



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, August 12, 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	Present
Member	Luke Pistorius	Present
Member	Ben Clay	Absent
Member	David Baron	Present
Member	Kim Folsom	Absent
Member	Carlos Vasquez	Present
Member	Michael Simonsen	Present
Member	Les Williamson	Present

Staff Present: Mike McSweeney-Stadium Manager, Veronica Valenzuela-Clerical Assistant II

Others Present: Chet Barfield-Council District 6, Nick Petit-SDSU, Jim Sterk-SDSU, Bruce Binkowski-Holiday/Poinsettia Bowl, Bill Nelson-Ace Parking, Susan Hawke-Centerplate

II. APPROVAL OF MINUTES July 8, 2010

Approved. Unanimous. Minimal corrections per Jeff and Mike

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

No Report -Chargers vs. Bears at Qualcomm on Saturday, August 14th

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Nick introduced Jim Sterk new Athletic Director to board members. Jim is a native of Washington, attended Grad school in Ohio ended up back East in North Carolina and Maine then later at Portland State as Athletic Director and at Washington State last ten years. Opportunity came up for him and his family then decided to make the move to San Diego has been a little bit of a transition last four months; finally sold his house in Washington last weekend. Since his arrival at San Diego State he's been playing defense due to state budgets and everything going on. Excited about the opportunity to work with a great group of Coaches; Nine out of our eighteen coaches made the Post Season last year the ones that hasn't think has great opportunity and that's what we deal with mostly with football. I think Brady Hoke has a great staff and direction it's not if he makes post seasons, it's when and we're hopeful. I know Bruce and his folks would love to have us at the Poinsettia Bowl, we'd love to be there and make it exciting or somewhere else and that's what our goal is. We are excited about working with students, alumni and friends and looking forward to a great Fall.

Rudy commented on Jim's introduction we are happy to have you here in San Diego and you made a nice presence. We saw you at the Holiday Bowl meeting and really glad to have you I think you will bring a lot of energy to this program at San Diego State.

C. BOWL ASSOCIATION

Bruce indicated College Football Season starts September 2nd so obviously we're gearing up towards this. We have events throughout the year our most recent event was here at the Rugby Field-Youth Football Clinic it's tied to the MCA of free youth clinic. Thanks to Mike and his crew we had a great event the turnout was almost 600 kids show up. We've been told this was the largest of youth clinics in the entire country. It was great San Diego State provide coaches and USD also provided coaches. Bruce stated this was a great event and it's now going to be an annual event for us this youth clinic, is now gearing up for the football season. San Diego County Credit Union is obviously the sponsor for the Poinsettia Bowl. Bridgepoint Education has now signed a multi-year agreement to be a title sponsor for the Holiday Bowl. First year of sponsorship is exciting they are fired up about being the sponsor it's going very well. What really made the clinic was the Coaches, they were great. They ran the drills and the kids had a great time. We had Pop Warner team groups show up. Rudy congratulated them on their first annual effort.

D. OMBAC

No Report

E. ACE PARKING

Gearing up for the Saturday game, Chargers not here today but will talk about the parking progress. No major changes pricing exactly the same as previous year. Only change is across the street the Family Friendly Zone promoting its non-alcoholic and trying to aggressively sell this. SDPD is setting up from the exit by taking lights out towards 163 freeway going west bound to try and see if they can pull traffic out a little better. Taxi situation same as last year the will remain outside the main entrance in the

drop off area. Rudy asked if Les was engaged with this Les responded he thought at one point there was a discussion of bringing the taxi's by the buses inside stadium parking lot. Bill's response was they will continue with last year's taxi situation.

F. CENTERPLATE

Have been busy and are getting ready for the Chargers. Recently had a soccer event, Chargers practice and Fan Fest the \$1 Hot Dogs were a success sold over 12,000 hot dogs.

