



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, July 12, 2012

STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:20 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 | Absent |
| Member | Carlos Vasquez | Absent |
| Member | Michael Simonsen | Absent |
| Member | Les Williamson | Present |

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

Others Present: Jack Straw-Council District 6, Ron Lee-Centerplate, Mark Rapisardi, Bruce Binkowski-Bowl Association, Bill Nelson-Ace Parking

II. APPROVAL OF MINUTES June 14, 2012

Minutes Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

New parking passes have been distributed also you must renew your ID as others have expired. The next meeting is on August 9th, we will cancel this meeting being it is summer and most are out on vacation, also there is a Chargers game on this day; Veronica please send a reminder to the Board.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

No Report

C. BOWL ASSOCIATION

The NCAA Football Clinic is scheduled for July 28th right now we are at 700 kids we will have to cut off at 900; this is the largest clinic in the country. Following the weekend after August 4th is the Wiener Dog races we are expecting anywhere between 300-400 dogs.

Clarification on BCS playoff, they will have six semifinal sites beginning in 2014. Of the six maybe one or two will be out for bid because they will give the current BCS location the first option to be a semifinal site; maybe Dallas will be the fifth. We will know after the first of the year.

David asked how many teams will be competing for the big game? The final four in semi-finals the winner goes to championship game. We are going to bid. What kind of implication on Bowl Association? We are in a state of flux whatever happens both games will have an agreement. What will happen with the sponsor? Bridgepoint committed until next year we'll sit back and wait and see; there is always rumors, if we need to we will look for sponsors.

D. OMBAC

No Report

E. ACE PARKING

Exceeded expectations with Soccer event they did well. Working with new image, Rudy mentioned last year they made changes and had seasoned employees which made the entry in to the stadium more efficient. They have upgraded their staff to make it easier to come in to stadium.

F. CENTERPLATE

Ron Lee introduced Mark Rapisardi and will assist him with presentation of upcoming changes for the season. Centerplate is trying to glance through the tailgate zone behind Scoreboard and trying incorporate graphics of actual fans to compete with tailgates; will feature a low dollar amount beer to drive people in. There's a high resolution concept by Gate A of nice fresh local vegetarian selection: black bean burgers, fries food, fresh Aguas Frescas, two locations. Also Beers of the world Brewhouse will be displayed. In the Club level, will give a feel of high level patrons. We cleaned up and redone the menu boards. There will be combo meals and bundle items. Created a concept called The Dog House will feature eight gourmet hot dogs and even a signature dog exclusive for San Diego Asada Dog not a hot dog link but Carne Asada. Fresh gourmet burgers will be served at Hamburger Huddle similar to In N Out concept, fresh burgers never frozen. When Cincinnati comes to town there will be Cincinnati cuisine. Chili will be made fresh also fresh pretzels will be shaped to order at Murphy's instead of a frozen pretzel it will be fresh dough, pretzel made to order. At the End Zone the counter tops have been re-finished, Chef attended stations also working with a Desert Chef from downtown. In all our Elevators there are signs for Non-Events. Season Ticket holders may access Press level next to End Zone restaurant to the Whisky Bar for a history on Whisky, Bourbon,

Irish Whisky, etc and how it's made and what the differences are. So fans take away an experience and learn about whisky. There are some changes for this upcoming year and new staff. As of Saturday this week all the wraps will be up behind the scoreboard and Farm to Fan.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Interim Security Agreement still in the works I will address in the Financial section. The Training Center is replacing carpet and painting on their deck. Rookies report July 25 with Chargers so we are pressed for time. Working on re-furbishing the Training Camp it will be getting the parking lot maintained the City is obligated to get this building up to code, it is our responsibility. We don't have the manpower to get it all and are seeking outside help to get this done. We hired two new Groundskeeper's, also a new Electrician we are doing good progress on getting staff on board but need to build our staff back up because there is discussion of a hiring freeze. It is a slow process but continue to work on this.

Last month I reported on run off of Murphy Canyon not looking good, we will meet in August. We have a commitment from Stormwater to help clean up area they will begin on the bus gate area; it's going to get fixed due to rain damage and our guys will try to assist with this.

Press release from Chargers NFL indicated that out of thirty two teams, Qualcomm Stadium has the safest facility in the NFL and stadium adheres to Best Practices & Policies. We are #1 in the M.A.D.D. recruitment in which the Chargers play a large role since they put this out to the fans. We are working together with Chargers, PD, security and staff.

Centerplate in July will have a Meet and Greet from 4:30-6:30pm in Club 5 introducing a lot of new faces and get people to meet, inquire and educate. Some partners invited by Centerplate are SDPD, Ace Parking, Bowl Association, Aztecs, Chargers and City of San Diego to this meet and greet; email Ron if you will be in attendance. They will make it a fun night there will be some trivia questions please come down to meet some of our new faces.

Tim Tebow Shadow Mountain Father's Day Event went well. We borrowed the concept from the Jehovah's Witness setup to the south side, there were around 20,000 in attendance. Rock Church has been here before and now Shadow Mountain. This helps set the tone it was a clean setup it was a terrific event.

Soccer event on June 30th of Xolos vs America attendance was at 20,000 we did better than expected crowd of 10,000-20,000 which is better revenue than we thought. The Gold Cup has thirty two markets that submitted bids for July 2015 and we made first cut. More inquiries from Gold Cup and Concacaf, we are keeping our fingers crossed to hold a quarter finals tournament here in July 2013. They may know some possible teams but not until some get eliminated. MLS will pledge to comeback with a Mega Friendly match such as we had a few years back of Mexico vs Argentina and we had 62,000 in the building. Ben asked if we somehow could incorporate with the 2015 Centennial Celebration as tourists may be looking for a sports activity? Maybe this is a way to put it out there and make it fun for kids, sports, Centennial celebration.

We are into the season the first Chargers practice is August 1st we then have the CA State Games August 3rd then Chargers Fan Fest, we have an active weekend. This concludes my Staff Report.

VIII. BUSINESS ITEMS

A. Financial Items:

Stadium Security bid for 24 hour security award was protested and took longer than we expected. It was presented and additional funds since we went over the million. We are not spending more money and reduced the 24 hour security cost. It's just less money same staff.

We were not part of the committee on selection process. May 17th closing of \$388,000 will fund through December 12 new contract to enter after December. Security contract should be moving forward.

Mike and Les met with a lady, Natasha Colera to get sponsors to get signs fixed. Plan C on getting Friars Rd. up and running. Possible targets canvassing-mega shelter-sign ordinance. We don't control it. David's opinion Ace Parking on contract issue of sign ordinance but we have to go to council to get approval.

B. Advisory Board Committee Items:

No Report

IX. COMMENTS BY BOARD MEMBERS

Ben asked if we are going to use the Murphy Canyon permit? There is complications with it, Stormwater Chris McFadden and River Conservancy, only certain types of grasses and weeds may be pulled to clean up area.

X. ADJOURNMENT

Meeting was adjourned at 9:01am. The next meeting will be Thursday, October 11th at 8:15am