



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, June 14, 2012

STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:22 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	Present
Member	Michael Simonsen	Absent
Member	Les Williamson	Present

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

Others Present: Jack Straw-Council District 6, Tim Baron-Aztecs

II. APPROVAL OF MINUTES May 10, 2012

Correct and amend stating Les was Acting Chairman. Minutes Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Rudy indicated he was out last month at USC for Graduation Ceremony and apologize for not attending.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Tim mentioned they have three September Football games and three in October and one in November for Home games. They are set to start in Big East for 2013 and Big West for everything else.

C. BOWL ASSOCIATION

No Report

D. OMBAC

No Report

E. ACE PARKING

No Report

F. CENTERPLATE

No Report.

Mike briefly mentioned they are off today at their Annual Role Call. Next meeting Ron Lee will present graphics of advertising program and Catering Director. They will present some menu items and pricing for upcoming season. They have a lot of new faces down in their office and would like to present at the next meeting. Jeff asked if Scott is gone, Mike responded he is around but has a busy schedule, on the road most of the time. Ron overseeing Qualcomm Stadium and will present on re-organization. David asked if Susan is gone, Mike responded she is at Carl Strauss now as a Director. Rudy asked about picnics and tailgate parties if all resolved. There were some issues and attorneys reviewed, Centerplate will handle the tailgates for Bowl Games.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

There was a meeting at City of the traffic control with Natasha Colero, Development Officer for the City. Really hard to control traffic for our needs, there are three (3) Led signs on Friars Road. We need to control our traffic more effectively but (3) signs have been down for four years. We need to get them up to inform public of the status of the parking lot when sold out. Indicate when parking lot is full to avoid traffic. Trying to figure of how to schedule this perhaps sell advertising space to pay for this, it will take Development Department to help on this part as there is a sign ordinance. Question asked if Ace Parking was assisting with this? It is part of the Ace Parking Proposal as they were going to assist in re-wiring signs and we would pay them back. But today at 11am we will find out how to handle this due to the sign ordinance, hence the Snapdragon. Navigating Friars Rd is difficult during major events.

FY13 begins July 1st getting building ready for next season working on cosmetic aspects from the minute you come in through Main Gate. Working on improvements in parking lot, we have secured \$175,000 for Parking Lot improvements. Also improvements of landscaping made adding more colorful scenery. Will also add more value added to premium levels of re-paint, re-wallpaper, re-carpet etc., also restoring some restrooms. Per Chargers request main gate looking at new media for traffic control, re-paint curbs, remodel guard shack.

Still going through staff re-organization they are working out of class now and waiting until their positions are official then will bring them to a meeting and present them once positions are established. Rudy asked if any trouble with out of class staff, all is approved through personnel and is a lengthy process until final process is completed and interviews are done then it's official. We want to make sure we get them on board before hiring freeze occurs. How is CIP money? Capital improvement is budget affected. The CIP money gets transferred into the next year. We don't get funds every year, but as building gets older more costs to repair.

Latest update on Murphy Canyon Flooding situation is not good. Looks like it will be FY13 for Flood improvement. We will get together with Stormwater to have a plan, putting rocks on berm will not work it needs to be rectified. We have two years waiting on this but it's going to be a while.

Annual NFL meetings I usually attend but did not this year. News of this meeting is Qualcomm Stadium was voted #1 Safest Stadium out of all stadiums in security and #1 Best Practice, #1 Least arrest/incidents. We have been voted as #1.

This Sunday will be Shadow Mountain Father's Day Service with Tim Tebow as guest. In July is the CA State Games also Chargers 5K run then in August Chargers season begins. We are working MLS Soccer for next year 2013 events, looking to a mega friendly match here like Mexico vs Argentina a few years ago. Also working with Robbie Gordon for two events next year; looking at Mega Open Air Market for as many weekends available, Automotive Events. Sometimes events happen it is a nice uptake on business, next year we will have a busy year.

VIII. BUSINESS ITEMS

A. Financial Items:

No Report

B. Advisory Board Committee Items:

No Report

IX. COMMENTS BY BOARD MEMBERS

Question asked who was running the auto sales in parking lot? It is still San Diego Auto Connection? Yes, they are running the Used Car tent sale in parking lot. With the Bowl Agreements worked out and Centerplate they will cater for tailgates. Centerplate had non-exclusive rights for catering in parking lot but they can compete. But if you don't like deal you may go with someone else out in parking lot tailgates. Inside the stadium they are exclusive. If Centerplate not used do we get a percentage; negative. Centerplate could compete with Picnic People, Bowl agreement tried a \$2 facility fee, convenience charge average of \$5-\$7 dollars we negotiated and eliminated fee. We still do \$10,000 rent similar to SDSU deal, but they get 100% parking revenue in new deal. With Bowl agreement the parking revenue comes to the City. Deal with SDSU is \$1 per ticket that we get as revenue, in first year we netted something like \$90K. Mexican soccer will be Saturday, June 30th it's only going to be 10,000-12,000 attendance Xolos vs. Club America, it's nice business to have.

X. ADJOURNMENT

Meeting was adjourned at 8:55am. The next meeting will be Thursday, June 14th at 8:15am