



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, July 10, 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	Present
Member	David Baron	Absent
Member	Les Williamson	Present
Member	Jesse Durfee	Present
Member	Luke Pistorius	Present
Member	Albert Velasquez	Present
Member	Carol Jeffries	Absent

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

Others Present: Kevin McKernan-San Diego River Conservancy; Stephen Vance-SANDAG; Mark Carpenter and Jill Chorak-KTU+A, Bill Nelson-ACE Parking, Bruce Binkowski-Bowl Assoc, Ron Lee and Mark Rapisardi-Centerplate, Nick Pettit-SDSU, Ryley Webb-Council District 7

II. APPROVAL OF MINUTES June 12, 2014

Approved. Unanimous.

III. PUBLIC COMMENT

No Report.

IV. COMMUNICATIONS

Qualcomm Stadium Bike Path Alignment was introduced to the Board Members by Ben Clay, Chair of the San Diego River Conservancy. The bike path will start from the ocean to as far East as it will allow. The conservancy is working with SANDAG on the urban portions of the trail which is Santee/Lakeside to the West. A key piece of the trail is Qualcomm Stadium. The purpose of the conservancy attending this meeting is to present to the Board Members the planned bike path and take inputs on minimizing any impact it may have on the operations of the Stadium.

Stephen Vance of SANDAG stated he had previously met with Mike McSweeney a month ago for his input on working solutions with the various activities happening at the Stadium. Since then, SANDAG hired KTU+A as their consultant for the planning phase of the work. The presentation is to show a reasonable alignment, get feedback, make adjustments, and move forward into the preliminary engineering and environmental phase.

Mark Carpenter, Senior Associate with KTU+A, has been working with the conservancy for the last five to six years with preliminary planning. What they are trying to accomplish with SANDAG is an interim solution with the understanding that changes may happen at the site before placement of a permanent public facility. With this in mind, what can be placed that will benefit the public, not interrupt the current functioning of the Stadium, and at a low investment, work until a future realignment. Key issues that came about in the previous meeting with Mike are the section from the Library, behind Lowes and Ikea, and coming around the maintenance building, recycling and storage area. Placement of the public facility in front of the maintenance building would cause a conflict. One solution is looking at a 50 foot wide maintenance road, create two-way traffic to accommodate maintenance vehicles and dump trucks, and along the side add striping or preferably a set of jersey barriers separating a 14 feet wide bike path.

Mike McSweeney stated that traffic would be minimal, and dump trucks would only use the roads when there are dirt show events held a couple of times a year. During Chargers games, the roadways are also used for parking when the lots are maxed out.

With necessary traffic and events, the trail would be shut down. Thus causing a public information issue on how to re-route and detour. It would then be a matter of coming up with solutions to keep the trail open during Stadium events, possibly using it as an alternative way of getting to the event and getting access through the Trolley station and use that entrance as well.

Previous meeting discussions included repairing the asphalt where needed for a smoother bike path ride, and adding perimeter fencing where there are none to provide public safety knowing there are urban campers utilizing that side of the river. SANDAG would be funding the fencing.

It was questioned as to who would be in charge of placing signage for the new bike path in case of flooding. It would be the responsibility of the San Diego River Conservancy along with the City to place cautionary signage, as well as for vehicles to avoid the areas.

It should be made clear as to what the Stadium, SANDAG, SDRC , and any other agency involved, will be responsible for in regards to the bike path, i.e. asphalt repairs, cautionary signage, sweeping, cleanup of miscellaneous debris. And for any liability that may arise.

In Mike McSweeney's view, having a jersey barrier would be preferred than striping when it come to public safety with vehicles sharing the road. With a barrier, it will also serve as a natural boundary to where the Stadium's responsibility ends, but will it go beyond that?

In relation, further discussions were made in biking as an alternative way of transportation to Stadium events. Although a great idea to "bike to the Stadium" and create good public relations with the Stadium, issues to consider and plan out are accommodation for bike

parking, funding for the bike racks and by whom, and designating an area that will take up parking spaces.

Rudy Castruita has ask that SANDAG, SDRC and KTU+A take the Board's input into consideration, and to come back to meet with the Board with solutions to issues that came up, and given a clear understanding of what the Stadium's roles, responsibilities, and liabilities are before a final presentation is made to City Council.

In closing Stephan Vance stated that a public workshop has been planned in September at the Library. Its main focus is having the public aware of the development and progress of the bike path, as well and getting their input. This will tie in to the final report to the Board. Date and time to be announced.

2014 Biennial Update Due August 18, 2014 documents was distributed to the Board Members. It was not clear to the Board Members as to what forms are to be filled out and turned in. By next meeting Maria Villanueva will clarify what is needed by Darian Battle. And possibly have the Board's legal counsel advise the Members on how to move forward with this request.

V. CHAIRPERSON REPORT

A. Chairman Rudy Castruita

Reported from City Council, the Mayor has appointed Andrew Zlotnik and reappointed Albert Velasquez to the Qualcomm Stadium Advisory Board. Congratulations and welcome aboard.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report.

B. AZTECS

Nick Pettit - Fifty-one days away for the first game of the season. Making changes to the parking lot for the Aztec Village. Moving to C1 & D1 for more visibility. This may affect gate entry but working with partners on how to manage issues that may arise. Sky Show is set for the game against Idaho on November 8th.

C. HOLIDAY BOWL

Bruce Bingkowski - Renewals for both Bowl games are confirmed, Poinsettia on December 23rd. Unsure who will be picked for mountain west side. New era for the Holiday Bowl with the Big 10 contract recently signed. Holiday bowl is set for Saturday the 27th at 5:00pm.

