

DAVID Y. IGE
GOVERNOR

KERRY K. YONESHIGE
COMPTROLLER



CHARLES T. TOGUCHI
CHAIRMAN, STADIUM AUTHORITY

SCOTT L. CHAN
MANAGER

LOIS M. MANIN
DEPUTY MANAGER

An Agency of the State of Hawaii

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

November 20, 2014

Members Present:

Charles T. Toguchi, Chairman
Keith "Kika" G. Bukoski
Odetta Fujimori
Edward Hasegawa
Michael L. Iosua
Scot Long
Amoreena "Reena" Rabago

Excused Absence

Wilbert C.F. Chee
Ross I. Yamasaki

Staff

| | |
|------------------|----------------|
| Scott L. Chan | Wesley Ueda |
| Lois M. Manin | Samantha Spain |
| Russell Uchida | Charles Vitale |
| Stephen Lee | Liane Nakagawa |
| Andrew Chang | |
| Neal O. Sakamoto | |

Others:

Randall S. Nishiyama, Deputy Attorney General
Carl Clapp, University of Hawaii Athletics Department (UH)
Davy Murayama, Centerplate
Krysti Peacock, Centerplate
Glen Higa, Aloha Sports Properties
Liz Scanlon, Honolulu Authority for Rapid Transportation (HART)
See Exhibit A (Sign-in Sheet)

I. CALL TO ORDER

A quorum being present, Chairman Charles T. Toguchi called the meeting to order at 10:08 a.m.

II. APPROVAL OF MINUTES

Approval of Minutes of the October 30, 2014 Regular Session and Executive Session.

- A MOTION WAS MADE BY MEMBER FUJIMORI AND SECONDED BY MEMBER HASEGAWA TO ACCEPT THE MINUTES OF THE REGULAR SESSION.

Discussion

Member Hasegawa amended the minutes on Page 8, VI. by replacing the word "Execution" with "Executive."

THE MOTION WAS UNANIMOUSLY CARRIED AS CORRECTED.

- A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER IOSUA TO ACCEPT THE MINUTES OF THE EXECUTIVE SESSION.

Discussion:

Member Rabago made a correction on Page 1, under Members Present by replacing the name "Rabaga" with "Rabago."

THE MOTION WAS UNANIMOUSLY CARRIED AS CORRECTED.

III. MONTHLY REPORTS

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

Chairman will be commenting on various items on the agenda.

The Chair stated that the previous meeting lasted longer than anticipated and, henceforth, he would like the members to feel free to request a deferral on the discussion at hand until a future meeting. The Chair also said he does not want the members to be put in a situation where they have to vote on an issue and feel they do not have sufficient information to make their best decision.

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

Administrative

We previously reported that we hired an electrician, however, he declined the offer and that position has gone back for recruitment.

Deputy Manager Manin said the stadium received a letter concerning the swap meet and is currently gathering information and addressing this matter with Centerplate. They are also addressing another letter pertaining to the Request for Information (RFI).

Manager Chan informed the Board that they have been receiving emails from a concerned vendor and upon a thorough investigation, will let them know the outcome. It is something that has already been covered with this particular individual and we want to make sure we follow up on his concerns.

Events

This weekend will conclude the high school football season as well as the University of Hawaii (UH) home games. The State Championship is scheduled for this Friday: Division I (Punahou vs. Mililani) and Division II (Lahainaluna vs. Iolani). Saturday is the final UH home game with UNLV, and Pop Warner on Sunday.

Sales & Marketing (Samantha Spain)

- Focusing on the high school games this weekend and the UH game re: traffic patterns, etc.
- Our new website is up and running and one of the last state agencies to finish this.

Nan, Inc.

Manager Chan said the stadium will soon be finalizing its agreement with Nan, Inc. Mr. Uchida said they arrived at a rental rate of \$.35 per square foot and he will be forwarding the draft agreement to Deputy Attorney General Randall Nishiyama for review. He also noted Nan, Inc. is going to do some gratis work on their part where improvements may be needed. In answer to Member Iosua's question, Mr. Uchida said Nan, Inc. is planning to remove all of the items in the lot as previously promised. Mr. Vitale said he has worked closely with Mr. Uchida on the arrangements being made.

The Chair said the Nan, Inc. contract was approved at the last meeting, which the Board delegated the responsibility of negotiating the contract to the Stadium Manager.

