



THE CITY OF SAN DIEGO

**MINUTES OF THE MEETING OF THE
QUALCOMM STADIUM ADVISORY BOARD**

APPROVED MINUTES

**Thursday, January 10, 2006
Stadium Administrative Offices, Suite L48**

I. CALL TO ORDER / ROLL CALL

The meeting was called to order by Chairman Si Coleman at 8:20 am.

Members Present: Si Coleman, Karen McElliott, Joe Martinez, Jeff Jeffery, Harold Lewis, Michael Simonsen, Regina Petty and John Wertz

Staff Present: Stadium Manager Erik Stover; Marketing Manager, Mike McSweeney; Stadium Operations and Turf Manager, Steve Wightman and Kathy Stevens, Stadium Secretary

Others Present: Joe Erbland, Deborah Sandy, Jeff Schemmel & Chuck Long, SDSU; Mark Neville, Holiday Bowl; Keith Jones, Ace Parking; Lisa Gonzalez, Councilmember Frye's Rep; San Diego Auto Connection; Lin Walton Ombac.

II. APPROVAL OF MINUTES OF November 10, 2005

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communications

V. CHAIRPERSON REPORT

Chair Si Coleman reported that he met with the Mayor's office regarding the role of the board and the composition of the board. They are looking into all of the City's boards regarding their proper roles and functions. Although some of our members' terms, have expired, under the charter everyone will continue to serve until their replacement appointment is made. They are reviewing whether to reappoint as well as asking for everyone's resignation and create a whole new board.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Jeff Schemmel, Athletic Director for SDSU, introduced Chuck Long as the new head Coach for the Aztec Football team.

Chuck stated that he is glad to be here in the San Diego.

Joe Erbland thanked everyone for making his first year an easy one.

C. HOLIDAY BOWL

Mark Neville reported that they are ecstatic over the attendance and the success of the 2 bowl games.

D. OMBAC

Lin Walton reported that they had their first game of the season last week and was very pleased that they have been selected to host the US Championships again this year.

E. ACE PARKING

Keith Jones stated that the last two bowl games went well. He thanked the Police Department and Erik for their support.

F. Centerplate

Scott Marshall reported the bowl games were a big plus for them.

VII. STAFF REPORT

A. Stadium Manager

Stadium Manager Erik Stover reported that the staff has continued to do a great job this season. The lines of communications are opened. Erik also stated that the relationships with the tenants are greatly improving.

Erik also reported that he has met Richard Haas, the new director that oversees the Stadium operations.

The Fire Station is temporarily set up at gate g and the semi-permanent portable down by the practice field will be set up by the end of February.

Erik reported that he has been going over the parking RFP over the past couple of weeks and now it is back with the purchasing department to complete it.

Si Coleman asked that once the proposals start coming in, a committee from the Board reviews them and make their recommendation to the Council.

San Diego Auto Connection's contract has been signed by the Auto Connection.

Kelly Salt added that Donna Frye has requested that the extension be brought to the council for approval.

Kelly also reported that she has prepared a report and it has been distributed to the Council that addresses the issues raised by the Mission Valley Auto Dealers.

Si stated that he has requested that Jeff and Michael attend the council meeting when this issue will be discussed.

Erik reported that he is planning along with Centerplate an event to market the Stadium to promoters and special event groups. The Stadium has a lot of open dates and spaces that can be filled with special occasions.

B. Marketing Director

Mike McSweeney reported on the KGB event for this summer and also a soccer match for March. La Mesa RV would like to extend their contract and also have an event in March which would involve over 5000 RV owners in the parking lot.

The negotiations are ongoing with Clearchannel and should have a new contract in a couple of weeks.

The Marquee on Friars Road is going under some renovations which will get updated with new technology.

A Vietnamese New Year Festival will be held at the end of January.

C. City Attorney

No Comment

VIII. NEW BUSINESS

Si Coleman stated that Jeff Jeffery, Michael Simonsen and himself will serve as the nominating committee and will present the board with the slate of new officers at the February meeting.

IX. COMMENTS BY BOARD MEMBERS

All Board members welcomed Chuck Long.

X. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:55 am. The next Regular meeting will be Thursday, February 9 at 8:15 am.