G. SAN DIEGO AUTO CONNECTION

No report

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Mike touched base on previous event results as Sue mentioned and upcoming events to come between this meeting and the next one. On July 7th held a soccer event this was Wednesday night approximately 8,000 people. This was setup by rookie promoters they had never done an event before. We felt the soccer match on a Wednesday night was tough, it's difficult to get soccer fans to come out between Monday and Friday with kickoff at 7:00-7:30 and expect a tremendous turn out. Normally we do much better in attendance. None the less the city netted approximately \$107,000 on this event it was worth opening the doors. It was profitable to us but not sure how the promoter stood on it.

We had a Charger practice on Wednesday, decent turnout about 7,500-8,000 people. This was different from last year if you recall Chargers had a massive amount of construction going on at their training facility. Subsequently due to liability issues they had to close off public access to all the practices. The only time the public was allowed to see them practice was here at the stadium which was a much better turnout last year. This year obviously the construction has been completed and the fans have been going to the facility every night to see them practice. To have 8,000 people out here on a Wednesday night was not bad. The Chargers Fan Fest was a tremendous turnout around 12,000-15,000 people. The City benefits from this revenue somewhere between \$8,000 and \$10,000 profit.

Coming up Saturday night Chargers vs Bears game expected attendance 55,000-60,000 fans the following weekend Chargers vs. Dallas on August 21st and is expected to sell out. We are vigorously enforcing the smoking situation at the stadium. Qualcomm is a Non Smoking facility. There is a pledge between our Tenants, San Diego Police and Security etc. Last year there were smokers appearing and people complaining about smokers. Therefore we are stepping it up this year police will be very active on this as well as Security. The smoking enforcement is in effect not just for Chargers games but all events at the stadium, this is an ordinance. Rudy asked if the public has been informed of the policy and if citations are involved. Mike responded it is an ordinance there are citations and ejections. If someone is approached and does not stop smoking when security approaches them again they will be evicted from the stadium. Every year the Chargers bring up the Fan Code of Contact and this is discussed within it, the public has been informed. We are into the season now, summer is over and we are back to the busy season.

Another miscellaneous point regarding the Facility Maintenance Assessment; we've interviewed all companies which we requested to submit proposals. Luke Pastorious helped out on the

committee. We are about 2-3 weeks away from an awarding a company. It is back at purchasing and contracting now once the matrix's have been evaluated. The best and final offers have been asked of several companies so we may move forward on the selection. The completion date may be 4-5 weeks once the winning bidder is selected and complete the evaluation. It is a comprehensive evaluation on the facility structure assessment, evaluation of our systems an establishment of how the building will operate with or without the Chargers. Includes what our prospective maintenance costs and operational costs will be five years from now since this is a 42-43 year old building which continues to require maintenance. This will give us an objective on the stadium. The Security RFP is about 3-4 weeks from being awarded. RFP's are out and will be interviewing companies in the next 10 days. Committees are put together for this and looking at 3-4 weeks to select and award it.

Myself and Jim Barwick, Director of RE Assets Dept appeared at the Audit Committee, Audit on July 12th regarding responses of a Grand Juror report from a year ago. This was a progress report to see the eight recommendations they had set forward and where we are at and what the progress is. This is a matter of public record.

The OSHA remediation is on the way. We had a tragic situation last year in November with Mr. Daniels falling, our case is in Appeal, we are not waiting on them. In extension of good faith to OSHA we are moving forward and should complete by end of month. We'll install the most visible glass partition called Starbrite it's about 43" in the open press area, should not distort the field view. Coming up in September the club level will have new carpet installed in the entire club area for a new look down there.

Roger Carlson, is managing partner of a team at the Brazilian Soccer Academy and will be invited to the next Advisory Board Meeting. They are moving in and will be a great opportunity for a 12 month tenant to teach kids the Brazilian style of soccer out in the practice field.

