



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

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

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

Others Present: Susan Hawke - Centerplate, Chet Barfield – Council District 6, Phil Snyder – Holiday Bowl, Nick Petit – SDSU, Brent Schrottenboer – Union Tribune

II. APPROVAL OF MINUTES April 8, 2010

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Rudy, Ben, and Michael had a very positive and productive meeting with Mike.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Jim Sterk sends his regrets that he was not able to attend today, perhaps next time. Rudy noted that there was a story about SDSU getting \$5 million in athletic scholarships in the paper today.

C. BOWL ASSOCIATION

Bruce out of town this month.

D. OMBAC

Rudy watched a great ESPN 30/30 special on South African rugby. Lin Walton relayed his reaction, observations, and insight from a 3 week South Africa trip he just returned from. He visited the stadiums there, and one of the OMBAC members also plays in Johannesburg. Lin himself played against the South Africans in 1981.

E. ACE PARKING

No report

F. CENTERPLATE

There will be a celebration of life for former Charger George Gross on May 15th. They are still in off-season maintenance mode. Rudy asked how recruitment for proms and similar efforts are going. There will be a prom on the 22nd. They have a list of advisors, and are targeting the junior classes. Some schools have come in to look at the spaces for May and June of 2011. They are hoping to get some winter formals. May 23rd, they will host a complimentary event for the Mt. Carmel baseball team. All local high school sports combined amount to about 3600 activities, and Centerplate will try to attract some percentage of their athletic banquets. Centerplate has hired a photographer and is going to target boosters and athletic directors with the photos they take at the upcoming event. The Chargers schedule this year frees up more availability to host events like this. Ben suggested that the CIF games could produce some business for awards banquets. Rudy suggested the stadium as a safe alternative for Grad Night.

G. SAN DIEGO AUTO CONNECTION

No report.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Year end financial statements will be coming out soon, and Mike will circulate them. Management is preparing RFP for 24 hr stadium security, ushering, and ticket taking bid. It has been sent to purchasing, who will issue. Objective is to be sure these services remain consistent with best practices across all events. The selection committee for the RFP will be through purchasing, but the board may ask to be involved if they wish.

Comprehensive business plan and facility assessment for the next 5-7 years is still in progress.

Estimated completion is approximately 60 days. There are large capital improvement projects looming, and they need to be prioritized. Kevin Casey is liaison to council and mayor's office.

Year-end statements show electrical usage is down. Light usage is charged back to tenants during events. Light meters allow us to track usage. Usage has been lowered after 5pm.

The rental rate card is being re-evaluated. Mike will let the board know when volunteers from the board can give some input. Both facility and rate card assessments will factor in comparisons of what other similar facilities are doing.

CIP projects include recarpeting the club level concourse. 32 suites will get new carpet and

wallpaper. There is directive from OSHA to add protective measures to the open press boxes. This past weekend we hosted the Campus Rail Jam tour, a snowboarding event in the parking lot. New, upcoming event Riverfest will take place on on May 16th. Jehovah's Witness convention will be May 28-30th. We expect 40K people a day.

LSU Crawfish boil has become an annual event on the practice field and expects up to 3,500 people. We will provide parking for the Rock & Roll Marathon June 6th. Gold Cup 2011 bid results hopefully in by end of month according to bid committee. World Cup 2018 and 2022 results expected in December. Mike looking into redesigning the Stadium Club with Centerplate to create new revenue stream. Give it a more modern look, add fantasy football, unique food, extra video content, and other special promo items only available there during Charger, Aztec or soccer games. Certain tickets could add a \$10 surcharge which would grant access to the club.

VIII. BUSINESS ITEMS

A. Marquee Signs:

Les has not met with McCain Electric yet. Mike still needs to identify who in the city officially works with traffic control signs. Friars road will always present unique traffic challenges. Mike is hopeful Les's resources can really work for us here. The traffic sign issue can be viewed as more of a regional big picture, affecting traffic much further east and west in Mission Valley. If it is part of a disaster plan, it may be eligible for some monies. Ben would like to see the Cal Trans signs on the freeway linked in somehow, as that could warn people passing Old Town that Qualcomm parking is full.

B. Committees, Financial Reports, Information Flow:

Mike is glad to share more information with the membership, and the best way to keep everyone involved and in the loop is to meet with him more often in smaller subcommittees. Identify the strengths and expertise of individual board members, and form groups accordingly. Administrative, finance, and SDSU contract negotiations are examples of groups that could be formed, or may have been formed in the past. Most significantly, Mike would appreciate help with researching federal, state, and homeland security funding resources for capital improvement projects. The stadium lost a lot of money during budget cuts. Being able to restore some of the operating budget would be a great help. We would welcome ideas about alternative funding for asphalt repair. power use and reduction, event development and research, youth and education rallies, teacher conventions, football athletic camps, the river festival, sales events, major league soccer, greening projects, and traffic issues. The board should identify amongst themselves what committees they would like to form. Les suggested meeting for a few hours among members to discuss who has the best strengths and which committees will be formed. The individuals in the committees will know they are responsible and accountable for getting together and bringing some results back to the board about specific topics.

Mike and Ben discussed the parking lot/river flooding issue at their meeting. Ben reported that the state is reprogramming money for funding of the bonds for propositions 40 and 50 and flood protection could be included. Mike and the mayor gave Ben approval to meet with the City's lobbyist in Sacramento to make them aware of this problem. Now this problem can be included if funds become available, but we will need to find out how much money to ask for.

IX. COMMENTS BY BOARD MEMBERS

Les asked about what kind of contract we have with the Jehovah's Witnesses. It is generally a three year contract. They do capital improvement projects in lieu of rent, and will be cleaning the stadium this weekend.

X. ADJOURNMENT

The next Regular meeting will be Thursday June 10, at 8:15 am.