

QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday December 13, 2007
STADIUM ADMINISTRATIVE OFFICES

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	Absent/Approved
Facilities Chair	Joe Martinez	
Member	Si Coleman,	
Member	Jeff Jeffery	
Member	Karen McElliott	
Member	David Baron	
Member	Regina Petty	

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

Others Present: Jeff Schemmel, Deborah Sandy SDSU; Lin Walton OMBAC; Brent Schrotboer San Diego Union Tribune; Scott Marshall Centerplate; Bill Nelson Ace Parking; Archie Neilson and Brian Epperson San Diego Auto Connection.

II. APPROVAL OF MINUTES November 8, 2007

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communication

V. CHAIRPERSON REPORT

Chair Michael Simonsen introduced David Baron as a new Stadium Advisory Boardmember.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Jeff Schemmel followed up on last month meeting stating that the speakers went out on the first game but thanked Erik for having a back up for the second game.

C. HOLIDAY BOWL & POINSETTIA BOWL

Bruce Binkowski stated that this will be a great year for both bowl games. ESPN will show the Poinsettia Bowl with no other channels showing games at the time.

D. OMBAC

Lin Walton explained that the Sevens Event is a Rugby Tournament which will take place February 9 and 10 at Petco Park.

E. ACE PARKING

Bill Nelson reported that business as usual. Bill also stated that they are working on educating his workers on the parking policies.

F. CENTERPLATE

No Report

G. SAN DIEGO AUTO CONNECTION

Brian Epperson stated that they just wrapped up their last car show and about 1400 cars were sold. Bill also said the dates for next year have been confirmed by Mike. There have been over 20,500 vehicles sold since the start of their contract 2 years ago. There were twelve car events in 2007. Each event generates over \$60,000 sales tax revenue for the City of San Diego.

VII. STAFF REPORT

A. Stadium Manager

Erik Stover no report

B. Marketing Director

Mike McSweeney reported that the field held up well for all four games of the CIF with an attendance of 18,000. There were no Police incidents all day.

In April there will be an Electronic Convention in the Club Level.

Mike also reported that they are researching a Soccer Academy to be held year around and would be a tenant as well.

C. Deputy City Attorney

Todd Bradley had no report.

D. District 6

No Report

VIII. NEW BUSINESS

None

IX. COMMENTS BY BOARD MEMBERS

None

X. STADIUM TOUR

Erik led the tour and spoke on the following topics: Parking Lot, Sodding of the Field, Sound System, Production Room, Jumbotron, Maintenance of the Water Leaks and expansion joints; Locker Rooms and the Jail lock-up.

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:45 am.
The next Regular meeting will be Thursday January 10, 2008 at 8:15 am.