C. APPROVAL OF EVENTS (Stephen Lee)

The Chair asked for a motion to add another event to the agenda.

A MOTION WAS MADE BY MEMBER LONG AND SECONDED BY MEMBER BUKOSKI TO ADD THE "808 YOUTH FOOTBALL ASSOCIATION EVENT" TO THE APPROVAL OF EVENTS. THE MOTION WAS UNANIMOUSLY CARRIED.

1. Student Sports, LLC
Nike Combine
Field/Stands
February 8, 2015 (Sunday)

Kealani Kimball was in attendance (via teleconference) to answer questions by the Board. Member Bukoski expressed his full support of this event and said it is a great nation-wide program, and is viewed by college coaches when they review and assess players on their abilities and capabilities. In answer to the Chair's question, Ms. Kimball said they anticipate 400 participants from Hawaii.

Mr. Lee said management is recommending approval of this event.

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

2. Hawaii Motorcycle Rally & Bike
Custom Motorcycle and Car Show
Lower Halawa Parking Lot
December 12 & 13, 2015 (Saturday & Sunday)

Javen Guzon was present to answer questions by the Board. Mr. Guzon said they are doing this event to raise motorcycle safety and awareness. In answer to the Chair's question, the estimated attendance is 8,000-10,000.

Mr. Lee said management is recommending approval of this event.

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

3. Blow Up LLC
Jersey Fun Run
January 31, 2015 (Saturday)

Alan Sunio (representing 1420 ESPN) was present to answer questions by the Board. He said the fun run is a family-oriented fundraiser for Hawaii Special Olympics and they anticipate about 2,000 people.

Mr. Lee said management is recommending approval of this event.

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

4. IMS Electronics Recycling Inc. for SONY
Free Recycling Collection Event
Lower Halawa Parking Lot
December 13, 2014 (Saturday)

Darcy Nakamura was present to answer questions by the Board. She noted it is a free public event for the community to drop off all of their electronic items. This is also in conjunction with the 2015 SONY Open. The items will be loaded in a container and shipped to Washington for disposal.

Mr. Lee said management is recommending approval of this event.

A MOTION WAS MADE BY MEMBER BUKOSKI AND SECONDED BY MEMBER FUJIMORI. THE MOTION WAS UNANIMOUSLY CARRIED.

5. Papa John's Hawaii
Bike Giveaway & Food Drive
Lower Halawa Parking Lot
December 20, 2014 (Saturday)

Quan Nguyen was present to answer questions by the Board. He said the purpose of this event is to give bikes to kids-in-need and they are partnering with the Lion's Club and the Food Bank. It is also a team-building program for their employees to show the younger employees how to give back to the community (they spend the day putting the bikes together in the parking lot). It will be a family-oriented event; pizza will be given out in return for canned goods.

Mr. Lee said management is recommending approval of this event.

A MOTION WAS MADE BY MEMBER FUJIMORI AND SECONDED BY MEMBER HASEGAWA. THE MOTION WAS UNANIMOUSLY CARRIED.

6. Girl Scouts of Hawaii
Cookie Distribution
Lower Halawa Parking Lot
February 25 & 26, 2015 (Wednesday, Thursday)

Mr. Lee said management is recommending approval of this event.

A MOTION WAS MADE BY MEMBER BUKOSKI AND SECONDED BY MEMBER RABAGO. THE MOTION WAS UNANIMOUSLY CARRIED.

7. Department of Education (DOE)
Driver Excellence Program
Lower Halawa Parking Lot
February 28, 2015 (Saturday)

Mr. Lee said management is recommending approval of this event.

A MOTION WAS MADE BY MEMBER BUKOSKI AND SECONDED BY MEMBER HASEGAWA. THE MOTION WAS UNANIMOUSLY CARRIED.

8. 808 Youth Football Association
Youth Football Championship Games
November 30, 2014 (Sunday)

Kelly DeAsis was present to answer questions by the Board. They have a total of 20 teams with approximately 400 participants from 5 to 15 years of age. They align their program similar to the Oahu Interscholastic Association (OIA) format. They also receive great support from members of OIA who are helping them to run a good program.

A MOTION WAS MADE BY MEMBER BUKOSKI AND SECONDED BY MEMBER IOSUA. THE MOTION WAS UNANIMOUSLY CARRIED.

- D. University of Hawaii Athletic Department Monthly Report

Carl Clapp was present on behalf of UH Athletic Director Ben Jay who was attending a Board of Regents meeting. He apologized, that due to urgent matters that needed attention, they did not have representation at the previous meeting.

