NEIL ABERCROMBIE
GOVERNOR

DEAN H. SEKI
COMPTROLLER

CHARLES T. TOGUCHI
CHAIRMAN, STADIUM AUTHORITY

SCOTT L. CHAN
MANAGER

LOIS M. MANIN
DEPUTY MANAGER

ALOHA STADIUM

An Agency of the State of Hawaii

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

August 20, 2015

Members Present:	Member Excused
Charles T. Toguchi, Chairman	Wilbert C.F. Chee
Keith "Kika" G. Bukoski	Odetta Fujimori
Edward Hasegawa	Michael Iosua
Scot Long	
Ross Yamasaki	

Staff

Scott L. Chan	Charles Vitale
Lois Manin	Liane Nakagawa
Russell Uchida	Ivan Nishimura
Stephen Lee	

Others:
Randall Nishiyama, Deputy Attorney General (AG)
Carl Clapp, University of Hawaii Athletics (UH)
Davy Murayama, Centerplate
Glen Higa, Aloha Sports Properties
Chris Kinimaka, Department of Accounting & General Services (DAGS)
David DePonte, Department of Accounting & General Services (DAGS)
Franz Kraintz – City & County of Honolulu, Department of Planning & Permitting (DPP)
See Exhibit A (Sign-in Sheet)

I. CALL TO ORDER

A quorum being present, Chairman Charles T. Toguchi called the meeting to order at 10:05 a.m.

The Chair welcomed Ross Tsukenjo (Lt. Governor's office) and the Stadium Authority's newest member, Keith Amemiya. He said Member Amemiya is very experienced in the

athletics area and was previously a member of the Board of Education and Board of Regents. The Chair then proceeded with the swearing-in ceremony for Member Amemiya.

The Chair said Member Amemiya is a welcome addition to the Stadium Authority.

Member Amemiya expressed his appreciation for the opportunity to be on the Board and said he will do all that he can to contribute to the Authority.

II. PUBLIC TESTIMONY

Jerry Garcia (Swap Meet Vendor)
A copy of Mr. Garcia's written testimony dated August 18, 2015 (emailed 8/19/15) was provided to the Board (see Exhibit B).

III. APPROVAL OF MINUTES

A. Approval of Minutes of the July 30, 2015 Regular Session and Executive Session.

1. A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER YAMASAKI TO ACCEPT THE MINUTES OF THE REGULAR SESSION. THE MOTION WAS UNANIMOUSLY CARRIED.

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

Discussion
Member Yamasaki corrected page 5, paragraph 5, to read "capital expenses" vs. travel expenses.

THE MOTION WAS UNANIMOUSLY CARRIED.

IV. MONTHLY REPORTS

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

Chairman Toguchi said he will enter into discussions and offer his comments to some of the agenda items as they come up. He expressed appreciation to Manager Chan and Deputy Manager Manin and staff for all they are doing to prepare for the opening of the 2015 football season.

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

1. Events

Manager Chan reported his staff is preparing for the 2015 football season and are ready for the first game on September 3, 2015, kick-off at 7:00 p.m. We have a staff of approximately 800 to 1,000 part-time intermittent employees and a full-time staff of 38 employees. It is a huge undertaking and we are looking forward to the challenge.

St. Louis is scheduled to play against a team from America Samoa (a ranked team) tomorrow, August 21, 2015.

2. Capital Improvements

According to our engineer, Charlie Vitale, and our consultants, we are on schedule with the ongoing work that has been in progress.

Mr. Vitale said the mauka work was inspected today; painting of the handicap area will be completed by tomorrow; and they anticipate the mauka and makai sides to be completed by tomorrow night.

Progress is also being made with the construction of our storefront/security area and we are hoping for completion by the first game.

3. Administrative

We experienced some challenges with a client who was not able to secure an event date at the end of the year due to a conflict with another event. He assumed the date was locked in, although he was informed by Andrew Chang, Assistant Events Manager, that it could not be confirmed until the Events Manager returned from vacation. He then registered a complaint with the Governor's office. Manager Chan confirmed that the matter was handled properly by Mr. Chang and that final confirmation of the date must be provided by Mr. Lee. In answer to Member Long's inquiry, Manager Chan said alternative dates were offered and we are still trying to accommodate his event. Mr. Lee said the event is for the handicap on the field and is being planned by the "When you Dream a Dream" organization.

