



QUALCOMM STADIUM ADVISORY BOARD

Notes Transcribed

Regular Scheduled Meeting Suspended No Quorum

Thursday, October 11, 2012

STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Acting Chairman Les Williamson announced missing one member at 8:25 am. Unfortunately we do not have enough board members to hold a meeting, we do not have a Quorum. However there is a Public Speaker and is invited to either present today or come back next month but this is not an official meeting.

Board Present:

Chairman	Rudy Castruita	Absent
Member	Jeff Jeffery	Absent
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-Acting Chairman	Les Williamson	Present

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

Others Present: Mark Rapisardi-Centerplate, Bruce Binkowski-Bowl Association, Nick Pettit-Aztecs

II. APPROVAL OF MINUTES September 13, 2012

Suspended approval of minutes missing a member; Do Not Have a Quorum.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

San Diego Open Air Market invited to speak about their venue. Judy Warfield and Gally Warfield introduced themselves. There is no other venue like this, SDOAM is a combination of Farmers Market, Festival, Art Walks, Food Fest, it will be the only one in San Diego. Will not be expensive for starter companies, such as Art Festivals which are expensive, there will be plenty of parking available as well. Entrance at reduced price if Trolley rider they are promoting it. Come show up at 10am and stay the day. Have breakfast, lunch, listen to some music etc. Fees: Over 16 yrs \$3 if Trolley Rider, under 16 free; Adults \$5, Senior's \$4. Online tickets \$4. They launched an email flyer last Monday and within ten minutes phone was ringing off the hook non-stop until 9pm and phone is still ringing.

Concept of Open Air Market is needed in San Diego even a tourist attraction to larger cities such as Portland, also the Rose Bowl has one. They will join the Chamber of Commerce and have been in contact with Farm Bureau, strictly for Farmers; there will be Artisan Vendors it's a totally different concept. David asked how much a booth is? A 10X10 booth is a set at a flat fee of \$70.00. Judy mentioned David spoke with her husband a few nights ago and he does not fall into the farmers section, it is set for Farmers only. Michael asked how many vendors allowed? There are 600 spots but some vendors may take up 2-3 spots each. We are currently at 350 plus vendors, each day they will load in and out of the spots and by end of day it will seem as no one was in lot it will be cleaned. Next morning they setup again, vendors are used to the setup staging of hour before then an hour after. Michael asked what about the trash? Event expenses may be applied by Stadium if too much trash left behind and stadium staff has to clean up. Michael asked about Centerplate and how this all worked out? Centerplate agreed to write off for this event. There is no alcohol and no smoking allowed. No pets allowed the reason being is some Farmers Markets have more pets than people and it's an accident waiting to happen. Pets are prohibited and against the Health Code for them to be closer than 200 feet of a booth. They will be at South West corner quadrant fenced off. If there is an event on other side of stadium people are welcome to come open to the public. The agreement for now is a year they will setup Saturday/Sunday only. They will have parking attendants to direct traffic, security and fencing will be up for each event. They are sponsored by the Farm Bureau and must be in order for Farmers Market to set up. Farmers Market are all organic and a tiny portion is European Style Market. We are not taking away business from other farmer markets but have more people to come in and open up a business opportunity since booth cost is low. Saturday markets are in Vista, Little Italy, South Park, and Barrio Logan people may choose where they would like to go. David asked how they came about \$70 fee, Judy responded it was easier for a flat rate then a percentage of sales etc. They asked around at other venues researched prices and they vary for instance Little Italy 10X10 booth is \$70, David and Judy discussed fees and Judy indicated they will charge less than others at a flat rate for all, whether it's a food, artist, etc. Fee is much lower overhead for Artists which may pay \$600 for a spot elsewhere. They would like to get people to be in business and help them out. Michael asked if its Rain or Shine. Yes it is, some people enjoy being out in the rain unless it gets monsoonal and floods they will close it down. They will be promoting SDOAM on Television, Radio, Internet, Social Media, the TV and radio will be announced sometime in December. The excitement is building up and we are thrilled, thank you for having us.

V. CHAIRPERSON REPORT

No Report

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. **AZTECS**
No Report

C. **BOWL ASSOCIATION**
No Report

D. **OMBAC**
No Report

E. **ACE PARKING**
No Report

F. **CENTERPLATE**
No Report

VII. STAFF REPORT

A. **Stadium Manager Mike McSweeney**
No Report

VIII. BUSINESS ITEMS

A. **Financial Items:**
No Report

IX. COMMENTS BY BOARD MEMBERS

No Report

X. ADJOURNMENT

Public Speaker adjourned at 8:45am. The next schedule meeting will be Thursday, November 8th at 8:15am