



# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

Thursday, July 11, 2013

STADIUM ADMINISTRATIVE OFFICES

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### I. CALL TO ORDER / ROLL CALL

Acting Chair Ben Clay called the meeting to order at 8:15 am.

#### Board Present:

Chairman	Rudy Castruita	Absent
Member	Jeff Jeffery	Present
Member	Luke Pistorius	Absent
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:** Ron Lee-Centerplate, Nick Pettit-Aztecs

### II. APPROVAL OF MINUTES May 9, 2013

Approved. Unanimous.

### III. PUBLIC COMMENT

No Report

### IV. COMMUNICATIONS

No Report

### V. CHAIRPERSON REPORT

No Report however our Chairperson Rudy is in LA with USC.

### VI. BUSINESS PARTNER REPORTS

#### A. CHARGERS

No Report

**B. AZTECS**

Not much to report on August 17 is Family Day, getting ready for the season. There are some rebranding efforts of new banners to give it life. Marketing team putting in plan for keeping students involved.

**C. BOWL ASSOCIATION**

They may soon announce the Big 10 and Pac 12 we are at 24 hours before announcement on how to announce the match up playoffs. In the Holiday bowl they may be the fourth pick. The Big 10 will bump us from 4<sup>th</sup> to 1<sup>st</sup>, Big 5 and Big 10 changing ticket pricing structure for 2014.

Poinsettia bowl is unique with Mountain West and working on subsequent picks. It's out on the market, looking for a sponsor for the Holiday Bowl. We are excited about upcoming changes.

**D. OMBAC**

No Report

**E. ACE PARKING**

No Report

**F. CENTERPLATE**

We have distributed copies of our new concepts for the upcoming season. There will be a San Diego Smokehouse our own in house BBQ concept. We have the Natural Stand which is a healthier option to eating, hand-breaded chicken, all natural beef Frankfurt, grass fed burger. New for the season is an Out of Bounds nachos, also adding to Most Interesting Beach Bar is authentic fish tacos and Jamaican Jerk to the menu, also adding a Margarita Beach stand, frozen cocktails on Plaza level. There is new graphics around stands, added a new sound system to areas. Round concession stands have been re-done one of these stands will be Wanna Burger, certified Angus beef. A lot of wraps are going up to help appearance and ambience of the venue. New pocket guides, larger signs improving all around. We've evolved we no longer are about just hot dogs and beer. Ben asked if there is a child's menu at the moment there is not they are going to consider it perhaps a smaller size meal in the family section. New suites menu, in the City Box we will introduce a newer item on the house so they may preview our newer menu items. Ben indicated they will not be in the City Box this season but if they attend a game they will let you know.

Carlos asked about the jobs and careers here at the stadium if anything has changed as to how they hire their staff. Per Ron youth are working at stadium, they get a huge response to hiring process they have job fairs, plenty of jobs for disadvantage youth. What about minors? We use the non-profit charities such as the military or parents on the school side but we do not have minors. We avoid minors for charity non-profit organizations so we are not in jeopardy however, we do hire minors between 16-18 years old. We contribute around \$600,000 annually towards charity groups and youth organizations. Mike mentioned in the past there was a smaller dog offered at \$1 for children in section 58 the Family friendly section also smaller popcorn. Ron will re-visit and they did freeze there prices this season. Ben added it's tough on a family's budget to attend a game in this economy.

**VII. STAFF REPORT**

**A. Stadium Manager Mike McSweeney**

We finally have a security company. CSC-Contemporary Services Corp will be the new 24X7 and major events with exception of the Chargers. From a stadium stand point we can pass on the savings down to the Aztecs. CSC has done most of the Superbowl's and playoff games in the past. The first event will be the US Soccer match. Ben asked if it requires Mayor approval or if it's a done deal, Mike indicated it's done and they are working on this, finally finished transition and went pretty good. Their first event is a soccer game and 25,000 attendance is expected it will be a soft opening for security, but they are in place now.

Les asked about situation on employee wages during second RFP question was it Staff Pro that would or would not pay LWO somehow it was not the answer council wanted. What happened was they did not have answers to direct questions asked and council/city supports LWO living wage ordinance. Staff pro did not have a direct answer and council had to rescind then it went out to Bid again.

NFL Security meetings were last month, there will be changes at all stadiums and we will no longer allow bags that you cannot see-thru. Must be a clear transparent bag such as a zip loc bag, small clutch bags meeting the size criteria will be allowed. We will setup a second perimeter and have check points to inspect bags, if you don't have applicable bag a 1 gallon Ziploc bag may be provided first couple of games. There will be trial & error during this change, it will be consistent for Chargers, Aztecs and Bowl games. If items must be brought in and you cannot see items it will not be allowed in. Chargers will put bag requirements on its NFL Standards and a Press conference but all stadiums will adopt the policy. Bruce indicated they put out a memo when Bowl Tickets are sold of the Do's and Don'ts. Ben asked what if a guest comes in with a gallon Ziploc bag and medicine in it, will it be allowed. It will be inspected and as long as it's not a weapon they will be clear to enter. Diaper bag items must be in a transparent clear bag and one bag per person is allowed in, a family of four may bring in four Ziploc 1-gallon clear bags. Ron indicated there will be a secondary check in tram style lockers put in the Power Party area. Nick asked about seat cushions for seating, Mike indicated there is some pushback on this since out in Green Bay they have metal seats and cushions were allowed in the past. Once there is a response we will be made aware of it.

In June the FY14 Budget was approved for \$17 million Operating Budget with \$10.2 million TOT dependency with increase of \$750,000. The Spalling Project is still ongoing. Also looking at cabling upgrades and \$750,00 will go fast... Ben added if we don't go through with updates for digital we are done.

Mike indicated he will meet with the Mayor today it will be an opportunity to sit with him and Scott Chadwick hopefully it helps us down the road for future needs. The Centerplate contract expires in 2015 and request Advisory Board members to be on this project .

The Italian Festival was very successful, they are thinking of possibly coming back for Mother's Day next year. We are picking up 5K's, marathons and fun runs since it is a closed venue. Robby Gordon was here in May and thankfully they cleaned up the dirt well, then the JW's followed in for their annual event. Robby Gordon events had disappointed attendance only around 10,000. The low attendance wasn't just us other stadiums as well, don't think it will comeback. Bolt To the Q race is July 21<sup>st</sup> then Chargers Fan Fest is scheduled for August 3<sup>rd</sup> same day as the Wiener Dog races. My last item was to speak on behalf of the Bowl however Bruce will speak on this subject.

## **VIII. BUSINESS ITEMS**

**A. Financial Items:**

No Report

**IX. COMMENTS BY BOARD MEMBERS**

David mentioned reading a Stadium article about the Chargers and was upsetting since it made it seem like they bring in revenue which is not true. The special events are what keep us afloat with over 200 events in parking lot and other major stadium events.

Les mentioned since we struggle to be at meetings as we are shorthanded; I know in advance I will be at the September meeting but if possible to send out meeting reminder at end of month two weeks before not one week before. Veronica will send out email to all Board Members at end of month.

**X. ADJOURNMENT**

Meeting was adjourned at 9:05am. The next meeting will be Thursday, August 8<sup>th</sup> at 8:15am