

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

February 28, 2013

Members Present:

Nelson Oyadomari, Chairman
Kay O. Ahina
Odetta Fujimori
Edward K. Hasegawa
Marcia J. Klompus
Kenneth B. Marcus, Esq.
Alan S. Tamayose

Member Absent

Kathryn W. Inouye
Scot Long

Staff Present:

Scott L. Chan
Lois M. Manin
Russell Uchida
Stephen G. Lee
Ronald Tsuzuki
Shelly Shoji

Abraham Keliinui
Ryan G. Andrews
Wesley E. Ueda
Liane S. Nakagawa
Samantha L. Spain

Others:

Randall S. Nishiyama, Deputy Attorney General
Glen Higa, Aloha Sports Properties (ASP)
Davy Murayama, Centerplate
See Exhibit A (Sign-in Sheet)

I. Call to Order

A quorum being present, Chairman Nelson Oyadomari called the meeting to order at 10:05 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 January 31, 2013, Regular Session and Executive Session.

A MOTION WAS MADE BY MEMBER KLOMPUS AND SECONDED BY MEMBER TAMAYOSE TO ACCEPT THE MINUTES OF THE JANUARY 31, 2013, REGULAR SESSION. THE MOTION WAS UNANIMOUSLY CARRIED.

A MOTION WAS MADE BY MEMBER HASEGAWA AND SECONDED BY MEMBER AHINA TO ACCEPT THE MINUTES OF THE JANUARY 31, 2013, EXECUTIVE SESSION. THE MOTION WAS UNANIMOUSLY CARRIED.

III. MONTHLY REPORTS

A. Chairman's Report

1. Chairman Oyadomari thanked Ben Jay, University of Hawaii Athletic Director, for coming out early this morning to meet with both he and Manager Scott Chan. It was nice to hear his thoughts about Aloha Stadium.
2. With reference to Member Klompus' inquiry about the flying of the stadium's flags, our staff (Stephen Lee and Andrew Chang) did their research and found out that the stadium is in compliance. Member Klompus expressed appreciation for their efforts in resolving this issue.

B. Manager's Report

1. Administration

Manager Chan introduced two new staff members:
Donni Kaniho, Personnel Clerk; and Jaime Kataoka, Secretary 1.

2. Events

There were no additions to the reports that were provided to the Board.

3. Sales & Marketing (Samantha Spain)

Murals & Display Cabinet

- The mural project is still in progress.
- An added attraction to the stadium is the display cabinet located near the Hospitality Room. It includes memorabilia for our visitors to enjoy while touring the stadium. Many of them were contributed by staff members and other individuals and we continue to add more items as we receive them. We hope to complete this project before the season starts in August.
- We are working with non-profit groups in an effort to bring more events to the stadium.
- Contact has been made with a Japanese sports firm that does websites. We are researching how we can tap into the Japanese market for new events, tours and attendance at the UH games.
- Doggie Date Night was very successful with 2,000 in attendance. The Humane Society was very pleased and has tentatively scheduled a date for the next event.
- The Silky Love Valentine Dance was also very successful and the licensee expressed interest in having this event quarterly.

Manager Chan thanked the stadium engineer and maintenance staff for their effort to beautify the property surrounding our facility. A good example is the volcano – after 20 years the lights are finally working once again.

4. Capital Improvement Projects

During this legislative session, we are tracking two bills:

- SB 1002 – seeking to delete the reference to Kapolei Recreational Sports Complex from the Stadium Authority Statutes.
- SB 215 - Establishing a public-private partnership authority. A decision-making hearing will be held on March 1, 2013.

C. Approval of Events (Stephen Lee)

Chairman Oyadomari asked the Board to add two events to the agenda.

A MOTION WAS MADE BY MEMBER AHINA AND SECONDED BY MEMBER KLOMPUS TO ADD: 1) JBPHH MORALE, WELFARE AND RECREATION; 2) CENTER FOR TRANSPORTATION SAFETY, LLC. THE MOTION WAS UNANIMOUSLY CARRIED.

1. Junkshop Pros LLC
Automobile/Truck/Bicycle/Motorcycle and Dog Show
Lower Halawa Parking Lot
July 20, 2013 (Saturday)

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

2. Na Maka O Pu'uwai Aloha Foundation
Ho'ike Ohana Fun Day
August 3, 2013 (Saturday)

Mandi and Shannon Scott were present to answer questions by the Board. They explained it will be an all-day family event with food, inflatables and dancers (hula and hip-hop) performing throughout the day. It will be open to the public and other halaus.