Mr. Clapp said they are excited about this Saturday's game and it being senior night makes it even more special.

Mr. Clapp thanked the stadium staff for assisting UH to help things run smoothly during the absence of Teri Chang (who runs the events for UH at the stadium). Along with her assistant, Sis Finau, the stadium has been a great help during this time and it is very much appreciated by UH.

Report by Member Long

We have been working with Carl Clapp and Ben Jay to address news reports about the relationship between the Authority and the UH (from a fiscal standpoint) and the misunderstandings of the actual numbers involved. The purpose of the meetings was to fine-tune a message that both parties can reflect upon. We have

prepared a copy of what has been shared with Mr. Jay to allow him the opportunity to reflect back and have also provided it to the Board as a hand-out (Exhibit B).

Revenue – We do not charge the Athletics Department rental fees. We do, however, have to charge back some of the operating costs, which is reflected in some of the financials that we are sharing. In answer to the Chair’s question, Member Long said the charge-back costs include security, lights, utilities, etc. whatever it takes to open/operate the facility.

Parking

There has been some confusion from reports indicating that UH does not receive financial income from parking. Contrary to that, UH receives a significant amount through the reverse auction conducted by Koa Anuenue (the hand-out shows the revenues that they have generated over the past couple of years).

Advertising

At the end of the field naming rights contract, the Board can move to provide up to \$150,000 to the UH Athletic Department (it is at the will of the Board). This matter has been discussed in executive sessions.

(Manager Chan added, the contract arrangements were crafted to directly benefit the UH financially. Our primary goal was to provide a safe state-of-the-art playing surface and the revenue generated by this agreement is solely: 1) To be used to install a new playing surface and maintain that surface throughout its useful life; and 2) To provide financial assistance for the UH.)

Field Naming Rights Contract

(The Chair summarized #4: The field naming rights contract amounts to \$1.5 million for five years; and \$150,000 of that is being set aside to go to the UH to pay for travel subsidies. In addition to that, the balance of the \$1.5 million goes into an account that will be used to redo the field [entirely for the UH]. None of those monies are applied to our operating budget. There is also a renewal option for another five years – so there would be another \$150,000 and the rest of the money goes into an account to replace the field.)

(Member Bukoski inquired if pre-event meetings are arranged to discuss out-of-pocket operating expenses. Manager Chan responded, “We meet with the client throughout the year and work with UH’s liaison Teri Chang and staff in our coordination meeting to insure a successful event.” He also said the stadium enforces the administrative rules, requiring the client to reimburse the stadium for operating cost (out-of-pocket expense). The Chair added, the stadium has to charge the cost of operating the facility because it does not receive general fund monies and

all revenues generated are used to operate the stadium. Prior to 2007, UH was charged a rental fee plus expenses; and in 2007 the rent was waived (in the amount of \$350,000 to \$500,000).

(Manager Chan said the Chair brings up a good point, and noted that the stadium is self-sufficient when it comes to operations and payroll. We have a budget that we have to meet annually and it is important that we have working capital at the beginning of every year, which the client reimburses the State at a later date.

(Continuation of Member Long's Report)

Member Long said items 5, 6 and 7 of the hand-out are opportunities for the UH to either bring in vendors or resell the tickets, but those are definite opportunities that they can use to generate revenue.

Member Long concluded that both parties agree that these are some of the common areas that we continue to work on; and as the Stadium Manager has alluded to, we recognize that UH is one of our biggest clients and we want to continue being supportive with a strong willingness to work together.

The Chair expressed to Mr. Clapp that it has been a pleasure working with Mr. Jay and the UH staff and that the Authority is going to continue working with the Athletic Department to see how it can help in terms of maximizing whatever opportunities are available for the UH to enhance their revenues. He also said he did inform Mr. Jay about the field naming rights contract.

The Chair also noted in item #8, the UH has other revenue sources which include Live National TV, Live Local TV, Pay per view and Live Local Radio. All of that impacts the stadium, including attendance, but the Chair feels those are other revenue sources that the UH is finding a balance in terms of areas where they lose money and other areas where they pick up -- especially in terms of broadcast rights, etc.

Mr. Clapp again thanked the Stadium Authority for its willingness to work with UH and for the safe playing facilities. We value and appreciate the relationship with the stadium.

