



# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

Thursday, August 11, 2011

STADIUM ADMINISTRATIVE OFFICES

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### I. CALL TO ORDER / ROLL CALL

Acting Chairman Ben Clay called the meeting to order at 8:15 am.

#### Board Present:

Chairman	Rudy Castruita	Absent
Member	Jeff Jeffery	Present
Member	Luke Pistorius	Present
Member (Chairman)	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:** Susan Hawke-Centerplate, Bill Nelson-Ace Parking, Bruce Binkowski-Holiday Bowl, Nick Pettit-Aztecs, Brian Epperson-San Diego Auto Connection

### II. APPROVAL OF MINUTES July 14, 2011

Per Jeff add in data from Bruce at Bowl Association regarding picks for games;  
Approved. Unanimous.

### III. PUBLIC COMMENT

No Report

### IV. COMMUNICATIONS

No Report

### V. CHAIRPERSON REPORT

No Report; Rudy is out this meeting as he is on vacation in Turkey.

## **VI. BUSINESS PARTNER REPORTS**

### **A. CHARGERS**

No Report

### **B. AZTECS**

They are getting ready for the first game on September 3<sup>rd</sup>. SDSU Aztecs Family Day is coming up on August 20<sup>th</sup> they expect a couple 1,000 people to attend this event. Question asked how are season ticket sales? The sales are going well still have single and season tickets on sale. Ben mentioned Coach Long had a great talk at the recent Rotary Club meeting he attended along with his wife; coach did a great job on the speech.

### **C. BOWL ASSOCIATION**

Bruce has nothing new. Their next event is the Wiener Dog Races Saturday. They are ahead from last year at 400+ they expect at least these many to participate. This is the semi-finals and best 6-8-10 go on to race on Labor Day at Del Mar Racetrack between races. Finalist's will then participate in the Balloon Parade Finals. Les mentioned his son owns a Wiener dog and how does he go about enrollment. The information is online on the Bowl Association website for registration details. They are expecting more than 400 dogs. We then get in to football next month. Question on youth event, on July 30<sup>th</sup> they had NCAA Clinic event at the practice field it was successful, they had coaches from SDSU, Grossmont Jr. and Mesa Jr. College and a few others attended. There were over 500 kids this is one of the largest clinics, it was a big success.

### **D. OMBAC**

No Report

### **E. ACE PARKING**

They are ready for today's game they have a lot of new employees or newbie's for Charger's game. Expecting a crowd of 52,000, this means a lot of work on our end. They did well at the soccer event. Question asked, if a crowd of 52,000 what does it equate to in cars? Response is they expect 13,000-15,000 vehicles. They do not plan on closing off the lot today, pre-sold pass holders are allowed in at 12 noon then at 1pm the General Public will be allowed in to lot; there is opening day jitters. Using our best judgment deliveries are a big thing and don't want to let the wrong truck in if not on the list, this is the biggest obstacle. Taxi's are not allowed in stadium parking lot they will remain outside main gate curbside. There were problems with Taxi's inside the lot years ago in the past. Question was what if an ADA person requires a Taxi, responded we will make a judgment call on individual basis and will do the best to accommodate them. They usually make pre-arrangements and go to Guest Services for a pick up in a certain area, it happens very often.

### **F. CENTERPLATE**

The second Soccer Match was not as good as the first one but overall we still did good, we did much better at the CA State Games. They also did 10,000 hotdogs at Fan Fest, we are ready for the Chargers game today. We added some items to the menu such as Fish Tacos, the Diego Cheese Steak (has a twist to it with jalapenos and San Diego flair), Hot Dog with Pulled Pork on top, and Boneless Chicken Wings with six different sauces. There will be a local food truck near Gate L, there is only a few around. The food trucks are a big craze. This year there will be food trucks out in the Power Party area. Ben asked if these are Centerplate's trucks or contracted out? Susan responded they do not own the trucks but made arrangements with them. Ben asked if there is

enough business out there with people tailgating and if it's a good deal? Susan responded they will be trying it out and rotating the trucks to be able to see how they are doing. Ben suggested they do not rotate the food trucks and cause confusion so people know where to go all the time whenever they visit the stadium, he saw this up in Sonoma and it seems to work very well. Ben mentioned they are thinking of bringing Food Trucks to the 2015 Balboa Park Centennial since it is the latest craze and not everyone may get in to the restaurant. Susan mentioned there is a percentage worked out with them and then everyone gets their piece. Our goal is they will sell food and we sell the beer next to them. What we thought of the rotation was to make it lucrative to them and rotate them so everyone gets a chance since they are a little community working together.

#### **G. SAN DIEGO AUTO CONNECTION**

Brian reported things are well. Busy this month, first auto sale for the month two weekends ago a little more traffic. They had less sales in July but everyone in the car industry was slow due to summer. They have a car sale coming up at the end of the month as well, things are steady. Unfortunately they are boxed out due to Charger's or Aztec's football games occurring every weekend in September. Will have a sale in October.

