

NEIL ABERCROMBIE
GOVERNOR

DEAN H. SEKI
COMPTROLLER



ALOHA STADIUM

An Agency of the State of Hawaii
Stadium Authority Meeting
99-500 Salt Lake Boulevard
Honolulu, Hawaii 96818

SCOTT L. CHAN
MANAGER

LOIS M. MANIN
DEPUTY MANAGER

October 31, 2013

Members Present:

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

Staff

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

Others:

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

I. CALL TO ORDER

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

II. APPROVAL OF MINUTES

Approval of minutes of the September 26, 2013 Regular Session and Executive Session.

A MOTION WAS MADE BY MEMBER LONG AND SECONDED BY MEMBER TAMAYOSE TO ACCEPT THE MINUTES OF THE REGULAR SESSION.

Discussion

Member Bukoski clarified his suggestion on Page 17, VI.1. Paragraph 4, to read: To investigate the optimization of the stadium facilities and use of its land.

THE MOTION WAS UNANIMOUSLY CARRIED TO INCLUDE THE CLARIFICATION MADE BY MEMBER BUKOSKI.

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

III. TESTIMONY

Shannon Wood, president of the Windward Ahupua'a Alliance made her presentation:

Transit Oriented Development (TOD)

In 2009 a small group of them decided to address the issue of what they could do to improve the stadium over the next 25-40 years by way of redeveloping the parking lot and generating the necessary revenues rather than requesting funds from the Legislature each year. Ms. Wood said a few months later she was put on a TOD task force which she is still involved with. She is also involved with a second task force that deals with affordable housing and redevelopment -- focusing on what is happening with TOD and the transit system.

Ms. Wood said she found out the area in the central section of the transit system, which is Aloha Stadium to Kalihi, is not being actively developed in plan because there are issues involved with the Federal Government, the Department of Interior (DOI), the military and the Department of Transportation (DOT).

With reference to a recent article in the Star Advertiser concerning Lt. Governor Shan Tsutsui establishing a task force dealing specifically with redevelopment to generate revenue at Aloha Stadium, Ms. Wood encouraged

the Stadium Authority to request that at least one person from the Stadium Authority is put on that task force. She strongly recommended Member Bukoski for that position because he is very actively involved and is also a former state legislator.

IV. MONTHLY REPORTS

A. Chairman's Report (Charles T. Toguchi)

November Board Meeting

The Chair recommended (and the Board agreed) that the date of the November, 2013 meeting be changed to:

November 20, 2013 (Wednesday)

(previously scheduled for Thursday, November 21)

Lt. Governor's Sports Initiative

Chairman Toguchi said the Lt. Governor announced at a press conference that he is creating a sports initiative. He was invited to that conference, along with representatives from the Hawaii Tourism Authority (HTA) and University of Hawaii (UH). The Lt. Governor did mention he would like someone from the Stadium Authority to be on the task force; and as Shannon mentioned, the Chair said we will consider someone from the Board or the stadium to serve on that task force.

Meeting with Lt. Governor

We (Manager Chan and I) briefly met with the Lt. Governor regarding some of his concerns on the stadium which he had expressed on television. It was a good meeting and he wants to work with us and get the right information as to how we interact and work with the UH.

Meeting with Ben Jay

Scott and I had a very cordial meeting with the UH Athletic Director (UHAD) Ben Jay, as a follow-up to some of the publicity that was in the newspaper. We concluded that we would not communicate back and forth through the media, but instead, we agreed to get together after the football season and perhaps Mr. Jay can make a presentation at a Board meeting and we will talk about where we are with the agreements with UH. The Chair said there are some differences as to what we provide to UH and, by meeting, we can then decide what we can do for them. We may not be able to do much for them, depending on our current situation in terms of the expenses we have to pay. After discussion with Board members and Manager Chan it was

decided that we would not respond to the article in the Pacific Business News.

Member Long inquired what is the Chair's preference in responding to the media. Chair Toguchi recommended that Board members respond to him or Manager Chan rather than directly to the media.

Pacific Business News Survey

Member Fujimori inquired about the results of the survey. Chair Toguchi said the biggest winner responded they were not in favor of turning the stadium over to UH because they lacked the confidence in UH.

Stadium Optimization Committee

As chair of the committee, Member Bukoski is starting to review contracts and other things for the benefit of the new Board members and to get an idea of where we are at this point -- and not to go back to redo things. The study is ongoing and from time-to-time Member Bukoski will give a report to the Board. Chair extended his appreciation and thanked the previous Chairman and Board members (and those who are still present – Members Inouye and Marcus) who laid the ground work for them to build on. He specifically mentioned the Memorandum of Understanding (MOU) with the City on the Mass Transit, the Optimization contract, and the letter to the National Park Service. He stated we are also very fortunate to have the new members on board, and adding their expertise to the process will be very useful.

Chair Toguchi also reported that Mayor Caldwell has approached him about getting together to discuss the transit station.

B. Stadium Manager's Report (Scott L. Chan)

1. University of Hawaii – Pole 11

Manager Chan provided an update on Pole 11 activities during the UH football games. Ben Jay was able to tour the area to witness for himself the type of conduct/behavior that is being displayed.