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

- Total October attendance decreased - 9%
- Total Stall Count decreased -7%
- D,E,F, rows stall count decreased -4%
- A,B,C, rows stall count increased -16%

Mr. Murayama reported a decrease in attendance due to the hurricane/tropical storm warnings and the swap meet being closed on two Saturdays during the UH football games.

Marketing & Advertising (Krysti Peacock)

- A vendor meeting is scheduled for December 3, 2014. On their agenda will be the presentation of their updated marketing plan. They anticipate a good turnout because the holiday lottery package will be issued to the vendors.
- Ms. Peacock informed the Board of ads that will be appearing in the Midweek (Nov. 26) and Star Advertiser (Nov. 27) to promote the holiday schedule and free admission from December 17-23, 2014.

F. Aloha Sports Properties Monthly Report (Glen Higa)

- Their 2015 push is off to a good start; they have met with a good number of new perspective corporate partners.
- They are making good progress with their multi-renewal clients.
- ASP is hopeful that 2015 will be a good year.
- Working with Ms. Spain on a couple of projects for next year, and hope it will bring in a new revenue stream.
- Locally we are known as Aloha Sports Properties; on a national level, we are CBS Collegiate Sports Properties; as of today, we have branded ourselves as "Out Front Media Sports." It is a name change, but for us Out Front Media Sports is more than just a name – it represents everything we stand for as a media company and everything we strive to be out front and ahead of the curb to elevate our corporate partnerships and help our clients, such as Aloha Stadium, to grow and prosper. Structure-wise nothing has changed – people and infrastructure remains intact and most important we continue to be Aloha Sports Properties, representing Hawaiian Airlines field at Aloha Stadium.

IV. EXECUTIVE SESSION NO. 1

The Chair requested a motion to go into a short Executive Session.

A MOTION WAS MADE BY MEMBER FUJIMORI AND SECONDED BY MEMBER IOSUA TO GO INTO EXECUTIVE SESSION AT 11:12 A.M., TO CONSULT WITH THE BOARD'S ATTORNEY ON QUESTIONS OR ISSUES REGARDING THE BOARD'S POWERS, DUTIES, PRIVILEGES, IMMUNITIES, LIABILITIES PURSUANT TO SECTION 92-5(A) (4), HAWAII REVISED STATUTES, REGARDING THE STADIUM OPERATIONAL ISSUES.

The regular session reconvened at 11:43 a.m.

V. UNFINISHED BUSINESS

A. Optimization Committee Report and Discussion

Member Bukoski, Chairman

Member Bukoski briefly stated that the Board members just received a copy of a letter that was sent to HART in response to discussions regarding the Right of Entry (ROE) to the Kamehameha Lot (Kam Lot) for the work that they are doing on the rail.

Member Bukoski said the Optimization Committee (OC) is aware of the possibility that the situation with the City and Federal Deed Restrictions may take longer to resolve than what was anticipated, they would like the Authority's consideration to allow the OC to begin to explore alternative development opportunities within the current restrictions (that would satisfy the current restriction), and moving forward with or without the Federal Deed Restriction.

The Chair added to Member Bukoski's report: "Because a number of questions have come up about the Deed Restrictions (both City and Federal), the Chair is requesting on behalf of the Authority and with the help of Manager Chan and staff, and DAGS, to prepare (for Chair's signature) a formal request to the Attorney General's office to provide us with an opinion of the two Deed Restriction operations here at the stadium; and in addition, to its impact on what we anticipate will be happening with HART and all the different things that are going on."

Member Bukoski said, in general, the whole intent of the OC is to try and identify ways in which the stadium site can be used to its fullest potential to benefit the continued self-sufficiency of the operations; and in doing so it may allow us to be more helpful with the UH Athletic program and those types of things – the more self-sufficient it becomes, the more opportunities can be considered to pass on to some of our special licensees.

The Chair informed the Board that we are in the process of reaching out to the new administration, as well as the legislators with reference to our activities here at the stadium...especially as it relates to the consultant's optimization study. The new administration comes in on December 1, so it will be timely for him, Manager Chan and those members who volunteered to interact with the Legislators, the Legislature and Committee Chairs to start reaching out to them.