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

3. Pearl City High School Learning Center
38th Annual Oahu Marching Band Festival
November 4, 2013 (Monday)

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

4. Envy Hawaii LLC
Dba Volvo of Honolulu
Showcase for Exotic Cars
Lower Halawa Parking Lot
Date - (To be determined)

A video of the proposed event was shown and Eric Roubentz (of Volvo Hawaii) made his presentation to the Board:

- Event would include a test drive experience of exotic cars (Ferrari, Lamborghini Avantador, etc.).
- Event would not involve racing – no contest between cars.
- Cars are stock cars, street legal and no modifications will be done to the cars (i.e. adding power or changing an exhaust system).
- The speed factor will not be an issue – the overall track will be designed to make it impossible to drive fast.
- Every visitor will be briefed by a professional instructor and will be accompanied by the instructor during the test-drive experience (instructor will have his own brake and pedal in case of an emergency).
- No accidents can happen because the instructor will always have control.
- The price per visitor will be approximately \$250.
- It is a very popular attraction for international tourists.

Concerns by Board Members:

- Noise factor (screeching).
- Stadium availability.
- The need to be cautious due to a previous experience with drifting and noise complaints by the neighborhood.
- There is not a clear enough vision of the proposed event.
- The staff needs to work with Mr. Roubentz to assist in bringing the event to the stadium.
- Too premature to vote on at this time.

Chairman Oyadomari informed Mr. Roubentz that the event would be great for Hawaii and that the Board is in favor of bringing it to the stadium. However, before making a decision, a better business plan is required. Chairman Oyadomari also said the Board has suggested that Mr. Roubentz work with Mr. Lee in Events, review the Board's concerns, and return with more specifics.

5. JBPHH Morale Welfare and Recreation
16th Annual Ford Island Bridge Run 10K
(Federal Government Run)
Kam Lot: Overflow Parking
April 6, 2013 (Saturday)

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

6. Center for Transportation Safety , LLC
Driver Safety Training
Bus Lot
May 6-7 (Monday/Tuesday)

Eric Rau joined the meeting via a telephone conference call. He made his presentation on the event and was able to answer questions by the Board.

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

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

Mr. Jay said today was his first opportunity to meet with Chairman Oyadomari and Manager Chan to talk about the upcoming season. Some of their concerns were:

- How do we help market the games to get some of the fans back.
- On UH's side, Mr. Jay would like to help the students on certain things.
- Address the fan experience and UH's experience at the stadium.
- Some people have expressed the need to stop alcohol sales, but Mr. Jay said he is not in favor of that due to the economic impact it would have. They discussed ways to help mitigate some of the issues related to alcohol.
- From UH's side, they would like to look at ways to cut expenses on game day and will continue discussions on this subject.

- Concerning tailgating, UH will be doing a lot of work through spring to effect some changes.
- Both parties are concerned about the revenue end in terms of UH's events and they are collaborating on everything being a win-win and will continue to do that.
- From UH's aspect, they need to take more leadership on some of the things that have happened. He will make decisions and provide answers when these actions are needed.
- Chancellor Apple has given him the charge to do whatever is needed to help turn their fortunes around. On the football side he has had very good conversations with Coach Chow in terms of getting him what he needs to be successful.
- Operationally, both parties discussed the condition of their facilities and how do they take care of the ongoing needs (repairs and maintenance). Chancellor Apple is also addressing the academic buildings.
- Mr. Jay said they are here to give the students a quality education and wants to be sure they are provided with all the things they need to be successful and some of that will start with their facilities and experience. He looks forward to continued discussions with Chairman Oyadomari and Manager Chan regarding some of these things.

Member Klompus fully agreed with Mr. Jay that the repairs and maintenance is an ongoing terrible problem. She also noted that very little funds are made available to maintain the facilities and we are now looking at a facility that is two-thirds done and is going to sit here. The maintenance is a huge problem here as well as at UH.

Member Klompus added that the tailgating hours are horribly long. Mr. Jay said he came from an institution that tailgated from 5:00 a.m., regardless of the starting time of the game. It is about how you maintain culture, what you allow them to do, and how you manage it and respond to the individuals who are out of control. Mr. Jay said he and Manager Chan talked about an enhanced effort to crack down on these issues. The public will need to be informed that we are not going lawless and be crazy in the parking lots. He will refund their money before allowing them to get sloppy drunk and walk in to see a game. He is compassionate for the fan whose game experience was disrupted by someone who has over-indulged. That is the kind of fan experience he would like to turn around

Member Oyadomari said it is very good that there is some unity of message from the Board and the University. He believes that the Board is very appreciative.

Mr. Jay said he will help the students that want to ride the bus and go to the games but he will not condone the poor behavior of certain students. He wants them identified and turned over to the UH and they will handle it internally.

Member Klompus agreed with Mr. Jay and said it is very important that there is communication between our security and UH's security which would allow the removal of student passes even if they paid their fees. Mr. Jay said the pass is a privilege and UH can deal with it at their end.

