



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, October 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 Pistorius	Present
Member	Ben Clay	Absent
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, Veronica Valenzuela-Clerical Assistant II

Others Present: Debra Bevier-Deputy City Attorney, Chet Barfield-Council District 6, Nick Petit-SDSU, Bruce Binkowski-Holiday/Poinsettia Bowl, Susan Hawke-Centerplate, Roger Carlson-Brazilian Futebol Academy, Tawnia Gillespie-Brazilian Futebol Academy

II. APPROVAL OF MINUTES August 12, 2010 and September 9, 2010

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

No Report

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

There isn't much to report but we are a third of the way through the football season. The Airforce is in town on Saturday. Rudy asked for an update on the Aztec walk coming along. Nick mentioned student attendance is up and using creative measures to create a more intimate feel for the team. They gave out tickets to students for free. Attendance has been as expected around 20,000 per game and around 36,000 for the Sky Show game. The warrior walk has progressively gained some headway. It's been received very well, two hours prior to game start the bus pulls up to sections E and F they unload and walk through the Fan Tunnel. The Power Party is a bit of an obstacle but they will work it out with the Chargers. We are rooting for the team to do great it's an exciting team to watch.

C. BOWL ASSOCIATION

Bruce is flying under the radar screen, this is the time of year when they are trying to figure out who will be in the game. Navy is half way there and have six game win; feeling pretty good about Navy. On the Mountain West side for Poinsettia Bowl it is a tossup between TCU, Utah, SDSU, BYU, even Wyoming they could potentially come to the game. Any of these will be a great match up to watch. On the Holiday Bowl side also have a tossup a whole lot of possibilities and should narrow down teams in the next few weeks. Rudy asked to explain the options in Holiday Bowl, the PAC 10 and the PAC 12 to the board. We get the second pick out of the PAC 10 after the BCS to be the 3rd pick which we feel will be a strong team. Then out of the PAC 12 we get the fourth pick after the BCS which is the 5th. As you look at the possible teams there is Texas Tech, Texas AM, State, Iowa State, Baylor could be any. In November we will be in more focus on who we select. Question if the Aztecs make the Bowl how does it affect the economy? It affects the Hotel nights because it is important to put people in rooms the week before Christmas. If San Diego State is selected it's a win, win situation. We would try to reach out to the San Diego Alumni you'll be amazed of how many people will travel to come to the game.

D. OMBAC

No Report

E. ACE PARKING

No Report

F. CENTERPLATE

Rudy asked how the concessions have been at Aztec games. Susan responded they had a huge increase of the Aztec Meal Deal sales; when introduced last year they sold between 500-600 meal deals, this year both games had sales of over 1,000 meal deals. We have been very busy although the Chargers attendance has dropped a bit but have maintained our revenue due to the slight price increase and renovations. Staff will have a lot of pink on the October 24th game due to the Breast Cancer Awareness. They will be switching out soda cups to pink; turning pink will benefit the Breast Cancer Research this is a corporate promotion. The opener went well even with Arizona we thought it would be soft but did well in the end. Centerplate is putting out mailers to solicit business from other venues aside from the Aztecs and Chargers such as schools, different sports and

banquets to promote events at the stadium. We'll be sending out mailers again for Fall sports then Spring sports. The cost of changing to pink cups is a Centerplate cost which is a souvenir cup and turns hot pink instead of blue when it's cold. Will also be selling koozies for a dollar at the beer stands, either pink or black for the beer bottles. There will be a lot of pink this day.

G. SAN DIEGO AUTO CONNECTION

No report

| VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

The October 24th game against the Patriots is a high profile national televised game. The parking lot will be a sold out event. We strongly urge everyone to arrive early to avoid traffic it makes everyone life easier we're expecting it to be sold out by 11:30 am. We employed a secret shopper program we'll bring an independent private party to ask questions and evaluate parking, concessions, customer service. Have not decided on which games yet but we will choose one of the Bowl games and pick some Charger games as well. Rudy asked to receive input of these evaluations from the secret shoppers once available. Secret shoppers will ask specific questions to ushers, security or concession stand, staff etc.

The OSHA plan of \$113,000 remediation is to be completed this week. The glass partition will be installed. We completed the carpet project of \$200,000 which was a major expenditure for us of the club level this was a big investment for the City included the stadium club in the west tower. Also thank Susan for dressing up and trying to add value to the club level stands with a combination of them and us it's helping the sales numbers at the club level. Just finished a major ceiling fixture project because of leaks from rain or condensation built from pipes since this is one of the complaints received. We sealed most of the problem areas and panels were replaced in suites along with fixing exterior seating areas. This was one of the major projects this summer.

The RFP for a security company will be out on October 21st we will move forward with our 24 hour security. AE Com signed contract for business plan we are waiting for go ahead notice to proceed from contracting. The selection process and finalization will be complete in 4-6 weeks. AE Com has done business around the City already as well as working with most of the Stadiums.

Just a reminder financial year end monitoring may be ready next month. Just a couple of updates on policies & procedures regarding the Non-Smoking Facility this continues to be enforced.

