

DAVID Y. IGE
GOVERNOR

CURT T. OTAGURO
COMPTROLLER



ROSS I. YAMASAKI
CHAIRMAN, STADIUM AUTHORITY

SCOTT L. CHAN
MANAGER

RYAN G. ANDREWS
DEPUTY MANAGER

**APPROVED MINUTES
REGULAR SESSION
MAY 30, 2019**

An Agency of the State of Hawaii

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

May 30, 2019

Members Present:

Ross I. Yamasaki, Chairman
Brennon Morioka, Vice Chairman
Audrey Abe
John Fink
Michael Iosua
Scot Long
David Uchiyama

Members Excused:

Keith Amemiya
Hubert P. Minn

Staff

Scott Chan
Ryan Andrews
Russell Uchida
Charles Vitale
Stephen Lee

Trina Silva
Andrew Chang
Liane Nakagawa
Kim Dela Cruz

Others:

Michael Chambrella, Deputy Attorney General (AG)
Camille Masutomi, Department of Education
Francine Murray, Hawaii Community Development Authority
Louise Sper, Aloha Sports Properties
Frank Kosich, Honolulu Authority on Rapid Transportation
Chris Kinimaka, Department of Accounting & General Services (DAGS)
David DePonte, Department of Accounting & General Services (DAGS)
See Attachment (Exhibit A)

I. CALL TO ORDER

A quorum being present, Chairman Ross I. Yamasaki call the meeting to order at 8:32 a.m.

II. PUBLIC TESTIMONY

Chair Yamasaki introduced Senator Wakai who was present for the meeting. Senator Wakai commended the Stadium Authority for having the best year in 44 years. He stated that many things have come to fruition with 350M dollars to develop the land together with HCDA as our partners. The legislature has full faith to make this a home for a variety of economic opportunities not only for this district but for the entire state. Kudos to Member Iosua and Chair Yamasaki whom he worked closely with through the legislative session to make this happen. Senator Wakai concluded by stating that he has full confidence that the Stadium Authority will do good for the people of Hawaii'. Chair Yamasaki thanked the Senator for his continued support.

III. APPROVAL OF MINUTES

- A. Approval of minutes for the April 25, 2019 Regular Session
1. A MOTION WAS MADE BY MEMBER IOSUA AND SECONDED BY MEMBER FINK TO ACCEPT THE MINUTES OF THE REGULAR SESSON. THE MOTION WAS UNANIMOUSLY CARRIED.

IV. MONTHLY REPORTS

A. Chairman's Report:

Chair Yamasaki stated that we have been active and have had a busy month. He thanked the staff for their effort and acknowledged we will continue to fulfill our mission and hopes this activity continues as a trend.

B. Stadium Manager's Report: (report attached)

Administrative:

Manager Chan introduced Colette May as Stadium Secretary replacing Diana Ho who retired as of May 1st.

1. Updates:

- a. We ended spring season on a high note with several significant events (Monster X Tour and 5 graduations). Monster X Tour was the largest single event of this 2019 fiscal year. We distributed 45K tickets for the first event, followed by 25K for the second event with Supercross thereafter.

This has been an excellent event for Hawaii as we secured not only sporting events, but entertainment events as well.

The summer is just as busy, as we address CIP Health and Safety projects in addition to upcoming events. Manager Chan thanked Comptroller and DAGS Public Works Planning Branch for their continued support. To close out summer, we have concerts scheduled in July and August along with the NFL pre-season game on 8/17.

- b. Report by Deputy Manager, Ryan Andrews: P3 Conference
We had an opportunity to send members of the Stadium staff, DAGS and HCDA to the P3 conference in San Diego.

Convention Sports Entertainment Facility (CSEF) San Diego, May 16-17.

Attendees:

- Chair Ross Yamasaki
- Member Michael Iosua
- Chris Kinimake – DAGS
- Garrett Kanamoto – HCDA
- Charles Vitale – Stadium Engineer
- Russell Uchida – Stadium ASO
- Ryan Andrews – Stadium Engineer

The conference was a series of panels, case studies and key notes that examined different delivery models in terms of facility infrastructure, construction, financing solutions, different procurement methodologies and best practices that facility administrators can use to design, build, finance, maintain and operate facilities. This was worthwhile conference and we've received positive feedback from people that have been tracking this and seeing this project get on the market.

