



# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

Thursday, September 12, 2013  
STADIUM ADMINISTRATIVE OFFICES

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### I. CALL TO ORDER / ROLL CALL

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

#### Board Present:

Chairman	Rudy Castruita	Absent
Member	Jeff Jeffery	Present
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:** Bruce Binkowski-Bowl Association

### II. APPROVAL OF MINUTES July 11, 2013

Approved. Unanimous.

### III. PUBLIC COMMENT

No Report

### IV. COMMUNICATIONS

No Report

### V. CHAIRPERSON REPORT

No report, Rudy is out in Washington D.C. Ben Chairs on the River Conservancy and they have plans of a proposed park along the River, maybe he can invite the River Authority to attend a meeting as there are many ideas for the future of the stadium.

### VI. BUSINESS PARTNER REPORTS

#### A. CHARGERS

No Report

**B. AZTECS**

No Report.

**C. BOWL ASSOCIATION**

Bowl announced Big 10, next year they will get a top tier team. After the playoffs they will have the third pick. The Outback and Capital 1 Bowl have the first picks.

Poinsettia will be a challenge on finding a match up, all conferences circling wagons.

BYU, Army, Navy possible MAC conference. If Army gets bowl eligible. Mountain West on other side if Army is bowl eligible they will be here this year. The future looks bright for both Bowl Games hopeful for a Washington State or Georgia Tech. Still looking for Title Sponsor for Holiday Bowl.

**D. OMBAC**

No Report

**E. ACE PARKING**

No Report

**F. CENTERPLATE**

No Report.

**VII. STAFF REPORT**

**A. Stadium Manager Mike McSweeney**

Security company CSC, Contemporary Services Corporation, in and very pro active in greeting people and seeking people out.

Bag Policy is new this year, we've had two events and Chargers distributed bags to season ticket holders. Season ticket holders were all informed of the policy first. There are people out in the parking lot pointing out if they have a bag that will not be allowed in to stadium and inform them to leave in car or take to bag check area located in F2 lot. Upon arriving to gates, guest will only have two choices to either take purse back to car or check in at F2. This is an NFL policy not a Stadium Policy. Most stadiums using and waiting on how it works. The Aztecs were pretty upset if Bag Policy was to be followed this season, they are looking at it and how it will work out and perhaps adopt it in the future. Jeff asked how the lines to get in with bag check policy were. It's going better, in the first few games there were around 1200 bags checked in and then dropped to 692 bags checked in. People are on board with policy and aware of what is allowed per bag policy. Bags are being sold at NFL stadiums. The NFL said this bag check policy was the best way to get everyone in to the stadium minimizing bag check lines, this was a directive and the Stadium decided to adopt it; it's a sound policy. What would happen if Qualcomm decided they were not interested in this policy; that's a question for the attorneys. Who's got authority to do what? Can a decision be made to say thank you but I have a diaper bag and we cannot fit it into a 1 lb bag? David mentioned he would like to bring a backpack to put in his rain jacket when attending event and it's raining, it may be done in a clear bag. SDSU events remain the same this season.

The City has restored us to have signatory powers in the departments to process our contracts, much quicker process since mayor is gone.

Regarding our fiscal year budget, we are pretty much using it up this season. Last year we had a lot of overtime this time of year, but we have been able to put a handle on it this year.

Ben asked how the digital project is coming along; Mike responded it will be an 800K project which will be in phases. Looking at phase one around March/April. Phase two in the next fiscal year. We will also have CIP projects for the backup lights system and will then continue with digital next fiscal year, Ben added technology is changing quickly, are there any companies in San Diego that say they can do the digital video better? Cable hardwire technology is still the choice of broadband communication. There is just a different design piece of cable that carries more data. When writing the scope of work for it we will have technical people who do this for a living that can contribute to advise what we need (G-6 cables or G-10 cables).

Mike indicated we were approached by Qualcomm for better WiFi blueprint. They are already in other Stadiums and the one Stadium with their name on it does not have WiFi, they want to make it better. Qualcomm wants to duplicate the technical applications of the building being set up in Santa Clara in San Diego. "We want to be as good if not better as what Santa Clara is going to be". We have had 4 or 5 meetings with their marketing people on how to articulate this. AT & T put in and distributed antenna system around stadium to restore wireless communications during large events, they are a GSM system. This has brought and created Verizon to piggy back on them and also T-Mobile has done the same. Stadium receives paycheck for the rights to occupy space on them. There are several service impacts we can make regarding the WiFi apps we can put in for customer service. If we install hardware how do we monetize that? We are at the infancy stage. Qualcomm also updated the look of on new signage and to restore ribbon board. Stadium has signs that don't have movement, would like something similar to what Petco Park has, movement of signs on a Ribbon Board type. Ben suggested we look into technology that was put in WiFi at Balboa Park with fiber optic cable. Maybe contact Stacy Lomedico for direction on how they went about doing it; there were a lot of challenges. Qualcomm mentioned WiFi is hot now.

One of the long time season ticket holders is around 85 years old and would like to have the ability to see replay on an iPad. The Rays' have an area with PC's and see the replays. The NFL has been working here all summer long with additional data and content to measure the kick hit etc. while you are watching the game. Guest can bring it up on their phone by selecting time and seating view. Ben mentioned we need to look into bringing in revenue perhaps our own satellites, how much would stadium get?

Qualcomm Stadium sign letters are fading, someone took a picture from one of the suites and went to local paper indicating we are not paying electric bill. These are being worked on and getting replaced. On another note our power failures in conjunction with SDGE Switchgear, takes 15-20 minutes to re-strike. We made sure the mechanics are working during its annual Test. We have our own transformers and generators in case of power outage. Ben added if we have a natural gas source, we may be able to tap it and provide us electricity something to consider. The Jets had a power outage recently. We are working on possibilities.

We have an invitation to the Stadium Advisory Board to participate in re-bidding process for Centerplate 2015 Contract for Food & Beverage. Our Food & Beverage revenue in the last ten years has gone up between 10-20 million increase. We may get a lot of Bids as it is an attractive business. Centerplate would like to extend and need industry experts. We are making revenue with Food & Beverage, parking not so much. Question asked if building has a span life of seven to ten years what do Chargers get. Chargers are a split of 60/40, Centerplate gets 60% but they also have union workers to offset.

Two more items regarding events, we signed a deal with Shop Smart a Swap Meet deal, it's all negotiated. They start November 6<sup>th</sup> going every Wednesday. Mexico and Finland in here on October 30<sup>th</sup>. Also if interested in obtaining tickets you will need to contact Adrian Granada in Todd Gloria's office. He is in charge of ticket distribution.

**VIII. BUSINESS ITEMS**

**A. Financial Items:**

No Report.

**IX. COMMENTS BY BOARD MEMBERS**

Ben mentioned we don't know if we should invite Todd Gloria to a meeting even if for 90 days he will be Interim Mayor, he still goes back to being President of Council, he's very bright and thoughtful.

**X. ADJOURNMENT**

Meeting was adjourned at 9:05am. The next meeting will be Thursday, October 10<sup>th</sup> at 8:15am