

QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday, January 15, 2009
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Les Williamson called the meeting to order at 8:15 am.

Board Present:

Chairman	Les Williamson	Present
Vice Chair/Administrative Chair	Jeff Jeffery	Excused
Member	Si Coleman	Present
Member	Ben Clay	Present
Member	Kim Folsom	Present
Member	David Baron	Present
Member	Michael Simonsen	Present
Member	Carlos Vasquez	Present
Member	Rudy Castruita	Present

Staff Present: Mike McSweeney, Stadium Manager; Vicki Summers, Payroll Specialist

Others Present: Brent Schrottenboer, San Diego Union Tribune

II. APPROVAL OF MINUTES December 11, 2008

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

Les Williamson commented that he had received some noise complaints, tied to stadium events, usually from the same individuals, most recently concerning fireworks at the Bowl games.

V. CHAIRPERSON REPORT

Chairman Les Williamson thanked Si Coleman for filling in for the last meeting and apologized for this months rescheduled meeting. He noted that the meeting had not been scheduled ahead of time and that the Brown Act requires announcement 72 hours in advance.

Addressing the issue of handling noise complaints, and with the input of several Board members, stated that he would put community organizations and interested households on a the weekly events list, to be notified of upcoming events; it would also highlight events that usually generate the most noise (fireworks and music). Board members will be formally notified of the nature of serious complaints and how they were responded to.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Nick Petit spoke about their hand shake agreement with the City and noted that they have a good relationship and were still working out the details saying he will give the details when available.

C. HOLIDAY BOWL & POINSETTIA BOWL

Bruce Binkowski, commented that they had two great games, the attendance figures were where they projected. The ratings were outstanding. Of ESPN's 23 bowl games, the Holiday Bowl was the 3rd most watched and the Poinsettia Bowl was the 7th. He noted that the Poinsettia Bowl was the highest rated of the pre-Christmas bowls in ESPN's history with a 3.74.

In response to Si Coleman's question concerning the moderate challenge of attendance at the Poinsettia Bowl, Bruce stated that the attendance was right where it should be; noting that Boise State has less of a fan base than a BYU. The projected attendance ranged from the mid 30's to 40 thousand, which presented a challenge, however they budgeted accordingly.

Bruce mentioned he is considering moving this year's game to December 22 nd, so people can go home on the 23rd. This would allow a reduction in travel costs.

Questioned whether there was an attendance level below which it would no longer be feasible to go through the double effort to have a moderately attended game here, Bruce stated that they haven't reached that point. They've hit their projections every year and are very conservative in their plans.

C. OMBAC

Lin Walton spoke of the preseason game against British Columbia and noted that in two weeks they begin home season.

E. ACE PARKING

Bill Nelson said that they are getting ready for Monster Jam and Supercross.

In response to Michael Simonsen's question relative to taxi policy at the stadium, Bill indicated that taxis are allowed to drop off for all events, there are taxi spaces for them but cabs are coming and going.

Michael noted that the special events manager from San Diego Medical Services Enterprise said ambulances have real issues with getting out of Stadium parking lot partly due to taxis picking up fares.

Mike McSweeney commented that the Holiday Bowl was their first kind of conflagration and noted that taxis are nomadic and when they come on site they need to be regulated. He described the situation at the Holiday Bowl where cabs parked outside of the infirmary and impacted ambulance ingress and egress. He mentioned that he had contacted MTS as late as yesterday on having them on site regulating the cab situation. He recalled a good solution for the cab issue during Street Scene at the Stadium involving the employee parking lot as staging area. He noted that there is a meeting next week with MTS to work out a plan.

Ben Clay asked about parking and questioned Bill about complaints on parking during the Holiday Bowl when RVs and cars mingled.

Bill said he had no complaints and explained the difference between RV parking at Charger games where RVs are directed to two areas and bowl games where they mingle more with cars.

Ben noted that parking during the game was not a pleasant experience. Bill responded that the only way to combat it would be Disneyland style parking. He described the difficulties Ace and the Police Department have enforcing the one space rule. He explained that they ask the police to make people move but they just don't have the resources to enforce.

F. **CENTERPLATE**

No Report

G. **SAN DIEGO AUTO CONNECTION**

No Report

VII. STAFF REPORT

A.. Stadium Manager

Mike McSweeney described a busy December schedule: 65,000 attended the Oakland game, 15,000 attended CIF, 34,000 attended the Poinsettia Bowl, 59,000 attended the Holiday Bowl, and 68,000 attended the Denver game. Approximately 230,000 people coming through the gates. Mike gave kudos to Stadium staff for a yeoman's effort.

For the play-off game the City received a rent check, totaling \$650,000, based on 10% of gross ticket sales of approximately 6 ½ million dollars.

The NFL commented favorably on the condition of the stadium turf. With the extended growing season it was a banner year for turf.

Fifty eight to sixty thousand is the anticipated attendance for the Monster Jam.

Budget update - 45% of the budget year completed - 37% has been expended. Big ticket items have been purchased and this summer we will be redoing the asphalt and making repairs. We are in good shape budget-wise and prognosis for the remainder of the year is favorable.

SDSU contract is near completion.

Mike introduced new Deputy City Attorney, Debra Bevier and thanked Paul Prather for his outstanding service.

B. Deputy City Attorney

Debra Bevier thanked her predecessor, Paul Prather, for bringing her up to speed on the tasks associated with stadium issues and looked forward to her new assignment.

VIII. NEW BUSINESS

Michael Simonsen noted that as part of their duties, Advisory Board members receive tickets to stadium events. He asked for clarification of the role of this Board as it relates to attending events.

Debra Bevier commented on the Ethics Commission's new reports and noted that they have revised the definition of gifts. She and Paul Prather are in the process of reviewing the recommended changes and will report on them at next months meeting.

IX. OLD BUSINESS

None.

X. COMMENTS BY BOARD MEMBERS

In response to David's comments, regarding the \$75.00 parking fee for the playoff game, Mike responded that, although the highest we can charge is \$16.00 for other events, the Charger's agreement allows them to charge whatever they like.

In response to Ben's inquiry about charging \$1.00 fee per vehicle, designated for the repair of the parking lot, Mike noted that this would require reopening the Charger agreement.

Les commented that both he and others, who reside in the area, were taken aback by the F18 flyovers less than two weeks after the F18 crash in a residential area that resulted in 4 fatalities and the destruction of homes. He stated that during his 28 years in advertising, at the Union-Tribune, it was a airline industry standard practice to pull all ads and commercials, for a respectable period of time, following fatal airline crashes regardless of where they occurred. Bruce Binkowski stated that he addressed the situation with the military and double checked their clearances.

In response to Kim's comment about the apparent change in traffic patterns between the last regular season game and the Indianapolis game, Mike responded that due to a shift in demographics and playoff crowd control issues, Lt. Hanton of SDPD came up with a plan specifically designed, both for the playoff game and the buildup on Friars Road.

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:20 am.

The next Regular meeting will be Thursday, February, 12 at 8:15 am.