



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, July 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	Absent
Member	Luke Pistorius	Present
Member	Ben Clay	Present
Member	David Baron	Present
Member	Kim Folsom	Present
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: Debra Bevier-Deputy City Attorney, Susan Hawke-Centerplate, Bill Nelson-Ace Parking, Bruce Binkowski-Holiday Bowl, Nick Pettit-Aztecs, Brian Epperson-San Diego Auto Connection, Jack Straw-Council District 6

II. APPROVAL OF MINUTES June 9, 2011

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

Nick discussed they have a new President on board now, aside from some salary issues. Working on Football season the first game is SDSU vs. Cal Poly. They will have their annual SDSU Family event on here at Qualcomm Stadium on August 20, 2011 in the afternoon. Looking forward to the new season.

C. BOWL ASSOCIATION

Bruce stated it is the off season now. Spring & Summer events are being held every year. On July 30th we have the NCAA youth clinic at the Rugby Fields (Practice Field) this is the second year. They had a cutoff of sign-ups at 800 they maxed out. Have an understanding these clinics are held in 22 communities around the country with the highest attendance around 350 for this type of event but ours is double. David asked about discounted tickets? Bowl did a Group On for 24-48 hours for Poinsettia Bowl End Zone seats. Rudy asked to explain what a Group On is and how it works. Group On is a company which offers discounted tickets for a limited time, we took a section of the Stadium, believe it was Plaza 19 and sold seats for half price the sales went well. Rudy asked Bruce to explain the line up for next year. This year they will have the second pick of Mountain West Conference for Poinsettia Bowl against Western Athletics. Line up is pretty good the Holiday Bowl will have the third pick out of Pac 12.

Meeting Aug 11th question Jeff asked Bruce-Who does the Mountain West play in the Poinsettia Bowl? Response: this year, the Western Athletic Conference it picks from the WAC, the number one pick from the WAC. And the Holiday Bowl three and four, three Pac 12? Bruce responded three and five; three Pac12, five Big12.

D. OMBAC

No Report

E. ACE PARKING

Bill is currently working on hiring events next couple of weeks and orientations to get staff for upcoming season. They are looking forward to the Soccer event. Rudy asked if they have any adjustments or lessons learned from last year to get in and out of Stadium? There is not much adjustments but they are continuing to work on getting everyone in to stadium. Rudy mentioned it is great the maturity level of employees hired to man the front gate they seem to be responsible and have it under control. Rudy asked Les if traffic signs are up and running. Les to get together with Mike on this for update.

F. CENTERPLATE

Susan indicated they are getting ready for the Soccer event. They are hiring now so they are prepared for the upcoming season. Obtained new signs on some of the stands. Rudy asked if pricing will change? Some of the items will go up others will stay at the same flat rate, not all items will be increased. Ben asked if specialty food items will be served for soccer? The Soccer game will be replicated as what they did on March 29th game such as Carne Asada Nachos, Fiesta Flautas and Margaritas. Rudy asked Mike what kind of crowd is expected? They expect about 50,000 people for Real Madrid vs. Chivas de Guadalajara.

G. SAN DIEGO AUTO CONNECTION

Brian reported they are having a Used Car Sale this week eleventh one of the year. We have two scheduled in August. They've been consistently holding events every three weeks or so on average consumers tend to respond. Tallies around 130,000 shoppers in the past eight years have attended the Used Car Sale since agreement with the City of San Diego. Rudy asked if sales were up he noticed a lot of cars out there? They now have more luxury vehicles out in the lot. Brian responded it's pretty steady now last year was difficult in September/October due to political events and any retailer got lost.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Mike did not make last month's meeting because he was in Ft. Lauderdale for the Security NFL meetings. Team officials, Stadium Management, Enforcement Agencies and League get together on what to be aware of. There were representatives from the FBI also Vince De La Fontaine an ex-FBI representative guides us he is a tremendous asset for us. They looked at small improvements throughout the year to make it more secure. Ben asked how the security cameras grant is coming along? Mike responded they keep applying for the Grant to obtain new cameras, there is grants out there to apply for. They decided on two new positions for these: one at the Marquee sign overlooking the Employee Lot which converts to Family Area during Charger games. Security will focus on it when it's not possible to patrol during an event and if need be will send someone since it's a family atmosphere and eyes will be out there. Rudy mentioned security is optimum for stadium in order to avoid situations such as occurrence at Dodger Stadium. Mike indicated constant education, discussion and training is key. They talked about is enhancing the Fan Experience and how to enhance it. Question was asked if security levels increase or decrease based on the attendance, do we double the staff or lessen it if only 25,000 are in attendance? Qualcomm stadium compares favorably with other stadiums. During training Green Bay was used as a bad example since they may not be good at their stadium with some instances not sure if it was them but they would use them as comparison. We have special security gates which have been added. Have had capital improvements to make it safer. Les asked if with the Military in town we become more susceptible to terrorists. Mike responded not sure where we rank on how attractive we are to terrorists as every other place is favorably the same. Airports, Stadiums and Rail Stations are usual targets but would defer to PD on this. Rudy noticed coming to a game that Police are patrolling ADA clients some are being caught with handicap placards and getting fined for ADA placard violations. PD have a police report and note how many violations. There is a sign on Friars Road indicating if it's not yours don't use it.

On the event side Real Madrid game is next Wednesday. There's the possibility of adding a Summer Monster Jam Show in 2012 in conjunction with Comic-Con. This year they will park cars outside and stage a display for Comic-Con fans to pre-purchase tickets for this event. Movie companies Brand the product and have the power it's a Showcase for next July. The Turf people will scramble a bit but it attracts around 60,000 people. Rudy asked if we are out of the Concert business because of Petco? According to Mike it seems we've been out of this for a while as this is such a huge venue. Promoters prefer to sell less tickets at higher prices such as \$150 each and get a crowd of 35,000 people.

In order for City to promote we would have to promote it which we don't have a budget for. The Facility Assessment from Aecom recommends we have more events at the Stadium. Ben asked what if the City got out of this and privatized the facility. Mike responded it may not be enough for a private management company to take it over, maybe there is no scenario and market for this type of a facility. Rudy said on a different subject since this is a Military town has there been a conversation for them to be here at the Stadium and provide security? Mike

responded there is a lot of costs involved for this type of security outside contracting is most cost efficient.

Chargers 5K is next week and is sold out at 2,500 runners, they will run from training center to stadium and end at the 50 yard line. We also have the Beer Fest coming up Friday, Saturday and Sunday with craft beers.

The light ring repair is underway, we need to remediate and fix it per downtown. The Jehovah Witnesses will be working on a painting project. They will bring in 5,000 people to come and get the facility painted in certain areas.

The Budget Committee meets next week and we'll present the Jani-King a three year contract which is to save us at least \$50,000 per year as how we staff and clean the stadium.

We just signed a deal with AT & T to house a cellular tower here at the Stadium it guarantee's us a payment of \$90,000 per year. The City will also get a 3% subsidy out of this it was largely put together by Real Estate Assets this is being supported downtown and we benefit.

What is the trenching out in the parking lot next to the River? There will be some trenching to clean the River it may be by the end of the season sometime in October or November to get this cleaned out. Storm Water is in handling this.

VIII. BUSINESS ITEMS

A. Advisory Board Items:

No Report

IX. COMMENTS BY BOARD MEMBERS

No Report

X. ADJOURNMENT

Meeting was adjourned at 9:01 am. The next meeting will be Thursday, August 11th at 8:15am.