

# APPROVED MINUTES

DAVID Y. IGE  
GOVERNOR

RODERICK K. BECKER  
COMPTROLLER



ALOHA STADIUM

*An Agency of the State of Hawaii*

ROSS I. YAMASAKI  
CHAIRMAN, STADIUM AUTHORITY

SCOTT L. CHAN  
MANAGER

RYAN G. ANDREWS  
DEPUTY MANAGER

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

March 29, 2018

Members Present:

Ross I. Yamasaki, Chairman  
Audrey Abe  
Keith Y. Amemiya  
John Fink  
Michael Iosua

Scot Long  
Brennon Morioka  
Charles T. Toguchi, Vice Chairman  
David Uchiyama

Staff

Scott Chan  
Ryan Andrews  
Russell Uchida  
Stephen Lee

Neal Sakamoto  
Andrew Chang  
Samantha Spain  
Ivan Nishimura

Others:

Randall Nishiyama, Deputy Attorney General (AG)  
Glenn Wakai, Senator  
Davy Murayama, Centerplate  
Krysti Peacock, Centerplate  
Louise Sper, Aloha Sports Properties  
David DePonte, Department of Accounting & General Services  
Frank Kosich, Honolulu Authority on Rapid Transportation (HART)  
See Exhibit A (Sign-in Sheet)

I. CALL TO ORDER

A quorum being present, Chairman Ross I. Yamasaki called the meeting to order at 8:31 a.m. Chair reported, for the benefit of those in attendance, no action items will be taken up after the Executive Session.

II. PUBLIC TESTIMONY  
None

III. APPROVAL OF MINUTES

A. Approval of minutes for the February 22, 2018 Regular Session and Executive Session:

A MOTION WAS MADE BY MEMBER AMEMIYA AND SECONDED BY MEMBER UCHIYAMA TO ACCEPT THE MINUTES OF THE REGULAR SESSION. THE MOTION WAS UNANIMOUSLY CARRIED.

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

IV. Monthly Reports

A. Chairman's Report

Chair Yamasaki stated, although the agenda appears to be light, 1) We have been addressing many operational issues that are now starting to wind down; 2) The Board has had a lot of internal housekeeping issues to address; 3) For the Internal Affairs Committee (IAC) Chair Iosua has been very busy (his report to follow); and 4) Board members and staff have been busy legislatively (i.e. funding, etc.) which will also be discussed at today's meeting.

B. Stadium Manager's Report (attached)

Manager Chan announced there will be several presentations at today's meeting. He also noted a few items of interest in his report:

1. After working with stadium staff for several months, the swap meet management will be presenting its Comprehensive Marketing Study to the board in executive session.
2. Discussions and preliminary negotiations are ongoing with Kiewit relative to the use of stadium property for two of their projects (i.e. the sewer force main by-pass and the repair/widening of the road around the stadium facility).

3. The State of Hawaii is introducing a new payroll system which will first be implemented by the Department of Accounting & General Services, and the Department of Human Resource Development. Open enrollment will begin on April 2, 2018. Several hundred of our employees have been notified and our staff will be available to assist them on that date.
4. Staff members Stephen Leē and Samantha Spain will be presenting their reports as follows:

2017-18 Post Season Evaluation Report (Stephen Lee)

Mr. Lee said his report is based on meetings that he had with his staff, as well as UH concerning the 2017 football season; he said operationally everything went fairly well.

Positive side:

- a. The Circle East Parking Lot was used to accommodate a tailgate area for UH students. Through communications between the stadium and UH, we were able to provide a safer place for tailgating -- it worked out well.
- b. The Family Fun Zone (previously located in the North End Zone parking lot Sections 8 A/B) - was relocated back to the UHPL. The change resulted in an increase in participation.
- c. Corporate Tailgating Area - Last year we implemented a new program and created an area (North side - Sections 8B & C) for larger groups to tailgate. One section was for UH to sell, and the other for the stadium. Some progress was made, but we continue our efforts to fully occupy those areas for the season.
- d. Freedom of Speech Area (fronting the Box Office) - Last year religious groups occupied this area, which generated public complaints. After consulting with Counsel Randall Nishiyama, we changed the configuration, then met and explained our new procedures with the religious groups. They were receptive to the change and the results were positive and successful.

