



QUALCOMM STADIUM ADVISORY BOARD
Minutes of Regular Scheduled Meeting

Thursday, March 13, 2014
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:15 a.m.

Board Present:

Chairman	Rudy Castruita	Present
Member	John Thomson	Present
Member	Ben Clay	Absent
Member	David Baron	Absent
Member	Les Williamson	Present
Member	Jesse Durfee	Present
Member	Luke Pistorius	Absent
Member	Albert Velasquez	Absent
Member	Carol Jeffries	Present

Staff Present: Mike McSweeney-Stadium Manager; Vicki Summers-Payroll Specialist; Maria Villanueva-Stadium Secretary;

Others Present: Ron Lee and Mark Rapisardi-Centerplate; Jack Straw-Council District 7

II. APPROVAL OF MINUTES February 13, 2014

Approved. Unanimous. Amendment to reflect the correct date for the Poinsettia Bowl on Tuesday, December 23rd, and Holiday Bowl Bowl tentatively set for Tuesday, December 30.
Approved. Unanimous.

III. PUBLIC COMMENT

No Report.

IV. COMMUNICATIONS

No Report.

V. CHAIRPERSON REPORT

Nothing to report except to remind the Board Members the importance of submitting their Ethics Commission form 700 by April 1, 2014 to City Hall. Because Members are appointed by the City Council, they must submit the conflict of interest report. John Thomson stated

that filling out the report is a lot easier than it seems. He received tremendous help while filling out the report online.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report.

B. AZTECS

No Report.

C. HOLIDAY BOWL

No Report.

D. OMBAC

No Report.

E. ACE PARKING

No Report.

F. CENTERPLATE

Ron Lee stated that February is a slow month for Centerplate. All in all, total contribution to the City was about \$179k between Super Cross and misc events. Full focus is now on the upcoming soccer match in April, and gearing up for the 2014 Charger season.

Rudy asked about revenue generated from food and alcohol at the Super Cross event. Mark replied that alcohol does tend to be consumed more at Super Cross events. Monster Truck events in January are more family oriented and food is consumed more. About \$500k in sales was made from Super Cross.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Maria Villanueva was introduced as the new Stadium Secretary. Maria replaces Veronica Valenzuela, and will now be taking over the Stadium Advisory Board duties from Vicki Summers.

The members were informed about the SDPD meeting currently being held at Club 5. The new chief has created mandatory meetings for all members of SDPD. The meetings are believed to be about getting back to the way they want to be, back into the heart of things and cleaning up the force. The Mayor is in agreement with these same issues and is also in attendance at the meeting to support the new Chief to get her message across. Approximately 650 people are in attendance. Mike plans to meet with them to discuss additional space should they need it to conduct their meetings.

An All-Hands meeting was held the day before with the entire staff. These meetings are held once or twice a year to assess the previous year. At this meeting the staff was thanked for all their extraordinary hard work and rewarded them a Discretionary day.

December in particular was a pretty taxing month and everyone pulled through without complaint to get things done.

Custodial RFP is ready to hit the street. June 28th is the target date for Council approval. The RFP has been re-evaluated on how to solicit for custodial business. To brief the new members of what took place before; the previous company had a unique concept of how they hire their staff. JaniKing first of all sells franchises, and then contacts their top franchisees and takes 10-15 people from each. The problem with that are inconsistencies and high turnovers. With inconsistent communication, the service level fell and the Stadium received no support from their corporate office in Dallas. During the busiest time of the year with back to back events, Chargers on Sunday and the Holiday Bowl on Monday, 35 workers walked off the job after the Charger cleanup. The workers had not been paid in three weeks, and they have been pulling two to three shifts in a row. Luckily Aramark, the cleaning company at Petco Park, was hired and were able to step in that weekend. The contract with JaniKing ends August 2014. Mike will be part of the review committee as well as Roy Nail, the Program Manager who crafted the document, City Attorneys and Purchasing Agents. Purchasing and Contracting will evaluate the reviews and votes will be conducted by a points matrix system. Again, targeting June 28th before the Council, and looking to July to have a new custodial company on board. Rudy suggested that any questions in regards to the changing of Qualcomm's custodial services be directed to Mike to prevent any mis-quotes to the press, or sent directly to Contracts and Purchasing per Mike.

