



## **QUALCOMM STADIUM ADVISORY BOARD**

Minutes of Regular Scheduled Meeting

**Thursday, January 14, 2016**  
**STADIUM ADMINISTRATIVE OFFICES**

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### **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	Absent
Member	Jesse Durfee	Present
Member	Luke Pistorius	Present
Member	Albert Velasquez	Absent
Member	Carol Jeffries	Present
Member	Andy Zlotnik	Present

**Staff Present:** Mike McSweeney-Stadium Manager; Josh Brown-Stadium Events Coordinator; Maria Villanueva-Stadium Secretary

**Others Present:** David Noll-SDSU Aztecs; Mark Neville-San Diego Bowl Games; Eddy Goldenberg-Ace Parking; Alex MacKenzie-SD Sportservice.

### **II. APPROVAL OF MINUTES**

A. Minutes of November 12, 2015 – Approved. Unanimous.

### **III. PUBLIC COMMENT**

No Public Comments to report.

### **IV. COMMUNICATIONS**

No Communications to report.

### **V. CHAIRPERSON REPORT**

A. Chairman Rudy Castruita – No report.

### **VI. BUSINESS PARTNER REPORTS**

**A. CHARGERS**

No Report.

**B. AZTECS**

David Noll – Finished off with a great season 11-3 with a 10 game winning streak and finished 29<sup>th</sup> on the final polls. Looking forward to next year with a great home schedule and bringing a Pac 12 team to California. In the works is possibly getting Boise State to come out.

John Thomson inquired about the Mountain West contract not being clear on whether SDSU was getting the championship game. David Noll replied what the school's presidents agreed to was to protect the highest seeded team and having the chance to go to the "new year's six" Bowl. And if the team did not have the best record, they would have the opportunity to host and earn the revenue from a big Bowl game.

**C. SAN DIEGO BOWL GAMES**

Mark Neville – Wrapped up the year. Attendance was down for the Holiday Bowl which was around 48,529. College athletics is changing with a lot of things in play. There are 41 bowl games, conference championships, and more mid-season games. This will be a big year for the association, changing its business model to stay on top.

Rudy Castruita inquired about the impact the conferences and the new contract with the Big 10 would have on the Bowl Association. Mark Neville replied the association knew the risks associated in signing with Big 10 and Pac 12. Team payout went up a \$1 million in one year, and ticket commitment from each of the schools was reduced by 9,000 tickets, a \$750,000 in revenue. To secure that match up, \$1.75 million is needed to spend in year one. Annual payouts would go up to \$250,000. Last year's annual payout was a little less than \$6 million.

Ben Clay inquired about the Poinsettia Bowl's viability due to lack of attendance at last year's game. Mark Neville stated contracts are in place with ESPN through this year as well as with the title sponsor.

**D. OMBAC**

No Report.

**E. ACE PARKING**

Eddy Goldenberg – Revenue was down a little for last year, but December was great month with the Championship game, Poinsettia and Holiday Bowl.

Rudy Castruita complemented the improved level of service by the Ace Parking staff in directing traffic. Ben Clay also commented on the staff being more knowledgeable, helpful and courteous.

**F. SAN DIEGO SPORTSERVICE**

Alex MacKenzie – Although in "shutdown mode", preparations are being made for US Soccer's Women's National Team against Ireland. It was a successful year for 2015. This being their first year at Qualcomm Stadium, revenue could not be determined whether it was up or down. But very happy with revenue per capita. Challenges from day one was

a management staff of one, to a full staff by mid-season. Excited to be here and looking forward to whatever the future may hold for Qualcomm Stadium.

## **VII. STAFF REPORT**

### **A. Stadium Manager Mike McSweeney**

Holiday Bowl – Meetings were held with the Bowl Association and key departments heads involved on issues that arose at the event, from negative situations on the ingress to security's failure to adequately man the entrance gates. These issues were not taken lightly and an action plan was put in place to be better prepared. A repeat of these occurrences will not happen again for 2016 and for all other stadium events.

El Nino – Survived the last rainfall. Thanks again to the Storm Water Division for completing the dredging of the Murphy Canyon runoff. Drainage worked well and no reports of flooding. The Stadium is doing well for a 40 year old building with just a few leaks and stained tiles to repair.

Operations – Operationally, ended the season well.

Staffing – Position unfilled are two BST's, a re-classification, and a retirement.

Chargers – A letter must be received by the City of San Diego stating their intention of leaving or staying. The deadline starts February 1, 2016 and ends May 1, 2016.

Naming Rights – Expires in 2017.

Budget Mid-Year Monitoring – A report will be given to the Board Members next month.

Closed Captioning – Currently exploring an app for smart phones. Also looking into purchasing a smart phone holder to be attached to the seat.

Events – The Mountain West game was a great event to have at the Stadium. Up next in a couple of weeks is the US WNT vs. Ireland.

Delaware North/San Diego Sportservice – Many thanks for the great job they've done this season.

Ace Parking – Re-striping of the parking spaces improved the flow of traffic exiting the stadium parking lot. Great job on the re-design of the parking spaces.

## **VIII. BUSINESS ITEMS**

No items to report.

## **IX. COMMENTS BY BOARD MEMBERS**

No comments to report

## **X. ADJOURNMENT**

Meeting was adjourned at 8:50 a.m. The next meeting will take place Thursday, February 11, 2016.