



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, February 11, 2010
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Acting Chairman Jeff Jeffery called the meeting to order at 8:15 am.

Board Present:

Chairman	Rudy Castruita	Absent
Member	Jeff Jeffery	Present
Member	Luke Pistorious	Present
Member	Ben Clay	Absent
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: Scott Marshall – Centerplate, Archie Neilson – San Diego Auto Connection, Bruce Binkowski – Bowl Association, Nick Petit – SDSU, Chet Barfield – Council District 6, Lin Walton - OMBAC, Tim Strawn – Ace Parking, Brent Schrottenboer – Union Tribune, Deb Bevier – City Attorney, Jason Broad – Mission Valley property owner

II. APPROVAL OF MINUTES January 14, 2010

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

No Report – Rudy is absent.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Great basketball game last night. They are concluding the football recruiting season. Spring football practice to start next Saturday. There will be a March 20th game on campus. They hope to have a new athletic director by March 1st.

C. HOLIDAY BOWL & POINSETTIA BOWL

Wrapping up year end, choosing dates for next December. Jeff asked if the difference in money might be affecting selection order. Hopefully not much, but we will have to wait and see. This is a Navy year.

D. OMBAC

Chuck Millenbah, president of OMBAC for 25-30 years has just passed away.

E. ACE PARKING

Supercross not as big as hoped due to rain. Went well otherwise.

F. CENTERPLATE

Playoff game did well for revenue. Monster truck show also strong – beat numbers from last year. Supercross down about 10K due to rain. Getting ready to winterize and start planning for next year.

G. SAN DIEGO AUTO CONNECTION

Preparing for sale next weekend. Stadium has done a great job cleaning up the flood debris from the rain and levee breaches.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Coming off very busy time for the stadium. Hopeful extra playoff game will generate approx 730K, although we don't have all the numbers yet. Received positive feedback from some of our players about the field. Monster Jam brought 58,000 people. Over the last 3-4 years, Supercross fans have started crossing over to also attend Monster Jam, so numbers for that are rising. Supercross attendance is staying about the same. Ticket prices are similar, and affordable.

We have gotten a commitment from public works about cleaning out the river flood control channels, and trying to prevent the expensive cleanup that flooding creates. We have been very lucky so far with the timing of the rains and flooding during events. Cleanup would take place during the offseason. It is clogged with elephant grass. There is also an endangered species of bird in the area, which may require some sensitivity.

The rain and flooding are going to impact our budget, but we hope to defray that by submitting an insurance claim.

We are now getting into our offseason mode. Turf is currently out of the stadium, and the field is in the process of being laser leveled.

Kim asked about the World Cup status. We have been chosen to be one of 16 cities still in the running. Initial selection phase has been completed. We now wait for the next step from the

USA bid committee. Even if we don't get the main event, we may get satellite regional plays which would still bring us four teams. We are not partnered with LA in the bid process. Other countries are competing for it too.

Les and Mike touched base about trying to meet soon to revive efforts on the Friars Rd electronic signs repair. It would be great to be able to get information to motorists further down Friars Rd and the Fenton Parkway area during events. The signs have been broken for years, and we have no jurisdiction to add direction off of the stadium property. The signs would also be useful during emergencies if the stadium were needed as an evacuation point.

B. Deputy City Attorney
No report.

VIII. BUSINESS ITEMS

A. Charger Game:

Was attended by Jeff Jeffrey. Everything went smoothly, and wristbands were being used, which worked well. He noted Charger fans did not seem to have trouble getting in for parking. Jeff asked when our next event would be, and Mike responded that we will be mostly quiet until May or June. There are a few inquiries for soccer, but we are unsure where they will go at this point.

B. Alcohol use in City Box:

David asked if Centerplate staff had alcohol awareness training. In the past, there was an unwritten code of conduct, and people conducted themselves in a more professional manner in the box. It seems there is a younger demographic in the box now, and alcohol use may be increasing. He wondered how that is monitored.

There is a host in the box. If there are complaints, or the guard notices someone is intruding on others, they are supposed to call security, who will then come up and counsel that person. Scott Marshall said Centerplate does train their employees. For other boxes they also have the option to have a discussion with the suite owner, who is responsible for their guests. The problem usually stops there. Jeff remarked that the most recent city box attendant seems to have a good handle on things. He will most likely continue working in the city box, and Jeff thought having a consistent person is good.

Chet Barfield asked if Mike heard anything from the police about the YouTube video that was circulating of the Jets fan who was ejected. Mike spoke with Chief Kanaski who handles city special events. It was handled as a police matter, and there is a large portion of the incident that was edited out in the video.

IX. COMMENTS BY BOARD MEMBERS

No further comments.

X. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:36 am.
The next Regular meeting will be Thursday April 8, at 8:15 am.