In addition to the conference, we made a visit to Petco Park and met with management from the Padres as well as with their F&B concessionaire, Delaware North. We were able to watch the operations of the facility. Deputy Manager has also seen their operations on a non-event day, and to see this facility while an event was underway made a huge difference in understanding how they address things like guest ingress, security, way-finding inside the facility and food and beverage operations. It was impressive to learn that they have over 400 point of sales for the F&B operations which is almost double what we have here. They also have a variety of seating or viewing operations with restaurants, wine bars, VIP lounges with pool and shuffle board, club levels, etc. – all things we can see in our new facility.

c. Profit and Loss Statement

Out of pocket expenses with the Hawaii Tourism Authority regarding the Women's National Soccer Team has been settled. Manager Chan informed the board that the Stadium and HTA have agreed to equally share in the total cost. We hope that upon AG Randall Nishiyama's return, he will be able to provide an update.

Report by ASO, Russell Uchida:

Profit and Loss Statement – 9 months for this fiscal year

Major revenue sources realized significant increases over prior year with exception of the swap meet. After consulting with Center Plate and reviewing past data, we attribute the decrease in revenue due to:

- 2 hurricanes (Lane and Olivia) that occurred in 2018
- 5 modified swap-meet dates: 4 concert dates, 1 UH game
- We realized there would be a certain amount of attrition that would occur from migration of Kam Drive-in sellers/buyers from 2017 to date

i. Profit and Loss Report:

- July – December is operationally our busy season with the majority of our expenses related to UH, high school and youth football games
- January – March is typically the period where we see the majority of reimbursement from out of pocket expenses incurred from UH events, the Hawaii Bowl, professional soccer, and the Great Aloha Run

ii. Actual Projected Revenue and Expenditures:

- Provides gauge to where we will be at the end of the year. This allows us to make any necessary changes against any negative trends
- This report reflects a cash balance that represents 7 concert events and includes a projection for the Monster Truck event
- It represents the hard work that the staff have put forth to concurrently host the numerous concerts, UH, High school, and youth events during that 6-month period
- With the revenue received, we continue to capitalize our cash reserve that has been depleted during the recession period and through various legislative actions. During the recession years, we've gone through lean years exacerbated by successive losing football seasons that effected the revenue stream. During this period, we asked the staff to do the best they could with what they

had while being mindful of health and safety as a priority.

- We will look at making good on what the staff have been doing without so far and putting in some equipment requests.
- We continue to struggle with unemployment and filling vacancies as unemployment runs 2-3%.

Member Fink: Is it accurate to say this is will be the most successful financial year in the history of Aloha Stadium?

ASO Uchida: I can only go back as far as 2010 and since then, it has been the best record so far. We've exceeded our seating/annual budget.

Member Fink: We should not take this for granted knowing that sometimes this is being worked with a skeleton staff and part time people who have different loyalties makes this pretty incredible. We should celebrate that in the 50 years of the stadium, this is the best year financially, and we should be able to tell people that.

Manager Chan: This has been a tremendous effort by all to achieve our budgetary goals. Also, thank you to Ferd Lewis, from the Star Advertiser, for his support and positive coverage throughout the year.

Member Fink: It adds to the sense of excitement moving forward with Senator Wakai's help, the legislature, and the governor soon signing off on the bill. We've proven that Hawaii is a destination that major entities will put on events.

ASO Uchida: Revenue Increase in prior year:

- Parking up 118%
- Food & Beverage up 81%
- Rent up 451%
- We should end the year with approximately a 10M dollar figure according to the projections.

Member Morioka: Will the Soccer Settlement get booked in FY19?

Manager Chan: No, we agreed to settle this fiscal year.

ASO Uchida: Carl, thanks to you and David to reimburse us for the games.

Member Abe: It's been a tremendous year. We've had a lot of events and it supports the drive to create the new stadium. This is wonderful for the state and internationally and nationally it will be a tremendous draw to Hawaii. I think it's important to show the profit and loss for each of the concerts to show the gross revenue, revenues, expenses. It will help us in the future when we have more concerts and events like Monster Truck to see where everything is

going. Whether it's Ticketmaster, Stadium, what are the expenses and how we can improve in the future to budget ourselves within the revenues? It's been a good year with the economy, tourism and this enhanced our tremendous efforts by the stadium to make it all happen so successfully. It would be nice to have a trend analysis since 2010 which would be a good marketing tool for the governor and to attract support for our development.