B. Federal and City Deed Restrictions – Status Update and Discussion

Member Bukoski's Update:

- A meeting took place at the City about a week or two ago regarding the City Deed Restriction (City DR) which involved the Department of Land and Natural Resources (DLNR) and Deputy Attorney General Linda Chow (LC).
- The City and State are basically getting all the documents together.
- LC informed him that she already has all the copies of the Federal and City Deed Restriction that relate to the stadium site. Her staff is putting it in order to determine where City and State Deeds are reflected in the actual land itself, and how they overlap and affect one another independently or combined; also what it allows the Stadium Authority to do and not to do in those particular portions with the restrictions.
- On the city level, they also have their staff working to determine what the exact process is to begin to lift the Deed Restriction as well as trying to understand, so that they can present it to the Authority – as to what are the implications of the City Deed Restriction on the site itself.
- This morning the Land Use Commission (LUC) on Maui met regarding the land that was being contemplated as a swap to assist us with lifting the Federal Deed Restriction (land identified in Wailuku, Maui and slated for parks and recreational use). This action was being challenged by a non-profit group and was sitting in circuit court; the circuit court judge has since referred it back to the LUC for further consideration. Today's hearing was to consider a petition for declaratory order on that particular property. Member Bukoski is awaiting an email from LC as to the outcome of the hearing.

VI. NEW BUSINESS

A. Board Committees

Chairman Toguchi appointed the following members for the Audit Committee:

| | |
|----------------------|----------------|
| Michael Iosua, Chair | Scott Chan |
| Scot Long | Lois Manin |
| Ross Yamasaki | Russell Uchida |
| Randall Nishiyama | |

The Chair said that Manager Chan will work with all of you and that they need to begin as soon as possible.

Manager Chan expressed the need to prepare for the Legislative Session this year and to address some of the concerns that were brought up in that Audit Report. He recommended that the committee begin by reviewing the Audit Report (which was provided to you in the Orientation binder). The requirement to respond to the Legislature comes up annually; we have completed one annual review and anticipate the second one coming up soon. We will provide you with that information upon receipt.

Member Fujimori inquired if the Chair would be appointing chairs to the various committees. Manager said the only committee without a chair is the Administrative Committee. The Chair asked members to inform him if they are interested in chairing a committee.

B. HART – Monthly Report

Ms. Liz Scanlon was present on behalf of Brennon Morioka (who is ill).

Manager Chan reported that with the help of DAGS a response letter was prepared and sent to Mr. Dan Grabauskas with reference to the Consent to Enter our property. We are now awaiting a response from HART. The Board has been provided with a copy of the letter. Manager Chan said the last email that was sent to Dan Grabauskas and Brennon Morioka was to confirm that in order to us to proceed, that they need to respond in writing and we need to acknowledge that as well as have the appropriate signatures on that document.

Ms. Scanlon was invited to share her report.

Ms. Scanlon apologized that Brennon was unable to attend today's meeting. She said they did receive the letter and it is being reviewed by Mr. Grabauskas and Mr. Morioka, and, as soon as Mr. Morioka is better, they will get back with their responses.

Engineer Charlie Vitale asked if HART had a problem in holding off construction at the Bus Lot until after the Great Aloha Run in February 2015. Ms. Scanlon said it would not be a problem.

VII. EXECUTIVE SESSION NO. 2

The Chair requested a motion to go into Executive Session.

AT 12:01 P.M., A MOTION WAS MADE BY MEMBER LONG AND SECONDED BY MEMBER BUKOSKI TO GO INTO EXECUTIVE SESSION. THE MOTION WAS UNANIMOUSLY CARRIED.

Meeting reconvened at 12:26 p.m.

VIII. PUBLIC TESTIMONY

Shannon Wood said she just attended the Board of Regents (BOR) meeting today and said there were 25 people who spoke regarding the budget. There are a number of people (including faculty and staff) who are very concerned about intercollegiate athletics. She strongly recommended that the Stadium Authority work directly with the BOR, because the impact of doing away with intercollegiate athletics and football would have an incredible impact on Aloha Stadium. She noted that there are a number of people that have signed a petition and she is not sure if the BOR will pay attention to it, she recommended that the Stadium Authority contact and work directly with Jeff Portnoy who is the chair of the intercollegiate athletics committee. One of the positive things that came up at the meeting is that through their advertising program, they will be naming different areas of the UH (i.e., meeting rooms, bathrooms, etc.).

The Chair informed Ms. Wood an advertising program has already been introduced at the stadium with the Hawaiian Airlines field signage.

Member Bukoski inquired about the petition and wanted to know if it had any impact on athletics or on the stadium. Ms. Wood said it could have an impact.

