



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Monday, July 6, 2009
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:15 am.

Board Present:

Chairman	Rudy Castruita	Present
Member	Jeff Jeffery	Absent
Member	Si Coleman	Absent
Member	Ben Clay	Absent
Member	David Baron	Present
Member	Kim Folsom	Present
Member	Carlos Vasquez	Absent
Member	Michael Simonsen	Absent
Member	Les Williamson	Present

Staff Present: Mike McSweeney, Stadium Manager; Lauren Griffin, Clerical Assistant II

Others Present: Scott Marshall - Centerplate.

II. APPROVAL OF MINUTES June 11, 2009 and June 25, 2009

Approved. Unanimous.

III. PUBLIC COMMENT

No public comments were raised.

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Rudy asked Mike for a briefing on the new ticket policy. The item has been signed and docketed. Advisory board will still have access to tickets. There will be 3 ticket coordinators assigned by the mayor's office, but Mike and Tim Moore at Petco will not be part of that. They will still have access to tickets, but will have to

present a wish list to the mayor's coordinator for each separate event. The priority one, number three section of the document covers access for individuals providing recommendations to the mayor or city council on stadium actions and policies. This covers the Stadium Advisory Board. How tickets are distributed is probably going to change. It may only be 1 or 2 pairs of tickets, rather than a pair for each board member, and tickets should not go outside of the immediate family. This could still come back from council with changes. It will go before council in the next several weeks, and we will be waiting for direction on what the new procedure will be. Rudy will be a good spokesman to explain ticketing needs for the group as various stadium issues arise. Rudy feels the conversations held with Jan Goldsmith and the mayor's office helped underscore the importance of the board's presence at these events. Rudy is going to try to arrange another meeting with the mayor. He still has some concerns about making sure the ticket coordinator understands the importance also. He also wants to clarify access to parking passes, and Mike confirmed that those still come from the stadium admin office. The new policies will cover all stadium events, and the board is hopeful for a good outcome with Donna Frye and the mayor in their corner.

Luke Pastorius will be replacing Si Coleman on the board and is expected to join the August meeting. Luke has been senior legal council with Qualcomm Wireless since 2005. He was associate council for Peregrine Systems Inc. in 2001 and dealt with domestic litigation there. Mike looks forward to getting to know him. Rudy proposes a plaque and thank you letter be prepared for Si Coleman for his 8+ years of service.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

No Report

C. HOLIDAY BOWL & POINSETTIA BOWL

No Report

D. OMBAC

No Report

E. ACE PARKING

No Report

F. CENTERPLATE

There were about 27,000 people here for Mexico vs. Guatemala soccer. They brought in approximately \$8 per head, which is considered pretty good. There will be a more formal presentation on recycling efforts at the next meeting. Highlights will include fry oil going to biodiesel, donating extra food to the rescue mission, and green initiatives with serviceware and plasticware. Mike added that Centerplate has done some great work in the off season in the maintenance of the facility and conversion of some of the spaces. There is food donation station in the sub basement at the end of the west tunnel. Waste and spoilage is an important part of their business, so it is micromanaged and dealt with properly. They want it to be good for the community and employee awareness. Food is not just dumped, it goes to feed the homeless. Some foods like hot dogs can be done easily, there are some sweet foods with dairy products in them that would not keep or be safe to reuse.

G. SAN DIEGO AUTO CONNECTION

No Report

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

The past few weeks have been very busy, and this has been a unique off season. We have been dealing with the flood at the practice field and its ripple effect, getting ready to bring the Chargers in to practice here, and finalizing the Aztec contract. Normally we would be more focused on maintenance issues. SDSU signed the Aztec contract last week, and all have received a copy. Before the city signs it, an executive summary presentation at the budget committee will be made. Ben Clay will be present and a part of that. Presenting at budget committee will open lines of communication and give council the opportunity to ask questions before the contract is officially heard and voted on. Considering the previous \$187K deficit, both sides now feel contract is win-win. Full cost recovery is the new mantra, and we are demonstrating we understand that.

We are bringing the Chargers in to practice here August 5th & 12th. Fanfest will be on the 8th and normally draws about 16,000 people. We are trying to minimize staffing cost by opening gates a little later. Stormwater had faulty pipe system in a crescent shape around entire practice facility. Water department is handling and a contractor should be selected this week. Work will go on through most of the football season to try and beat the rains. Current pipe size is inadequate and has been completely worn away as shown by pipe cam video.

