



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, March 11, 2010

STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

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

Board Present:

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

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

Others Present: Susan Hawke - Centerplate, Nick Petit – SDSU, Chet Barfield – Council District 6, Lin Walton - OMBAC, Bill Nelson – Ace Parking, Brent Schrottenboer – Union Tribune,

II. APPROVAL OF MINUTES February 11, 2010

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

No Report – Rudy was absent last meeting.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Participating in a basketball tournament this week. Michael suggested when they get the new athletic director, that they invite him to an upcoming board meeting. He is expected to start next week.

C. BOWL ASSOCIATION

No Report

D. OMBAC

No Report

E. ACE PARKING

No Report

F. CENTERPLATE

Big 3, revenues were up on the sunny days, but bad on the Saturday it rained. Vendors were actually leaving. They did sell a lot of coffee. They are aggressively pursuing events in the parking lot. Sometimes it has been easier for vendors to do a buyout. They are now trying to be very flexible and creative to offer different types of food and secure the business for these events also. They are using the off season to create marketing plans for the club lounges and restaurant. Meeting planners are looking for special event location alternatives to typical ballrooms. They are already having some success. They are getting the word out to local schools who may be interested for formals and proms. They are having a large recruit military job fair for veterans in two of the clubs today.

In the process of winterizing to get a nice clean crisp look for next season.

G. SAN DIEGO AUTO CONNECTION

No report.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Supercross attendance down due to the rain. Normally gets a crowd of about 60K, only 35-40K this year. Big 3 was also down due to the rain. Parking and concessions revenues will be down as a result.

Rain cleanup and river breaching is impacting budget custodial costs. We will try to recoup with insurance. Public works dredging of canal is still planned. We have been extremely lucky with the timing of events and storms.

We will have a Brazilian soccer academy as a new year-round tenant. They will use the practice field and occupy office space. We are currently working on a club soccer event for July, and a Gold Cup bid for June 2011. We have hosted Gold Cup twice before, and it is a significant soccer event. The Sports Council and Visitors Bureau are assisting us. Gold Cup is part of FIFA, and the teams are from the Pacific Rim, Caribbean, and parts of Africa.

Unfortunately Les is out, but Mike would like to request assistance from the Board with getting the Friars Rd marquee signs working. We don't have budget for or control of the signs, but receive complaints about them. Traffic problems like the Holiday Bowl could possibly be avoided if the signs were functional. It would help if the board could do some research with sign companies, and possibly meet with Public Works, the Mayor, or Council to bring attention to the issue. It would be great if we could get this taken care of during the off season, while we have some time.

Rudy, David, and Jeff concurred that this is an important issue. David has been caught in some of the traffic, and Rudy had to field many complaints after the Holiday Bowl. Les is most

knowledgeable of the sign situation, so the board will form a subcommittee to see if some movement on the issue can be accomplished.

The scope of the business plan has changed, and will be expanded. Architects and civil engineers need to evaluate the building condition to create a more comprehensive and objective report as to future cost needs. Jeff felt that the original architects should be contacted and involved as well. Kim asked for some clarification as to what had been discussed before. Luke, Rudy, and Mike have met with a consultant to discuss the strategic plan further. Talk that the proposed new stadium may get off the ground is influencing the change in direction to show that the building is going to cost more to maintain over time.

B. Deputy City Attorney

No report.

VIII. BUSINESS ITEMS

A. 700 Forms:

Reminder they are due April 1st. The City Clerk's office has contacted the board members with the links to the documents they will need. Lauren also has the links if anyone needs them. The forms can be filled out online, but a hard copy must be printed out, signed, and returned. If you wish to email it to the Clerk's office first, they will review it for you and let you know if you missed anything. Deb Bevier clarified that they do not need to be signed in front of any official, but it does need to be an original signature. Jeff explained that it is just one page, fairly simple, and the main issue is disclosure if members hold any economic interests within 2 miles of the Stadium. Deb added that they should identify which body they fall under, and read the rules for that section.

B. Recent events attended:

David attended Supercross, no concerns noted.

C. Next events being attended:

There are no new internal stadium events for the next few months.

IX. COMMENTS BY BOARD MEMBERS

David wanted to know if there might be conflict between OMBAC and the new soccer tenant. The teams will consist of children 8-14 years old. They are not expected to put the kind of wear on the field that caused previous concerns.

Carlos would like to see a blueprint or manual for board procedures, or possibly have one made. He expressed some confusion over what official procedures are in place for voting on issues, what issues the board should be involved in, how the chairman is elected, advisory board bylaws, how topics are added, and the appropriate way for the board to arrive at a consensus. He questioned how the board made the decision to form the subcommittee for the Friars Rd marquees. Some felt a task force should be formed, others felt the Holiday Bowl traffic may have been an isolated incident. Does everyone agree the board should get involved? He also wanted to know the results of the meeting Rudy had some time ago with the Mayor's office about the roles and responsibilities of the board.

Rudy responded that the meetings with the Mayor were mainly about the new ticket procedures, and what the role of the board would be in relation to that. A considerable amount of discussion has been devoted to the subject. Rudy and Ben met with the City Attorney, and the Mayor's office, and the issue was resolved. The role of the board has not changed. Its role is in an advisory capacity only to the City Council and Mayor. They do not have any authority. They advise the city council and the Mayor's office, and that role is not going to change unless city council statutes or regulations change. Rudy has had many conversations with the Mayor over a long period of time keeping him informed of what the board is doing. He just met with the Mayor three weeks ago. Mike is the stadium manager and is in charge of what events will be brought in, and that also will not change. The board will not have authority to control which events are or are not brought to the stadium, for example.

Rudy responded that he asked if board members wanted to be involved, and several of them did. Rudy has sat with the International Council, and the Sports Council, and been involved with the World Cup bid. Any board member who has a dissenting opinion about something can and absolutely should voice it freely. The Chairman is appointed, not elected.

Deb Bevier will compile all the documents she has that speak to board member's obligations and responsibilities, and email them to the group for review.

Carlos is also concerned that the board could be asked or held accountable as to why they did not intervene or advise in certain situations. How much should board members be involved? Michael Simonsen commented that in the past there have been committees. There was a Facilities Committee and Administrative Committees. If there was a procedural dispute, the Administrative Committee would confer and report back to the board, providing some degree of accountability and deciding what the next actions would be. Some committees like this could be re-established.

David brought up new legislation proposed by Lori Saldana. If sports teams receive public financing through the NFL, they would be prohibited from instituting blackouts. David wondered how much that would affect us, as filling stadium seats brings more revenue. Mike's personal opinion is that it would not affect stadium operations from the standpoint that football will be played and the stadium will be ready, regardless of how many people come. Numbers have been close, last season was sold out, this year sometimes it would sell out the day of the game. It would affect the Chargers more than us. It could affect their television revenue. David will forward the article.

X. ADJOURNMENT

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