

# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

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### APPROVED MINUTES

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Thursday, August 9, 2007  
STADIUM ADMINISTRATIVE OFFICES

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#### I. CALL TO ORDER / ROLL CALL

Chairman Michael Simonsen called the meeting to order at 8:15 am.

**EXCUSED MEMBERS:** JEFF JEFFERY

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

Others Present: Todd Bradley Deputy City Attorney; Deborah Sandy SDSU, Bob Schulz SDSU; Bruce Binkowski Holiday Bowl; Lin Walton OMBAC; Brent Schrotboer San Diego Union Tribune; Scott Marshall Centerplate; Jack Key SD Grand Jury, Ed Embly SD Grand Jury; Cathy Andreson SD Film Commission, Kimberly Hail SD Film Commission, Bill Nelson Ace Parking;

#### II. PUBLIC COMMENT

No Comments

#### III. COMMUNICATIONS

No Communications

#### IV. CHAIRPERSON REPORT

No Report

#### V. BUSINESS PARTNER REPORTS

##### A. CHARGERS

No Report

- B. **AZTECS**  
Erik Stover reported for Steve Schnall that practice will start Friday. Aztec Family Day will be August 25.
- C. **HOLIDAY BOWL & POINSETTIA BOWL**  
Bruce Binkowski reported that tickets go on sale tomorrow for the Holiday Bowl. Poinsettia Bowl will be on December 20 and Holiday Bowl will be December 27.
- D. **OMBAC**  
Lin Walton stated that their summer season has ended and they will start again in October.
- E. **ACE PARKING**  
No Report
- F. **CENTERPLATE**  
Scott Marshall reported that they had a busy July with more than 800 people attending the Tribute to Tony Gwynn Event. Scott also mentioned that the American Idol event was more than they anticipated. Scott stated the only major changes to this season will be a beach bar at the G Pad and nine Mexican Cantinas, which will feature super nachos and different Mexican beer.
- G. **SAN DIEGO AUTO CONNECTION**  
No Report

**VI. STAFF REPORT**

- A. Stadium Manager  
Erik Stover stated that the new Liaison for Boards and Commissions is Lisa Gordon. Lisa will be in charge of term limits.  
  
Michael Simonsen reported that he received a letter from Harold Lewis stating his resignation effective September 1, 2007.
- B. Marketing Director  
Mike McSweeney thanked Centerplate on a great job that they did for the Tony Gwynn Tribute. Mike also mentioned that American Idol had over 14,000 people in the Stadium and 9000 people who auditioned.
- C. Deputy City Attorney  
Todd Bradley stated that the City Council met regarding the use of the City Box. Todd asked the board members when using the tickets to make sure you print your name clearly and notice any improvements that might be made to the Stadium while at the game.  
  
Todd also mentioned that the rate card will go in front of the City Council in September and he expects approval from the Council.
- D. District 6  
Lisa Gonzales thanked Mike and Erik for the use of the Stadium's parking lot during the Harry Potter event at the Mission Valley Library.

**VII. NEW BUSINESS**

**A. Review of Qualcomm Stadium City Suite Policy**

Michael Simonsen stated that the rules & regulation for the Stadium Advisory Board went in front of the City Council recently.

Erik stated that the Council wanted Petco Park and the Stadiums rules & regulation to coincide. The major change to the Stadiums policy is that the extra tickets will go to the Stadium Manager instead of the pool. Now he will be able to give them to vendors and promoters. The language has been changed to read the Mayor instead of the City Manager. The important part of this process is the administration of the policy. The sign-in sheet will be under more scrutiny and will be audited once a month. It will be available on the Stadium's web sight.

**B. San Diego Film Commission Presentation**

Kathy Anderson and Kimberley Hail gave a brief review of how the film commission interfaces with the Stadium.

**VIII. COMMENTS BY BOARD MEMBERS**

Regina Petty committed on the American Idol event. Regina noted some operational issues such as long lines at the concession stands and the restrooms were not maintained.

Scott Marshall responded by saying that they did not anticipate such a large crowd, but they quickly responded by opening up more concession stands.

**IX. ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:00 am.

The next Regular meeting will be Thursday September 13, 2007 at 8:15 am.