



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, November 3, 2011
Stadium Administrative Offices

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	Present
Member	Luke Pistorius	Present
Member	Ben Clay	Absent
Member	David Baron	Present
Member	Kim Folsom	Absent
Member	Carlos Vasquez	Absent
Member	Michael Simonsen	Present
Member	Les Williamson	Present

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

Others Present: Ron Lee-Centerplate, Bill Nelson-Ace Parking, Bruce Binkowski-Holiday Bowl, Leslie Devaney-Stutz Artiano Shinoff & Holtz

II. APPROVAL OF MINUTES October 13, 2011

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Rudy would like to encourage all members to attend a Charger game to see the operation and obtain the fan experience. There is a form to be completed when attending to provide input on experience. Rudy will attend the Green Bay Packers game, David mentioned he will attend the Baltimore Ravens

game. Hopefully Veronica could send out the form to summarize the perspectives from board members.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

No Report

C. BOWL ASSOCIATION

Bruce mentioned the field is narrowing down on the Poinsettia Bowl on the WAC side pretty much focused on Nevada. The wolf pack will come from Reno to play Air Force, SDSU, outside chance of TCU. The Aztecs did not help us much last Saturday lost to Wyoming but still in the picture these are possibilities for Poinsettia Bowl. For the Holiday Bowl but may get Arizona State, Washington outside chance Oregon. Out of Big 12 it maybe Baylor, Texas, Texas A&M, Kansas State or Missouri. There is still a lot of Football to be played. It will be narrowed down in next few weeks. SDSU not out of the picture yet December 4th is the date to decide who will play in the Bowls.

D. OMBAC

No Report

E. ACE PARKING

Rudy asked if we have any idea on the signage for parking and traffic facilitation. Mike will explain on this and Ace will conclude this in their report. Ace Parking was sent the notice of award in the contract Ace will get signs up and running in exchange for commissions, not a done deal yet we need to talk this over before we move forward with this. As part of the contract they will also buy some bikes for PD; the cost to repair signs will be fronted by Ace and we would reimburse them. It is an attractive offer but there is a domino effect to this and has not been worked out yet. Essentially it should be paid by Streets, General Services. We can only control what is inside the stadium. Board members Mike, Les, David and Michael all participated on the conversation regarding parking signage and getting it updated. At one point signs worked but now the question is who is going to fix them. Michael mentioned coming to the stadium has gotten much better and improved over the years. Rudy asked to move on to Ace parking and have Bill continue with his report.

Bill shared his report will not talk about the contract will leave it alone. They were off the past weeks but have a big game coming up on Sunday. Then four days later a Thursday game followed by the Aztecs game and are expecting fifty thousand, it will be a busy week coming up. Les mentioned he remembers the last Green Bay game here at the stadium and banquet tables and reserved areas taking up the parking. Tailgating will be very busy but this year the tailgate parties have tripled. The bus lot has been split in half some is for tailgates, others will be disbursed upon coming in through the main entrance and maybe go to the power party. They organized it differently by making people contract us we will crack down on tailgating so there is better control and people don't take advantage of the lot. He remembers the last Green Bay game and it was a bit crazy with the tailgate parties. Rudy has a suggestion in years past you had 16 17 year olds and a bit chaotic holding up getting in to the parking lot. He recommends they have more seasoned workers manning the entrance which seems to be working since last year. Ace parking staff has a group of volunteers as well as military groups coordinating

the parking situation helping out and kids must be 17 years or older. Rudy mentioned it seems they have it down now.

F. CENTERPLATE

Ron Lee mentioned a Press Release just went out yesterday and this morning about all the new items on the menu at the stadium. Mr. McSweeney has seen the mural of San Diego monuments on wall down on the Field level concourse. If anyone is around lunch time we will have a tasting today downstairs from 12 to 1pm to try out the new products. Coming up is the fun back to back events with the Aztecs then Green Bay, we will be very busy. Mike encourages all to go down to field level concourse to see the mural it turned out great. It is an aggressive gesture to try to attract new business and customers such as with First Down Fries and different seasonings. They took a Gordon Birsh stand and re-gutted it with graphics and TV's they will have a gourmet chef as well as more exciting themes.

