



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday, September 10, 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	Present
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, Scott Marshall - Centerplate, Chet Barfield – Council District 6, Bill Nelson – Ace Parking, Nick Petit – SDSU, Archie Nielson – Auto Connection.

II. APPROVAL OF MINUTES August 13, 2009

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Si Coleman was presented with a plaque to commemorate and thank him for his two terms on the board. Board members were curious about the large amount of fencing that was being put up. It is in preparation for the Skyshow. It takes that long to set up. Part of the parking lot is set aside for security while the live fireworks are being set up, and for the fallout area.

David Baron reported on the 49ers vs Chargers game from 9/4/09 and was the only board member to attend this game under the new ticket policy. He noted direction, time to park and get inside the stadium were improved considerably from last year. Extra police presence near the entrance seemed to help move things along. There was a Charger promotion for those involved in youth football to get \$19 tickets, and he noted many young people there with their parents. The promotion left a favorable impression on him, and he thought it was nice of the Chargers to do that. Turnstile, elevator attendants, and ushers had information booklets that he saw being used, and this also helped get people where they needed to go quickly. Concession lines were moving quickly. He saw the information about texting to report problems flashed on the board quite a few times, and was pleased to see this. The city box was filled with service people and their families. There was a new person in the box, and she did a good job.

Rudy introduced a report form to be filled out with board member observations or suggestions that will be required of those who attend the game.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

They are looking forward to their home opener and the Skyshow. They expect 45-50,000 people. They tend to get a lot of walk up traffic.

C. HOLIDAY BOWL & POINSETTIA BOWL

Still early to predict who will be in the game, there are good selection possibilities. There have been changes in contract cycle for 2010-13. Some bowl games have offered large sums of money to pass us in the selection order but we will still have the Pac 10 and Big 12. We went down one team in the Pac 10, and maybe two in the Big 12. Negotiations with the Pointsettia Bowl are moving forward for next contract cycle. The current payout is 2.35 million for each team. Starting next year, the conference wants them to start paying out 3.5 million. To achieve those numbers, ticket prices would have to increase from \$60 to \$100. Chose to keep tickets affordable and not get into a bidding war. The board commends them for not bowing to price increase pressures.

D. OMBAC

No Report

E. ACE PARKING

Gearing up for upcoming Aztec and Charger games. General operations and prices have not changed from last year. New crew on main gate, took more interest in controlling pedestrian traffic. David Baron was impressed at the smooth entry. They are not issuing receipts for parking passes anymore, and that speeds things up a bit. Police are checking for fraudulent ADA placards, and violators are being towed. Their presence up front is helping deter problems. Taxis are not allowed on

site anymore. There is a dropoff area with signage set up outside the main gate for taxis or anyone else who wishes to use it. Ben asked about traffic being stopped on the freeway, but control of that is under special events traffic division - police dept.

F. **CENTERPLATE**

Getting ready for a busy month. Made some adjustments on Plaza & View levels to try and accommodate refrigeration needs, so equipment does not go down, and speed of service stays up. They are using plastic bottles instead of draft. SDSU will have a dollar retro night coming up in October. A \$6 value meal package for Aztec games is being worked on. For Charger games, there is a buy 4 hot dogs and get a free 32 oz Charger souvenir cup special. During the second half of the season, they hope to come out with a five under five dollar special.

G. **SAN DIEGO AUTO CONNECTION**

No sale this month. Chargers and Aztecs playing each weekend.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Rudy noted the volume of time Mike puts into the stadium, and thanked him for his leadership on so many issues, including the new ticket procedure. Mike opened his report by discussing how we are now expected to do more with less, but provide the same level of results. The two preseason games were blacked out. He expects a good season, and does not anticipate a significant dropoff due to the economy, even though it will certainly have some effect. There was a sewer main break during the game on Sept 4th between the trolley station and Gate K. An emergency crew had to come out, but it did not interrupt the event. We are now doing some preventative maintenance, inspecting and cleaning out some of the 40 year old lines. The building still has a lot of steel piping, which deteriorates over the years.

Skyshow requires traffic control all night, which is unusual. People tend to trickle in throughout the evening, rather than all being inside at a certain point. We are hiring new grounds maintenance workers to fill for retirements and transfers.

Council approved reimbursement for the damage to the Charger's training facility. They were able to put out the money for repairs up front, with the agreement they would be reimbursed, so this worked out well to get things rolling. There may be some adjustment from the general liability fund, but we will wait to see how the insurance claim request goes.

SDSU had a successful practice here, which provides some familiarity for them before their first game.

Roy Nail has become the point person with Charger game day staff for dealing with suites. We need better communication with them before game days to ensure cleanliness and contractual compliance. Dedicating one person to that will maintain the level of service they receive in the suites.

We have started having a combined weekly meeting with Centerplate and Stadium Operations staff. This will help us communicate well and keep the facility running more effectively. This gets down to finding nuts and bolts solutions about specific malfunctions or problems that have arisen.

There will be a joint press conference with the Chargers next week. It will discuss fan behavior, the smoking policy, alcohol management, and the fan code of conduct.

