



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, May 9, 2013

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-Acting Chair	Ben Clay	Present
Member	David Baron	Present
Member	Carlos Vasquez	Present
Member	Les Williamson	Present

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

Others Present: Brandon Johnson-Centerplate, Nick Pettit-Aztecs

II. APPROVAL OF MINUTES March 14, 2013

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

Nick indicated August 31st is when the season starts off, they are excited to get going again. It will be a newer fresher look they will still have warrior walk and continue marketing to students to build success, they come in strong at beginning of season in the end not enough students attend. Not sure when Sky Show will be; there are some challenges with the Chargers schedule. Mike asked is they have any new methods to install Tarps to please contact Tom regarding install.

C. BOWL ASSOCIATION

No Report.

D. OMBAC

No Report

E. ACE PARKING

No Report

F. CENTERPLATE

Brandon Johnson on behalf of Ron Lee. Centerplate is currently rolling in new menu concepts for upcoming season, menu engineering of natural products, moving farm fresh type menus. Mike added they are being aggressive on new ideas to accelerate sales such as the wraps on some stands. Closer to opening day they will have a meet & greet but do not have a date yet. Rudy asked about ID's for alcohol purchases how it's coming along... Centerplate will always ask for ID even if it's someone as old as I am? Brandon responded the policy is, if under forty ask for ID, if unsure and doubtful ask every time for consistency. Rudy asked Mike if there is any push back on smoking policy? Mike responded Robby Gordon attendees were new to stadium but it was under control and Charger fans have tapered off a bit. Problem has diminished, some of the Dirt shows and one time events they attempt to smoke and it's brought to their attention. Other stadiums have similar issues. We do not have designated areas for smoking, we can't manage it.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Distributed document of what was at the 2014 Budget meeting on Tuesday, which was presented to Council. There was a jump of \$515,000 over previous year; our TOT draw down will be increased by \$1.6 million, we have expended these funds. Of this \$1.6, \$750,000 of it is for Capital Improvement Projects there's \$360,000 towards equipment replacement as well as seating brackets and seats. Fire Marshall mandated three roll up doors be replaced, major increases prorated around City for Workmen's Comp etc. As building ages it's more expensive to repair and maintain aging building. This year part of capital improvements will include cabling to be replaced, we need to accommodate networks such as CBS for all digital and in HD. Ben mentioned the revenue for special events almost equals to the Chargers revenue. Rudy asked if there was a push back at the meeting and Mike indicated not a push back but concern about draw down of TOT and General Fund questions to IBA which is handled by FM. Inquiry by Lori Zapf asked about special events and how do we get more business? Mike mentioned smaller venues will get more business since we have a 70,000 seating building and smaller 7000-10000 buildings or for instance Sports Arena will sell out better for special events, concerts etc since it is less seating.

We are doing a lot of special events but not huge events. He explained the Rolling Stones concert in Los Angeles had a hard time filling up the building they were selling tickets at a 2 for 1 deal. Also explained we have Robby Gordon, then Jehovah Witness and possible Soccer

match, we will be concerned after dirt shows to put in the Turf since we have a short time period for turn around.

Question asked what happened to Soccer meeting? Mike was to meet with Erik Stover his predecessor about soccer. Rudy asked how do you determine to fix and spend on budget projects how is it prioritized. We look at the live situations first of must needs and then the projects, our priorities are keep people safe and avoid cement falling, fix parking lot, and prepare evacuation plans. David asked on possessory tax was not included in the budget reports for car sales, Ben commented it's 20% more. Les asked if we have a plan for fires since it is fire season and how to alleviate from them taking over and what to do. Yes there is a plan we will need to cancel events, car sales etc. Qualcomm stadium is a mega shelter and there is a plan of City of San Diego departments. We start recording expense once we open doors for a shelter, back in 2007 we had 15,000 people her, there were days we had to turn down food donations and people. Homeland Security, FBI, PD will talk about security plans where to park and risk management gave us a plan and to rehearse plan. In regards to cost recovery, we went back to Jay Goldstone and received a grant at the time for the shelter.

A few more items, Purchasing and Contracting will be sending award letters this week for security contract. Recently had a tanker spill a methanol spill turned and some spilled into our drains. Learned a lot about methanol from this incident, we are waiting to get a clean bill from the County regarding this issue.

Bruce is not here today but we did not get the bid for the college championship games, it went to Phoenix, Az. Bruce was congratulated for trying since other stadiums did not even try. Question if we would try to put in a bid for 2015-2016, responded sure will attempt it again. The result would be the Holiday Bowl would be changed, Rudy commented the Holiday Bowl and Poinsettia will be OK what PAC12 is looking at is for a neutral site that is where we come in play.

The spalling work in the bowl is almost complete to a certain extent, working on the view level and it's around \$120k worth of work. You may have noticed there is a City Council Press conference today at 12:30pm, four council members and City Attorney. Press conference about Stormwater; Kinder Morgan was approved for discharge to go into canyon which will go to river. Will be interesting to know the outcome of this meeting conference.

Lastly we have Robby Gordon coming up, then JW's and Italian Festival and on July 5th soccer USA vs. Guatemala.

VIII. BUSINESS ITEMS

A. Financial Items:

Reported above under Staff report

IX. COMMENTS BY BOARD MEMBERS

Les asked about replacement Board Members are we getting more members? Per Mike we have not heard from the Mayor's office in regards to replacing Board member.

X. ADJOURNMENT

Meeting was adjourned at 8:51am. The next meeting will be Thursday, June 13th at 8:15am