C. Approval of Events (Stephen Lee)

1. Lauren Mori
dba 808 Craft and Gift Fairs
Bus Lot

September 8, 2015 & October 13, 2015 (Tuesday)

Mr. Lee said management is recommending approval of these events.

Ms. Lauren Mori was present to answer questions by the Board. She said her first event at the stadium on August 11, 2015 proved to be very successful and is requesting two additional dates.

Member Bukoski and Board members posed the following questions:

- Why did Ms. Mori feel it was successful and how does she measure success?
- Is there a possible conflict with the swap meet?
- What is the difference between her vendors and the swap meet vendors?
- Did the attendees include visitors and/or local resident; and if there were visitors, how did she attract them to her event?

Responses to the above questions were provided by Ms. Mori and Mr. Lee:

- There were 60 vendors (one-third of them were food trucks), and more than half of them sold out and are interested in returning to the stadium. Estimated attendance was 1,000.
- They screen every vendor and two swap meet vendors that showed up were told they could not participate.
- Unlike the swap meet vendors who import and sell t-shirts for a couple of dollars, the craft fair vendors sell hand-crafted items and their price is about $25 per shirt.
- The attendees included about 85% local and 15% visitors. She promoted the visitor market through the Hawaii Prince Hotel.

A MOTION WAS MADE BY MEMBER LONG AND SECONDED BY MEMBER HASEGAWA TO APPROVE THE EVENTS.

Discussion

Member Yamasaki said he is in favor of these events because when the Board approved the first event, it talked about investigating to see if this is another service (market) that we can provide that is non-conflicting.

Member Bukoski requested, as part of the approval, that Ms. Mori be required to return to the Board for any future requests.

Ms. Mori then requested to add two more dates to allow her to promote those events in the 10,000 flyers that she will be printing to hand out at the upcoming Made-in-Hawaii Festival at the Blaisdell Center. Deputy Attorney General Randall Nishiyama said she can, if the Board amends the agenda.

Board Members recommended that she postpone her request for additional dates until she can provide statistics on the two dates that she is currently requesting; they said the Board will then be in a position to approve multiple dates.

The Chair asked Mr. Lee to work with Ms. Mori to assure that additional information is provided when she returns to request approval for future dates.

THE MOTION WAS UNANIMOUSLY CARRIED.

D. The University of Hawaii (UH) Athletics Department Monthly Report (Carl Clapp)

On behalf of David Matlin, Mr. Clapp said they are anxiously looking forward to the opening of the 2015 football season. The UH team has had several practices at the stadium and are very appreciative to Manager Chan and staff for their assistance.

Within a few days there will be a conference call between the Mountain West and all the game managers, and as a result, Teri Chang will be following up with the stadium staff on the last set of instructions and follow-up items prior to the first game.

In an effort to host a successful home game, the UH and Aloha Stadium staff met about a week ago to talk through some things and make sure we are well-prepared for this event. Mr. Clapp stated we have great relationships on both sides and are looking forward to being out here in two weeks.

Manager Chan informed the Chair that the stadium is grateful for the efforts set forth by David Matlin, Carl Clapp and Teri Chang in working closely with our staff. Along with counsel, Randall Nishiyama, Manager Chan assured the Board that a concerted effort is being made by both sides to execute the contract between the stadium and UH prior to the start of the season.

Manager Chan inquired about an update on ticket sales (for the purposes of prepping for the game), and Mr. Clapp estimated it will be more than 20,000, but it may not reach 25,000. In answer to Member Bukoski's question, Mr. Clapp

responded that in comparison to last year's numbers, the sales are down by approximately 2,000 at this time.

E. Swap Meet Monthly Report: Centerplate

- Total July Attendance decreased -3%
- Total Stall Count decreased -7%
- D,E,F, rows stall count decreased -8%
- A,B,C, rows stall count decreased -3%

Manager Chan said Centerplate was not able to attend today's meeting and the above numbers are the result of their written report that was included in the Board packets.

Deputy Manager Manin said she will answer any questions or inquiries by the Board.

The Chair asked Ms. Manin to update the Board on the issue that was brought up at the previous meeting regarding the reconfiguration and the solutions that were offered.

