



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday, August 13, 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	Present
Member	Luke Pistorius	Present
Member	Ben Clay	Present
Member	David Baron	Present
Member	Kim Folsom	Absent
Member	Carlos Vasquez	Present
Member	Michael Simonsen	Present
Member	Les Williamson	Present

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

Others Present: Deb Bevier – City Attorney, Susan Hawke - Centerplate, Cheryl Tishue – Holiday Bowl, Jim Barwick – Real Estate Assets, Chet Barfield – Council District 6, Brian Epperson – Auto Connection, SDSU.

II. APPROVAL OF MINUTES July 6, 2009

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Has been a very busy month. They have been working hard on the world cup application. Ticket coordinator has been appointed by Mayor Sanders. Rudy asked Mike to elaborate on the process in his report.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

They have a new coach, which people are enthusiastic about. First game is against UCLA. Skyshow will be at the first home game on Sept 12th. Practices have been going well. Ben Clay has heard many positive comments about the new contract from both sides.

C. HOLIDAY BOWL & POINSETTIA BOWL

Cheryl Tishue - Tickets are on sale for Holiday and Pointsettia Bowls, and are going well so far.

D. OMBAC

No Report

E. ACE PARKING

No Report

F. CENTERPLATE

Susan Hawke, Assistant General Manager for Centerplate is present for the recycling efforts presentation. Was at Charger practice last night. Attendance and concession sales went well, and they are preparing for Saturday's first preseason game.

G. SAN DIEGO AUTO CONNECTION

No Report

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Criteria for ticket eligibility has been established. Oversight and role in observing stadium operations is qualifying factor for board members, but attendance will be rotated among members, and one immediate family member at a time. Tickets will be non-transferable to other people. Ticket coordinator Rachel Shira represents the Mayor's office, and Michele Ganon represents the council offices. Procedure: tickets are requested directly from the Mayor's office for the event desired. The ticket coordinator then looks at the request, measures it against the criteria, and makes the decision whether or not they are eligible. Mike's only role is to hold the tickets until the ticket coordinator requests them, and she then distributes them through her office. If you are qualified to receive them, there is a form to fill out, and the names of attendees and their guests will be posted on the City's website. The public can then see who attended which events, and the reason they were there. This is a slight variation on the procedure that had been previously discussed.

Email address for requests is tickets@san Diego.gov. David Baron will be at the game on Saturday. Rudy expressed the importance of having board members at all events to maintain the integrity of the more active role they have been pushing for. Rudy wants attendees to issue a formal report on issues or situations that were observed, and to give this to Mike before it is addressed in front of the board.

The issue of SDSU adding housing to the Stadium parking lot has been raised. Mike has not been given much info about it so far, these talks have been direct between the Mayor and SDSU President. This may be a moot point if it is in conflict with the Charger contract. Rudy wants the board to be notified if there are further developments. Jim Barwick interjected that it is mostly an informal exploration of ideas at this point.

Fanfest and the two Charger practices have happened. About 20,000 fans came for Fanfest. Practice Wed the 5th brought about 12,000 people. Last night (the 12th) brought a bit over 8000. They had thought it would drop off for the second practice, but attendance was strong. The stadium was allowed to keep the food and beverage revenue for these events. One dollar hot dogs and other promos went very well. These events also help us get our new employees acclimated to working with a crowd here. The Seattle preseason game scheduled for Saturday is expected to bring in about 55,000 people. People enjoyed tailgating even though these were not official games. We did not sell alcohol at the practices, and only opened the parking lot an hour before the gates opened to keep things calmer, and maintain a family atmosphere. Merchandise always sells well during preseason, and this has been no exception. This is also when they roll out new season Charger products.

Ben Clay raised the idea of Centerplate making non-alcoholic food items or charcoal available to people tailgating in the parking lot before the events. Mike relayed that some other markets have tried selling high-end spaces with gas lines for \$2500, and some ideas have been talked about here, but they are unsure how much interest would be shown. May be something to explore in the future.

Carlos Vasquez asked if they had thought about maybe charging a \$1 for parking. The Chargers do not charge for parking at the training camp. Continuing the free parking was stipulated during the practice negotiations.

Rudy asked how things went with Centerplate food sales. Susan Hawke – Last nights practice sold over 8000 hot dogs. Some people would come up and order 20, they were amazed at the demand. Previous practice sold 10,000, Fanfest sold 12,000. Over the three events, they sold over 27,000 hot dogs.

July 27th, the council accepted the SDSU contract unanimously. Mike thanked Jeff for his help and involvement with the talks.

Ben went with Mike to negotiate the return of a vintage car race that had its event here 20 years ago. This might be a good event for the off season. They would like to do a fundraiser for the Automobile Museum.

Final walkthroughs for the 1997 ADA lawsuit retrofits are imminent. These modifications have been very costly to the stadium. Attorneys seem pleased with the results so far. One complication has been a change in seat style over the years.

