great Aloha Run on 2/18/13– approximately 22,000 - 25,000 runners is anticipated.
- Hawaii Professional Football League (HPFL) - These games are very good for the youths in Hawaii. It will run for a period of nine weekends, from February – April.
- Five High School Graduation Ceremonies take place in May. It will be a busy period with one event occurring on the first day of the 50<sup>th</sup> State Fair.

## 3. Sales & Marketing (Samantha Spain)

Ms. Spain updated the Board on the ongoing projects:

- Repainting the mural area for the next season.
- The original stadium clock and posters will be installed for visitors to enjoy while touring the stadium.

- Showcase - A showcase has been installed near the Hospitality Room with historical and cultural memorabilia of the old and new stadiums.
- Doggie Date Night will be held on February 9, 2013 from 3:00 – 8:00 p.m. at the Aloha Tent.
- On February 10, 2013, in celebration of Chinese New Year's, there will be a Lion Dance to bless the stadium.
- Hospitality Room - Approximately 40 parties have been booked for the use of the Hospitality room.

4. Capital Improvement Projects

No changes. Our \$23.0 million appropriation request is pending legislative approval, which DAGS is overseeing.

We have had our budget briefings with the House and Senate and will be tracking the bills during the Legislative session.

5. Flags

Member Klompus said she has received about five phone calls from military personnel saying that the stadium is flying the United States (US) flag incorrectly. Manager Chan stated that the stadium's flags are being flown according to directions received from the Governor's office. Chairman Oyadomari asked Andrew Chang to check with the Governor's office again to make sure we are following the protocol. Manager Chan also requested that he obtain it in writing.

C. Approval of Events (Stephen Lee)

1. GEKD, Inc.  
6<sup>th</sup> Annual Silky Love Valentine Dance  
Hospitality Room  
February 16, 2013 (Saturday)

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

2. Xtreme Flag Football  
End-of-Season Playoffs  
March 17, 2013 (Sunday)

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

3. Oahu County Committee Democratic Party  
Annual Convention  
Hospitality Room  
May 11, 2013 (Saturday)

Richard Halverson was present to answer questions from the Board.

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

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

Manager Chan introduced and welcomed Ben Jay, the new Director of Athletics. Mr. Jay said he has been on the job for three weeks and sees high hopes for the department. He added:

- The big picture is to work on a strategic vision and he looks forward to putting it together with the Chancellor. He also spoke highly of UH's program and their great staff and coaches.
- It is an exciting time for him and it should be an exciting time for the UHAD and the entire community.

Manager Chan expressed the need to meet soon for the purpose of addressing the upcoming season and the license agreement. Mr. Jay said he looked forward to getting together.

Member Klompus mentioned that Mr. Jay is a good person for the job.

Testimony by Shannon Wood

Ms. Wood stated she represents a group of people who focus on a wide variety of issues to increase people's knowledge and understanding. She expressed some of her concerns and recommendations:

- She and her husband are strong supporters of the UH Department of Athletics and have season tickets for all six ticketed sporting events. They came to the conclusion that a lot of money is needed to improve

the stadium in order for UH to qualify to be in a classy mid-level conference.

- In 2009, they spent a great deal of time and energy looking for ways to generate capital improvement revenues.
- Throughout the years she has had discussions with several legislators on various issues (i.e., Deed Restriction, Act 282, Public Land Development Corporation [PLDC] etc.)
- She expressed her main concern is to preserve and protect Aloha Stadium and make sure there are funds available over the next 35-40 years to keep the UH Intercollegiate athletic program well financed. She also stated that Deputy Director Blake Oshiro will be calling Manager Chan as soon as he finds out the status of this issue.

Manager Chan requested that Ms. Wood clarify that she is referring to the Facilities Special Fund that is attached to SB 282 and not the Stadium's Special Fund. Ms. Wood said in talking to the legislators, she made it very clear it has to be money that does not go into the general fund. Chairman Oyadomari confirmed that the Board and management are very focused on preserving the special fund and thanked Ms. Wood for her testimony.

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

- Total December attendance increased 12%
- Total stall count increased 34%
- D,E,F rows stall count increased 28 %
- A,B,C rows stall count increased 52%

Mr. Murayama was pleased to announce that the significant increases were due to the increase in vendor attendance.

Marketing

They are currently focusing on the tourist market, and are working with a publication company that is creating a flyer and will be racking them in Waikiki and various other places where space is available.