Deputy Manin reported that management had its weekly meeting with Centerplate yesterday and, with the exception of Mr. Garcia's public testimony, there were no other comments received from the vendors. The Chair asked for her opinion. Deputy Manin said she is hopeful that everything is better and to the level of expectations that the vendors are happy with the opening of the North Tunnel.

Member Bukoski inquired if there was a drop in concession sales as a result of opening that area. Ms. Manin said it has only been a week, but the concession sales have been stable and consistent with the number of attendees.

<u>Comments/Questions regarding the Craft Fair (CF)</u>

1. Member Bukoski -- Have the vendors and/or Centerplate expressed concerns of this event (any conflict or feedback)?

   Deputy Manin said prior to allowing the CF in, stadium management spoke with Centerplate to make sure there were no conflicts which meant they would not be allowed to operate on the same days or times that the swap meet operates under, which is why they have their events on Tuesdays from 5:00 – 9:00 p.m. Centerplate's only key

concern is to be assured that it is a craft fair and not a food fair- and make sure there are more crafters than food vendors.

2. Member Bukoski – On a competitive level, should there be a concern about a difference in vendor rental fees and whether the craft fair vendors are potential swap meet vendors that we could solicit?

   Deputy Manin said they will be monitoring the products that are being sold to make sure they are hand crafted items. If it results in something other than that, the red flag will be raised and discussions will take place at that point. There is also a different demographics that attend the craft fairs.

3. Member Yamasaki – At the outset, Ms. Mori was asked that question and she responded that her crafters would not go to the swap meet, so the question was, "Would the swap meet vendors go in her fair (and she turned them down)?" That is one of the key indicators we can track.

4. The Chair inquired, "What is Centerplate saying about this event?

   Deputy Manin said they are not too concerned because the swap meet did approach the Made-in-Hawaii Vendors before and they are not interested in being at the swap meet. They just want it to remain a craft fair and not a food fair. Management will be monitoring the percentage to make sure that there are more crafters than there are food vendors.

5. Member Bukoski – We are targeting the same demographics and he does not understand the price points.

   Deputy Manin said she believes it is what the customer is willing to pay for the item, and what the vendor is willing to accept for the items they are selling.

6. Member Bukoski – Are the crafters getting a different local resident than what the swap meet is getting?

   Deputy Manin said it is not clear, however, the crafters believe *that they have a different following – because they advertise at their craft fairs, which is how they get the same repeat customers; and they know how much they can charge for their products.*

As far as the price point for the vendor stalls, Deputy Manin said that it is up to the client. The Craft Fair client is renting the parking lot from the stadium (that's the agreement) and the stalls are being rented from the client to the vendors.

7. Member Bukoski addressed the Chair and said he feels tourists would love to see authentic Hawaii hand-made products versus imported items from a foreign country and suggested perhaps this subject can be discussed at a later date.

   Deputy Manin said she agrees, but the crafters are not interested in being at the swap meet because they do not think it is feasible for them to be there.

8. The Chair inquired if there are swap meet vendors who are part of the craft community. Deputy Manin said, yes, we do have some products made in Hawaii at the swap meet.

   The Chair requested that Deputy Manin continue to monitor the situation and keep in mind the concerns that were expressed today. Deputy Manin responded that she would.

F. Aloha Sports Properties Monthly Report (Glen Higa)

- August is their multi-tasking month. They will spend their time pushing through their last-minute deals and will also be working with the stadium video crew, and Samantha Spain.

- They will be following up with their signage vendors to make sure that all the signage is up, and the video board features are in place, which they are currently working on.

- They are not slowing down on their sales efforts and are working on driving more revenue.

V. UNFINISHED BUSINESS

A. Honolulu Authority for Rapid Transportation (HART)

Brennon Morioka, Deputy Executive Director was present on behalf of HART, along with Chris Takashige, Head of Design & Construction Division.

Mr. Morioka said he would go through his power point presentation (Exhibit C) and provide a brief update of activities that have occurred during the past month. Please feel free to ask any questions that you may have:

Status of Activities

Listed is a summary of meetings that have taken place to date.

He noted there will be a meeting on August 28, 2015, at 1:30 p.m. between the City, DPP, HDOT to further brief HDOT on the Halawa TOD plan, and to also continue discussions on traffic issues in terms of potentially closing Salt Lake Blvd. He noted there are advocates from multiple levels coming at DOT to try and push the issue of looking at alternative ways to route traffic around the Kamehameha (Kam) Lot area; specifically Salt Lake Blvd. because the Halawa TOD plan does have in two of its proposed options either the closure or the scheming down of Salt Lake Blvd. to the intersection of Kam Hwy.