G. SAN DIEGO AUTO CONNECTION

No Report

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Mike provided a handout of new rate card for the parking lot. Council approved the revised rate card last week. Per Aecom Report they provided us the marketing and business pricing for the stadium and suggested pricing according to market rates. In the past rental rates per quadrant used to be a maximum now it will start with minimum rates. It means we can go up from there on some of the automotive events we can get more money for square foot rates than say a Cub Scout festival. A Non-profit weekday went from \$1,000 to \$1,100 minimum increase there. The Non-profit weekend used to be \$2,000 and to \$2,200. The For profit weekday events from \$2000 to \$2,750 and for profit weekend also increased minimum rent of \$5,500 versus a maximum of \$4,000. Also other commercial events such as a street scene or music festival or food festival and we would negotiate upwards from that point on. We have tried to increase the auto manufacturing events since we have 18,000 asphalt spaces we get a lot of attention from Detroit, we would bring in about \$10,000 per day. David asked what do they do with it, Mike mentioned Bridgestone for example tests out their tires and consumer related activities. A few months ago there was a Wheels in Motion it was a Chevy thing where you could test drive the car and there was a marketing thing going on as well. This is unique to stadium parking lot events. We have one of the top two-three parking lots in the U.S. Detroit car companies solicit us to use parking lot for Ride and Drives as well as Tractor Trailer testing out of Indianapolis such as we had in the past. .

Rudy asked who sets the pricing and decides what to charge? This was decided by Aecom when they prepared the study and did a comparison in the area of what other venues charge for parking fees. The increase will be similar to venues in the area for all other events parking lot rate increase for Cars and RV's. All other events Cars rate from \$15 to \$20 and RV's from \$45 to \$60 in price increase. The increase does not affect SDSU or Chargers as they both get the Parking revenue and decide on pricing which is similar to all other stadiums for football events. Rudy asked about tent sales and how parking rate will be affected, Mike responded there is not parking fee during tent sales. The City decided not to renew agreement with San Diego Auto Connection their contract expires December 31st. With the new rate card we felt City will be better off to get away from the exclusivity we created with them. It allows us to be more aggressive and find additional tenants in this way we will deal directly with the companies. This does not mean the Auto connection cannot do shows. We will not be exclusive with Auto Connection and at the time it was a good deal. With economy caving they had cut the contract in half and felt with new rates we are missing out in revenue. It is a better deal for the City.

The Auto Connection will not go away and if they have the same number of sales next year at the new rate we will not lose any money. There are other inquiries from Detroit Auto companies wanting to hold events here. What this means is there maybe multiple sales going on. If we have space open to rent we are open for business.

We will be appearing before the Audit Committee meeting on Monday. If you remember we were audited in 2009 and had about nine recommendations, some are still outstanding. We may have some criticism from Kevin Faulconer he will probably ask again on what we are doing to get more business in here and what we are doing to minimize the reliance of TOT tax? We will find out how the meeting goes on November 7th.

I wish Ben Clay was here to thank him since he is part of the River Conservancy and suggested to get together with Storm Water regarding the run off. They hold all of the permits and with his help we are getting something going. They are able to provide permits and pull weeds but will not remove silk or touch the berm but it is a start and Storm Water will probably fund it. Many thanks to Ben we will continue to meet on this. This project will begin sometime in the next 90 days.

Also we have a new CIF commissioner Jerry Schmidt, we got together last week he replaced Dennis Ackerman. We will be getting together next month and meeting prior to CIF championship tournament.

SDSU game at 5pm on Saturday coming up, then Green Bay at 1pm the following day. We will double up on the cleaning crew and be busy, busy, busy. Saturday game is expected to have a crowd around 20,000. The maintenance crew is a work in progress, did they buy all of their equipment, yes, we need more consistency.

VIII. BUSINESS ITEMS

A. Financial Items:

None some covered in report.

B. Advisory Board Committee Items:

None.

IX. COMMENTS BY BOARD MEMBERS

None.

X. ADJOURNMENT

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