

QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday, July 13, 2006

Stadium Administrative Offices, Suite L48

I. CALL TO ORDER / ROLL CALL

The meeting was called to order by Chairman Jeff Jeffery at 8:20 am.

Members Present: Jeff Jeffery, Joe Martinez, Michael Simonsen, Karen McElliott, Harold Lewis, Si Coleman and Les Williamson.

Staff Present: Shannon Thomas Deputy City Attorney; Stadium Manager Erik Stover; Marketing Manager Mike McSweeney; Stadium Operations/Turf Manager Steve Wightman and Kathy Stevens Stadium Secretary.

Others Present: Steve Schnall, Deborah Sandy, Jeff Schemmel SDSU; Lisa Gonzalez, Councilmember Frye's Rep; Scott Marshall Centerplate; Mike Caples Construction Expo.

II. APPROVAL OF MINUTES OF June 8, 2006

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communications

V. CHAIRPERSON REPORT

Jeff Jeffery introduced Les Williamson as a new Advisory Board member replacing John Wertz who recently resigned. Jeff commended John Wertz on his 12 years of service to the Stadium.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

- B. AZTECS
Jeff Schemmel, SDSU Athletic Director stated that the first game is August 31 against UTEP and will be nationally televised.
Steve Schnall, SDSU Associate Athletic Director commented that the ticket sales for the sky show is well ahead of last year's sales.
- C. HOLIDAY BOWL & POINSETTIA BOWL
No Report
- D. OMBAC
No Report
- E. ACE PARKING
No Report
- F. CENTERPLATE
Scott Marshall reported that their first big event will be Charger Fan Fest, which will be on August 5. Scott also mentioned a new program with their POS. This will monitor whether or not the vendors are checking for ID's when purchasing alcoholic beverages.

VII. STAFF REPORT

- A. Stadium Manager
Erik Stover reported that the contracts for Ace Parking and Elite Security are nearing completion. The new Director for the Stadium is Jim Barwick. Jim is the Director of Real Estate Assets, which also covers Petco Park and Airports.

Steve Schnall stated that SDSU has contracted with Elite Security as well.
- B. Marketing Director
Mike McSweeney reported that he along with Centerplace are preparing for seasonal Club business as a follow up on the recent Stadium Showcase. They have had numerous calls inquiring about renting the Clubs.
Next week Street Scene will begin moving in for their August 4 and 5 event.
- C. Deputy City Attorney
No Report
- D. Lisa Gonzalez – District 6
Lisa introduced Les Williamson and that Council Member Frye is very happy to have a member from Serra Mesa on the Advisory Board.
Mr. Williamson commented that he was a Retired Marine Officer as well as retired from the Union Tribune. Currently he is on the Planning Group for Serra Mesa.

VIII. OLD BUSINESS

A. Catering Buy-Out Policy

Shannon Thomas handed to the Board a memo to explain Centerplate's Contract.

Erik commented that at this time, catered events in the parking lot would basically stay the same. The only potential change would be enforcing the City's rights relating the outside vendor's use of extra parking spaces.

X. COMMENTS BY BOARD MEMBERS

Michael Simonsen asked Si about the article that appeared in this mornings U-T. Si responded that the article was probably a response to the Mayors comment earlier in the year regarding reviewing Board's and Chair Jeffery's letter to Mayor Sanders requesting direction and clarification of responsibilities.

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:45 am. The next Regular meeting will be Thursday, August 10 at 8:15 am.