What may have been in compliance, manufacturers change to a new style, and has to be customized again to be put back in compliance. This affects both the regular stands as well as the suites.

We are getting the building ready for the preseason Charger game Saturday. We have revised our smoking policy to be smoke free after discussion with the police and other tenants. The smoking areas were too small and difficult for smokers to get to, and there are continuous problems with enforcement.

Charger Training Camp repair. We owe the Chargers \$334,000 and this needs to go to council. We hope to have that docketed for Aug 31st. The work has been completed. Ours is actually a very small part of a citywide \$7 million public works project. It will be included in the insurance claim, but is not the main part of the claim.

- B. Deputy City Attorney
No report.

VIII. NEW BUSINESS

Advisory board involvement in stadium business plan. Due date for business plan is mid October. We need to determine where the money will be going for the next few years. Dave, Ben, and Les volunteered to be involved and report back to the rest of the board about the progress. Ben asked if we have enough support staff for this type of project. We do get quite a bit of support from Real Estate Assets, and they have assisted us in preparing the recent 1472 for council. Ben wondered if there are other folks out in the community that might be knowledgeable about business plans for our type of facility that can offer input. We are open to hearing all suggestions. The direction Mike has received is basically to outline how we have been doing our budgeting, and what our current budget and needs are in writing. We don't have to create something entirely from scratch, but it should address where we are going over the next 3-5 years.

Another new issue is the cessation of extra North County buses during Charger games due to budget issues. These shuttles transport a lot of people from Escondido and Oceanside on game days. Previous operators of the shuttle service were losing money on it, and there are probably less riders than has been reported. North County Transit sent it out to bid, and no one bid on it. Normally NCT would step in and operate it anyway, even at a loss. Unfortunately, with the current budget situation, even a small loss for them could be disastrous financially. They are trying to work out a public/private solution. With private companies, they need to average at least \$25 per trip to make it viable. They do understand the need, and hope to have a plan in place by the first season game on Sept 20th. Les mentioned that the Coaster increases its runs to Old Town. The Sprinter is part of the same system, and offers transfers to the San Diego line. Mike relayed that the Chargers include these methods in their plans, and do try to publicize those services. MTS comes to all the production meetings, and they will still be adding buses and doing their part. We average at least 17,000 riders on the trolley alone. MTS adds 15-20 buses to mirror the trolley route when it seems to be backing up, and they anticipate that in their planning. It is part of their charter, and they do not collect any extra money from the city or the Chargers for it. The same type of plan was used during Street Scene. David asked if there had been any talks in favor of people parking at SDSU and taking the trolley from the station there. Mike said this has been done in the past.

Rudy reminded everyone to go and get their new ID cards at the end of the meeting.

IX. OLD BUSINESS

Recycled products used by Centerplate: Susan Hawke distributed handouts outlining their corporate policy and green initiative. There are 150 Centerplate units around the country and a few in Canada that follow these policies. They turn off computers when not in use, paper is used twice. They try to do most things electronically. They send out menus on a disk, or in a pdf file. 90% of their suite orders come through the website. Job postings are via websites as well. They use bulk condiments, rather than individual packets. Their chefs use organic products and try to maximize the uses for the many things on the menu. There is a food donation station which donates food from events to the San Diego Rescue Mission. Food inventory is rotated. Some suite products have been switched to environmentally friendly bags, and items like peanuts and popcorn are in bulk buckets rather than individual packaging. Recycling bins are located throughout the operation. Les mentioned liability on food donated to the Mission, and wanted to know if that is waived. Susan believes it is, and mentioned the food and transportation protocol Centerplate uses. David asked for elaboration on items like cups, plates, and plastic utensils. The high grade disposable is only used on the suite level. They were looking into offering a 'green package' on the menu, but it did not come to fruition. David mentioned he has seen some biodegradable corn-based products. Susan will look into that.

X. COMMENTS BY BOARD MEMBERS

Carlos had some concerns about the continuing discussion of the role of the board, and when issues come up he has not been informed about. He wanted to know if there are any committee bylaws and what has happened with talks with the Mayor. Rudy has stressed the importance of the board being kept informed, but feels much more comfortable with the Mayor's awareness of the group. Renewed focus is on the stadium being a revenue generating facility. Luke has tried to research some of the bylaws in the city regulations and charter, but there really isn't much he has been able to find. It is just a broad statement that the board shall advise the Mayor and city council on all things concerning the stadium. Luke, Rudy, and Ben commented that the business plan is a great opportunity to frame the advisory board functions.

Jeff asked if the \$20 box fee was still part of the new ticket procedure. Mike confirmed it is still intact. Jeff stated that he and Eric Stover studied the operational expenses of the box to arrive at that figure. He wondered if it had been reevaluated. The \$20 is required if people want to partake in the buffet, and the fellow in the box is very good about enforcement of that.

Rudy extended the official welcome to Luke at his first board meeting, and parking passes for the new season were distributed.

XI. ADJOURNMENT

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