We are working with the Chargers on green initiatives. One of the ideas in the works is for reverse recycle machines. Patron puts can or bottle in machine, and it prints out a coupon for merchandise or concessions as an incentive. Urban corps would keep the recyclables. Petco has tried this, and it is no cost to the city. Another idea being explored include solar powered compactors. They hold 5 times more than typical 3 yard trash bin.

We are working with Ace parking to adopt ticket scanners. This would give us more accurate accounting for parking revenue.

David Baron asked how the Hot Rod Swapmeet went. We made a little money.

He also asked if local residents are notified about the Skyshow in advance.

Due to the frequency of events and fireworks, this is not really practical, and has not proven to be necessary. Signs from the police dept and streets are placed in neighborhoods warning of traffic and crowds during major events. It is rare to get noise complaints. Has not seen many complaints from fireworks, occasionally will get some if sound system is too high and the announcer's voice carries.

Rudy asked about reaction to the smoking policy. Item had not been announced yet, but Mike was asked to speak to the Union Tribune about it. A formal announcement with the official details will go out next week. Previous policy lacked clarity and direction to the people who enforce it. Actual volume of complaints has been very small, both here and with the Chargers. When smoking areas were on the top level, people below did not use them. When moved to the bottom level, people from the top did not use them.

Ordinance lists us as completely smoke free, so this makes enforcement unclear from a police perspective. After looking at the practices of other stadiums, the decision was made eliminate smoking areas to eliminate any misunderstanding once and for all.

Rudy asked about how the \$20 box fee is handled now that they are giving so many tickets to so many different groups. \$20 box fee is still consistent, and they are notified of it ahead of time.

Ben asked if the smoke free language is on every ticket so people from outside the area will be informed, and treated in a friendly manner. Not all events have tickets.

The language on the tickets is the responsibility of the individual event promoter. To cover ourselves legally, there are signs on all gateways into the stadium of the policy, as well as throughout the stadium interior.

Carlos said he had heard fans who purchased season tickets were upset they were not aware of the change before they bought them. All of the Charger print material that is mailed out to the ticketholders states that Qualcomm is a smoke free facility and it is assumed that the buyer has read and agreed to the terms. The ordinance also does not mandate that we provide smoking areas. We tried to provide them as a courtesy, but people would not use them. If people are unhappy with their tickets, they can contact the Charger ticket office to work that out. Rudy felt the board should monitor the situation.

- B. Deputy City Attorney
No report.

VIII. NEW BUSINESS

Instructions for the new ticket procedure were emailed to everyone last week. Ticket coordinators for both the mayor and council now decide if ticket requests meet the new policy criteria, and ticket requests should be emailed to them. Signing your name and

affiliation when you get to the city box is a requirement, and sign in sheets are turned in to the mayor/posted online. We are no longer assigning individuals to specific seats, as we don't know all who will be going, so the new sign in sheets are more generic. Ticket requestors should do so at least 10 days prior to an event, and even when they do so, there may be other priorities that preclude them from receiving tickets. Kim wanted to know how these procedures were determined. The ordinance adopted by council was based on the new law, and fashioned to mirror policy already in place for Anaheim. The criteria are listed in paragraph 3, and outline specifics relating to oversight, if they are gifts, and other priorities. The distribution procedure itself has been created by the mayor's office.

IX. OLD BUSINESS

Mike distributed a report form the board will fill out to document their observations and concerns during events. It includes general guidelines to get them started on a reporting system, but he encouraged them to work together and change it so it works best for them. Stadium advisory board ids still do not act as backstage passes or gain access to unauthorized areas. Advisory board members who attend events should be ready to present a report of their observations at the next meeting. This supports the spirit and intention of board's function and responsibility that has been set forth for the mayor and city attorney.

Kim asked what the most beneficial way to proceed was. Mike suggested they call him and let him know they have a ticket, and they can walk together during the event, or he can mention things they may want to be on the lookout for. He can point out issues, problems, or progress. Now that they are coming by themselves, they will be more focused on the job at hand. There is value in their first impression and feedback as a customer. Positive feedback on what is being done right is also beneficial.

Carlos wanted to put on the record that he would probably attend one game, out of a sense of responsibility, but that all the new restrictions and procedures, the single ticket without a guest are frustrating. As much as he has enjoyed the experience with other boardmembers, he does not see himself attending games alone. He is hearing more and more about what board members are not allowed to do. He is committed to helping the board, and will see this year through, but feels the board's role is still ambiguous and there are so many limitations now, purpose and benefit is questionable. Rudy acknowledged they are all feeling frustrated, especially about having to leave significant others at home while they go to the game. He does not think they will be able to change it, but hopes members can all work through it together. The board should be serving a purpose, or it does not make sense to continue the meetings. He may only attend one game also. He wants to be the eyes and ears, and when people know he is on the board they express concern or frustration about traffic problems or other issues they are upset about. He can then bring these to Mike and solutions can be worked on.

David has put in a request to attend Saturday's Aztec game.

Mike is having Roy put together examples of business plans from other facilities. Once those are together in the next few weeks, Mike wants to meet with Rudy and other designated board members to start putting something together. Ben and Kim expressed interest in being part of this group. Target date for completion is mid October.

There is no new info on the North County Transit situation. Any new info or plan will probably emerge mid season.

X. COMMENTS BY BOARD MEMBERS

None.

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.