Challenges:

- a. Operationally our biggest challenge is staffing, as noted below:
  - A 30% manpower shortage for parking attendants, ushers and the cleaning crew (General Services).

- At times, a 50% manpower shortage for law enforcement positions (Honolulu Police Department and contracted security).

An assertive effort is being made through ongoing management meetings to improve this situation.

b. In addition, Ms. Teri Chang of UH Athletics issued a list of their challenges which included:

- During the past two years the South elevator broke down during events which created challenges for their staff to access the football press box.
- They are receiving many complaints concerning the sound system (that it's too loud, or too soft -- unable to hear anything). These items will be discussed at future meetings between Athletic Director David Matlin and Manager Chan.

Manager Chan summarized that this is the time when we reassess/regroup, as we review our operational procedures.

#### Stadium Website Update (Samantha Spain)

- We worked very closely with the DAGS IT Department and updated the website, and changed a lot of the main tabs on the home page to make it more fan-friendly.
- All upcoming events are shown in the middle part of the section.
- There is a specific corner designated for UH, which we update weekly.
- At the bottom of the entire page, we incorporated all of our top corporate sponsors (along with our guest survey) - you can actually click on the survey; it will then go directly to our Deputy Manager's computer.
- We have a great team to put together not only our new fact sheets, but also a video for us.
- An overview of the new video which highlights the different areas of the stadium was shown to the board. The video is used for potential clients.

- The sub-tabs were restructured for easy access to contact information/swap meet information/partner(s) pages/after-hour security numbers as well as advertising. We recently received approval for all of the logos that are linked to our advertising page.
- Our administrative page is a generic area where we post announcements for public review -- all the links to the government site, including employee opportunities.
- The "Plan Your Visit" tab will probably be the most used, which includes events and ticket information; guest services, directions to our parking lots -- any information a guest will need. This site is constantly updated (at least once a week or more frequently).
- As we approach the football season, the website becomes filled with more detailed and updated information (including UH, high school football, and graduations).
- We are working with all the GPS companies regarding driving directions to make sure all of our data is updated (currently it is linked to the Google map).
- We also have a section for booking events. Prior to this, there used to be only one tab -- we now split 1) Public Events 2) Host a corporate or private event.
- Public Events - All stadium information is included. There is also an online application - to either download and fill out/send it in; or you can complete it on the website and it goes directly to the Events section.
- Corporate/Private Events - All of our private functions/guidelines and samples are on this page. In addition, we just added a Hospitality Room (HR) daily calendar. Fans can view its availability. We try to update this on a daily basis.
- Under Stadium Services, we are now updating our broadcasting program.

- Suite Packages (Individual Skybox Suites/Club Seats/and VIP seats on the field). New facts sheets for these areas will soon be completed and available on the website.
- Swap Meet - a separate tab is available with all the necessary information (hours, costs, location, and contact information).
- We are on Facebook, Twitter and Instagram.
- Currently our website consists of about 7,000 visits per month (which is slow because it is off season); and website viewership is 72-75% mobile users, tablets 5% and desktop about 20%.
- Ms. Spain promotes all upcoming events on Facebook and Twitter to sure that everyone is following UH and all of our clients -- this is how we gauge how actively our tweets are and what our impressions are.
- Currently all of our social media is organic -- we do not pay for anything and we are slowly building that up.
- On our Instagram, Ivan Nishimura does a great job with all of the photos that we promote for the swap meet, as well as all of our events.
- Our newest addition is the U-Tube channel - it attracts a much younger generation, which we normally don't see at the stadium.

Member Fink inquired, "If a public announcement is made, would he be able to find it on our website in about five minutes?" Ms. Spain responded it would not be on the website (unless she has been given authorization to post it by Manager Chan or Deputy Manager Andrews), but it is on social media.

Manager Chan stated, our process sometimes delays the release of certain newsworthy items -- that is to ensure accurate information is being provided.

Manager Chan said he is very pleased with the progress. By improving the quality of customer service, we can provide a better fan/guest experience.

We are also investing a lot of time and effort working with other clients (such as, Google Map, Map Quest, Uber, etc.) to provide accurate information that will help minimize traffic and confusion at stadium events.

Senator Glenn Wakai

The Chair acknowledged Senator Wakai's presence at the meeting and expressed appreciation for stopping by during the busy Legislative Session.

