



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, September 11, 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	Les Williamson	Present
Member	Jesse Durfee	Present
Member	Luke Pistorius	Present
Member	Albert Velasquez	Present
Member	Carol Jeffries	Present
Member	Andy Zlotnik	Present

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

Others Present: Brian Gansert-Ace Parking, Ron Lee and Mark Rapisardi-Centerplate, Ryley Webb-Council District 7, Nick Pettit-Aztecs, Bruce Binkowski-Bowl Association

II. APPROVAL OF MINUTES August 14, 2014

Approved. Unanimous.

III. PUBLIC COMMENT

No Report.

IV. COMMUNICATIONS

San Diego River Conservancy/Bike Path – Mike stated plans are being made to have a meeting in one of the club room at the Stadium.

V. CHAIRPERSON REPORT

A. Chairman Rudy Castruita

Suggested Board Members to attend a Chargers game and sign up for a seat in the City Box to experience what that is like. Rudy would be interested in getting their feedback. There is also a buffet at a cost of \$25 per person. Board Members would also have the

opportunity to see how the Stadium operates. The Stadium Secretary was asked to forward to the Board Members information on how to request City Box tickets. Mike McSweeney stated that if Members of the Board would like a tour of the Stadium, they can contact him directly to make arrangements.

Jesse Durfee mentioned he purchased a City Box seat and in his observation saw other ticket holders that could barely walk due to their alcohol consumption, an issue that should be addressed (alcohol is provided with the Buffet). In response, Mike recommended a review of the alcohol policy for the City Box. A recommendation would be to possibly remove the alcohol from the buffet package and purchased separately, with a drink limit. John Thomson questioned why wouldn't there be a cut off in the City Box, which Centerplate does on the outside? Mike replied that there is usually one attendant in the City Box that handles buffet payments and wristbands. The attendant should notify Security when they observe disorderly behavior. Jesse Durfee suggested when tickets are sent out; a code of conduct should accompany it. Rudy stated that behaviors in the City Box have progressively gotten worse and requested Mike to address these issues with the City Council and include the suggestions from the Board Members.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report.

B. AZTECS

Nick Pettit – Aztecs had a successful game against Northern Arizona. Looking forward to September 27th against UNLV at Qualcomm Stadium.

C. HOLIDAY BOWL

Bruce Bingkowski – Poinsettia Bowl's possible matchup is Mountain West vs. Naval Academy (Navy needing six wins). Holiday Bowl, Pac 12 looking strong. Big 10 being carefully watched. With Penn State getting off probation, this could mean a Big 10 team possibly coming to San Diego. Bruce also stated the Big 10 contract did arrive.

D. OMBAC

No Report.

E. ACE PARKING

Brian Gansert – Announced that Bill Nelson is no longer with Ace Parking and is to be replaced by Eddy Goldenberg. Eddy has managed the Hilton San Diego Bayfront/Convention Center garage and has been involved with their Events Division. He will be transitioned in the next three to four weeks in order to find his replacement at the Hilton. In the mean time, Brian will be overseeing the operations at Qualcomm Stadium along with Keith Jones and John Baumgardner. Brian stated this is a great opportunity to go over the services they currently provide and make improvements to raise their level of service.

Ben Clay inquired about possibly adding a Radio Frequency (RF) chip embedded in parking pass so automobiles can quickly move along. In response, Brian said they are currently using handheld devices which are Apple iPhones with a modified case that

scans passes, and now has a credit card reader. The devices are linked to iCloud and to the Chargers' pre-sale permit program. With the credit card reader, they are now able to use this as an alternate form of payment.

Rudy Castruita mentioned parking attendants not knowing how to direct pass holders to their designated parking area. This causes frustrations and backed up traffic. In reply, Brian Gansert will be giving all attendants a Stadium guide showing all gate entrances and parking areas. Ace Parking will be focusing on educating and preparing their employees before each game.

F. CENTERPLATE

Ron Lee – August was a slow month but allowed for working out some kinks with new concepts that were developed. Emphasis has been on cleanliness and organization of venues, as well as employee training. Starting Sunday a signature will not be required when using a credit card for purchases under \$50.

Other Centerplate news is the appointment of Chris Verros as the interim CEO.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Murphy Canyon Run-off – Meeting with Storm Water group on September 18th to plan how this project needs to move forward and not affect events happening at the Stadium. This project is for the Eastern part of the parking lot with a run-off that gets clogged and floods the parking lot.

Spalling Project – A kickoff meeting will be next week to discuss the second part of the project. Last year, repairs were made from falling chips of cement due to the age and flexing of the Stadium. This project continues with additional work to the light rings.

Aramark – Seeing good results, but still a ways to go. It will take a full season for Aramark to get familiarized with how things work at the Stadium.

Personnel – In the process of hiring a consultant, Chris Bigelow of The Bigelow Company, to assist with the Food and Beverage RFP along side with the City's Purchasing and Contracting Department. Centerplate's contract expires in February 2015.

Aztecs – Met with the Aztecs' Athletic Department and discussed enhancements of the fan experience. Main topic was the Stadium having Wi-Fi capabilities, cabling for antenna system, and its cost of services.

Events – Great Aztecs Fan Fest turnout. Chargers vs. Seattle game is sold out with full media coverage. A challenge for the crew and Aramark, will be back to back games with Aztecs vs. UNLV on Saturday 27th, and Chargers vs. Jaguars on Sunday 28th.

VIII. BUSINESS ITEMS

No Report.

IX. COMMENTS BY BOARD MEMBERS

No Report.

X. ADJOURNMENT

Meeting was adjourned at 8:55 am. The next meeting will take place Thursday, October 9, 2014.