Update on Traffic Study
HART is working with DOT on expanding the scope of the baseline traffic counts to include:

- Ulune St. and Halawa Heights Rd. to understand some of the traffic patterns coming off the interstate to the stadium;

- Kaimakani/Moanalua Rd. and Aiea Access Rd. (basically Aiea Elementary intersection area and the church) – to get a feel of what's happening at that intersection.

  All of this is meant to provide a better understanding of the baseline conditions of what's happening at the stadium prior to rail and prior to anything that the stadium decides to do with its development of Aloha Stadium property. That is a part of their long-term overall traffic study analysis.

With reference to traffic counts for the 2015 UH home games, they are proposing to look at four different games;

- Manual counts will be done at the Sept. 19 and Oct. 10 games.

  (They were initially planning to do the counts at the first game (Sept. 3) but by the recommendation of the traffic engineers and DOT they decided against it because it is an evening game during peak traffic. The data point basically becomes useless because they are not able to break down the analysis between what is a game traffic vs. what is a general traditional baseline peak afternoon traffic – it confuses the data point.)

- At the Nov. 21 and Nov. 28 games, they will be able to have their traffic counting set up at all intersections, as well as monitor counts with traffic tubes, (and supplemented with observational data). They will have people out here, in addition to all the traditional traffic counting instrumentation at all the various intersections.

At some point, the City and DOT will be asking the stadium for a "Traffic Impact Analysis Report (TIAR)," As a benefit to the stadium, all the data that HART is collecting and analyzing will be of use as part of that TIAR. It will all become available to you as a part of your final study.

The Chair asked Mr. Morioka, "What is the timeline for all of this." Mr. Morioka said they will continue to monitor over the next few seasons, as well as continue to take other baselines (not just game days, but just regular peak morning, mid-day afternoon) and then build a data base so that they fully know what the existing conditions are for pedestrian use, traffic demand, bus transit, etc. They can also take that and start modeling what might happen with rail and make certain assumptions; Obviously when they are in operation, they will have actual data on what those realities are. They will be able to compare and come up with final recommendations on whatever mitigation will be necessary.

Brief Synopsis on Construction Activities for the Kam Lot and Primary Lot

- Start foundations in the primary lot -- Second Quarter 2016
- Primary Lot – Everything happens after Pro Bowl 2016
- Guideway – Both Kam Lot and Primary Lot - Starts Summer 2016

2015 UH Football Season
Mr. Morioka said they will continue to do the same things that they did last year:

- They have been in contact with Aiea Elementary and Na Koa and working with them and just received the invoice for the parking lot. They will finalize payment of that to make the parking available for event employees.
- The will continue to work with the events manager and engineer on game day logistics. Lessons were learned from last year and they feel they have a better handle on things for this year's event.

B. Transit-Oriented Development (TOD)

Franz Kraintz (City Department of Planning & Permitting) Optimization Committee Report

Mr. Kraintz said they are continuing to work on refining the three alternatives of the redevelopment scenarios for the Halawa area surrounding the Aloha Stadium rail

station. They are tentatively planning the next community workshop (their involvement with the community) on September 30, 2015. They feel they have gotten far enough along and would like to get some input back from the community of all the potential scenarios.

On the development scenarios, Mr. Kraintz said they are following the principles of the TOD (i.e., their high-density and mixed-use). He said he is beginning to look at it perhaps very tentatively conceptual -- a stadium village, where the stadium is the backstop (the bookend for anchoring the type of redevelopment that we can see around the station). As mentioned before, he views the stadium station as being a catalyst for development in this area. It reflects a gateway, either to Central/West Oahu, but also if you are coming from that direction it is the gateway to Honolulu/East Oahu. Therefore, along with the Pearl Harbor visitor center and the stadium activities, he anticipates a lot activity and how the rail can really serve that.

The Chair said he believes some of the Optimization Committee members will be meeting with Mr. Kraintz and group on Tuesday, August 25, 2015, 4:00 p.m. at the stadium, which Mr. Kraintz confirmed.