ASO Uchida: We can graph and collect the data. The economy goes through a recession about every 8 years, and this will reflect a starting point from rock bottom during the recession period and will get better from there.

2. Operations:

- a. Manager Chan stated that our staff discussed several methods of communication to reach a wider fan base. Prior to Manager Chan introducing Sales and Marketing Specialist, Samantha Spain to share the communication opportunities she provided comments related to the P3 conference and development of the new stadium.

- i. New Website: nased.hawaii.gov launched for the new stadium.

Right now, there is a holding page. You can input your email address and when the page is up and running, it will let you know that everything is working. We hope in the next couple of weeks to have it launched. WT Partners are inputting the content. We have a BOT to answer questions by Nahomi, and she work with us on the content for the page. Emails will get directed to Adam, Scott and Ryan. They will be able to see who is going on if they have questions about the new stadium.

- ii. Project Name: NASED - New Aloha Stadium Entertainment District
 - This name may change and evolve
 - This was presented at the P3 conference
 - This will help developers learn more about the new entertainment district area at this website
 - Once the website it up and running, it will connect to our current Aloha Stadium website

Chair Yamasaki: WT along with Crawford who are the consultants tasked with developing the master plan and conducting the EIS. In this redevelopment effort there is a lot that must go on to engage and appeal the market in the development community.

Attendance and having presence at the P3 Conference bid well for us. They are helping us with small things such as aligning what we call this project, so the

development community can understand and help us coordinate communication. This is positioning the state in the best way possible to the development community.

Redevelopment will happen through the engagement of P3, a private/public partnership. The state is not able to fund the whole development, and with what we envision with the entertainment district, we are going to have to engage in the development district. As we position ourselves, together with participation from the legislature, the governor's office, agencies, stake holders, and board member's hard work, it will be easier for the development district to engage with us.

There is a plan and logic in moving forward, and we have consultants that are advising us correctly. The feedback from the conference is that it is refreshing to know that we are engaging early, we are providing information and taking the proper steps to put ourselves in the best position possible.

We can't determine the market or control the economy, but what is working well for us is that we can hold several events, it shows in our financials, and it puts us in a good position. More information will be given to the board members as things start to come together. The success of the future of the Aloha Stadium will reside in the partnership with the development community.

- b. Samantha Spain proceeded to share communication opportunities for the upcoming events. With any major event, such as Monster Truck, we usually work with our traditional media, with press releases, news stations, making sure we get the word out. Our focus is always parking and traffic with "know before you go".

In the newest campaign, we wanted to target the younger crowd.

- We partnered with our social media influencers
- We did a 5-day campaign with Instagram
- We came up with 4 different videos
- They were organic which means we did not pay for any of the videos
- We worked with the influencers to post everything
- 1st Video, "Don't be late Russell": The basic idea was come early, get all the information you need
- Instagram sites we use: New Hawaii, Mean Hawaii, Hungry Hawaii etc.
- We had 81K views for this single campaign

- These don't include re-shares or when they post it on their website, so those are additional
- 2nd Video, "Don't sit around and wait"
- Humor videos makes everything go viral, and we made sure we had the message
- 4th Video, "Parking" on event day we did our push for alternate parking sites, and people are still commenting on our site

Conclusion: We received 450K views within the campaign and we've surpassed Zippy's in their views. We've also gained 520 followers within 5 days. We will try to do campaigns for any future major events such as the Rams pre-Season game in August.
(See Attachment) Exhibit B

3. Leadership Workshop:
This will be attended by stadium staff to address the redevelopment transition and building a new facility. The workshop will provide overall philosophy expectations moving forward and addressing any concerns.

C. Internal Affairs Committee

1. Committee Chair's Report:
Member Iosua: For any reports that were sent out, if you have any questions, please address the proper person.

Member Iosua stated he would like to echo the sentiments on the great job that the stadium management and staff have done on all of these events. Thank you from the Stadium Board for your hard work and the extra effort.

The advertising contract has been awarded, and a notice to proceed letter has been sent with an effective date of July 1, 2019.

