



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, January 13, 2011

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	Absent
Member	Ben Clay	Present
Member	David Baron	Present
Member	Kim Folsom	Absent
Member	Carlos Vasquez	Present
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, Bill Nelson-ACE Parking, Nick Petit-Aztecs, Brian Milner-Aramark

II. APPROVAL OF MINUTES December 9, 2010

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

Letter received from unsatisfied citizen regarding request to present Id for ages 21 and over alcohol policy. A seventy year old citizen did not bring his identification from the car and was going to purchase a beer but unfortunately was unable to do so when he was unable to present Id. Spoke with Susan Hawke and Scott Marshall they explained the policy even though he was 70 years old he must present identification, it is the policy. Susan offered to purchase a beer for him then got to talking about sports with Scott and seemed to be alright with the situation but nevertheless was not

satisfied with the policy. Advisory board in agreement this issue was handled properly and according to policy it's nice to know we are enforcing this policy in response to this letter.

V. CHAIRPERSON REPORT

List of Committees to be given to all, Governance & Contract Committee-Rudy, Michael, Ben and Kim; Facility Committee-Les and David; Development Committee-Michael, Kim, David, Ben; Finance Committee-Luke; if you have not submitted and signed let Veronica know. Rudy would like to publicly recognize everyone in regards to the Poinsettia Bowl flooding. Thanks to the cooperation of Mayor's office, Water Dept., Storm Water Dept., Fire Department, SDPD and Bowl Association getting the stadium ready for the game on Thursday, December 23rd.

Ben and Rudy spoke at the Holiday Bowl game then spoke briefly with the mayor at a luncheon. Decided to get on the Agenda with City Council to acknowledge individuals on Jan 10th meeting unfortunately Tony Young changed meeting date to Jan. 25th and Rudy and Mike will not be able to attend. Mike Simonsen will represent the Stadium Advisory Board on January 25th in front of City Council and acknowledge the hard work of all involved and getting everything together so fast. All Board members are welcome to attend City Council meeting for this presentation at 2pm. Rudy asked Mike for a brief summary on what went on behind the scenes. According to Mike the pumps to withdraw water from the field came from City of San Diego Storm Water Dept. Most of the water was extracted between 9pm and 12am. The river overflowing was the cause of the stadium flooding will go into detail about this later on in the meeting.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

It was nice to play the bowl game here this year, thank you Bruce. Enjoyed playing home games here at the stadium this last season. Working on financials now and waiting for next season, we will have a new coach next year. Rudy requested Nick invite the new coach Rocky to the next Advisory Board meeting. Aztecs basketball is going great this year. Rudy attended a basketball game recently and noticed the students are involved and pumped up for the basketball games a lot of enthusiasm. Go Aztecs!

C. BOWL ASSOCIATION

Bruce summarized what went on to prepare for the Poinsettia Bowl. The evening of Dec 22nd he left at 10pm then came back to the stadium next day at 4am. The field crew removed the tarp a little after 4am and began painting the logo at 6am. Water was continued to be pumped out all day until 1 or 2 o'clock. By game night the field was ready and in great shape, better than it was imagined. The TV rating for game was 4.04 million of all Bowl games this weekend. SDSU vs. Navy was the third-fourth watched game. Overall very challenging yet gratifying, no complaints of either bowl games. Jeff asked if next year is the contract still in place of the third and fifth team to be picked for 2011 bowl games? Bruce responded they will do their best to pick good teams and be pleased with the line up from Mountain West and Pac 10 next year. Rudy asked on when the economic impact of bowl games will be out for review on how they did. Bruce will have this around February, attendance for Poinsettia bowl was 48,000 plus and 57,000 plus for Holiday Bowl. These two games together had over 100,000 attendees with record sales of family four packs. Very pleased with both of the bowl games, Poinsettia game was successful largest in the history. Question on why there was no fly over this

year at Holiday bowl game? It is called “Darkness” because of late start and kickoff at 7pm. But there was a fly over for Poinsettia since it was at 5pm and requested leap frogs for the Holiday Bowl; they will try to have an earlier kickoff next year.

