



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, December 9, 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	Present
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, Bruce Binkowski-Holiday/Poinsettia Bowl, Susan Hawke-Centerplate, Anthony Tarra-OMBAC, Bill Nelson-ACE Parking, Kurt Tellefsen-Project Q

II. APPROVAL OF MINUTES October 14, 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

No Report-Go Aztecs!

C. BOWL ASSOCIATION

They are busy Bruce stated the Poinsettia Bowl is on Dec 23rd at 5pm, Navy vs. SDSU Aztecs. Poinsettia tickets sold 44,000 seeking to get to 50K tickets sold, everything is pretty much sold only the upper deck is available. The Holiday Bowl is Dec 30th at 7pm, Washington vs. Nebraska. This bowl game will be a good economic impact. Rudy questioned the parking situation for the bowl games how will overflow be handled etc. Per Bruce they have extra police officers, portable traffic signs there will be a Press release prior to games. They suggest on their website to use of public transportation if necessary to avoid delays in and out of stadium due to parking lot capacity please arrive early.

D. OMBAC

Anthony Tarra attended and would like to set up goals at practice field and asked about the Holiday Bowl. They need extra lights also have not been billed for past three months? How is lease agreement coming along per Mike this was sent to Bob Watkins recently.

E. ACE PARKING

Bill Nelson reported on Bowl Games parking approach. They will treat the Main Gate as they do with the Chargers, will need a pass to get in to avoid delays. The Trolley will be extended with additional trains not adding more stops but will continue on their schedule. Rudy thanked him regarding the main gate traffic as it is much smoother now since they have hired experienced retired/military personnel.

F. CENTERPLATE

Trying to maximize their sales and are thrilled SDSU Aztecs are doing well. They just hosted the CIF Championship games and sales increased in comparison to last year. They are happy on how the season has turned out so far. Rudy complimented them on the Club Level food and facility look great.

G. SAN DIEGO AUTO CONNECTION

No report

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Stadium staff is busy but there is light at the end of the tunnel in January. SDSU has busted their revenue projections up by probably 35%. Winning games is great as it is the busiest time for us. The lease with SDSU is going alright and we are ready to reconcile the season. If SDSU does good we do good too, so far everyone is pleased with the season. It was a different experience this year, the dressing up of seats, warrior walks, etc. because of what they do it

brought in a larger audience. Bruce mentioned the SDSU Poinsettia Bowl game is not a Home game for them they will be treated as if they were a team from a different state. Just had a Charger game on Sunday and we were ready for CIF at 10am Monday. Attendance was up and revenue was up slightly; parking was up and sales concessions were up too. CIF schools help out in this event by working together with school's Principal to bring in their campus police, have been doing so the past 2-3 years and no incidents or damages to stadium have been reported.

December is the most busiest time of year since we re-sod right after the CIF games due to the beating of the field by four high school games all in one day. Kim commented she prefers the CIF games on a Monday than on a Friday to avoid excessive celebrations over the weekend, there is more control with the kids.

Had a hard time with the Press making announcement indicating our field had dirt and was in bad shape due the SDSU game in the rain. It was not dirt but rather an absorbent matter to avoid slips and make it a playable field. Norv Turner thanked Mike personally after the game letting him know the field was in great shape considering the damage it went through with a game in the rain. The Chargers team players did not complain, had no slips and played very well on field.

Upcoming game is Sunday, Chargers vs Chiefs it is expected to sell out and will be like a Superbowl experience due to tons of camera crews. Then Thursday game against the 49ers, Foreigner will be singing the National Anthem and playing out in the parking lot Power Party tent.

There is a request from MLS-Major League Soccer to run a multi event deal on March 29th we will work on contract for a soccer game. The world of soccer is kind of a bizarre thing. Sometime around 2023 we will no longer be eligible of having a World Cup or Gold Cup here at the stadium.

Taxi situation is in the works, MTS runs their licenses and they decide on their attendance for the games. We are working with MTS to figure it out.

OSHA was trying to squeeze in a final inspection the last three weeks of the year but will put it off until January 2011. There is a lot of Admin information to this OSHA remediation project.

Parking contract is going to be up this year and is going to RFP with Roy. If someone on board committee is interested on assisting Roy on reviewing contracts please do so. Perhaps David and Les could get together with Roy.

VIII. BUSINESS ITEMS

A. Update Financial Items:

City used SAP for financials and they are behind. We will have these items around January. There was a 37% reduction from last year and were requested two months ago to reduce the budget by \$900,000. We reduced our Capital Improvement Projects and it sounds like Revenue is improving. Question is can we use these to make improvements? We need to plug in the numbers we receive from FM-Financial Management.

B. Committee formation:

Rudy had requested everyone join a committee please let Veronica know. A list will go out letting all know what Committee you joined.

IX. COMMENTS BY BOARD MEMBERS

Les request the announcer ask everyone to respect the National Anthem. Mike informed him the Chargers orchestrate the pre game events and respect should be a given. Additional cameras to be purchased have not been ordered yet but Mike is to meet next week on deciding where these will be placed when these come in and which are to be replaced.

We have been asked by FM-Financial Management to cut back on costs. Mike and Ben discussed at one of the games we may not be able to re-sod in the future during a season. City Council would like to know what the trade off is if we continue to re-sod?

David came to a game and had no problem coming in to the parking lot. He noticed in the City Suite box charges \$25 per person but when tickets are distributed they tell them it is \$20 per person such as Marti Emerald indicated to some, Centerplate settled this correctly with them. Susan mentioned there was a younger crowd and went ahead and switched out the beer for sodas since they all seemed to be high school kids. Rudy noticed in the city suite the cash given to participate should be counted in private, perhaps the restroom not in front of people in the box such as the high school kids. Mike will look into this and inform appropriate staff on cash handling. Other than this the Press Box looks great, field looks good, overall stadium looks great, kudos to the staff.

Ben Clay asked about the OSHA project and if other boxes will be adjusted and glass height increased? According to Mike this will be reviewed again after the football season is over.

Rudy asks all members to try and attend a game to see a full experience from fans and staff.

X. ADJOURNMENT

Meeting was adjourned at 9:10 am. The next meeting will be Thursday, January 13th at 8:15am.