The Senator reported there were two PPP (Public Private Partnerships) bills that were going to help the state, which were a little more focused on the stadium). One of them died, but was pleased to announce that the other lives on and passed the Finance Committee yesterday. He said one bill is specifically to assist the stadium in reinventing this entire area, and concluded that HB2705 is the only thing legislatively is affecting the stadium's interest. He said in about a month they will be fixing it up a little in conference.

Senator Wakai also announced that the most important item coming up on April 6, 2018, is the confirmation of two board members (Members Yamasaki and Iosua) and to please feel free to send in your support for confirmation.

C. Internal Affairs Committee (IAC)

1. Committee Chair's Report (Member Iosua)

Chair Iosua said it was mentioned earlier that stadium management has been working very hard on operational issues and Mr. Lee provided a summary of where improvements can be made -- he extended his appreciation to the management team for their hard work on those matters. He added that the following two subject matters will be discussed during the executive session:

- Hawaii Administrative Rules' Revisions
- Advertising Request for Proposal (RFP)

Chair Yamasaki announced the other IAC reports are in the board packets for their review.

a. Events

- Approval of Events - None
- Summary of Monthly Events (report attached)
- Calendar of Events (report attached)

- b. Sales & Marketing Report (attached)
- c. Security Report (attached)
- d. Capital Improvement Projects/Engineering & Maintenance Report (attached)

Manager Chan informed the Chair that pictures are attached to the Engineer's CIP report to provide visual context of the specific work that is being done during the off-season. .

- e. Sales & Marketing Committee (attached)

The Sales & Marketing Committee was tasked with investigating and determining whether or not it would be in the stadium's best interest to hire an independent marketing consultant to assist stadium management in its attempt to market the stadium for future events. The committee met a few times and, due to the large upfront cost, determined it was a little out of the budget to hire a consultant. Instead, they were also able to meet with the Hawaii Tourism Authority and found a different route to leverage some out-of-state consultants to basically do the same job. Therefore, as previously mentioned the intent is to sunset the committee (as noted in the report attached to the agenda).

#### D. External Affairs Committee (EAC)

##### 1. Committee Chair's Report (Member Fink)

Member Fink reported that the committee met a couple of weeks ago; and there is still some discussion about the possibility of a UFC event. We are still waiting on UFC and HTA on whether that's going to happen. There are also a lot of discussions on the potential of future major sporting events and concerts, but no confirmations to date.

Member Fink noted, with the assistance of the Ascendents Group who are charged with providing the state with more marketing and sports activities (working alongside HTA) that they will place the stadium higher up on their list of venues and go coactively after promoters to provide events for Hawaii. We need to make sure that they (the Ascendents Group) do what they are supposed to do for the state, since that was our goal with an outside marketing group.



Member Fink congratulated Ms. Sper for reaching the 100% revenue goal. He also added that the Swap Meet is still having great success. Mr. Murayama confirmed that the next report should also look good.

Member Fink asked Senator Wakai, "How much further does the bill have to go?" The Senator responded, "We are in the red zone right now -- it is going to go for a full House vote and since there is a difference from the House version and the Senate version, they will go into conference in about two weeks.

2. Contractor Reports

- a. Outfront Media/Aloha Sports Properties (attached)
- b. Centerplate – Aloha Stadium Swap Meet/Sales & Marketing (attached)

3. Stakeholder Reports

- a. University of Hawaii

None

- b. Honolulu Authority for Rapid Transit (HART) – Report Attached
- c. Transit Oriented Development (TOD) (attached)
- d. Hawaii Interagency Council for Transit Oriented Development (HIC – TOD) – (Report Attached)

4. Legislative Committee Report

Update of Legislative Bills (attached)

In the attached report, Administrative Services Officer Russell Uchida provided a summary of the following bills that the committee has been tracking:

- **HB2274 HD1 SD1**  
DOT; Parking Facilities; Electric Vehicles; Charging Infrastructure; Working Group
- **HB1669 HD1 SD1**  
Concessions; Public Property; Bids; Proposals

- **SB2705 SD2 HD1**  
Office of Public-Private Partnership; Procurement Code; Appropriation
- **HB2581 HD2**  
Office of Public-Private Partnership; Procurement Code; Appropriation
- **SB3034 SD2 HD1**  
Office of Planning; Development or Redevelopment Plans; Affordable Housing
- **HB1900 HD1**  
State Budget

Further Discussion re: Update of Legislative Bills

Member Fink inquired what is the difference with SB2705 versus a similar bill that was introduced last year. Senator Wakai responded with last year's bill, there was only one position; and SB2705 includes five positions -- the level of responsibilities was also reduced.