In addition, they have created an in-house flyer that will be distributed in Waikiki and the airport. They will also be given to customers to assist them in finding the products that they wish to purchase.

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

- Committed to starting their renewals with their existing partners. They are also planning their meetings and sending out proposed agreements.
- They have compiled a target list of approximately 100 companies that are in the market and have the potential to become new business partners for ASP. It is a million dollar potential list and although they will not get all of them, they will be aggressive in reaching many of those accounts.
- Finally, they are working on their strategy for new inventory placements and hope to have that completed within the next couple of weeks. They are designing and creating new opportunities for their existing and new business partners.
- Focusing on new strategies for the use of the video board. They got some leads on some companies that can refresh some of their video graphics.

Before going into Unfinished Business, Chairman Oyadomari congratulated Member Long and presented him with the certificate confirming his appointment to the Board.

IV. EXECUTIVE SESSION

Chairman Oyadomari announced that the Board will need to go into executive session to discuss matters regarding: 1) The federal deed restriction, and 2) Stadium property optimization

AT 10:45 A.M., A MOTION WAS MADE BY MEMBER KLOMPUS AND SECONDED BY MEMBER INOUYE TO GO INTO EXECUTIVE SESSION TO CONSULT WITH THE BOARD'S ATTORNEY ON QUESTIONS AND ISSUES PERTAINING TO THE BOARD'S POWERS, DUTIES, PRIVILEGES, IMMUNITIES AND DISABILITIES REGARDING THE FEDERAL DEED RESTRICTION AND THE STADIUM PROPERTY OPTIMIZATION. THE MOTION WAS UNANIMOUSLY CARRIED.

At 11:55 a.m. the Board reconvened into open session.

V. UNFINISHED BUSINESS: DISCUSSION AND APPROPRIATE ACTION

1. Federal Deed Restriction - Discussion and action on request to the Attorney General Office regarding the Federal Deed Restriction on the Aloha Stadium property.

Deputy Attorney General Randall Nishiyama stated, to initiate the request, a stadium official must make a demand on the Federal Government (Secretary of Interior) to have the Deed Restriction lifted. Mr. Nishiyama also said according to Member Marcus, he believes the acreage swap requirement was satisfied when the City dedicated land to parks and recreation in 2001. Prior to sending a demand letter to the Secretary of Interior, the Attorney General will have to review the law that was passed. Russell Uchida will be preparing a draft letter to the Attorney General and will send it to Member Marcus for his review.

A MOTION WAS MADE BY MEMBER INOUE AND SECONDED BY MEMBER KLOMPUS TO HAVE THE BOARD ISSUE A REQUEST TO THE ATTORNEY GENERAL'S OFFICE TO PURSUE THE 1994 FEDERAL LAW THAT THE FEDERAL GOVERNMENT HAD WITH THE CITY IN ACREAGE SWAP (ACRE FOR ACRE) TO REMOVE THE DEED RESTRICTION. THE MOTION WAS UNANIMOUSLY CARRIED.

2. Stadium Property Optimization – Discussion and action on request for information regarding optimizing the use of the Aloha Stadium property.

A MOTION WAS MADE BY MEMBER INOUE AND SECONDED BY MEMBER TAMAYOSE TO SUPPORT THE DIRECTION THAT THE STATE COMPTROLLER IS TAKING ON ASSESSING THE OPTIMIZATION OF THE STADIUM PROPERTY. THE MOTION WAS UNANIMOUSLY CARRIED.

VI. NEW BUSINESS

1. Discussion and action on granting Stadium Management the authority to approve appropriate and compliant events held in the Hospitality room without prior approval by the Board.

Chairman Oyadomari said the stadium is receiving many requests (on short notice) for the use of the Hospitality room for birthday parties, graduation parties and baby luaus, etc. By allowing this approval, management will be able to meet the demand and increase revenue for the stadium.

A MOTION WAS MADE BY MEMBER FUJIMORI AND SECONDED BY MEMBER LONG TO AUTHORIZE STADIUM MANAGER TO APPROVE EVENTS IN THE HOSPITALITY ROOM WITHOUT GOING TO THE BOARD FOR PRIOR APPROVAL.

VII. NEXT MEETING

February 28, 2013

VIII. ADJOURNMENT

The meeting was adjourned at 12:21 p.m.

  
NELSON OYADOMARI  
Chairman

Recorded by: Diana C. Ho

Date: February 28, 2013