D. OMBAC

None.

E. ACE PARKING

Parking perspective for both Poinsettia & Holiday Bowls was about the same for both events. Did not turn down anyone for parking a lot of people also used the trolley. Kept the traffic flowing closed a few gates and re-directed traffic. After the water receded they were able to use 95% of the parking lot due after the flooding. Rudy thanked him for having seasoned staff at the main gate making it a smooth entry to the parking lot. Also thank you for listening to recommendations and putting out information on the website links on the bowl games.

F. CENTERPLATE

They set a record revenue for Poinsettia Bowl there was a large sale of “Family Four Pack” meals. Concessions sold 4,700 hot dogs related to the package plus 4,200 hot dogs with soda and over 7,000 hot dogs sold alone. After all games they transport all hotdogs to hot boxes stationed outside by the Trolley area and sell them for \$1.00 each while people are waiting in line. All unsold hot dogs for the evening are donated to the Food Bank it all worked out great. The Holiday Bowl was a great success they sold almost everything in merchandise and there was less beer sales. Centerplate is currently working on winterizing the building with the exception of Monster Jam next week and then Supercross next month. Not sure if you noticed but there is a 50% discount on all Chargers Team Store merchandise as well as Bowl merchandise. During the bowl games they sold 2,200 Runza’s which is a loose meat sandwich, very good. These were set up in the inner ring of the stadium and the use of our ovens to cook meat. Nebraska folk purchase these sandwiches and Centerplate receives 30% of sales, Runza revenue was around \$11,000.

G. SAN DIEGO AUTO CONNECTION

No report

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

We have the best Ground Crew in the NFL. They proved it with the Poinsettia Bowl and cooperation of Storm Water, Metro Water, Fire, PD and the Mayor’s Office all working together as a team. The response from everyone was almost instantly didn’t have to wait hours for a response. Water departments worked through the night non-stop, most of the water was pumped out and gone between 9pm-12am then water also receded. At 6am we realized we would be able to paint the field and it was in good shape to do so. We used all our Nine Lives in a 24 hour period, we truly have tremendous people, we don’t have many but we have good people.

December is the busiest month of the year at Qualcomm Stadium holding four football games within 12 days. This year we did not have back to back games not sure if we’ll be as lucky next year helping us with revenue costs and at the end of the day we are ready for the next event.

As previously mentioned we broke record for both of the Bowl games. The last previous record was Navy vs. Utah in 2007 with 26,000 in attendance. This year we had more cars for Poinsettia Bowl game than the Holiday Bowl.

Upcoming events are the Monster Jam on January 22nd, Supercross in February and a Soccer match in March with Mexico vs. TBD, thought opposing team would be Russia but it's a no go with them.

Working on receiving camera purchases and replacement of older camera's for security reasons.

The River situation and repair may be late in the summer time. The river issue is not the Stadium's but it falls under the Water Department getting the berm cleared and repaired since there is a protected species out there. Have been pushing to get this cleaned out but has been held up by Environmental Services as well as a Murphy Canyon lawsuit.

We are ready to issue an RFP for Parking management looking at Committee to assist with this process and meet with different companies.

Security RFP was granted to Elite as this was the best value to the City may not be the least expensive bid but was the best in service value.

Business plan for the building is in the process the latest update is to be out within a week and AECOM will get back to us.

VIII. BUSINESS ITEMS

A. Update Financial Items:

Have spent all the CIP funds and are running very thin on budget. The re-sod of field from sideline to sideline is \$100,00 to replace it.

IX. COMMENTS BY BOARD MEMBERS

Viewed DVD provided by ESPN of the stadium flooding on how the field was flooded, then water pumped out and have field ready for a game. This was tremendous efforts from everyone to accomplish it all within 24 hours. The Bowl Association is working on editing the entire game of the Poinsettia Bowl game.

X. ADJOURNMENT

Meeting was adjourned at 9:05 am. The next meeting will be Thursday, February 10th at 8:15am.