2. Events
 - a. Approval of Events (none)
 - b. Summary of Monthly Events (report attached)
 - c. Calendar of Events (report attached)
3. Sales and Marketing Security Report (report attached)
4. Security Report (report attached)
5. Capital Improvement Projects/Engineering & Maintenance Report – diagonal bracing (report attached)

Charles Vitale: Update on Health and Safety

- We are on schedule to have everything done by the end of July
- Diagonal bracing will be carried into the winter. We are doing exploratory investigation. We are moving concrete near vomitory D, and then by vomitory S, and our forensic structural engineer will do some electronic testing and will draft a summary of repairs which will have to go out for bid. This work will probably be done during the football season, but it will be restricted and barricaded, so it will not interfere with events.
- We tested the field with our consultant after Monster Truck and it came out okay. The NFL will be out next week and will do their own testing.

D. External Affairs Committee

1. Committee Chair's Report

Member Fink: Colette will be contacting Carl, Franz, and Davy for your reports. If you don't have a report, send her an email at the appropriate time and let her know. It is normally 7-10 days before the monthly board meeting, so she can put them together and get them to the Authority Staff, so we can discuss at the meeting. This will give everyone enough time to look through it. She will send out the dates for the rest of the year, so you will have plenty of notice when it's due. She will send out reminders if she has not heard from you.

2. Contractor Reports

- a. Outfront Media/Aloha Sports Properties- (none)
- b. Centerplate - Aloha Stadium Swap Meet / Sales and Marketing (report attached)

3. Stakeholder Reports

- a. University of Hawaii (none)
- b. Honolulu Authority for Rapid Transit (HART) (none)
- c. Transit Oriented Development (TOD) (none)
- d. Hawaii Interagency Council for Transit Oriented Development (HIC-TOD) Report (report attached)

4. Legislative Committee Report Update and HCDA

Member Michael Iosua reported:

Member Iosua thanked Senator Wakai and the legislature for supporting HB1586. It has been several years in the works for us to get a 350M dollar award to redevelop the stadium and to be able to work with HCDA to get the development done in an expedited manner. HB1586 provides a development

district within the HCDA to be able to help redevelop the stadium and the surrounding areas. It also allows for the stadium land to be transferred from DLNR to the Stadium Authority and provides the 350M dollars for redevelopment of the stadium facility itself. It is an expedited award, and our goal is to get it done within a couple of years. It provides the mechanism and support that we need to accomplish that goal.

Within the bill we have an opportunity to sign an agreement with HCDA to facilitate the working relationship, and HCDA will send a representative to our meeting on a regular basis. We can discuss things with them and they can provide us updates and vice versa.

Member Fink: I will be attending the Hawaii Interagency Council for Transit Oriented Development (HIC/TOD) and I am in Oahu Permitted Interaction Group (PIG) together with Charlie Vitale representing the details. I will be there representing our Authority in August and September. There are several PIGs going on, however we are involved in the one with the stadium and Halawa. The next HIC/TOD will be on June 18th.

Member Iosua:

- HB1586 has not been signed yet, we are still waiting
- The governor has until June 24th to put out his intent to veto the bill
- He has until July 9th to veto a bill
- It looks positive for him to sign

Chair Yamasaki:

- Until July we will keep the Legislative Committee active, then we can put in a motion to sunset the committee.
- Part of the committee's assignment will be to continue to track our efforts and coordinate. We will work closer with HCDA
- Introduction of Francine Murray from HCDA Communications Department

Part of the bill requires a memorandum of agreement with HCDA, so we can formulate the relationship with DAGS, HCDA and the Stadium Authority. The Chair will probably propose another committee, once the legislative committee has been dissolved, to follow the redevelopment component.

Member Abe: Asked when the Governor can sign and veto a bill.