Although they are not all UH students, we do know UH students are actively involved and we wanted to make sure Mr. Jay was aware of the current situation. At the end of our tour, we agreed we would meet with the UH staff and, with their support, come up with a strategy to curtail that huge tailgate party occurring in the Lower Halawa Parking Lot. Our goal is to provide a safe environment and pleasant experience for our guests.

2. Events

November is the busiest month of the year, with OIA/HHSAA football championship play-offs.

UH Football Season - We have two home games remaining -- San Diego State and Army.

The Pop Warner events are scheduled for five consecutive Sundays in November, beginning at 5:00 a.m. and ending at 10:30 p.m. The first kickoff is at about 7:30 a.m.

In addition, next week there are two Marching Band Festivals scheduled on Monday and Friday.

In December the Sheraton Hawaii Bowl will be held on December 24, 2013, with kickoff at 3:00 p.m.

Modern American Circus

The circus took place at the Lower Halawa Parking Lot and proved to be a very popular event that attracted large crowds. We are pleased that they expressed interest in returning next year.

3. Sales & Marketing (Samantha Spain)

- We are focusing on introducing new events for next year.
- Working with Glen Higa – trying to see how we can optimize our existing events and make them larger.
- For the UH football games, we now have entertainment at the south and north plazas to provide a pre-tailgate experience.
- We are working with DAGS downtown to update the stadium website.
- Stadium Stars Program

This program provides high school and college students with the opportunity to commentate at the high school games (including play-by-plays, the color, and working directing with our scoreboard staff). Several new students joined the program which continues to grow each year.

- Stadium Tours

We provide tours (approx. 1-1/2 hrs.) every Wednesday for the general public at a nominal fee. Prior arrangements can also be made for private tours at other times.

Summer is a busy time because we provide free tours for pre-school and summer fun children.

The tours include visiting the skybox, the locker rooms, viewing memorabilia at the south end, and eventually allowing our guests to play with a football on the field.

We are also pleased to provide free tours for children who are terminally ill (through the Make-a-Wish Foundation) and have received three requests from the mainland and Hawaii within the past two months

- North Plaza

Manager Chan recognized and thanked the stadium employees, as well as Centerplate employees, for their hard work in setting up the North Plaza tailgate area in time for the October 26 UH game. They added two large tents, picnic tables, televisions, and misters which created a pleasant atmosphere for our guests.

Board Comments

- Kuapaani Newsletter

Member Fujimori said she read the newsletter that was circulated and said it was excellent. Manager Chan said he was pleased that Ainsley Paki volunteered to be the editor because of his knowledge and experience. He has been at the stadium since it opened in 1976. Manager Chan encouraged the Board to contribute to the newsletter and participate in any of the articles.

- Designated UH Student Area (Circle East)
Member Bukoski inquired about the usage of the designated area.

Manager Chan said the area was offered to accommodate the request made by the UH students. It was also an alternative option to address Pole 11. We provided them with the following:

1. A cul-de-sac area with approximately 60 parking stalls – conveniently located near the stadium facility.
2. Arrangements were made for the buses to drop the students off at that location, and buses parked 50 ft. away for easy access after the game.
3. Students who drove their cars (with two or more students) were also provided free parking (paid by UH); unfortunately, the numbers have been very low (about 24).
4. Food/Beverage would also be provided.

Member Bukoski said he received a couple of inquiries from regular tailgaters who once parked in that designated area and it would be something to consider if the students are not utilizing the space. Manager Chan said they plan to monitor the area for the remainder of the season and then reevaluate the situation to see what can be done in providing the experience for next year.

C. Approval of Events (Stephen Lee)

1. Chase Carter – Neon Vibe 5K
Night Time 5K Run
January 3, 2014 (Friday)

Board approval was recommended by stadium management.

Chairman inquired how the stadium benefits from these types of events. Mr. Lee said there is a \$750 rental fee, as well as revenues

from parking and the concessions. Licensee covers out-of-pocket expenses which include the staff that we provide.

A MOTION WAS MADE BY MEMBER INOUE AND SECONDED BY MEMBER BUKOSKI TO APPROVE THE EVENT. THE MOTION WAS UNANIMOUSLY CARRIED.

2. Hawaiian Hurricane productions
Concert – Josh Turner
Lower Halawa Parking Lot
January 10, 2014 (Friday)

Mr. Turk Cazimero was present to answer questions by the Board. He noted that this is a 2-day event, with a rodeo being held at another location on Saturday. Member Bukoski inquired if they would consider having both events at the stadium. Mr. Cazimero and Manager Chan said it could be a possibility and they will certainly discuss it for future events.

Board approval was recommended by stadium management.

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

3. Hawaii State Jr. Prep Sports Association
Youth Tackle Football Championship Games
November 22, 2013 (Friday)

Board approval was recommended by stadium management.

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

4. Hawaii Elite Football League
Youth Flag and Tackle Games
December 14, 2013 (Saturday)

Board approval was recommended by stadium management.