Member Toguchi inquired about the status of HB2274. The Chair responded that the decision making will take place today by the Senate Ways & Means Committee. Member Toguchi said if the stadium was a park-and-ride facility the charging stations would be needed; however, with our current situation, he feels they would just sit. Mr. Uchida said we indicated in our testimony that utilization would be very low at the stadium and the cost unjustified.

To clarify:

- Manager Chan stated to Mr. Uchida it is his understanding that (according to how the bill is written) we are part of a study group that gives us an opportunity to provide comments to accurately address HB2274.
- Mr. Uchida concurred.
- Manager Chan added, the previous bill required a huge capital investment that would have a big impact to our bottom line and would be highly underutilized during the off-season.

Chair Yamasaki asked for a status of HB1900 for the stadium.

- Manager Chan said our request of \$15.0 mil. for CIP has been reduced to \$9.1 mil. Our annual budget request remains at \$9.2 mil.
- Mr. Uchida said the House cut \$5.1 mil. from the CIP proposal.

- Manager Chan said we still need to request for CIP money to address the CIP/Health & Safety (CIP/H&S) concerns that continue to surmount.

Member Brennon asked if our CIP request is lump sum, line item. Mr. Uchida responded, for H&S, it is lump sum; and we don't have any operating requests for HB1900.

Chair Yamasaki inquired, "Were some of the recent repair issues that came up during the use of the stadium (the heavy time) included in the request?"

- Manager Chan said yes, but most of the recommended CIP items are evaluated in the report that we received from Wiss Jenny & Elstner (WJE). WJE provided a two-year assessment to update us on the most important H&S issues.

Some of the work that became apparent during the season were the collapsed drains and several (seriously corroded) areas of the inner bowl.

Chair Yamasaki inquired, "Do we have an understanding of the impact to us (project wise) relative to the reduction in the CIP funding -- and what projects can we defer?"

- Manager Chan said we are working with DAGS.

#### Report by David DePonte

We do have a prioritized list that we maintain for the CIP work and adjust it as needed. Before moving forward with projects they DAGS always reevaluates the priorities on an ongoing basis.

The Chair said you guys do a tremendous job managing what we have. David said even with the upcoming project they always have a base scope.

### E. Governance Committee (GC) Report

#### 1. Committee Chair's Report

Chair Yamasaki said the committee did not meet this month.

The Chair said, for yesterday's order of the day, posted to the Governor's message for reappointment was Members Yamasaki and Iosua. We are yet to

hear from the administration as to the other members that the board submitted a recommendation for reappointment (for both Members Amemiya and Toguchi). The Chair said tomorrow he will inquire/follow up on the letter.

V. EXECUTIVE SESSION

The Chair said after executive session, we do not have any new business or any actions to move on so wanted to make sure everyone present are aware of our plans.

AT 9:20 A.M. A MOTION WAS MADE BY MEMBER IOSUA AND SECONDED BY MEMBER TOGUCHI TO MOVE 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 STADIUM OPERATIONAL ISSUES; ADVERTISING CONCESSION (DRAFT); AND HAWAII ADMINISTRATIVE RULES (HAR) - RECOMMENDATIONS HAR 2018. THE MOTION WAS UNANIMOUSLY CARRIED.

(Recess - 9:20 A.M. TO 9:33 A.M.)

Meeting reconvened at 10:47 A.M.

VI. UNFINISHED BUSINESS

None

VII. New Business

None

VIII. Announcements

The next board meeting will be on April 26, 2018.

IX. Adjournment

AT 10:48 A.M. A MOTION WAS MADE BY MEMBER IOSUA AND SECONDED BY MEMBER AMEMIYA TO ADJOURN THE MEETING. THE MOTION WAS UNANIMOUSLY CARRIED.



ROSS I. YAMASAKI  
Chairman

Recorded by: Diana C. Ho

Date: April 26, 2018