



QUALCOMM STADIUM ADVISORY BOARD
Minutes of Regular Scheduled Meeting

Thursday, June 12, 2014
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:20 a.m.

Board Present:

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

Staff Present: Mike McSweeney-Stadium Manager; Maria Villanueva-Stadium Secretary;

Others Present: Riley Webb-Council District 7

II. APPROVAL OF MINUTES March 13, 2014

Approved. Unanimous.

III. PUBLIC COMMENT

No Report.

IV. COMMUNICATIONS

No Report.

V. CHAIRPERSON REPORT

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

No Report.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

A lot has happened since the last meeting, specifically in Management and Stadium Personnel. A City of San Diego Organization chart has been included (see attached) to note the following changes: Jeffrey Sturak has left the City of San Diego, and Ronald Villa will take his place. Kristin Geitz is now the interim Director whom the Stadium Manager now reports to. Kristin in turn reports to Ronald. Two months ago, there were major changes within the Real Estate Assets department. Jim Barwick and several other managers were dismissed from City service. A search has already begun to fill the Real Estate Asset Director's position. In the mean time, there has been continued support of the Stadium and all its activities from the Real Estate Assets' Department.

The Stadium has three position open and hoping to fill within the next couple of months. First off Roy Nail, will be leaving for North Carolina leaving his position as Program Manager open. Our Admin Aide position, it has been approved to be split, a dedicated Event Coordinator to handle all Stadium events with duties to include generating revenue. A sales plan will be put in place, and presented to the Board, as to how to generate incoming revenue to the Stadium and target base. This position will be put before Civil Services due to it being Un-Classified. Candidates outside the City can be considered as well.

Rudy Castruita questioned if there was an opportunity to have a Board Member sit in during the interview of the selected candidates for the Event Coordinator. Mike will follow up if this is a possibility.

As for the Admin Aide II position, it will be involved in working with the Event Coordinate in gathering information and processing invoices for all events. The process has already begun for this position should be filled within the next month.

June 11th was the due date for bid submittals for a new custodial service. Still waiting to hear the names of the companies that submitted bids. A new company should be in place before the football season starts. The Chargers' first game is August 7th against Dallas.

Due to declining ticket sales, Supercross and Monster Jam has taken their business to Petco Park. They have been at the Stadium for the last 20+ years. Supercross attendance has gone down from 60,000 to less than 50,000. For the City, the event still generates a good deal of revenue. But for the Stadium, it has left a large hole. On a good note, the Stadium is picking up a lot more events and looking forward to working with promoters that are bringing their events to the Stadium.

A River Bike Trail has been proposed, and the bike path is indicated on the (see attached) map presented. There are concerns on how this will interfere with events at the Stadium. The trail is on the southern borderline of the Stadium and will result in losing some space. Stefon of SANDAG has asked to present the plans at the next Board meeting. Board approved and will be placed on the July 10th Agenda.

Presently, the Jehovah Witnesses is setting up at the Stadium for their convention. They have changed their meeting format coast to coast with a total of 375 meeting to 125. Instead of using smaller facilities, they are now looking at larger venues such as sports stadiums. They have held their conventions at the Stadium since its opening. This year, rather than 20,000 people for one weekend for three days, it has expanded to 45,000 people a day for three days for three weekends, June 13-15, 20-22, and 25-27. With the large amount of people coming to the Stadium, a meeting has been arranged for Homeland Security to give them a presentation, and staffed them professional security.

About six to seven agencies come together to discuss how to keep trash from getting into the San Diego river. A presentation was made to the Regional Water Quality Control Board on Stadium plans to help with these efforts. Several Commissioners on the Board had expressed concerns with trash from Stadium events ending up in the river. The main source of trash is coming from the large number of homeless encampments. They take our recyclable trash and drag them to their camps to dig through and throw the rest along the riverbed. To help prevent this, a Storm Water Corrective Action Plan for River Trash has been created (see attached). Use Permits now have added language that specifically spells out the responsibilities of the renter.

The Stadium is attracting more run/walk 5K events, i.e. Color Run, Cosmic Run, Run or Dye. Over the last year the Stadium has booked nine of these events held at night or early morning. An Event Coordinator is truly needed!

US Women's Soccer vs China was held in April with 15,000 spectators. The Stadium continues to host Men's and Women's soccer events.

In conjunction with the river trash cleanup efforts, the Stadium hosted a I Love a Clean San Diego in May. About 50 volunteers came to pick up trash long the riverbed.

The LSU Crawfish bowl also held in May continues to be a success that is held at the practice field. It sells out every year with about 4500 people.

Events continue in the parking lot throughout June and July. Every weekend is booked. Major event to name a few is the Bolt to the Q in July, Fan Fest in August. And of course football returns to the Stadium in August.

Question: Does Urban Corps still does clean up at the Stadium. Mike responded that they do. They do not do riverbed cleanup, they do pickup the recyclables. They also operate a recycling center on the SW corner of the parking lot.

Question: In regards to the recyclables, seeing people going through the trash, whose property does that belong to? Mike response is Urban Corps. Police and Stadium Security will secure the parking lot 90 minutes after an event and stop any individuals trying to collect any recyclables.

Question: The time frame after the Event Coordinator position goes to Civil Services. Mike responded that it would go to Civil Service in July and not sure how Personnel will advertise the job due to it being un-classified. There is no cert list for that position.

Question: In the future if something is going to be in the news can we be given a heads up the day before instead of hearing it on the radio, such as the dirt show (Supercross/Monster Jam) was moved. Mike responded that he heard about it at the same time.

Question: Does Petco Park have a relationship with Qualcomm Stadium where as a courtesy they would notify the Stadium of dirt show was happening? Mike's response was that he received a phone call 20 minutes before the announcement was made by the event coordinator whom we have a great relationship with, and was apologetic that their hands were tied to not say anything. The disappointment was with Feld, to not receive a courtesy phone call after a 25 year relationship.

VIII. BUSINESS ITEMS

No Report.

IX. COMMENTS BY BOARD MEMBERS

Jesse Durfee was able to shadow Mike an hour before the start of the US Women vs. China game. He was impressed in seeing Mike in action and thanked him for getting a behind the scenes look of what goes on before an event take place. He encouraged other members of the Board to take the opportunity to see for themselves the work that goes on leading up to an event.

Rudy Castruita added, to come watch Mike on a game day is where you will really get a feel for the operations that goes on. Rudy also encourage members to spend at least one day in Box to observe what goes on. Go through Mike before doing so.

X. ADJOURNMENT

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