



# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

Thursday, March 8, 2012

STADIUM ADMINISTRATIVE OFFICES

---

### I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:15 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	Present
Member	Les Williamson	Present

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

**Others Present:** Bruce Binkowski-Holiday Bowl, Jack Straw-Council District 6, Ron Lee-Centerplate

### II. APPROVAL OF MINUTES February 9, 2012

Motion to approve the Agenda. Approved. Unanimous. Regarding February Minutes there are some amendments: Per Mike AT&T rent is not \$90,000 monthly it is \$90,000 annually. Luke clarified he is not representing the Board, Rudy agreed. Motion to Approve the February minutes as amended. Approved. Unanimous.

### III. PUBLIC COMMENT

No Report

### IV. COMMUNICATIONS

No Report

### V. CHAIRPERSON REPORT

No Report

## **VI. BUSINESS PARTNER REPORTS**

### **A. CHARGERS**

No Report

### **B. AZTECS**

No Report

### **C. BOWL ASSOCIATION**

Not a lot to report from last time. The Poinsettia Bowl will be December 20<sup>th</sup> and the Holiday Bowl on December 27<sup>th</sup> both kick off at 5pm. Bruce was asked when Economic Impact Report comes out. This will be done next week, he was asked if it's Public and where can we go to see this. Bruce indicated as soon as it's available he will bring copies to next meeting. Ben asked if possible for Board to view this before the next meeting. Bruce will send Veronica a copy so it may be distributed to Stadium Advisory Board.

### **D. OMBAC**

No Report

### **E. ACE PARKING**

No Report

### **F. CENTERPLATE**

Not much to discuss Supercross busier than expected sales were up 31% it was a rough crowd, a lot of alcohol sales good way to finish the year. Rudy asked if anything in the horizon for upcoming season. Will have a lot in the horizon for next season will have an update next meeting. Ron was asked how long his contract is and responded until February 2015.

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

No Report

## **VII. STAFF REPORT**

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

Morning, a brief report today, in regards to the request for Brown Act presentation, there are some attorney's that specialize in education of the Brown Act session to Boards. Once Mike hears back from Deb on who this person will be he will inform Rudy. Rudy mentioned he spoke with Debra and requested a session to follow up on the Brown Act so all can be involved.

Brief update on 24X7 Security contract still ongoing, we will rebid this. We are putting together a bridging contract with existing contractor; they agreed to provide a lower hourly rate of 24X7 security service resulting in savings to us. It may be another 6-7 months to get it through Purchasing and Contracting on the re-bidding process.

Some changes will be made at the Stadium coming up. We just hired a Plant Process Electrician and will need to fill existing positions to we still need a new journeyman to fill. There are some positions such as Building Stadium Technician and Grounds Maintenance Worker vacancies which we are in the process of filling. Citywide there were retirements and some transfers. A re-organization will take place as Steve Wightman is retiring tomorrow. I will bring Steve in later in the meeting to publicly acknowledge him. Michael asked if a formal retirement party is planned, yes it will be tonight at Hooley's in La Mesa from 4:30pm-8:00pm you are welcome to come. Also again would you tell us who Steve was and how long he was at

the Stadium? It is really important you know what he contributed to this building because Steve was the building. Will be re-classifying Steve's position and splitting it in half with Building Maintenance Supervisor and Field Manager. Our Sr. Groundskeeper will be promoting to Stadium Field Manager position. Bill Gibbs is our Sr. Groundskeeper and is the person out there with Steve creating the beautiful field to get it ready for events and also took on responsibility of maintaining stadium grounds and landscaping. In the eight years I've been here this is the first time we have had this large of re-organization and it is a slow process between the re-classification, paperwork and approval of new positions. We will do it, we have some good people with institutional knowledge of the stadium. Rudy asked a procedural question, if we need to get approval from City Officials for rehiring of vacant positions, how does it work? According to Mike it is not a permission question to decide who reports to who? But it requires a lot of approval through personnel, through budgeting process, there are two to three departments that get their eyes on it first, it's a bit of a slow process before we get the go ahead and move on. There is a process known as a Cert List which must be considered first, if no one is qualified then we open up to the public and review a new certification list and go from there.

Les asked: are you wearing a Marketing Hat, we were looking at possibility of hiring a Marketing Company and had talked about a possible additional person. Kim asked if we have identified a network to market the Stadium? Mike responded the Grid Iron Network would have to be relied on to get new events. There will be a re-organization chart copy for Board to see when it is all complete.

Revenues in parking lot events are up this year. The Big 3 was a success, reason being we had better weather than last year. Last year we had to close it down due to flooding there was 2-3 feet of water and items were submerged. Question asked, what is the Big 3? It is an Auto Swap Meet for auto parts, it sells out the vendor spaces every year, it uses the entire parking lot. This is the place to go to if you are looking for a part for a 1932 Ford and swap it out for something else. The parking revenue was up since it was terrific weather and a great turnout. This is a good event for us we were up in food and beverage and parking revenues between \$25K-30K.

The next Bowl agreement talks will resume tomorrow. Hopefully we can cross the final bridge and get this worked out.

