



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, April 14, 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	Absent
Member	David Baron	Present
Member	Kim Folsom	Present
Member	Carlos Vasquez	Present
Member	Michael Simonsen	Absent
Member	Les Williamson	Absent

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, Nick Petit-Aztecs, Kelly Batten-District 6

II. APPROVAL OF MINUTES February 10, 2011

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Looking at a bid for parking; Rudy asked if this was coming up Mike responded yes. Would like to recommend one of their committee members attend this process.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report.

B. AZTECS

Nothing much to report. Rudy asked Nick there's plenty to talk about; basketball or football. David asked how the football season ticket holders are coming along? Nick responded there are an additional 600 new season ticket holders. Ben added we will need to replace the basketball coach for upcoming year and will be pleased.

C. BOWL ASSOCIATION

The Bowl association does not have a lot to report but they have dates confirmed for the Poinsettia and Holiday Bowls at the end of the year. Poinsettia Bowl will be held on December 21, 2011 at 5pm and Holiday Bowl will be on December 28, 2011 at 6pm, both of these games will be on Wednesday. Rudy asked if the economic impact report that has been finalized yet? Bruce mentioned the economic impact report is 99% finalized but it was down as expected with San Diego playing here. Overall economic impact turnaround was \$30 million for both games, it's a pretty good number brought to the City.

D. OMBAC

None.

E. ACE PARKING

None.

F. CENTERPLATE

Soccer game was a success, they made around half-million in gross sales which is a little over the \$7 per cap which is pretty good with soccer fans. They are waiting on NFL games to be announced since they know there is a college season coming up. They are in process of renovating some of the stands.

G. SAN DIEGO AUTO CONNECTION

No report

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Busy couple of months here, there are contract commitments and other impacts to stadium. Working on San Diego contract on how this was setup in the past when it wasn't a strong football team and employed the full cost recovery system simply put, whatever is used must be paid for. We put a contract together these are the estimated costs to run SDSU games and the issue of rent on top of this, which became problematic. We then opted for a facility fee \$1 per face value of ticket which became our rent. If SDSU does good we the City do well. This is a common practice throughout our industry. We'll see more and more of this type of negotiations in our future contracts. Instead of losing \$75,000 per year as in the past we made about \$90,000 profit from SDSU games last season. SDSU did better financially as we did too.

The more people attending the event the more the City makes. Rudy asked what is the rental fee? Mike's response is \$15,000 per day. Costs are somewhat of a delay in reconciling them

since these are after the game. Rudy questioned of a new president coming up. Jeff added it will be tough to replace president but they do have an active committee in search of one.

Our custodial RFP contract will be selected and awarded this week. Purchasing and Contracting working on the seven bid for this, Stadium does not get involved in actual process. Mike receives a call letting him know who the winner is. Purchasing responds to protests. Carlos asked how many bidders, there were a total of seven bidders for this contract. Mike suggested this opportunity for the Board to participate such as in the Parking lot RFP. Rudy asked if anyone is interested he spoke with Ben Clay and would be happy to attend. Rudy believes there should be a voice from the Advisory Board when RFP goes out. Rudy to excuse Ben since David & Jeff will attend this process and Mike to make them aware of Bid Process and when meeting will take place. We did receive a protest on our Security award, Rudy asked who protested, Staff Pro did. It was a 126 page protest and Purchasing takes care of any protests submitted. More contract discussion, Ticketmaster contract coming up more opportunity for Board Committee Member to participate. Rudy asked if anyone interested in attending, Kim is interested in attending this RFP Process.

The Bowl contract negotiations will have their first meeting on Tuesday, April 19th inviting someone from the Board to attend this meeting; Jeff will gladly attend and Ben Clay may attend as well.

AE Comm final draft in process will send on to Luke this morning since he attended during these discussions. Board will contact Luke to receive feedback on this.

We are almost done on OSHA remediation, in recent inspection will have an additional \$25,000 on the 23 day project of the Premier Suite. They requested additional 17" glass be installed, located at Press Suites (Party suites) it accommodates 75 people and all share suite with each other it's a communal type suite for networking with a buffet.

We are waist deep with FEMA on working to recover the flood costs. We will pick up about 75% of costs which may be a year from now. Total costs to get the flood issue resolved was between \$65,000 and \$75,000, there may be more costs involved due to the asphalt eroding and we don't know where the water went and extent of the damage in parking lot. We just hope we don't have a sink hole out in the parking lot.

Supercross event did great this year in February even though it rained. Soccer game had about 60,000 people in attendance on a Tuesday night; teams had All Star "A" team players. City netted around \$360,000 for this particular event.

Chargers announced a Pre-season game for August 11 against Seattle and another game, date to be determined sometime in September. Both pre-season games will be on Thursday night assuming there is a season. If Chargers don't play we lose less from operational stand point. Charger games may be pushed out to January 2012 it depends on the schedule.

Hoping to announce a major soccer event coming up, sometime in July maybe confirmed in the next 5 to 10 days still in the works.

We may have a Jazz Concert-small scale show around 4,000 to 5,000 people out on the practice field sometime in July.

The Brazilian Futebol Academy website is complete they are working on getting ready for registrations and starting their soccer clinics soon.

In regards to the Dodger Stadium issue with a guy in a comma; when sports and alcohol are involved and a mixed group of guys get on top of other guys serious injuries will occur. These incidents are usually monitored on video surveillance such as we do here at Qualcomm. We strictly monitor parking lot to avoid fights. Our alcohol policy is at the end of the third quarter we cut off all alcohol sales, for soccer events the first 10 minutes after half time is the cutoff of all alcohol sales. If someone looks like they've had too much to drink we will refuse service to them. Per Rudy we need to be prepared for alcohol policy issues so we don't have an occurrence such as Los Angeles Stadium had. Dodgers cancelled their Pavillion ½ price beer sales at all games due to this sad situation. There are some people that come to the games to tailgate parties in the parking lot only and do not come in to the stadium at all thus the fights out in the parking lot areas.

VIII. BUSINESS ITEMS

A. Update Financial Items:

Still need the finalized financial items, may be next month.

B. Advisory Board Items:

Ben and Jeff to attend the Holiday Bowl agreement negotiation meeting next week on Tuesday, April 19th at 9am. Kim will look forward to attend the Ticketmaster RFP contract meeting. David and Jeff to be part of the custodial contract; Mike mentioned this is a done deal.

IX. COMMENTS BY BOARD MEMBERS

Advisory Board

X. ADJOURNMENT

Meeting was adjourned at 8:55 am. The next meeting will be Thursday, May 12th at 8:15am.