Chair Yamasaki:

- He can sign any bill anytime
- Anything that is not signed or not vetoed after July 9, becomes law without signature

E. Governance Committee Report

1. Committee Chair's Report

- a. Previously Manager Chan mentioned to follow up on Ethics which is due online. This is reminder to get this done by May 31.
- b. Business cards were handed out for Stadium Authority business.
 - We have been given official emails to avoid mixing business up with personal emails
 - The card provides telephone number, and this clarifies what role we have with the Stadium
 - Email passwords are still being worked on by DAGS. Board members will be notified as soon as they are up and running
 - Everyone will have their own temporary password which you will be able to change
- c. Unsolicited from contractors i.e. proposals from developers, contractors etc. Please do the following
 - Inform the inquirer you can take the information and let them know it will become public information
 - Give it to the Chair so it can be processed through the Governance Committee
 - It will be logged as unsolicited information
 - This can be given to our consultants and they will appropriately handle them
 - You shouldn't be giving out internal information about the redevelopment project

V. EXECUTIVE SESSION

AT 9:30 A.M., A MOTION WAS MADE BY MEMBER MARIOKA AND SECONDED BY MEMBER IOSUA 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. THE MOTION WAS UNANIMOUSLY CARRIED

(Recess: 9:30 – 9:35 a.m.)

(Reconvened: 9:41 a.m.)

VI. UNFINISHED BUSINESS (none)

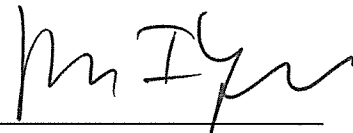
VII. NEW BUSINESS (none)

VIII. ANNOUNCEMENTS

A. The Next Board Meeting – Thursday, June 27, 2019 at 8:30 a.m.

IX. ADJOURNMENT:

AT 9:55 A.M. A MOTION WAS MADE BY MEMBER FINK AND SECONDED BY MEMBER UCHIYAMA TO ADJOURN THE MEETING. THE MOTION WAS UNANIMOUSLY CARRIED.



ROSS I. YAMASAKI
Chairman

Recorded by: Colette L. May
Date: May 30, 2019

D. External Affairs Committee

1. Committee Chair's Report
2. Contractor Reports
 - a. Outfront Media/Aloha Sports Properties
 - b. Centerplate - Aloha Stadium Swap Meet / Sales and Marketing
3. Stakeholder Reports
 - a. University of Hawaii
 - b. Honolulu Authority for Rapid Transit (HART)
 - c. Transit Oriented Development (TOD)
 - d. Hawaii Interagency Council for Transit Oriented Development (HIC-TOD) Report
4. Legislative Committee Report Update - Discussion/Action

E. Governance Committee Report

1. Committee Chair's Report

V. **Executive Session**

- A. 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
 1. Approval of Executive Session Minutes – None

VI. **Unfinished Business**

None

VII. **New Business**

None

VIII. **Announcements**

- A. Next Board Meeting - June 27, 2019

IX. **Adjournment**

(DRAFT)

MINUTES OF REGULAR SESSION

&

EXECUTIVE SESSION

DRAFT

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

April 25, 2019

Members Present:

Ross I. Yamasaki, Chairman
Audrey Abe
Keith Amemiya
Michael Iosua
Scott Long
David Uchiyama

Members Excused:

Hubert P. Minn
Brennon Morioka, Vice Chairman

Staff

Scott Chan
Ryan Andrews
Russell Uchida
Charles Vitale
Stephen Lee
Neal Sakamoto

Trina Silva
Andrew Chang
Liane Nakagawa
Kim Dela Cruz
Ivan Nishimura

Others:

Randall Nishiyama, Deputy Attorney General (AG)
Curt T. Otaguro, Comptroller, Department of Accounting & General Services (DAGS)
Audrey Hidano, Deputy Comptroller, Department of Accounting & General Services (DAGS)
Camille Masutomi, Department of Education
Louise Sper, Aloha Sports Properties
Frank Kosich, Honolulu Authority on Rapid Transportation
Chris Kinimaka, Department of Accounting & General Services (DAGS)
David DePonte, Department of Accounting & General Services (DAGS)

I. CALL TO ORDER

A quorum being present, Chairman Ross I. Yamasaki called the meeting to order at 8:32 a.m.

II. PUBLIC TESTIMONY

None

III. APPROVAL OF MINUTES

A. Approval of minutes for the March 28, 2019 Regular Session.

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

IV. Monthly Reports

A. Chairman's Report

Chair Yamasaki stated the legislative committee has been extremely busy as well the stadium manager and staff, taking some of these bills all the way to tomorrow (the last day). He especially wanted to thank DAGS for working with, and assisting the stadium as well. The details will be covered during the Legislative Session of the agenda.