First meeting with the Mayor was Tuesday, March 11th, introducing himself and talked about his vision for the city. When asked about Qualcomm and the Chargers by a Real Estate Assets employee, the Mayor replied that he was in favor of retaining the Chargers. He had no strong feelings whether a stadium should be in Downtown or in Mission Valley. Frankly, he likes Mission Valley and thinks it's a better spot. Unfortunately the issues with Kinder-Morgan located across the stadium are holding things up in that respect. The Mayor was adamant about having a deal that was equitable unlike what is currently in place. Basically, not assume all the debt and maintenance cost, and the Chargers assume all the revenue.

The Chargers, at their expense, are upgrading four or five unsold suites to look more 2015 with new carpets, tiles in the bathroom, fixtures and furniture. Suites already sold are being refurbished. With season and single seat tickets doing well, they are trying to improve on their suite sales. There may be advertising and publicity about these sales in the future. The Chargers are also looking into upgrading the stadium's sound system. The current PA system does its job, but does not give you the surround sound quality that you may have at home.

The NFL is currently dealing with the challenges of getting the stay-at-home fans into the stadiums. Factoring in the costs of tickets, parking, food, and even the weather, why would you leave home with a 70" TV, surround sound, and a six-pack of Corona's in the cooler? The league is taking an aggressive look at how to overcome and enhance the fan experience. For example, the Padres have concerts after their games. Events like these must surpass the experience they get at home, make it worthwhile for them to get in their car to come to the stadium. It is for this reason that Centerplate comes up creative and appealing types of menus that you can't get at home. Another example is Tampa Bay's end zone. They have a pirate village for the kids to play, complete with

canons that goes off when a touchdown is scored. There are sea shanty type concession stands, a large plaza to walk around and go shopping.

A series of focus groups have been meeting with Chargers. Outcomes of some of their meetings are the infrastructure, getting in and out of the stadium parking lot, sound issues, and other creature comforts which the Chargers are addressing. As for the scoreboard, that is also being taken into consideration. There are discussions with Qualcomm Corporation in regards to permits, and who is going to come in to perform the work.

A meeting was held with Traffic Engineering in regards to losing the employee parking lot when Fire Station 45 went in. There are roughly 200 spaces not being used by the fire department that the Stadium would like to regain. Mike and the acting deputy director examined the East entrance to the employee lot where Traffic Engineering employees will trim back shrubs and trees. This will allow an unobstructed view of traffic when leaving the parking lot.

From the office of Scott Sherman, councilman for our district, they have asked about removal of trash off site. It was reported that trash from Qualcomm Stadium events are getting blown out to the streets and into the river. There is also the issue with trash coming from the homeless encampments along the river. A pledge has been made to work with the Regional Water Control Board and the Storm Water Department to help police the areas offsite. Got together with a volunteer group called I Love A Clean San Diego and they will be here Saturday, May 10th to help clean the river. This came through Scott Sherman's office.

The stadium is starting to pick up more types of running events such as half marathons and 5Ks. There are four or five events booked at the stadium which brings in about four to six thousand people at each event. The weekend of March 22nd, the Cosmic Run will take place in the evening which is a family oriented run/walk. Also coming up is US Women soccer vs. China on April 10th.

As for San Diego State, it is four or five years into a 10 year contract. The City has the option to open up the contract after five years. SDSU pays full cost recovery on all events; the City no longer subsidizes SDSU football. In return, the City is compensated by a facility fee that is placed on top of the face value of the ticket fee. This arrangement will allow SDSU to get financially set in their football program. If they do well after five years, the contract can be reopened.

VIII. BUSINESS ITEMS

No Report.

IX. COMMENTS BY BOARD MEMBERS

No Comment.

X. ADJOURNMENT

Meeting was adjourned at 8:50 am. The next meeting will take place Thursday, April 10, 2014.