We are working with Convis and Hall of Champions on a bid with Concacaf for 2013 Gold Cup. The dates are July 7<sup>th</sup>-27<sup>th</sup> the format for Gold Cup has been expanded to include quarter finals double header and semi final double headers. This increases our chances to land a date for a possible soccer match. This is every other year and is confederation of North America, Central America, Caribbean Association Futbol/Soccer it is one of six continental confederations of FIFA. Concacaf is composed of 40 national associations there are only 12 teams qualifying, we put in our bid and it depends on how those nations compete against each other and who gets what based on the region. This is coming in 2013 what kind of planning could we do for 2015, Ben asked, perhaps we can tie in with the Centennial? Ben is part of the 2015 Centennial and would like to have something like this to promote, who drives this? This is driven by SUM-Soccer United Marketing they control all major national teams which compete worldwide. We put in a bid two years ago and the dynamic is changing all the time the more major league soccer is embedded in Concacaf they exhibit more control and more sponsorship. I could put together a phone conversation and we call Court Jetski he drives this programming to have a discussion. Ben does not want to step on anyone's toes on Centennial Board but would like information so he could ask them if they can coordinate with them and help Stadium to generate City revenue. Per Mike we reach out to Convis and Hall of Champions we do get cooperation from Convis for marketing the stadium and availability and put together packages. Rudy asked if our competition is Los Angeles? Well last year they went to the Rose Bowl but it depends on the teams playing.

As mentioned earlier tomorrow we lose our number one guy Steve. He is here so you can all meet him, a huge amount of our success is seated here at the end of the table, he had a terrific demeanor and has been the building for the last 23 years. He took a lot of responsibility on after the Padres moved. Everything operational in the building went through Steve's office he became our Director of Operations but his title was Stadium Field Manager which was short of. He put in the long hours and great relationships established with our tenants. We've been known for one of the greatest fields in the NFL, where the players vote on the top three natural turf fields and we have been voted this and has been Steve's responsibility. Every pretty thing in the building is because of Steve's responsibility. We will miss him and the building will not be the same when he leaves. A retirement party is planned tonight from 4:30pm-8:00pm at Hooley's all members on the Board are welcome to come. Rudy on behalf of the Board and Community I would like to extend thanks for countless hours and hard work, thanks to you and your family for what you've done to this stadium.

Board asked Mike if there is anything Board can assist with re-staffing with Steve's leaving such as paperwork or any assistance to expedite this? Per Mike it is paperwork flow and are also setting up a flow chart on the re-organization. Kim asked what the impact will be with Steve's leaving and re-organization? Mike responded we won't miss a beat, Steve oversees the Field and has relinquished some duties to Bill Gibbs and Ground Crew who take care of the field now. This concludes my report.

Ben asked about permits of bamboo and species in the River. He raised questions at the River Conservancy so we need to be on top of this. The River Conservancy has the permit and needs to be done under the conditions of the permit. Storm Water has the permit and they may not be able to get to this yet but do not let opportunity slide. Per Jack Straw, they are already working with the permit, Park and Rec is working on taking advantage of permit and have plans to do entire Mission Valley preserve which will include the area behind Qualcomm as well. Rudy mentioned all of us sometimes have communication with City Council members and we have opportunity to lend support to the Stadium and Mike here, hopefully we have some influence with our representatives. Ben mentioned he went through something similar and it was a horrendous process to re-organize. Rudy mentioned we can make a recommendation even though we don't have much authority. We need to be ahead come next season so we are not out during the season. Kim added we need to work on this as quickly as we possibly can. Rudy requests a letter be drafted and the Advisory Board sign it to present to City Council of the need the Stadium has to expedite the hiring process prior to next season events.

## **VIII. BUSINESS ITEMS**

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

No Report

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

No Report

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

Rudy has a comment on where we are with the process of discussions of this Stadium here. Mike's input has been minimal but has been asked to supply basic information. I know the same thing other people may already know. In November the Mayor hopes to go to referendum and ask voters it will cost this much money to keep building open or at least contractual compliant over next 5-10 years; or we can get a new building and create a new taxing district or something to that effect or we can do this...voters take a vote. They may put together a Bond package and Chargers have moved forward

to a certain extent and contracted a construction company and taken a model of building they want to have. Mike is not in the room much but it is very preliminary information. What about the study that Luke participated in any residual from study or was it put on the shelf? The AECOM report, provides an excellent job of pointing out physical shortcomings and challenges of building are on what it will cost to keep us contractual compliant over the next 5-10 years. This will help shape the opinions of voters whether or not there is a new stadium in the horizon. It's around \$80 million requirement to keep us contractual compliant over the next 5-10 years, not sure where this money is going to come from. AECOM report has been looked at with the committee and will talk about it again in March/April when we meet with the Audit Committee. Rudy mentions realistically we would not get a new stadium until 2018? So what happens with this structure is it fiduciary responsibility for the city to keep it operational? The Chargers contract expires in 2020 and operational costs continue to increase as building gets older. There will be issues on how they will continue to fund operational costs, simply put it is 45 years old. We have metal deck rusting in the bowl, there is Spalding pieces of concrete falling which continues to be more and more of a challenge to maintain an aging facility. But in speaking with the Mayor and Jay Goldstone last season when we remediated the moss issue we asked what if there was a major catastrophic incident, somehow we would find the money to keep it going. Les mentioned this may be because of deferred maintenance. Ben indicated we need to keep the place as best we can and they will not find too many buyers or do too much with it until it is cleaned up due to the plume issue. Mike mentioned this is two to three years behind. Ben asked the River Conservancy to have an analysis down there if plume has reached river. Rudy indicated heaven forbid there is a catastrophic event here and was hoping the report would shed some light to the community and what City will do; there are a lot of things up in the air with the City.

**X. ADJOURNMENT**

Meeting was adjourned at 8:53am. The next meeting will be Thursday, April 12<sup>th</sup> at 8:15am