Les and Ben played a support role with us in an exciting project called the Regional Three C's. It's a County, Homeland Security type joint effort with the City to provide a fiber optic network. We are designated as a mega structure a place to evacuate to therefore we need to be able to communicate with police, fire, and rescue etc. This takes us off Verizon and makes us an intranet communication. This project will provide an opportunity to plug into the fiber optics and view traffic control around the stadium and any emergencies. We will be able to view stadium from virtually any camera in City and County we will need additional cameras as this is a large project. We already have fiber optics installed in parking lot but are not being used. Fiber optics will tie in to SANDAG, Highway Patrol, Traffic Control, SDPD, etc. We may qualify for State funding for this type of surveillance and will not be a Stadium operation cost. Les mentioned the trenching in parking lot to run fiber optics for project and will take about 2-3 weeks. This is a great opportunity for surveillance. We will be able to patrol within the stadium and get the communications out to all police will be able to view images from a laptop. Thanks to Les and Ben for helping out with this project.

Last item I met with Storm Water Department and members of the Sierra club and Canyon Lands regarding the Murphy Canyon situation with our river flooding. Storm water has a master plan which involves three different points we are one of the three. It's a long process to adjust the riverbed with types of grasses, the water speed and endangered species out there. Working together to get a consensus on what is going to happen out there this is in motion do not have a start date but urgency is there. Rudy thanked Mike for extensive report as well as Luke's participation, Les and Ben for representing the Board. Carlos asked if there will be a summary audit of how surveillance will work and responses. Mike responded Luke had an

opportunity to look at how all equipment worked and evaluation process; we will absolutely send out information when available.

VIII. BUSINESS ITEMS

A. Financial Items:

Mike mentioned the financials went out a few weeks ago. We will be slightly under budget this year and we just finished FY10. Stadium is being asked for another 5% reduction for FY12 which is on top of the 27% reduction which we employed last November. Per Mike we will send out the year end closing statements to Board members.

B. Board Members expertise:

Rudy mentioned we are working on getting committees for the board to be engaged with and if interested in being part of a committee on the Board an email went out about a month and a half ago. We will talk about this again and re-visit at next meeting.

C. Committee formation:

Rudy spoke about getting a response on committees to be established maybe four or five such as Administrative, Finance, Facilities and Operations. We need to resend this email out to all committee members and get a response back to go over at the next Board meeting as to what committee's we need to put a spin on.

D. Research for Funding of Capital Improvements:

Asked for assistance from the Board on helping us identify sources at the state or federal level on Capital Projects at the Stadium without funding or if a program is to be created. An example is the Regional Three C's project part of Homeland Security Grant of \$16 million to the City, this grant is a purchase and reimburse program by the government. Mike may provide a list of items to try and mitigate over the years for capital needs or operation needs. Mike will circulate a memo of key areas and a list of items for the Board to review and decide how they may assist with this project. Rudy suggested this list be brought to next meeting.

E. Friars Rd Marquee Sign:

Rudy asked Les about the traffic signs and he mentioned for FY11 the \$16 million grant for the urban area working group puts the City in a good position for funding. What started out as signs has expanded to traffic directional signs the fiber optics coming will somehow tie it together with major roadways and signs to alleviate traffic areas by setting up cameras to get a visual.

F. State Money for Parking Lot:

We will spend around \$250,000 this year in parking lot to mitigate aging asphalt. If we completely re-do lot it's probably a \$3 million dollar investment; not sure it will go well downtown to invest in a 43 year old facility. Need assistance from you to find resources for this.

IX. COMMENTS BY BOARD MEMBERS

Question on soccer game we made \$100,000 with 8,000 people? Yes, \$30,000 in rent, \$30,000 for parking and balance for food and beverage. Reminder of ticket policy there's an application process our contact is Rachel at Mayor's office. She's sending memo to Mike then Veronica will forward the policy to all Board members. Rudy thanked everyone on the board and all supporters.

X. ADJOURNMENT

Meeting was adjourned at 8:55 am.

The next Regular meeting will be Thursday September 9, at 8:15 am