Chair announced that today is Diana Ho's last official board meeting. She will be retiring effective May 1, 2019. On behalf of the board he thanked her for all of her help and service and said it's hard to imagine the board functioning without her diligence and support. Diana extended her appreciation to the Board, as well as to Manager Chan and his management team for their kindness and professionalism. On behalf of the staff, Manager Chan expressed appreciation to Diana for her service and for returning for an additional 13 years (after retirement). He said she will be missed and thanked her for all that she has done for the stadium.

Chair said yesterday they received approval to attend (in May) the P3 Conference for Stadium and Convention Developers. This is in line with the movement of the direction/support which the Legislature has been taken to support a P3 venture for the redevelopment of the stadium. We want to make sure we are getting all the information appropriately. Those attending will include: DAGS, HCDA Director, some of the stadium operational staff, the Chair and Member Iosua. The Chair said a report on this will be provided at the next meeting.

B. Stadium Manager's Report (attached)

Administrative

Manager Chan said, as noted in his report Colette May will be filling Diana's position as stadium secretary, effective May 1. Diana has been gracious enough to work with her (outside of work) to get her acclimated and for a smooth transition. We look forward to Colette coming on board and being a part of our Stadium Ohana.

Also, Manager Chan said he wanted the board to personally meet the following newly-hire staff members: 1) Federico Ader, who is now joining us and filled the vacant plumber's position. 2) Allen Miho, Building Construction/ Maintenance Supervisor 1 filling the position that was vacated by Abe Keliinui, who is now in the Supervisor II position. 3) Cedric Loo who has been the stadium's Chemical Treatment Worker II since September 17, 2007. He has been selected to be the Supervisor of General Services, effective April 22, 2019. He welcomed them all.

Updates:

- Hawaii Administrative Rules -- Recommendation will soon be finalized with signatures of our Deputy Attorney General Randall Nishiyama, as well as our Chair. We are pleased that the changes will make it more convenient for our guests to conduct business. Management intends to implement procedures for the upcoming season.

- Advertising Update

Manager Chan informed the board that they should be able to make a decision and an announcement by the end of this month - May 1. We realize how critical it is to get them on board, knowing most advertising budgets are set for the upcoming year.

- Press Conference "Environmental Review for Stadium Redevelopment Begins with Study of Alternative Sites and Introduction of Consultant - (Attached)

For the board's information several announcements were made during the press conference after last month's meeting:

Site assessment results conclude that the existing site is the best location for the new stadium.

Consultants will begin work the Master Plan (MP) and the Environmental Impact Study (EIS), which will take anywhere from 12 to 16 months.

Consultants will provide updates periodically.

- Operations

- Two-Night Monster Truck Event & The Hawaiian Super Cross

- Manager Chan said at the end of his report, they will share with the board how the stadium is preparing for this event -- with the expectation of an attendance of over 40,000 guests.

- P3 Workshop (May 7, 2019, 8:30-3:30 pm. @ HCDA)

- Manager Chan said the State Office of Planning and the TOD Council are providing an opportunity for us to attend this workshop, which is being provided by the Urban Land Institute. It is a great opportunity to learn more about the P3 process, as we move forward a new facility. He thanked those who have already signed up, but noted if you haven't that seats are limited. The details were emailed to the board and said if board members need assistance to please contact Diana.

- Overview of the Monster Truck/Hawaiian SuperCross Events (Ryan Andrews)

- Deputy Andrews reviewed the attached "Know Before You Go" Guide with the board. He noted that this is a similar to what the stadium implemented for the Bruno Mars Concerts -- basically covering everything a guest would need to know prior to attending the event and having a positive experience.

- Traffic & Parking

- We've made people aware of our parking fees which is what we charge for all international sporting events and concerts, as well as alternate sites and other transportation options

- Security

- We are making them aware of different security measures we take for events that don't normally occur at the stadium (i.e. our bag policies).

- General
Providing information regarding guest code-of-conduct; preparing them to bring cash for some of the concessions that do not accept credit cards; also due to limited ATMs (long lines), they may need to be prepared for additional cash.

- Swap Meet
The swap meet will open in a modified format (similar to UH football games).

- Key Talking Points
Starting next week, we will be pushing the following key messages:
 1. First, we want to emphasize that the traffic will be heavy, and guests should plan to arrive early. Parking gates will be open at 4:00 p.m. for a 7:30 p.m. event; and turnstile gates will open at 5:30 p.m.