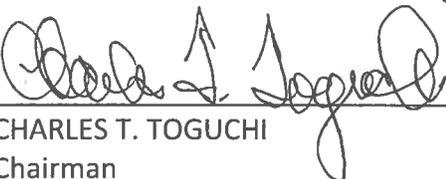
IX. NEXT MEETING

December 18, 2014

X. ADJOURNMENT

A MOTION WAS MADE BY MEMBER LONG AND SECONDED BY MEMBER BUKOSKI TO ADJOURN THE MEETING. THE MOTION WAS UNANIMOUSLY CARRIED.

Meeting was adjourned at 12:32 p.m.



CHARLES T. TOGUCHI
Chairman

Recorded by: Diana C. Ho

Date: December 18, 2014

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

Event Date: November 20, 2014

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 |
|--|-------------------|----------|--|
| Kelly DeAris | BOBYFA | 753-7390 | 808 YFA@gmail |
| 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 | | | |
| JAVEN GUZON | HANCK CORP | 799-0535 | HAWAIIAN TENCYCLE Rally @ Guinness .cc |
| 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 | | | |
| Darcy Nakamura | sohy | 282-7079 | |
| 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 | | | |
| Quan Nguyen | Papa John's | 721-8958 | |
| 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 | | | |
| KEAN Y. SUNIO | ESPN1420 | 753-1999 | |
| 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 | | | |
| Kristi Peacock | Marketing | 2957197 | |
| 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 | | | |
| Glen Hige | ASP | 348-2767 | glen.hige@frontmedia.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 | | | |
| Chris Kirimake | DABS | 586-0499 | CHRIS.KIRIMAKE@hawaii.gov |
| Are you providing public testimony? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda | | | |
| David DePonte | DABS | 586-0492 | david.c.deponte@hawaii.gov |
| Are you providing public testimony? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda | | | |
| Keoki Ken | HAWAIIAN NEWS NOW | 843-3669 | kken@hawaii.newsnow.com |
| Are you providing public testimony? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes": <input type="checkbox"/> Beginning <input type="checkbox"/> Will Follow Agenda | | | |
| Shannon Wald | WAA | 24763666 | m6@aka-hawaii.or |
| 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 | | | |
| | | | |
| 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 | | | |

11/14/14

Aloha Ben,

Per your request, we are sharing our comments that we discussed at our last monthly meeting held on Thursday, 11/13/14 at 10 AM.

The Aloha Stadium derives its operating revenue from the following primary sources or income: Rent for the use of the facility, Parking, Advertising, and Concessions.

The University of Hawaii shares in revenue opportunities at Aloha Stadium (Rent, Parking and Advertising). Below is a list of revenue opportunities between the University of Hawaii and Aloha Stadium;

1. Rent

- a. Opportunity to save up to \$350,000 to \$500,000 average per year based on ticket sales/attendance.
- b. Stadium Authority waived rent since 2007.
- c. NOTE: Out of Pocket Expenses could average from \$85,000 to \$100,000 per game. Settlement would depend on several factors; 1) Attendance, 2) Length of Event, 3) Type and frequency of request being made by the licensee.

2. Parking

- a. Opportunity to generate \$350,000 to \$500,000 per year.
- b. Approximately 3,095 reserved parking stalls located in Bus Lot, Inner Circle, and Upper Halawa.
- c. UH pays stadium \$21,800 for reserved parking stalls.

3. Advertising

- a. Sideline Signatures – Surrounds the entire field.
- b. Goalpost FG nets on the North and South.
- c. Field level railings around the entire field.
- d. The use of the LED Scoreboard.
- e. Revenue to UH unknown.

4. Field Naming Rights Contract

- a. Possible revenue to UH could be up to \$150,000.
- b. UH could receive a one-time payment up to 10% (\$150,000) of \$1.5M (stadium's share thru advertising contract) earmarked for UH Travel. That amount is to be determined by the Authority.
- c. The (net) \$1.35M can only be used to maintain and install a brand new playing surface.

5. Mauka Field Suites
 - a. Opportunity for the UH to generate additional revenue.
6. Booth 7 FBPB (22 Seats)
7. Booth 10 (10 Seats)
8. Note: Other UH revenue sources that impact stadium revenue; 1) Live National TV, 2) Live Local TV, 3) Pay per view and 4) Live Local Radio.

Please know that Aloha Stadium continues to work with and remains committed to supporting the UH athletic program.