Selection for Pac 12, is the 2nd pick after the playoffs. The playoff teams are selected in the Alamo Bowl. Selection for Big 10 is the 3rd pick after the playoffs. The conference reserves the right to pick a higher team to play in the Holiday Bowls.

D. OMBAC

No Report.

E. ACE PARKING

Bill Nelson - Gearing up for the football season. New hirings will be happening in the next few weeks for maintenance and equipment. At the same timeframe, they will stripe 2000 parking spaces per their contract requirements. Focus will be on the NE corner where a lot of the flooding happens and striping have faded away.

No changes to the taxi drop off and pickup areas during Chargers season. They are not allowed to go into the Stadium. Their designated area remains the same which is outside the main gate. For Bowl games there are designated areas for drop offs and pickups in the Stadium.

Uber cabs are considered commercial vehicles just as limo services are allowed onsite. As with limo services, they will be charged (each time) \$150 to enter, but refundable if they leave within 15 minutes through the refund gate. With this fee imposed for each entry, it would help deter any vehicles from taking up Chargers parking spaces. Since Uber vehicles can vary in make and model and look like any vehicle coming in to the stadium, if they do not have a permit, they will be charged a fee.

For the disabled, they are allowed into the lot to be dropped off at designated areas. When the lot is designated by permit only, there will be shuttle services from the main gate to the stadium.

Ace parking will ensure that their parking attendants are well informed of their duties in directing vehicles, especially those with parking passes to their designated areas. Attendants at the main gate are Ace employees that are 18 years old and older. Volunteers, usually 16-17 year olds are stationed at less active areas.

F. CENTERPLATE

Ron Lee - Training camps start in two weeks. New merchandise will be introduced August 7th. Partnered with Anheuser Busch and had a huge campaign to salute the five key divisions of the armed forces. There are facelifts going on inside the stadium with new graphics being put up with camouflage and Olympic themes.

Ron Lee offered any interested Advisory Board Members a shrunk-down tour of how the hospitality side of the business operates.

In closing Business Partner Reports, Rudy Castruita encourages members of the board to reserve a ticket for the City Box. Doing so would give members the chance to see the inner workings within the Stadium and get an inside look on how the staff operates during an event.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Murphy Canyon Run Off Update: Fifty yard North of Stadium property, sewage repairs continues and should be completed in a week.

Event Coordinator position: Approved at the Civil Service meeting last week. A few more necessary steps to be done before it can be advertised. The position will be responsible for operating all parking lot events and assisting inside the Stadium. There are over 222 parking lot events, generated by 70 different events. Note the count does not include move in and move out days. As mention before, the Stadium has pickup a lot more 5K events.

NFL Security Meeting: One of the topics discussed was the NFL's clear plastic bag policy. A few leagues are having difficulties with this policy and San Diego is one of them. The Chargers has so far spent over \$250,000 to have it implemented. And costs keeps rising with the distribution and purchasing of the plastic bag, and extra staffing required not only for bag checks, but for staff to valet checked in bags not allow into the stadium. The NFL understands the issues and is working with the leagues to figure things out. This policy is not being implemented with Aztecs and Bowl games.

Jehovah Witnesses Convention: Finished three weekends in a row, and it's estimated over 200-250,000 people were in attendance. For this amount of people, the event was well organized, ran smoothly, and incident free.

Stadium Off Season Repairs: Ongoing. Concentrating on painting the walls on the premium level. Helping the Chargers in getting their suites sold keeping the place clean and neat.

Custodial RFP Update: Currently at the evaluation committee. Expecting to have a company approved, and ready to start in August prior to the Chargers game against Dallas on the 7th. If not approved in time by Purchasing and Contracting, a Sole Source will be put in place to get one of the leading companies to come in. With 60,000 people attending the game, the Stadium cannot afford to have people come in and not know what to do or where to get supplies.

Food & Beverage Contract: RFP to be put out in a month.

Paul McCartney Concert: A phone call was received to have the Stadium as a possible venue or as a backup. Ticket sales were the determining factor in having the concert at PetCo Park. If Paul McCartney, or any other artist, cannot generate enough sales to fill a venue, they would rather go to a smaller place than to play to empty seats. But it was still exciting to get that call.

US Soccer: The Stadium is currently bidding for the 2015 World Cup to be played in San Diego. We were able to get it before but fell through with sponsorship issues. That would not be an issue next time around. The problem is that Comic Con has already locked down their date which is around the same time frame, and a lot of the hotels are sold out. Real Madrid has express interest to have an All-Star match at the Stadium but no further word has been received.

Future Events: CalState Games on the 11th, two 5K runs called the Neon Dash and the Costume Party Run this weekend. Outdoor Movie Night for Hunger benefiting the San Diego Food Bank. On the Practice Field is the BraveFest, a concert like festival for teens. Bolt to the Q on the 20th, Islamic Prayer Service

on the practice field on the 29th, an Island Vibe Music Festival on the Practice Field, and FanFest.

Stadium IDs: Waiting to hear from Centerplate when ready for pickup. Once notified, they will be distributed to the Board Members by Maria Villanueva.

VIII. BUSINESS ITEMS

No Report.

IX. COMMENTS BY BOARD MEMBERS

No Report.

X. ADJOURNMENT

Meeting was adjourned at 9:30 am. The next meeting will take place Thursday, August 14, 2014.