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

- Total January attendance decreased 5%
- Total stall count increased 6 %
- D,E,F rows stall count increased 5%
- A,B,C rows stall count increased 6%

Mr. Murayama reported there were only five days of sunshine -- weather conditions did affect their attendance. Their highest attendance was 6,900 where they normally average 8,000.

Marketing (Krysti Peacock)

Update on Doggie Date Night (DDN)

Humane Society was very pleased – they raised \$4,700.

All vendors were invited to extend their day and move closer to this event. A few vendors participated and stayed an additional hour or two.

Advertising

Every two months an ad will appear in the Hawaii Magazine which is distributed to mainland and foreign visitors (pre-arrival and post-arrival). The section is called “passport coupon” and is distributed to approximately 200,000 readers. It is also available to many mainland travel agencies.

In addition, the “passport coupon” will appear in a Starwood publication which reaches 700,000 tourists every six months. The magazines remain in the hotel rooms and are replenished regularly.

Two sample flyers were presented to the Board:

- A colored copy which is distributed to the concierge desks at different hotels in Waikiki.
- A black and white copy which is distributed to visitors at the swap meet to help them locate the products that they wish to purchase.

Member Klompus congratulated them on doing an excellent job. Manager Chan also acknowledged that Ms. Manin has the task of overseeing the swap meet operations and has done a magnificent job.

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

Mr. Higa reported:

- Still continuing discussions with their existing partners – met with half of them to date. Their timeline is to meet with every one of their existing partners by the end of March, 2013.
- Continuing their meetings to pursue new business partners to reach their aggressive goals.
- They have scheduled meetings with about ten different companies for new opportunities. They targeted over a hundred and are at 10%.
- Mr. Higa said he and Dave Golz met to discuss refreshing the video board graphics – which will enhance the game experience. Mr. Golz has contacted some video board companies. Their CBS properties also uses other companies which they will begin tapping into those resources.

Manager Chan said plans and discussions are underway to have an Ohana Day with our clients. The purpose is to expose this facility to maximize its use for the people with whom we have business relationships – similar to what we do for Media Day at the beginning of the football season. This is being coordinated with our advertising agent, Centerplate and the stadium.

Member Klompus requested clarification of what is being planned and Mr. Higa responded that it is an event to bring families to the stadium – a showcase for the stadium, utilizing their advertising partners.

IV. UNFINISHED BUSINESS: DISCUSSION AND APPROPRIATE ACTION

Member Fujimori requested the status on:

- The Deed Restriction.
- DAGS working with Foley and Lardner.

Chairman Oyadomari reported, on the Deed Restriction, correspondence has gone out through DAGS to the Attorney General's Office.

Member Marcus asked for an update. Mr. Uchida said it has been submitted and addressed to David Louie, but Mr. Nishiyama has not seen it yet and was not sure if it would go to him.

Manager Chan said the process is only that way because we are an attached agency to DAGS. Member Marcus said he thought the Board had executive authority on the statutes.

Mr. Nishiyama said all communications from an attached agency has to go through the agency that it is attached to.

Member Marcus inquired, if the letter is stuck at the Comptroller's office, how can we get it to the Attorney General's office.

Chairman Oyadomari said he doesn't think it is stuck there and believes it is a procedural matter. He asked Mr. Nishiyama if Mr. Uchida could communicate the status to the Board by email – Mr. Nishiyama replied yes.

Concerning Member Fujimori's second item, Chairman Oyadomari said this would have to be discussed in an executive session. Member Fujimori questioned that course of action since a motion was made in regular session at the January meeting.

Mr. Nishiyama said he is not aware of what the nature of Member Fujimori's inquiry would be regarding the reports. Member Fujimori responded, now that it is in their ballpark, we would like to hear where

they are going with that and their progress thus far in getting things done or what they are basically looking at.

Chairman Oyadomari said he would be guessing at this point, but believes it may be in the contract formation stage. He apologized for it not being on the agenda, but would definitely put it on the agenda hereafter.

VI. NEW BUSINESS

1. None

VII. NEXT MEETING

March 21, 2013

VIII. ADJOURNMENT

The meeting was adjourned at 11:44 a.m.



NELSON OYADOMARI
Chairman

Recorded by: Diana C. Ho

Date: March 21, 2013

Stadium Authority Board Meeting

Sign-In Sheet (please print)

Event Date: 2-28-2013

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.

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Organization

Phone #

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NA MAKA

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Are you providing public testimony? ☐ Yes ☐ No If "Yes": ☐ Beginning ☐ Will Follow Agenda

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Are you providing public testimony? ☐ Yes ☐ No If "Yes": ☐ Beginning ☐ Will Follow Agenda

Glen Hige

ASP

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Are you providing public testimony? ☐ Yes ☐ No If "Yes": ☐ Beginning ☐ Will Follow Agenda

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