

# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

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### APPROVED MINUTES

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Thursday, September 13, 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.

##### Board Present:

Chairman	Michael Simonsen
Vice Chair/Administrative Chair	Les Williamson
Facilities Chair	Joe Martinez
Member	Si Coleman,
Member	Jeff Jeffery
Member	Regina Petty
Member Absent	Karen McElliott

**Staff Present:** Erik Stover Stadium Manager; Mike McSweeney Marketing Manager; Kathy Stevens Secretary

**Others Present:** Todd Bradley Deputy City Attorney; Deborah Sandy SDSU; Bruce Binkowski Holiday Bowl; Lin Walton OMBAC; Brent Schrotboer San Diego Union Tribune; Scott Marshall Centerplate; Bill Nelson Ace Parking; Archie Nielson San Diego Auto Connection

#### II. APPROVAL OF MINUTES June & August 2007

Approved. Unanimous  
Correction On Jeff Jeffery's name in the August Minutes

#### III. PUBLIC COMMENT

No Comments

#### IV. COMMUNICATIONS

No Communications

#### V. CHAIRPERSON REPORT

No Report

## **VI. BUSINESS PARTNER REPORTS**

### **A. CHARGERS**

No Report

### **B. AZTECS**

Deborah Sandy reported that their contract will be up at the end of December 2007. Erik stated that the Administrative Committee will be handling the discussions for the new contract

### **C. HOLIDAY BOWL & POINSETTIA BOWL**

Bruce Binkowski thanked the Stadium Staff for their help with the Weiner Dog Races. Bruce also stated they have had preliminary talks with the Admin. Committee regarding their contract, which is up next year.

### **D. OMBAC**

Lin Walton stated their practices will start next month. Lin also complimented the Stadium for the repair work done on the parking lot.

### **E. ACE PARKING**

No Report

### **F. CENTERPLATE**

Scott Marshall reported that they had two strong openers with no issues and were very successful.

Jeff Jeffery asked Scott how the revenues were compared to last year.

Scott responded by saying with the Chargers Logo change the merchandise revenues were up. The food and beverage sales were up similar to a play-off game.

### **G. SAN DIEGO AUTO CONNECTION**

Archie Nielson stated that they had their first RV event and it was very successful. There are now 10 RV dealers instead of 3 or 4 that were in the past. Archie also stated that they were able to quadruple their advertising budget which helped bring in 1700 to 1800 customers. This weekend Used Auto Sales Event will be sponsored by USA Federal Credit Union. Archie stated that they have 1 used car sale a month and sell about 450 autos during a weekend event.

## **VII. STAFF REPORT**

### **A. Stadium Manager**

Erik Stover reported on the Charger/Bears game that had over 200 ejections for smoking in a non-smoking area. Erik stated that this approach had to be taken, since last years approach of nicely asking the fans was obviously not working. The Stadium has over 500 signs regarding areas that smoking is permitted. The Stadium will be enlarging the areas of smoking. Elite will be doing the enforcement of the non-compliant fans.

Erik stated that after the Charger/Bear game there was a traffic jam at the main gate. At all sell-out events, fans will park up along Mission Village Drive, creating heavy pedestrian traffic after the events.

### **B. Marketing Director**

Mike McSweeney told the Board that he is working with Live Nation who puts on the Supercross and Monster Truck events. The fans who attend these events do not usually use the trolley, so they hope to get the media out there so the fans will avoid the traffic and ride the trolley.

Mike reported on the US Open, that the City's Agreement is no fee for parking and no rent of the parking lot here at the Stadium.

Michael asked Erik to invite Ron Lizzinger, Special Events Traffic Control to the next months board meeting.

- C. Deputy City Attorney  
Todd Bradley commented that Erik is a great Manager and that he has to make judgment calls on a day to day basis.  
Michael thanked Todd for his attendance at the monthly meetings.

- D. District 6  
No Report

**VIII. NEW BUSINESS**  
**None**

**IX. COMMENTS BY BOARD MEMBERS**  
**None**

- X. **ADJOURNMENT**  
There being no further business, the meeting was adjourned at 8:45 am.  
The next Regular meeting will be Thursday October 11, 2007 at 8:15 am.