 2. There is limited parking at the stadium, and guests need to know the locations of the alternate parking sites. We have made available six alternate sites for the Saturday event and two for the Sunday event. We have a map on our website showing all of the details on alternate sites, shuttle information, pick-up/drop-off hours and locations.

 3. Guests should consider other transportation options, such as taxis, Uber, Lyft as well as charter buses.

Individuals using those services will be provided a drop-off location in the Upper Halawa Lot section 1F, by entering Kalaloe Gate and exiting stadium lot onto Salt Lake Blvd. with no entrance fee required.

There are different groups offering bus charter options. One example is Roberts Hawaii, which has five different pick-up locations throughout the island of their special Monster Truck Charter Services. We encourage the public to look at these options for their convenience.

4. We encourage ticket holders to stay engaged with our communications, whether on our website, Facebook, twitter, Instagram, etc., which we will constantly be updating.
5. Lastly regarding security -- we have a one-bag policy and we have a number of restricted items of what can't be brought into the stadium - we are sending out that information so they do not bring items, such as umbrellas, and have to leave them at the gates.

How do we communicate?

We are using a variety of communication methods for this event, including the following:

1. Stadium website
2. Radio and TV
3. Social Media Influencers – We are also taking a new direction with a social media organization – realizing that this is the best way to reach the younger population.
4. Direct email – we have email addresses for everyone who purchased tickets through Ticketmaster

C. Internal Affairs Committee

1. Committee Chair's Report - None

Committee Chair Iosua stated there is no additional report from the committee, other than the internal stadium reports in the board packet.

2. Events

a. Approval of Events

None

a. Summary of Monthly Events (report attached)

b. Calendar of Events (report attached)

3. Sales & Marketing Report (attached)

4. Security Report (attached)

5. Capital Improvement Projects/Engineering & Maintenance Report
(Attached)

D. External Affairs Committee (EAC)

1. Committee Chair's Report

Committee Chair Fink noted the reports have been provided to the Members and that the contractors and stakeholders are present to answer questions.

2. Contractor Reports

- b. Outfront Media/Aloha Sports Properties - Report Attached)
- c. Centerplate – Aloha Stadium Swap Meet/Sales & Marketing - Report Attached

2. Stakeholder Reports

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

2. Legislative Committee Report Update - Discussion/Action

Member Iosua reviewed the attached report with the board. He stated, from the priority issues that the stadium was tracking, there are basically three bills that are left:

- HB 1586, HD1, SD2 - Regarding the stadium's redevelopment efforts and the requested funding for redevelopment. It was originally under three separate bills, but was transferred under this bill recently -- based on the recommendations by the senators and representatives who are pushing this bill on our behalf. At this point the bill is up for hearing - he believes this afternoon. It

has been rolled over several times; and there's no guarantee that it will pass today -- but hoping to get things moving.

Member losua thanked DAGS and Stadium Management and everyone who has been working really hard on this bill.

- HB 1259, SD1 - Regarding the CIP for Health & Safety request that we have. Unfortunately, that has been cut down, but said on the bright side, it gives us even more incentive to redevelop the stadium. It is not a surprise because there have been across-the-board departments that have had their funding cut. It is not surprising, although it is disappointing.
- HB 2, HD1, SD1, CD1 - Regarding our operational budget. That has already been approved and signed by the Governor (per Mr. Uchida).

Member losua thanked Mr. Uchida for taking the lead on tracking all these bills and making sure the Legislative Committee is up to date on all the bills -- and making sure our testimonies were submitted.

The Chair inquired about the status of the legislative process. Member losua said today is the deadline for non-fiscal bills and tomorrow at 11:30 a.m. is the deadline for fiscal bill reports. The Chair said there is still a lot of activity in the next few hours. Several of us will be going down to the Capitol after this meeting. We will have a wrap-up at next month's meeting.

E. Governance Committee (GC) Report

1. Committee Chair's Report

None

F. EXECUTIVE SESSION

1. None.

G. UNFINISHED BUSINESS

None

H. NEW BUSINESS

None

I. Announcements

The next Board Meeting - Thursday, May 30, 2019 at 8:30 a.m.

J. Adjournment

AT 9:05 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: _____

Date: _____