

QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday January 10, 2008
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Michael Simonsen called the meeting to order at 8:20 am.

Board Present:

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

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

Others Present: 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; Grand Jury Members

II. APPROVAL OF MINUTES December 13, 2007

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communication

V. CHAIRPERSON REPORT

Chair Michael Simonsen introduced Carlos Vasquez as a new Stadium Advisory Boardmember.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

Tom Carson, Chargers Stadium Operations Manager thanked Mike, Steve and his crew for all their help this season.

Michael asked Tom the difference between a playoff and a regular season game.

Tom responded that for a playoff game the NFL would take over the media and would be more involved.

B. AZTECS

Steve Schnell reported that the Skyshow will be the first game of the season against Cal Poly in August.

C. HOLIDAY BOWL & POINSETTIA BOWL

Bruce Binkowski reported that the attendance set a record in the last three games. Attendance was 39,126.

Holiday Bowl was the second most watched game on ESPN of the bowl games. Attendance was 64,020.

D. OMBAC

Lin Walton stated their season starts this weekend here.

E. ACE PARKING

Bill Nelson reported that their revenue for Poinsettia Bowl was up this year.

F. CENTERPLATE

Scott Marshall reported that they just went through five games in seventeen days and had great revenues.

G. SAN DIEGO AUTO CONNECTION

Bill Epperson reported that they are excited about their schedule for 2008. Their first sale will be the last weekend of the month.

VII. STAFF REPORT

A. Stadium Manager
Out of Town

B. Marketing Director

Mike McSweeney reported that this December was probably one of the busiest months on record with eleven football games. The field is still in good shape thanks to Bill Gibbs and his crew.

The Poinsettia Bowl will Net \$240,000 to the Stadium and for the Holiday Bowl was \$420,000 net for the Stadium.

Mike reported on a agreement with AEG Live, to have ten concerts on the practice field between April and October.

C. Deputy City Attorney

Paul Prather will be replacing Todd Bradley

D. District 6

Lisa Gonzales thanked Mike McSweeney for attending the Mission Valley Planning Meeting.

VIII. NEW BUSINESS

Michael Simonsen reported that the nominating committee to select the 2008 Boardmembers would be Les Williamson, Jeff Jeffery and himself and will have their selections at next months meeting.

Motion: Approved Unanimously

IX. COMMENTS BY BOARD MEMBERS

Karen McElliott thanked Erik for the Stadium Tour at last months meeting. She also thanked the Staff for what they do with minimal amount people to get things accomplished. Jeff Jeffery also thanked the Staff for the field being in such great shape.

X. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:45 am.
The next Regular meeting will be Thursday, February 14 at 8:15 am.