### **VII. STAFF REPORT**

#### **A. Stadium Manager Mike McSweeney**

We are up and running on to our fourth major event in eight days. We had the Chargers 5K Race on July 23<sup>rd</sup> there were 2,500 runners, it was a sold out a week before the event.

Soccer game on July 20<sup>th</sup> with Real Madrid did not turn out as we expected had 30,000 in attendance not the 50,000 crowd we were expecting. Maybe tickets were overpriced, a bit greedy. Soccer fans have a cutoff, when tickets are above a certain price range you don't get as much fans. The ticket prices were about the same price as Los Angeles World Football Challenge and they were not sold out either. Up North in the Bay Area they had about 8,500 in attendance. Attendance is based on a lot of elements such as a pyramid effect. The least expensive tickets sold out first then the most expensive tickets and so on. A Factor was the game was on a Wednesday night vs a weekend game; View Level tickets were expensive but sold first. Four million in gross ticket sales is the magic number for soccer games.

As mentioned before four event in eight days. We had Chargers Night Practice, then Fan Fest, CA State Games Opening ceremony which was a big turnout. First Pre Season Chargers game tonight with kick off at 5pm. Will have a Funeral Procession coming up and are expecting about 2,000 plus vehicles. We have a TV Commercial shoot August 12<sup>th</sup> and 13<sup>th</sup> for footwear. Also have SDSU Family Day and Wiener Dog Races which Bruce may have mentioned.

September 1<sup>st</sup> is the next game for the Chargers vs 49ers. Then SDSU against Cal Poly we are into it. Updates on contracts and RFP's, we have another meeting with the Bowl Association before we tie the deal. Jani-King contract has been signed and approved by City Council back on August 2<sup>nd</sup>. The Ticketmaster contract is next to be in the works.

We just hired a new Electrician as well as a new Mechanic. We have a full-time mechanic on staff. Not sure you know this but we have a 1967 Street Sweeper and is still running thanks to our retired mechanic Victor Castaneda. He also helped us with the Stand moves and has been helping us out off and on as a provisional employee. We have unique equipment here at the stadium and parts cannot be found sometimes but somehow they are still running thanks to

Victor. We have tools here that parts are obsolete and we machine them here. Bob Pool our electrician just retired after 20 plus years, he had a great attitude and was able to fix electrical issues but due to the city pension situation changed he decided to retire. Bob instilled his knowledge on to Dan Shepard and worked together for about a month to give him time and knowledge of the Stadium. Speaking of retirement we will be saying goodbye to Steve Wightman next year. Steve will retire on March 9, 2012, net result will be different staff realignments. We will have to open his job and have to re-classify some positions here at the stadium on how to get the job done, some responsibilities may change. We may have to shift workloads around in dire situations we let downtown know of the urgency of this matter. There have been talks with personnel downtown everyone seems open to it but none the less it will be a sad time come March when Steve leaves us.

Per the Aecom report they recommended the Rate Card be changed. This will have to go to Council before anything is changed. This will be looked at and decided on how and when.

We just completed the Fall Protection project per Risk Management's request for the light ring. Our Risk Management officer took a walk and decided the light ring was not safe & strong enough about a couple months ago. We usually have the annual Sky Show and did a contract modification got this done as an urgent situation. Question asked if City Risk Management now satisfied and up to code now? We are now up to code in response to recent actions for Fall Protection this was to avoid workers falling over. Risk Management is now comfortable with this. Risk very often makes a walk around the stadium and lets us know if something is out of line. Original Fall Protection Glass for the Suites was recommended by Cal Osha.

We also had a great situation occur to us we received a gift from the Jehovah's Witness does not affect the contract. They came out one day from 7am to 5pm with about 50 plus workers to paint the Press/Lodge level exterior doors, some curbsides, and ADA stalls and did a superb job. This saved us tens and thousands of dollars. We very much appreciated this, in regards to the gift Leon asked us what we would like to have done to help us out. We suggested painting and we gave them a scope of work something they were comfortable with.

Question came about what happened with the Beer Festival. Simply put they paid us a small deposit but it seems they did not pay a lot of people according to their letter. They had not paid Centerplate, Sound and Light Company, Security, etc. We went on their Website Thursday morning and they had disabled the ticket purchases. A production company called us to confirm if event was still on since organizer was not responding to them. Later in the afternoon the website had a letter indicating the cancellation of the event and a few minutes later revised the letter.

Nick Pettit asked about the light ring which is now vertical will this remain up there? Does it have to be a certain height or are they still working on this? Response; the height is to avoid shells falling out to the audience.

## **VIII. BUSINESS ITEMS**

### **A. Advisory Board Items:**

Ben was asked to sit in on the committee but not sure if this is up and running. David attended the RFP Parking meeting, Ben would like to be able to attend meetings but has not been called up.

**IX. COMMENTS BY BOARD MEMBERS**

Question regarding the Los Angeles scuttle on whether or not to proceed and how vote went.  
Not sure on the outcome, it was positive.

**X. ADJOURNMENT**

Meeting was adjourned at 9:05 am. The next meeting will be Thursday, September 8<sup>th</sup> at 8:15am.