City engineers have deemed the practice field unsafe to place bleachers on. Chargers do steady season ticket, merchandise, and concession sales at the practices there, so they have understandable business concerns about loss of revenue. By holding practices here, the Chargers agree to hold the city harmless for this revenue loss. We anticipate as many as 10,000 people for the first practice, due to them not being able to attend the others that would normally take place. We will only use the field and plaza levels, which provides seating potential for 30,000. This also gives the Chargers the opportunity to use and market the suites. Parking and admission are free. We will keep the food & beverage revenue to mitigate that cost. Anything not covered in those costs, and the cost for the training facility repairs will be included in the insurance claim.

Rudy had some concerns that concessions will not cover the costs and the insurance could be denied. Mike conceded this is a possibility and some costs may come out of stadium operating budget. They are considering allowing alcohol sales at the event, and this is part of that picture. Les asked if we had contacted any of the local high school districts to possibly have games on their fields. This most likely was not considered because the available setup there would not support the type of revenue available here. They are also not enthusiastic about having to leave the training facility and their routine there. This is the more positive alternative for them, as they are at least familiar with it and play their games here. Ticket sales are the primary driving influence. Talk of using other sites did not generate much interest from them. Although there is concern there may be a bill at the end of the year for these three events, we are working with risk management to try and mitigate anything we can.

Mike announced Roy Nail will be coming from real estate assets to be our new business and project manager. This position has been vacant for at least a year since Mike became stadium manager. Steve Wightman has been finalizing the Beverly Walker case, and it is unrealistic to expect him to absorb all of the overflow work the stadium generates. Adding Roy to the team will help immensely. Steve's oversight of the ADA lawsuit requires extreme attention to detail. In addition, he has been completing the reorganization process to bring the custodial staff into compliance with Local 127. 30 hourly custodians who had been performing out of class work were replaced with 15 building service techs and grounds maintenance workers. The way the change was structured keeps it cost neutral, and we have worked hard with HR to expose the previous employees to other job

opportunities in the city. Dealing with these special issues and others like them takes time and attention away from normal maintenance projects such as asphalt parking lot repairs.

To help meet the need, we have also filled the second available building supervisor position. This is not a new position. There is a moratorium on creating or hiring new positions throughout the city. This was an existing, unfilled position. There will always be limits to the capital improvement projects that can be done, but we can still keep the building clean, operating, and maintain what we have. Having the two additional staff members will help us do that much more effectively.

David brought up the World Cup soccer meeting. We have been working to put together a bid for the USA bid committee, and David has been involved. The main focus of the meeting was figuring out the correct way the document must be put together for submission. The bid needs to be submitted by the end of the month. They are bidding on World Cup for either 2018 or 2022. So far, the US is looking best for 2022. Right now we are bidding as a regional site, but not necessarily the final site. Rudy surmises it will most likely go to a larger city like Los Angeles, Chicago, or New York, but appreciates our help and involvement.

- B. Deputy City Attorney
Not present at this meeting.

VIII. NEW BUSINESS

Centerplate recycled products presentation has been postponed until the next meeting.

IX. OLD BUSINESS

Texting to report unruly behavior from seats or parking lot

David Baron had requested discussion about expanding the signage both within the stadium, and out in the parking lot. Mike raised the issue at the recent Charger production meeting. The staff member in charge of these signs was very enthusiastic, and plans to enlarge or relocate the signage on the east end so it is more visible. Signage on the west end is visible from all points. A fan had contacted Mike several months back about the tailgating environment in the parking lot, so we are going to be exploring wireless hotspots in and outside the stadium for reporting and management purposes. This opens possibilities for alcohol management and crowd control in ways less limited than analog. Exploring this should start in the next day or so.

X. COMMENTS BY BOARD MEMBERS

Kim asked about Si's end date, thinking his term was being ended early, but Mike clarified that he has actually served past the end of his second 4 year term. It is permissible for a board member to continue serving past the end of their term until a replacement is chosen. Luke was not named as replacement until a week or so ago.

Les asked about getting pictures taken for new stadium id's in August. Next week's meeting on August 13th is probably the most logical time, or board members can give a few alternate dates they might be available.

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:10 am.
The next Regular meeting will be Thursday August 13, at 8:15 am.