In regards to the events the Jacksonville game and the Sky Show did particularly well had some field damage. Mike met with Pyrotechnics Company and they need a new approach to doing things in the future on how we'll do Pyro in the stadium.

Kaiser held a Flu Shot Clinic a few weeks ago which was successful they had thousands of people attend and were able to beat the record therefore made it to the Guinness Book of

World Records. It was a neat drive through of cars coming and going from start to finish. Tremendous success we gained experience for pending situations on this type of an event.

We have some good news and bad news we've been eliminated from Gold Cup competition in June 2011, were still in the World Cup bid. Instead we may get one or two mega Soccer events from Mexican National teams and one or two of the top teams of the world. The last game we had was Mexico vs Argentina and had 68,000 plus in the building. The MLS-Major League Soccer and SUM-Soccer United Marketing basically control all five dates of the Mexican National team in the US next year. They also have ownership in the league and Gold Cup as well. They are trying to most effectively schedule, if we have Gold Cup here and bring Mexican Team these events will probably canalized themselves in ticket sales. Let do one or two Mexican National teams in San Diego and then go to Pasadena and do Gold Cup up there. None the less it's a great soccer business if we get the two major teams here at Qualcomm.

VIII. BUSINESS ITEMS

A. New Tenant:

Mike introduced Roger Carlson the Director of the Brazilian Soccer Academy they will be using the practice field and have been working with him for the past year and a half. Roger introduced himself and Tawnia Gillespie. They have a partner who played in the 1994 World Cup Brazil and won in L.A. he is one of the top players in the world, he retired in 2003. Also hiring one of the top coaches from Brazil we're working with immigration to get him here. Our approach is not be teaching the traditional soccer but Brazilian style. From the Operational perspective they just set up their office adjacent to the field are working on their website. They will be offering the year round academy. The coach from Brazil has played in World Cup and in the Olympics for Brazil his style and is well connected with teams. Once they get the coaching staff in place they will need to develop age appropriate teams. They don't want kids to get discouraged when playing soccer. Les mentioned to Roger most soccer players are well conditioned but then fall out of the game between the ages of 16-18 because they have no alternatives to excel in soccer. Roger did a lot of research in this particular age group on how to get them back in the game as this is a good age to be exposed in soccer. Rudy added to this and asked how they will be recruiting for their teams. In the recruit process they will be different than the Clubs going to private school, public schools and clubs and get the word out of the Brazilian Futebol Academy and inform them of having top Brazil professionals coaching. They are trying to bring foreign exchange students to play and learn the language. Rudy gave Roger a contact name of Jim Esterbrooks he works for the County Office of Education he may help him out to get the word out to all school students since they have a private television station and promote this type of events.

B. Financial Items:

We are awaiting on the November updates from Financial Management.

C. Funding of Capital Improvements:

A month ago Mike sent out some ideas for the committees so when these are formed they may assist in obtaining additional funding. Such as the Governance, Facility, Development and Finance.

D. Committee formation:

Rudy would like to get these committees formed and would be beneficial. Please let Veronica know via email which Committee you would like to join. Kim asked if there is an expectation on how many Committees should be joined. Rudy suggested having a total of four committees please join one to two Committees.

IX. COMMENTS BY BOARD MEMBERS

There are some questions for Mike: David asked what the big drill is doing out in the parking lot by the gas tanks? Mike responded it's all part of the gas tanks remediation project and they are routinely testing the tanks digging up large portions of dirt washing it down, filling it. Kinder-Morgan pays for the asphalt repairs and it is being questioned how long will this take.

Rudy asked about the elimination of Gold Cup about the rationale for being eliminated. Mike commented it's controlled by MLS/SUM they operate the gold cup tournament it is how are they going to use the best tool they have which is Mexico to maximize sales. . If they bring Mexico and then Gold Cup in June these two events will canalize themselves. They know Mexico will do great here. The soccer community here is strongly rooted for Mexico. The appeal is diminished if they bring someone else such as Germany or Scandinavia. Would not call it monopoly but it's close to it so they decide to bring the clubs here and they don't know who will qualify. Rudy asked about the smoking policy has always been a concern because of the press conference, what was the outcome of the Cardinals game; this game was docile. According to Mike the previous game we had a number of evictions. Some days are greater than others, sometimes smoking warrants are given out but if policy is not followed they are then evicted. When the Bowl games come to town we will need to inform the people of our policies and enforce the smoking policy.

Rudy will be attending the October 24th game and needs access to be able to see the operations around the stadium, the glass in the Press Level, Club Level to have the Fan Experience. Mike will ask the Chargers for a specific credential or Mike may escort him around. Rudy wants to get the feel for the parking, the glass in the press box and see some of the issues we have. If any of you would like to come and experience this let us know. Kim is a season ticket holder and has encountered some of the fan experiences.

Rudy reminded all the City Ethics Training is to be completed by October 22nd.

X. ADJOURNMENT

Meeting was adjourned at 9:10 am. The next meeting will be Wed., November 10th at 8:15am.