



THE CITY OF SAN DIEGO

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

APPROVED MINUTES

**Thursday, February 9, 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, John Wertz.

Staff Present: Deputy City Attorney Kelly Salt; Marketing Manager, Mike McSweeney; Stadium Operations/Turf Manager, Steve Wightman and Kathy Stevens, Stadium Secretary

Others Present: Jeff Schemmel, Nancy Lopez SDSU; Bruce Binkowski Holiday Bowl; Scott Marshall Centerplate; Ace Parking; Lisa Gonzalez, Councilmember Frye's Rep; Lin Walton Ombac; Brent Schrotenboer Union Tribune

II. APPROVAL OF MINUTES OF January 12, 2006

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communications

V. CHAIRPERSON REPORT

Si commented that it has been a privilege to serve as the Chairman for the past year. He went on to thank everyone for their support.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

- B. AZTECS
Jeff Schemmel reported that they have scheduled a walk-thru here with Erik to get a head start on next season.

Jeff Jeffery stated that they as a board will do their best to accommodate the needs of the Aztecs here at the Stadium.

- C. HOLIDAY BOWL
Bruce Binkowski reported that they are currently closing out the records for the Holiday Bowl and Poinsettia Bowl. The television rating was a 5 which is outstanding and ticket sales for the Holiday Bowl were a record setter. The Poinsettia Bowl was extremely successful as well.

- D. OMBAC
Lin Walton reported that last year nationals were very successful and it looks like this year's nationals will be the same.

- E. ACE PARKING
No Report

- F. CENTERPLATE
Scott Marshall stated that he just got back from their national meeting and has brought back some great ideas for the coming season.

VII. STAFF REPORT

- A. Stadium Manager
No Report (Erik Stover currently attending Stadium Manager's Seminar)

- B. Marketing Director
Mike McSweeney reported on the following events:
- * KGB would be an inside stadium event for this summer.
 - * Kick ball event – Week long event on the practice field
 - * The Vietnamese New Years event did extremely well with about 15,000 people in attendance. This event will probably return.
 - * Cirque du Soliel – Mike will be meeting with them in Long Beach on May 9 to discuss an event here next year.
 - * Street Scene will be on August 4th & 5th

Mike also stated that they have signed a 5 year contract with Livenation formally Clearchannel. This is the Monster Truck Show and the Supercross events.

Mr. McSweeney reported that he is ready to meet with the Administrative Committee regarding the contract extension for La Mesa RV.

Lin Walton mentioned his concerns on other events being on the practice field. Basically the wear and tear on it.

Mike responded by saying it is his responsibility to rent the facility and to provide everyone with a playable field.

Mike commented to Si that on behalf of the staff, we thank you for your time and effort as Chairman of the Board this past year.

C. Chief Deputy City Attorney

Kelly Salt stated she will draw up new rules and regulations for the board and have them for the next board meeting.

VIII. NEW BUSINESS

Si Coleman reported that the nominating committee recommends that Jeff Jeffery be elected as the next Chairman of the Stadium Advisory Board, Michael Simonsen Vice-Chair and Joe Martinez re-elected as chair of the facility committee. Si also stated that since there has been no clarity as to who will be remaining on the board; Jeff has requested that there be no nomination for the Administrative Chair at this time. The new officers will assume office on March 9.

Motion for election;
Approved/Unanimous

IX. COMMENTS BY BOARD MEMBERS

Harold Lewis mentioned that McDonald's All American Teams will be at Cox Arena on March 27 & 29th.

X. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:50 am.
The next Regular meeting will be Thursday, March 9 at 8:15 am.