Optimization Committee Report (Ross Yamasaki)

Member Yamasaki said he will present the report on behalf of Member Chee. He thanked Mr. Morioka and TOD for organizing and participating in some follow-up meetings for the coordination of events; goals and schedules; and particularly of interest to the Stadium Authority – the deed restriction and the traffic issue.

1. There was a meeting with DOT which resulted into some follow-up meetings (which Mr. Morioka just referred to), and we had another meeting with regard to the deed restriction with the City and got to a point of coordination (the Chair was present). We also got support from the Mayor's office to pursue the process of lifting the deed restriction; and we (the Chair and Optimization Committee) are having conversations with counsel to see what is the best strategy to move that forward.

   At our continued executive session in which the Optimization Committee (OC) (with the help of DAGS) solicited input from various agencies and stakeholders relative to constraints for the stadium development; and in summary, our consultant Irwin Raij from Foley & Lardner, participated in that and will be in town next week to follow up with us. The OC requested that he assist in aggregating the data information and provide summaries for the rest of the Board's benefit on the pros and cons to some of the alternatives; since e there are many different ways to look at this relative to financing and other constraints that we have before us.

Some members of the OC, along with the Chair had the opportunity to meet with Ms.Kate Howard from Senator Schatz's office – specific to some of the information that the Senator is working on, relative to the Department of Transportation (DOT) Reauthorization Bill (called the Transportation Infrastructure Finance & Innovation Act). Basically, they are proposing to add language to the reauthorization bill to expand its scope. We would like to learn a little more about that and how it would interface with our endeavor and the best case scenario.

Ms. Howard recommended, as we get closer to what we are trying to accomplish, we can then engage her and continue conversations. The OC is working very hard to meet with as many people as it can to move the process along. We have some deadlines that we would strategically like to meet in coordination with TOD and with HART, so we are doing the best we can to provide the Board with as much decision-making information to move forward with those agendas.

The Chair expressed appreciation for the work done by the OC under the leadership of Members Chee and Yamasakil; in addition he thanked DAGS who is very involved in assisting us with all of this.

The Chair followed with a recap of Member Yamasaki's report:

- We have had meetings with the City and HART people to: 1) Look at the City deed restriction; 2) The OC is also coordinating and working with TOD because we want our initiative to come together with what they are doing so that we can also utilize resources from the City side for the TOD; and 3) There are a lot of things that are happening with the Federal deed restriction, which also involves DAGS and the AG's office.

  With the many things that are going on, the Chair is recommending and inviting the Board to continue this meeting to next Wednesday at 1:30 p.m The purpose is to look at the big picture for the asset that we have here at the stadium and we will have the presence of our consultant Irwin Raij of Foley & Lardner LLP and different representatives from several departments and agencies. We will cover this in more detail later on.

VI. EXECUTIVE SESSION

A. At 11:20 A.M. A MOTION WAS MADE BY MEMBER LONG AND SECONDED BY MEMBER HASEGAWA 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 STADIUM OPERATIONAL ISSUES; STADIUM MANAGER'S EVALUATION AND STADIUM MANAGER'S AND DEPUTY MANAGER'S SALARY INCREASE. THE MOTION WAS UNANIMOUSLY CARRIED.

The meeting reconvened at 12:40 p.m.

VI. NEW BUSINESS

A. Stadium Manager's Evaluation

A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER LONG TO ACCEPT THE EVALUATION OF THE STADIUIM MANAGER.

Discussion:
Member Yamasaki said he is in support of the committee's recommendation.

Member Hasegawa said the Board discussed the Manager's Evaluation in Executive Session and based on those discussions approved the rating of "Significantly Exceeds Expectations."

On behalf of the Board, Chair Toguchi spoke in support of the recommended rating and said the Stadium Manager is doing a good job. Over the years, he has been given additional duties and responsibilities and the Board is very supportive of his performance. He thanked the Stadium Manager, Deputy Stadium Manager and Stadium Secretary.

Manager Chan thanked the Board for their vote of confidence and said he and his staff look forward to working with the Board on its future endeavors.

B. Stadium Manager and Deputy Manager – Salary Increase

The Chair said he received communications from the Governor's Office and the Personnel Division of the Department of Accounting & General Services (DAGS), to provide the Stadium Manager and Deputy Manager a salary increase as the result of the recent collective bargaining arrangements for state employees. This matter was discussed in executive session, and the salary range for the Stadium Manager is from the current annual salary of $118,500 to $120,864 and for the Stadium Deputy Manager from $100,760 to $102,732.

