



# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

Thursday, October 13, 2011

STADIUM ADMINISTRATIVE OFFICES

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### I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:35 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	Absent
Member	Les Williamson	Present

**Staff Present:** Mike McSweeney-Stadium Manager, Veronica Valenzuela-Clerical Assistant II

**Others Present:** Debra Bevier-Deputy City Attorney, Ron Lee-Centerplate, Nick Petit-Aztecs, Bruce Binkowski-Holiday Bowl, Jack Straw-Council District 6

### II. APPROVAL OF MINUTES September 8, 2011 and August 11, 2011

Approved. Unanimous.

### III. PUBLIC COMMENT

No Report

### IV. COMMUNICATIONS

No Report

### V. CHAIRPERSON REPORT

Next month's meeting scheduled for November 10, 2011 will need to be moved up or delayed a week, either November 3<sup>rd</sup> or November 17<sup>th</sup> due to a scheduled Charger game on November 10<sup>th</sup> and strict security to get in to stadium. Decided to put November 3<sup>rd</sup> on the calendar and Veronica will be in contact with all in hope to have a quorum.

## **VI. BUSINESS PARTNER REPORTS**

### **A. CHARGERS**

No Report

### **B. AZTECS**

Nick mentioned he invited University Vice President, Bob Scholtz to joining us at Stadium Advisory Board meeting today and would like him to be welcomed. They are three games into their seven home game season and leading in the Mountain West and excited about this. Attendance has created some challenges at the gates, parking and concessions with an average of 44,000 they are not used to it but are handling it. Ben asked how contract is coming along, Nick responded everything seems to be alright.

### **C. BOWL ASSOCIATION**

The Bowl is trying to sort out all of the conference changes which are continually changing. There are about fifteen to twenty teams in the conference. Their guess now is on the Holiday side for Big 10 they may get Oregon, Stanford or Arizona State. On the Big 12 it may be Texas, Texas A&M or Baylor but out of the twelve only eleven are eligible. For Poinsettia Bowl they will have the WAC first pick and currently Utah State is 5-0 lost three games in last minute, the odd of these three games losing is 6,000 to 1. Utah does have famous Alumni. Question asked as to how much revenue is brought in to City? What's the revenue perspective for City is who brings most people here to San Diego? A match up such as Air Force vs. Fresno would bring people to San Diego but believe it or not Texas Tech would be a candidate to bring the most people and revenue. Hotels in the area are thankful for these events they have thanked Bruce because it means a lot to the community and hotel business around Christmas time is low. There was an economic study and games average thirty million per year.

### **D. OMBAC**

No Report

### **E. ACE PARKING**

No Report

### **F. CENTERPLATE**

According to Ron Lee the September revenues were down than originally expected. They will be introducing new items at the Green Bay game. On Field level a new concept of "First on Fries" with murals of City of San Diego. They will introduce fresh Suchi in the Club Level as well as Salads beginning at Charger Games for now. They will also have Corner Cupcakes food truck and Funnel Cakes food truck. The fries will have a variety of gourmet sauces. Eventually they will incorporate in to the Aztec games and maybe other events.

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

No Report

## VII. STAFF REPORT

### A. Stadium Manager Mike McSweeney

We are into the season. We are in the eye of the hurricane now, no football for the next two weeks but after this games scheduled every week. We begin back up again with Green Bay game and continue on through the season.

Recent update we made a presentation to Land Use and Housing on October 5<sup>th</sup> on a new Rate Card process. This will be brought to Council briefing later today then docketed next week and they give the blessing on the Rate Card. The genesis is was born out of the Finance Committee/Independent Budget Committee and brought on to AECOM they recommended we increase our Rate Card. In order to establish Business Plan and lifespan of facility study; result was other stadiums average forty-seven events in their parking lots. Qualcomm Stadium has over two-hundred events out in the parking lot; the study indicates our rentals are too low. We used to have a maximum rent fee the new proposed fee will be to establish minimum rental rates. What is the impact on stadium if we maintain the same amount of rental events; our revenue will increase around \$170,000 per year. We are searching on how to improve revenue streams. We were slightly lower than other stadiums which could be why we had more events than others. The parking lot rental rate card does not affect other events.

If we raise parking lot fee do we see this revenue? For certain events we do, for instance a few years ago we had Street Scene some type of Oktoberfest the parking revenue was for the City.

Ben asked about standard parking rate. Bottom line is trying to generate funds for stadium. We met with the Mayor and Jay Goldstone are aware of what we need to continue operations. They realize our budget was cut tremendously and we cannot continue to operate as we should, they gave us go ahead to do the best and continue operations throughout this season.

On November 7<sup>th</sup> the Finance Committee and Audit will update what we are doing to bring in revenue to bottom line.

Parking contract period expired and new agreement in the works.

We are working on a plan to be prepared for Floods. So far we have been lucky Floods have been on Non-Event days. But we are at the mercy of construction expecting a response today from Storm Water on berm and river. Flood level has a Phase I, Phase II and Phase III such as last year's Poinsettia Bowl flood. This is a County service to determine when we will flood and when water is drained as it leaves the stadium.

Parking lot meeting with Bill and George on how parking lot management is handled during NFL games. How to better police and manage crowd on game days. Security Summit is coming up he speaks to them and has valuable information to provide.

We are midway with the AT&T project; reason for such is on game days AT&T and Verizon wireless have both collapsed during games. They are establishing an attendance session which will begin to sort out these issues. This project will bring around \$98,000 revenue to the City to have antenna installed at the Stadium. City is to retain 30% for stadium operations, Real Estate Assets Dept set this up and Verizon has already contacted AT&T to coordinate with them on use of antenna.

Question asked on where we are at with the Fiber Optic install in Mission Valley did we get the funds for stadium?

Kim asked question regarding Jani-king service; she is a season ticket holder Plaza, Section 29 she attended the Sept 11 Vikings game and there was a intoxicated person who was not a hundred percent and threw up in the stands. It took hours for someone to come clean up the area. Do we have appropriate supplies now to accommodate this type of situation. Response was Jani-King purchased equipment and had a rough start the beginning of the season. The new contract had a change of methodology in cleaning the stadium. They split up the bowl into a pie from Field Concourse to View Level having 6-8 people per certain sections still in the works.

David asked why Chargers don't attend the Stadium Advisory Board Meetings, he recalls they only attended once, this is somewhat insulting. Rudy will contact the Spanos family and invite them to attend future Stadium Advisory Board Meetings.

## **VIII. BUSINESS ITEMS**

### **A. Financial Items:**

In regards to financial items the budget monitoring begins next week, will update on status as it becomes available.

### **B. Advisory Board Committee Items:**

Next meeting has been re-scheduled to Tuesday, November 3rd.

## **IX. COMMENTS BY BOARD MEMBERS**

None.

## **X. ADJOURNMENT**

Meeting was adjourned at 9:05 am. The next meeting will be Thursday, November 3<sup>rd</sup> at 8:15am.