



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, January 14, 2010

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	Luke Pistorious	Present
Member	Ben Clay	Present
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: Susan Hawke - Centerplate, Scott Marshall – Centerplate, Bruce Binkowski – Bowl Association, Nick Petit – SDSU, Chet Barfield – Council District 6, Lin Walton - OMBAC, Bill Nelson – Ace Parking, Brent Schrotenboer – Union Tribune, Katheryn Rhodes – La Playa Heritage

II. APPROVAL OF MINUTES December 10, 2009

Approved. Unanimous.

III. PUBLIC COMMENT

Katherine Rhodes, a local civil engineer presented a report pertaining to her ideas for a new retractable roof stadium. Federal & state stimulus funds may be obtained for, and complement the Convention center expansion. She hopes to be able to get the proposal to the voters for consideration. The downtown stadium site could make the Qualcomm stadium and Sports Arena properties available for other kinds of development.

The homeless issue downtown needs to be resolved, and would require a 600 bed facility. Once this was in place, remaining homeless who did not accept help could be ticketed. Plans for the Qualcomm site include a 75 acre park, water reclamation, space for SDSU, as well as housing for veterans, senior citizens, and mobile home residents who have been displaced. If De Anza Cove mobile home residents were relocated, that area would also be available for other development. She would like to possibly present more information to the board next month.

The board accepted the presented information for consideration, and will forward it to the city for review.

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Issues will be discussed during Managers Report.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Working on recruiting.

C. HOLIDAY BOWL & POINSETTIA BOWL

Great financial success for the City. Downtown hotels were packed with fans. Navy will be back for the Pointsettia Bowl next year. The Bowl Association is committed to keeping ticket prices affordable for their fans. David Baron attended the Pointsettia Bowl and bought tickets for the Holiday Bowl. He thought their staff was very helpful. Bruce felt the fireworks show was the best out of all his years here. Rudy mentioned that people were disappointed there was no Holiday Bowl fly over. At 4 pm, Bruce got word that the cloud level was too low. The sky cleared up unexpectedly, but at that point, the decision had already been made.

D. OMBAC

Games for the season will be happening in March. Youth rugby is exploding. The sport is really growing, and there are some tremendous athletes. Kids are quitting other sports to play rugby, and there were about 600 people at one of the recent events. It is also translating to the college level, so college rugby scholarships may be provided. It would be great if some of these events could come to the Stadium.

E. ACE PARKING

Getting ready for Charger playoff game. No major changes. Other parking issues will be discussed during Managers report.

F. CENTERPLATE

Busy month with three NFL games and two Bowl games. Nebraska was fantastic for merchandise. We were the third ranked stadium for alcohol awareness, team training, and the designated driver program as far as how many sign up and contribute to it. They are getting ready to do some more food promotions. Rudy noted that the lines always seem very impacted, especially on Plaza/Loge level where the hallways are small. Expanding additional points of sale is being considered. Consultants are being brought in to study layout and try to improve speed of service. This will be the first location this is being tried.

G. SAN DIEGO AUTO CONNECTION

No report.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

We are prepping for the playoff game, and this is a huge event for us. The rent we receive for this extra playoff game is 10% of gross ticket sales, per the contract. There will be a large amount of media coverage down on the field for this game.

There were two letters from out of town visitors in the paper complaining about the traffic and parking problems for Holiday Bowl. Two points of contention were the perception of empty

spaces in the lot that could be seen from the street, and the lack of direction to other parking options. Ace only operates within the footprint of the stadium, so the public on the surrounding streets were having contact with traffic control. The level of calls or letters received here were no more than any other event. But one letter is too many, so this will need to be examined to avoid the same problems in the future. We lose 2500 parking spaces for the fireworks fallout area, and hospitality tents. Sponsors and their tents are part of the bowl game experience and provide the money necessary to put on large events like this.

Special event traffic controllers at the main gate off Friars are instructed to tell people to keep moving, and not engage in long conversations, other than mention there is legal parking up the hill. Stopping to explain all of the different parking options available is just not feasible and would bring entrance to the building and traffic to a standstill.

We don't want to lessen the quality of the show to create more spaces. An additional problem is the games are played during the week, and many of the available satellite lots are from nearby office buildings and are not available until after 5 pm. This extra traffic also combines with rush hour and holiday shopping from Mission Valley. We need to form a plan on how to educate those from out of town not familiar with the area.