A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER BUKOSKI TO APPROVE THE SALARY INCREASE TO THE MAXIMUM ALLOWED, EFFECTIVE JULY 1, 2015 FOR THE STADIUM MANAGER AND STADIUM DEPUTY MANAGER. THE MOTION WAS UNANIMOUSLY CARRIED.

VII. NEXT MEETING

September 24, 2015

VIII. ADJOURNMENT

A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER LONG TO ADJOURN THE MEETING AT 12:50 P.M. THE MOTION WAS UNANIMOUSLY CARRIED.

CHARLES T. TOGUCHI
Chairman

Recorded by: Diana C. Ho

Date: September 24, 2015

Exhibit A

Stadium Authority Board Meeting

Sign-In Sheet (please print)

Event Date: August 20, 2015

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
Glen Higa	ASR	8083482767	glen.higa@outfrontmedia.com
Are you providing public testimony? ___ Yes ___ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Josh Parker			
Are you providing public testimony? ___ Yes ✓ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Ross Tsukenjo	LG's office	586-0255	Ross.Tsukenjo@hawaii.gov
Are you providing public testimony? ___ Yes ✓ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Lauren Mori	808 craft + Gift fairs	4795525	hawaiiantreasures4u@hawaii.rr.com
Are you providing public testimony? ___ Yes ___ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
David DePonte	DAGS-PWD	586-0492	david.c.deponte@hawaii.gov
Are you providing public testimony? ___ Yes ✗ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Chris Kinimaka	DAGS-PWD	586-0400	chris.kinimaka@hawaii.gov
Are you providing public testimony? ___ Yes ✓ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
FRANZ KRAINTZ	CCHNL DPP	768-8046	fkraintz@honolulu.gov
Are you providing public testimony? ___ Yes ___ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Are you providing public testimony? ___ Yes ___ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Are you providing public testimony? ___ Yes ___ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Are you providing public testimony? ___ Yes ___ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Are you providing public testimony? ___ Yes ___ No	If "Yes": ___ Beginning ___ Will Follow Agenda		
Are you providing public testimony? ___ Yes ___ No	If "Yes": ___ Beginning ___ Will Follow Agenda		

Exhibit B

July 2015 Public Testimony
csphawaii
to:
alohastadium
08/18/2015 11:41 PM
Hide Details
From: csphawaii@aol.com
To: alohastadium@hawaii.gov,
History: This message has been forwarded.

Unfortunately I am able to attend the planned Stadium Authority Board Meeting scheduled for Thursday July 20th. Please accept the following as my public testimony. If there are any questions, please let me know.

The Swap Meet Market Place Vendors accept the Pyrrhic victory achieved via common sense relating to the reconfiguration of the Swap Meet. We remain however concerned with other issues that affect our businesses. Specifically, accountability and communication. Reading the minutes of the June meeting where presentations were made it becomes apparent from the questions asked by SAB members that there is a lack of understanding of how the Swap Meet actually operates. It would be beneficial to the members if they would actually talk to the vendors, rather than rely completely on comments from the contractor and stadium management personnel. An example: if I were to ask questions of an employee or contractor relative to attendance by demographics, I would expect to get a better answer than "it's difficult to determine the market by standing in one spot". Marketing 101 determines that a business understands where it's customers are coming from. Market studies are not rocket science, they just take energy, effort and enthusiasm.
Another example is the management saying "we are doing our best to listen to their comments and accommodate their requests within reason". In fact there has been no effort to have open discussion dialogue meetings vs. being told what decisions have already been made by management and the contractor during quarterly meetings that are often announced a week before they happen, and help produce a negative response from vendors.
Finally, it appears that the SAB is taking an interest in working more closely with the vendors and the success of the Swap Meet. This is a necessity that in itself would help produce additional income that the Stadium so badly needs. We look forward to having more opportunities for open dialogue for everyone's benefit.
Two quick and easy ideas: 1) Bring back the roving water cart for the benefit of the customers. 2) Consider having one Saturday a month with free entrance as a "Mahalo and Aloha" from the Stadium.

Thank you,

Jerry Garcia Jr.
Consolidated Sports Products Hawaii
994 Hahaione St.
Honolulu, Hawaii 96825-1036
808-225-6372