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

5. Centerplate
Valen-tails Family 3K Run & Expo
North Plaza – Sections 9-10
February 8, 2014 (Saturday)

Board approval was recommended by stadium management.

Member Inouye had questions regarding the revenues and expenses. Ms. Spain responded that (after expenses) a portion of the proceeds will go to the Hawaiian Humane Society and Centerplate.

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

6. Barefoot League, LLC
Football Clinic
February 8 & 9, 2014 (Saturday/Sunday)

Board approval was recommended by stadium management.

A MOTION WAS MADE BY MEMBER INOUE AND SECONDED BY MEMBER BUKOSKI TO APPROVE THE EVENT. THE MOTION WAS UNANIMOUSLY CARRIED.

7. Pacific Big Boyz Football Conference
Youth Football Playoffs and Championship
April 5 & 19, 2014 (Saturday)

Board approval was recommended by stadium management.

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

8. Hawaii Professional Football League (HPFL)
Adult Football Games
February 22, 2014

March 1,8,15,22,29, 2014
April 26, 2014 (Saturday)

Board approval was recommended by stadium management.

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

9. Glow Hawaii Glow
Glow in the Dark 5K Run
July 26, 2014 (Saturday)

Board approval was recommended by stadium management.

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

10. I-9 Sports
Youth Flag Football
December 1, 2013 (Sunday)

A MOTION WAS MADE BY MEMBER MARCUS AND SECONDED BY MEMBER INOUE TO ADD I-9 SPORTS TO THE APPROVAL OF EVENTS. THE MOTION WAS UNANIMOUSLY CARRIED.

Board approval was recommended by stadium management.

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

D. University of Hawaii Athletic Department Monthly Report

None

E. Centerplate's Swap Meet Monthly Report (Davy Murayama)

- Total September attendance decreased -11%
- Total Stall Count decreased - 2%
- D,E,F, rows stall count decreased - 2%

- A,B,C, rows stall count decreased - 4%

Mr. Murayama reported they experienced an 8,272 decrease in attendance and that 7,500 of those numbers reflected attendance on Sundays. They normally average 7-8,000 on Sundays and they are now seeing approximately 6,000. With those results, Mr. Murayama said it appears that the local attendance (including the A,B,C, rows) is decreasing and they will need to focus their efforts on the local market.

Marketing (Krysti Peacock)

- They conducted a scavenger hunt (to push the residential market) on October 27 (Sunday), which generated 13 teams --approximately 50 people. It was a very successful event and resulted in the participants discovering a variety of products that are available at the swap meet. Prizes were provided to the winners. The event received good exposure by radio broadcast.
- Holidays – Swap Meet will have extended hours – seven (7) days prior to Christmas. They will soon be launching their advertising campaign for the holiday season.

Mr. Murayama was pleased to announce that Mr. David Matlin invited them to open the swap meet during the Hawaii Bowl on December 24, 2013.

F. Aloha Sports Properties Monthly Report: Glen Higa

- This month they were able to sell a couple of upscale proposals that they had in the works, which brought in a few more dollars this year. They also extended the agreements to next year.
- There are two remaining games for UH football, high school playoffs and the Hawaii Bowl game. There are very few opportunities remaining to increase revenue for the rest of the football season, but they continue their efforts.
- They are focusing on renewals and are currently pursuing two accounts.

V. UNFINISHED BUSINESS

None

VI. NEW BUSINESS

None

VII. EXECUTIVE SESSION

AT 11:04 A.M., A MOTION WAS MADE BY MEMBER LONG AND SECONDED BY MEMBER INOUE TO GO INTO EXECUTIVE SESSION TO CONSULT WITH THE BOARD'S ATTORNEY ON QUESTIONS OR ISSUES REGARDING THE BOARD'S POWERS, DUTIES, PRIVILEGES, IMMUNITIES, AND LIABILITIES PURSUANT TO SECTION 92-5(A) (4), HAWAII REVISED STATUTES, REGARDING THE FEDERAL DEED RESTRICTION, THE STADIUM OPTIMIZATION PLAN, AND STADIUM OPERATIONAL ISSUES. THE MOTION WAS UNANIMOUSLY CARRIED.

The meeting reconvened at 12:03 P.M.

VII. NEXT MEETING

November 20, 2013 (Wednesday)

VIII. ADJOURNMENT

AT 12:04 P.M. A MOTION WAS MADE BY MEMBER INOUE AND SECONDED BY MEMBER TAMAYOSE TO ADJOURN. THE MOTION WAS UNANIMOUSLY CARRIED.



CHARLES T. TOGUCHI
Chairman

Recorded by: Diana C. Ho

Date: November 20, 2013

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

Event Date: October 31, 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
Kristi Pearce	Marketing	295-1197	Kristi.moxie@hawaii.mn
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	WINDWARD HAWAIIAN ALLIANCE		
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			
Turk Cazimero	HAWAIIAN HARBOR	388-8897	TurkCazimero@gmail.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			
Teal Jozue	HAWAIIAN HARBOR	342-9808	TealJozue
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 Higo	ASP	348-2767	glen.higo@cbsecp.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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