Once teams have been chosen, the ticket packages that go out will now include parking maps and instructions. Event websites will also include links to all of our offsite parking areas. The police department was included in the meeting that was held about this, so they are in the loop regarding the direction we want to go with this.

David concurred that patrons do have to take some responsibility for themselves, and suggested that SDSU parking could be utilized, as they are not in session. This is already used as one of the satellite parking areas, and is one of the areas we need to get the word out about. The freeway and Friars Road marquee signs could be helpful in directing people there, but the Friars signs do not work. Les has worked on trying to find out the status of repair, but it has remained an ongoing problem for over a year. During the super bowl, there was no parking at the stadium, so everyone was bussed in, similar to the way the Torrey Pines Golf Open parking is handled. The golf parking is communicated with the ticket distribution and in the newspaper.

Ben noted that the traffic signals did not seem to be synched in a way that helped the traffic flow at all, even on parts of Friars that are not very close to the Stadium. Traffic engineers should probably review how that is working. He feels cabs and vans could be better utilized, and that Streets should be involved to get things flowing better. Les thought having taxis come in the bus entrance for drop off might be a better idea. Rudy noted that San Diegans expect the fireworks show, and alumni expect being able to have tailgate functions, so those can't really be eliminated. He feels the taxi drop off at the front entrance is working, but thought the bus entrance idea was good too. Maybe when we meet with reps from the schools, they can take some of the parking information with them back to the schools.

Taxis were allowed in the lot for this game due to the large amount of people coming from downtown hotels. We are also in contact with MTS dispatchers during the events to let them know there is business here so they can coordinate accordingly. The board will be interested in seeing the official plan when it is completed. Being proactive on education will be the main course of action, and hopefully this will help with a lot of these problems.

Ben asked about how quickly this could be put into effect, due to New York fans that may be here for the playoff and experience similar problems. There are production meetings prior to every Charger event, and the transportation and parking plan is a big part of that. They have a large marketing department, and are very familiar with all the different fan demographics that are associated with each team. Rudy was interested in these meetings, and would like the board to be notified so they can attend if possible.

We have now officially met the criteria technically and market wise for the World Cup bid for 2018-2022. We will be one of 18 markets that will be included. San Diego is in the 26th market, and some of the cities that did not make it were from the top ten, so we are fortunate to have been included. The San Diego Sports Council is coordinating this for the city. Rudy

has attended a series of meetings with them with Mike. Rudy thinks we will get a regional game, but probably not the championship.

CIF games went great and were attended by roughly 16,000 people. We were successful in eliminating our insurance requirements, which saves \$640,000 from the budget.

B. Deputy City Attorney
No report.

VIII. BUSINESS ITEMS

A. Holiday Bowl parking issue:

Was requested by Jeff Jeffrey, and discussed during the managers report.

B. City Box policy change:

Les suggested we issue wristbands to more accurately account for food being consumed, so that has been incorporated. He had an additional suggestion to use different colors for minors. Ben questioned if the city should be supplying food and alcohol in the box, but the city does not actually pay for this. The city box has the same alcohol policy and cutoff times as all the other stadium boxes.

C. Conflict of Interest Form 700:

Due April 1st. These must be done yearly, and can be done online. The city clerk is uploading a new form, and it should be available any day. Submit a preliminary copy, and they can check it for you, but ultimately a signed copy must be submitted to them. Lauren will email a reminder and link to board members so this can be taken care of before the deadline.

D. Recent events attended by board members:

Les attended the previous Charger game. The seasoned box host Ed is no longer there, and they now seem to be rotating people who are still learning the ropes. Hopefully the wristband idea will help give the hosts some control. When the national anthem started, there was an interfering frequency that interrupted the signal to the wireless mike. They gave the singer a mike with a different frequency, and she was able to continue. There is supposed to be an NFL frequency coordinator who did not catch the error beforehand. When arriving, Les was behind a limo, and the person at the main gate got into a long discussion with them. This holds things up and they are not supposed to be doing this. They may need a reminder about that.

E. Next events being attended:

Rudy will be at the playoff game, but has bought his own ticket, so he wont be in the box. He will go in and check on things sometime during the game. Kim's husband will be going, and she asked him to look around and give her a report when he is here. David will be going to Monster Jam with his 8 year old son, and has bought his own ticket.

F. Budget:

Has been discussed.

G. Business Plan:

We may hire a third party to write it, to get a more objective view.

IX. COMMENTS BY BOARD MEMBERS

Rudy and Ben attended the Mayor's meeting.

X. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:10 am.

The next Regular meeting will be Thursday February 11, at 8:15 am.