



# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

Thursday, December 8, 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	Present
Member	Luke Pistorius	Present
Member	Ben Clay	Present
Member	David Baron	Present
Member	Kim Folsom	Absent
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:** Ron Lee-Centerplate, Bill Nelson-Ace Parking, Nick Pettit-Aztecs

### II. APPROVAL OF MINUTES November 3, 2011

Approved. Unanimous.

### III. PUBLIC COMMENT

Rudy indicated we have a public comment today and introduced John Dadian. Good morning, I appreciate you folks taking the time. My name is John Dadian and am here officially representing Heritage Security Services. I know you are all aware and familiar with the current status of the RFP concerning security firms at the stadium. However a new aspect of that controversy has surfaced. Heritage Security is a local San Diego based security firm that has a stellar reputation in the industry. They have numerous public sector contracts including the Trolley, the Port and North County Transit. Heritage Security has represented a client for over a decade at their annual car show at this stadium. They provide security for event as recently as this year. The next event is in February 2012. Heritage recently met with their client to sign the contract for next year's event. Client came in the office and Heritage expected contract was going to be signed. They were soon told by the Client the stadium informed them they were required to use Elite Security. This is with no advance notice and

again this after numerous years of Heritage Security heading this event. I talked to Mr. McSweeney this week and asked him when this change occurred, he informed that with the RFP pending they extended the lease contract until RFP is completed. This makes sense to me and we have no problem with it. However, I asked how this change of policy and procedure of having other security firms represent companies put on events other than football games at stadium. This change was occurred by staff decision, was this commission aware of it does this commission even discuss it? I want to stress this is a contract between two private companies. This is not a contract with the city it's not a contract stadium. Literally what staff is doing is interfering with private contracts and without approval of this commission or without approval of city council.

I recently attended the recent protest hearing by Staff Pro an interesting comment was made by City Attorney, she said, and I quote, this is Mr. McSweeney's Stadium. Commissioners this is not Mr. McSweeney's stadium it is the people of San Diego stadium and you have been appointed by City Council to be stewards of this facility. Also a comment Mr. McSweeney made in our conversation was if Staff Pro protest was denied, within the next thirty days decision, and RFP process goes forward, the issue would not go to City Council. I believe he is mistaken on this point. Furthermore I would like to point out this attitude is vindictive of why this RFP is so controversial. Staff clearly is doing everything to ensure Elite as given a Sole Source contract. I know because I am speaking out of public comment and this commission cannot take any action. However here is a catch twenty two, Heritage has to let the client know in the next few days whether they will be able to provide security services for them in the February event. I strongly urge you to have City Attorney look into the situation immediately and answer the question how staff without approval or notice or public hearing change the terms of a contract. What this does it all of a sudden bars private companies like the car show from contracting, and want to emphasize, with their security firm of their choice.

It will be too late and a mute subject by next meeting of this commission. Rudy appreciates his input and will take it under consideration and turn it over to the attorney for further review thank you for your presentation.

**IV. COMMUNICATIONS**

No Report

**V. CHAIRPERSON REPORT**

Previous concerns in the City Box but it seems the City Box Suite is under control. They have a wristband system for patrons participating to receive service, as well as if alcohol is to be served to a patron. Rudy experienced the Green Bay Packer game in the City suite box and took note of his findings. On another note traffic out in the parking lot was smooth and traffic seemed to be moving pretty well. He appreciates the control taken in the box. I encourage you to attend a game and get a report.

**VI. BUSINESS PARTNER REPORTS**

**A. CHARGERS**

No Report

**B. AZTECS**

Nick announced overall successful orchestration of the football season. The attendance was up and revenue was up, they are getting ready for the upcoming New Orleans Bowl game. Would you give us an update on Basketball? They are looking at Big West and WAC of conference tournaments. So when Basketball moves over to play UC Davis what is it called? Nick responded the Big West.

**C. BOWL ASSOCIATION**

Bruce called Rudy to inform him he will not be in attendance he has some folks from Texas in his office today. He ask me to report they had the Directors Bowl. The Holiday Bowl expected attendance is 50,000 tickets and Poinsettia Bowl expects between 25,000-35,000 tickets. Arrangements are being made for TCU to see the Stadium prior to game day.

**D. OMBAC**

No Report

**E. ACE PARKING**

Bill Nelson reported November was a strong month, almost \$100K in parking revenue. Is working with Bruce on Poinsettia/Holiday Bowls and parking availability. Questioned if we will be re-routing people to SDSU? STC's handle the traffic and re-route. Ace Parking in the contract will have signs updated. Mike mentioned Caltrans will only post parking lot closed and will not re-route to SDSU lots. It comes down to who will pay for the signs.

**F. CENTERPLATE**

Month of November very busy month and financially was just north of four million. In regards to the alcohol service up on in the Suite, we take alcohol very seriously. There are extensive alcohol training courses. We try to make sure patrons are not intoxicated. We also hire undercover PD to make sure no one is able to be served alcohol if under age.

**G. SAN DIEGO AUTO CONNECTION**

No Report

**VII. STAFF REPORT**

**A. Stadium Manager Mike McSweeney**

December is the busiest month in the year. Recently closed out the Aztec season on Saturday, the attendance was up for the season. What this means to the City is we earn our rent through the \$1 fee for every ticket sold.

The Charger games have been quiet even when the Raiders were here it was quiet. There is a Text feature in place which anyone may use if an issue arises; a patron will text their location anonymously and Security or PD will patrol the area.

There is a possibility this may be the last year CIF will be here at Qualcomm due to safety factors and them changing the schedule. They are also at the mercy of NFL schedule which comes out in April. Their new Director Jerry stated if next year's game is on a Monday they may not play her due to safety issues of the players and not resting from the weekend games. After CIF games it causes the field to be worn out and cost about \$100K to put in Sod. Asked why we don't use artificial field. The cost is around \$4-5 million for Artificial Field. We must provide a playing field per NFL standards natural or artificial. Question if there are facilities for players to relieve themselves when on field. Yes, there are restrooms under the stands and may relieve on field 30 ft from the bench of the field.

We are working with a new rate card for parking lot events. On November 7<sup>th</sup> we met with Audit committee and were asked what we are doing to lower the TOT burden. Each year we balance budget with about 11 million per year of TOT tax. We explained new rate card situation. We are not doing enough to market the stadium. We are going to try to budget for a fulltime salesperson for FY12 to push the outdoor events and look for alternative to stadium events.

Looking at the Grid Iron Network since there are not many other events to fill up the stadium. They are a Network created by the NFL to purchase talent and put in the stadiums not a guarantee we will get shows in here. Ben suggested what if instead of raising fees maybe we lower fees to bring in more events? Is the idea to hire in house marketing? David mentioned we are in trouble because we are competing with Petco and other venues in the area. Can City employees work on commission? Perhaps Centerplate can help out with marketing?

The Bowl agreement is for one year and will re-meet in February for contract on some business points which were not agreed on and will work these out.

Rudy asked for report to be given to council to be distributed to Advisory Board when ready.

Steve Wightman retires next year and we will begin to re-classify his position, he will not be replaced as it is a unique position. But may take two other employees with institutional knowledge to upgrade and re-define the positions.

In regards to the gentleman's public comment and would like to clarify. This was a decision made by a committee, I have no authority to say who to select I may not be involved at all. This is a process completed through purchasing.

**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 9:10 am. The next meeting will be Thursday, January 12<sup>th</sup> at 8:15am.