



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, August 14, 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	Absent
Member	Ben Clay	Absent
Member	Les Williamson	Present
Member	Jesse Durfee	Present
Member	Luke Pistorius	Absent
Member	Albert Velasquez	Present
Member	Carol Jeffries	Present
Member	Andy Zlotnik	Present

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

Others Present: Bruce Binkowski-Bowl Assoc, Ron Lee and Mark Rapisardi-Centerplate, Ryley Webb-Council District 7

II. APPROVAL OF MINUTES July 10, 2014

Approved. Unanimous.

III. PUBLIC COMMENT

No Report.

IV. COMMUNICATIONS

No Report.

V. CHAIRPERSON REPORT

A. Chairman Rudy Castruita

No Report.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report.

B. AZTECS

No Report.

C. HOLIDAY BOWL

Bruce Bingkowski – Thirteen days before the college football season starts! Every game is being watched to see which team will play in the Poinsettia Bowl. In 2010 it was Navy vs. SDSU and over 50,000 tickets were sold. Again, worth mentioning was the magnificent job the Stadium's grounds crew did the night before the game in draining over 1.3 million gallons of water off the field. With the Navy playing again this year, it will be big for the Poinsettia Bowl, and this is the first year for the Big 10. The Poinsettia Bowl will be held December 23rd kicking off at 6:30 pm with the Navy vs. Mountain West team. Four days later, on December 27th kicking off at 5:00 pm with Pac-12 vs. Big Ten.

Contract negotiations are still ongoing with the Big Ten Conference. A deal was made a year ago and still waiting for the contracts. In talks with other Bowl Associations in Nashville, New York and San Francisco, they too are also waiting for contracts. Latest word is that something will be done soon.

Andy Zlotnik inquired if there will be any impact on pulling the big conferences out with the new rules. In reply, Bruce stated it would not with the way the Poinsettia and Holiday Bowls are set up. Poinsettia Bowl deals with the second tiered conferences, and the Holiday Bowl with the upper tiers. What it may impact is the smaller schools in the big five conferences.

D. OMBAC

No Report.

E. ACE PARKING

No Report.

F. CENTERPLATE

Ron Lee – Marketing collaterals were passed out to Board Members that showed pictures of food items, including Centerplate's two best signature food items, fish tacos and the pork brisket sandwich. Last Thursday was their first event and looking forward to the next game.

Rudy Castruita questioned why ID's are still checked for those obviously over 21 for alcohol. It seems to be a major complaint he often hears. In response, Ron Lee stated that it is a policy to check all individuals regardless of age to avoid age discrimination and to protect Centerplate of any liabilities.

Les Williamson added that the 94th Aero Squadron carded everyone including himself.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Aramark – Is now the Stadium's new custodial provider. They got a small taste in what was in store for them working the Fan Fest event. They did great job working the Chargers vs. Cowboys game on the 7th. It was good to see custodians on the job with mops and brooms as oppose to seeing someone just walk on by. Meetings are held with Aramark a couple of times a week to tighten up their operation. Overall we are pleased with their services.

Personnel – Veronica Valenzuela has been hired as the new Admin Aide II and will be starting on Monday, August 18th. She will report to the Business Manager, Lydia Medina. Veronica once held the Stadium Secretary position and supported the Stadium Advisory Board. With her experience and familiarity of our administrative office, Veronica will quickly move into her job with ease.

Last Tuesday, there was a second reading on the Event Coordinator's position. Hopefully in the next week or so we should be able to start recruiting. As stated in past meetings, the Admin Aide II position was split 60/40. Sixty percent event coordination and 40% admin support. It was deemed too much work for one person to handle. Therefore the position was split to have an Admin Aide II, and an Event Coordinator handling all Stadium events. It is a non-classified position.

Procedures have been initiated for the Program Coordinator position that was vacated by Roy Nail. We are looking to hire within the City due to the fact that the candidate must know internal procedures and processes in preparing 1472's, dockets to present before the Council, know contracts administration, and purchasing & contracting.

Murphy Canyon Runoff – Starting to see progress. A sewer line needs to be repaired to transverse the canal in order to start cleanup in November of this year.

SANDAG – Will commence cleanup in September in the South East corner of the parking lot due to rains and flooding. Chain-link fencing with scrims has been put in place to keep the public from dangerous areas.

Chargers' Suites – Six suites have been refurbished that the Chargers are trying to sell. The City does not receive revenue from suite sales, but the Stadium does incur the expense for maintain them. We are helping the Chargers get through the season in keeping the suites clean.

Acknowledgements – We would like to acknowledge the tremendous job that Bill Gibbs and the Grounds Crew did on the turf. They received an overwhelming amount of thanks and compliments from the Chargers and various Networks. With no dirt show events this year, they were able to plant the grass in March thus allowing it to take root and develop.

Aztecs – Fan Fest will be this Saturday, and their season opener on the 30th against Northern Arizona. As for their Aztec Village which is usually in the F1 area in the West Lot, they have decided to move it near the main gate hoping to generate more interests. Meetings were held with Jim Sterk and his staff, and they have been asking about Wi-Fi. Mike responded that there are a couple of different options in trying to pursue having Wi-Fi. The Chargers are looking into it but would like the NFL to participate. The League had sent a strong suggestion to all 32 teams to have Wi-Fi capabilities. Two buildings were exempt due to its age, Oakland and Qualcomm. Knowing that, Jim understands the physical limitations we have at the Stadium. One option is a re-cabling project which is to budget in additional conduit for a Distributed Antenna System (DAS). When we do a re-cabling of the building, we will add additional conduits to be

able to run cables and hardwire for a DAS in order to get Wi-Fi accessibility. We are currently working on writing the scope for it to go to a RFP.

Albert Velasquez inquired if any cell companies have been approached such as AT&T or T-Mobile, to provide sponsorship. There are cell towers on wheels that can be used when over capacity, to use their network as oppose to building a Wi-Fi network. In reply, Mike stated that AT&T came in two years ago and dropped about \$4 million on improvements to their system. During game days, you could not make phone calls out of here, and with the amount of traffic. When AT&T built the antenna system, they made room to accommodate Verizon, T-Mobile, and Sprint. They offered packages to buy at an unreasonable amount. We have reached out to Qualcomm Corporation and to the NFL. They may be able to get the Networks to help pay for some expenses.

World Cup – A bid was sent in to have one of the games played at the Stadium. They are down to 20 markets, and the Stadium is one of them. In talks with the association, we are looking at July 2015. Cause for concern is Comic Con also scheduled at the same timeframe, and the need for at least four hotels to accommodate the international teams for five to six days.

Events – On July 28th we had the Islamic Prayer Service at the practice field with about 4,000 people. They may be back for the next couple of years. They usually have their services at the Convention Center but conflicts arose with Comic Con. Chargers vs. Cowboys on the 7th, the last pre-season game on the 28th with the Cardinals, and SDSU's FanFest on the 16th. The Stadium is taking up more concert events being held on the Practice Field. We just had the Island Vibe Music Festival. A family oriented event with a south pacific theme, music, Polynesian dancing, and food. It drew in a crowd of 3,500-4000 people. The same promoter, Imagine Media does the Throwback Festival, and Extreme Auto Fest. They are doing extremely well in bringing in more business and use of the practice field. This concludes Mike's report.

VIII. BUSINESS ITEMS

No Report.

IX. COMMENTS BY BOARD MEMBERS

No Report.

X. ADJOURNMENT

Meeting was adjourned at 8:45 am. The next meeting will take place Thursday, September 11, 2014.