



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, April 8, 2010

STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:15 am.

Board Present:

Chairman	Rudy Castruita	Present
Member	Jeff Jeffery	Present
Member	Luke Pistorious	Present
Member	Ben Clay	Present
Member	David Baron	Present
Member	Kim Folsom	Absent
Member	Carlos Vasquez	Present
Member	Michael Simonsen	Present
Member	Les Williamson	Present

Staff Present: Lauren Griffin, Clerical Assistant II

Others Present: Susan Hawke - Centerplate, Chet Barfield – Council District 6, Tim Strawn – Ace Parking, Brent Schrotenboer – Union Tribune

II. APPROVAL OF MINUTES March 11, 2010

Approved with one minor correction. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

Documents from City Attorney Deb Bevier regarding duties, responsibilities, municipal code, and links pertaining to the board were distributed. Chet Barfield provided documents regarding past communications about the Friars Rd marquee signs.

Rudy read part of the last page from Deb's distribution which states: a) The board shall conduct public meetings to provide a forum on stadium operations and receive input from the public, b) serve as liaison between the public and stadium tenants, contractors, and the city, c) provide recommendations to the mayor and city council on any action that requires city council approval, and d) will have no financial or budgetary authority.

Ben is interested in an update on the plume and the consultants the city is considering hiring to evaluate it. He would like more up front information so he is prepared when asked about stadium issues. Carlos is in favor of creating committees, as was discussed previously. He wants the format for proposing items during meetings or adding them to the agenda clarified, or created if there isn't one. He is unsure if there is a consensus of methods for bringing things to the table & addressing things. Jeff spoke of administrative committees in the past that were effective. What the board gets involved with is at the discretion of the manager of the stadium. Jeff and Michael were very involved with the Auto Connection lease. Jeff also was involved in the SDSU lease. These types of committees have not happened as often as in the past, but there have also not been as many issues brought forth. Volunteers are requested, and it depends on who has time to participate. Maybe a formal committee structure might be better, but the way it was done in the past has been effective. Michael added that if the board does not know about it, they cannot act on it, and that he also was unaware of consultants for the plume issue. Most agreed they would like to be given more information about issues as they happen so they can help and be involved, rather than hearing about things after the fact. If structured committees are set up, more action is likely to follow. The board can be a resource. They do recognize managing the stadium is overwhelming and that it is easy to become focused on getting tasks completed and putting out urgent fires, rather than itemizing and involving others. If there is a big issue, maybe members of the board can tackle part of it and be of service. Carlos suggested there could be a committee dedicated to finding more revenue for the stadium. If they understand the parameters, costs, & procedures of bringing in events, they can be more effective. They used to get financial reports about 3 years ago, but those stopped for some reason. Receiving financials for review prior to each meeting or on a quarterly basis would give the board better understanding what might actually be helpful. They are concerned that there is a procedural issue in getting information out to the board.

Rudy will set up a meeting with Mike and 3-4 board members to discuss setting up standing committees, distribution of financial reports, and executive summary updates on board issues & how they are going prior to meetings.

Jeff commented that Mike was originally hired specifically for marketing, and there was 25-30% more staff than there is now. Mike also has to follow the directive of his supervisor, so the board will have to be realistic and respectful of those factors. Carlos reiterated that he has concerns how board meeting decisions are come to. How does everyone agree there is a consensus versus the chairman just making a decision? He is concerned that maybe all input from board members is not being received.

Rudy stated that the board should be able to form committees, but he would like to bring a summary to Mike as a courtesy, as he will need to work with them for them to be effective. Rudy is not necessarily the decision maker, he is just a conduit to Mike. Ben concurred that offering help and courtesy is the appropriate first step. If this is not helpful, perhaps they can meet with Jim Barwick or the council for suggestions of other ways they can be involved. Rudy, Ben, Jeff, and Michael will meet with Mike within the next three weeks to discuss these issues and come back to the board with recommendations on how to proceed. Les suggested that they examine previous committees and see what may have gone wrong in the past. Ben added that we should also allow time for a response to these requests.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

No Report

C. BOWL ASSOCIATION

Dates and times for the 2010 games are being firmed up. ESPN controls the times. A 7pm start time would be bad for ratings, a 5 pm start time is bad for traffic. ESPN is not concerned about the ratings. David is strongly in favor of trying to route parking for those games to SDSU, as it is 2 trolley stops away, and school will be out. Ben also wants to be sure MTS is involved to ensure the necessary expanded service. Bruce responded that there have been preliminary discussions about this, and they will be doing a big PR campaign to get such info out to the public. Rudy suggested forming a parking committee. Economic impact is somewhat dictated by the teams that are playing. It was very positive this year. A bowl eligible naval academy will be coming for the Pointsettia bowl, and this should be a good draw.

D. OMBAC

No Report

E. ACE PARKING

Quiet right now. Rock & Roll Marathon is supposed to use our parking lot, and there should be a meeting for that next week.

F. CENTERPLATE

Centerplate is continuing efforts to drive revenue into meeting rooms. They are restructuring staff and in the process of hiring a person to go out and solicit business. Consistent non-event catering, maybe on a weekly basis is being sought. New food package offers are being created for Chargers and Aztecs games. There will be a facelift and layout revamp to food stands, and a new handyman has been hired. They are focusing on speed of service. They will be providing service to the boy scout sleepover on the practice field this weekend.

Susan manages customer complaints and works very closely with the director of catering at the convention center. The stadium sometimes absorbs extra business from there rather than turning them away. Carlos is interested in what the partnership, revenue, and expense of working with Centerplate entails. Susan is willing to prepare an info sheet of available space & costs for the board. The board can maybe work with her and would welcome anything she can forward. If suggestions are useful she can use them, if not they can be disregarded. Jehovah's Witnesses will be replacing the club level concourse carpet this year. They replaced the carpets inside the clubs last year.

G. SAN DIEGO AUTO CONNECTION

No report.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Mike out of town.

VIII. BUSINESS ITEMS

A. Marquee Signs:

Les was involved with two meetings with McCain Electric, who originally installed the signs. The first meeting, they assessed them, and came up with a replacement plan. The second meeting, they discussed expanding the plan, as the stadium had been used for a different purpose during the fire emergency. Mike was going to contact the Dept of Homeland Security to see if we can get funding from them. They wanted to try to incorporate the other freeway signs with Caltrans info. The city owns the signs, but there seems to be some confusion over who programs the messages they display. Syncing of stoplights is also to be part of the discussion.

B. Blackout Rules Issue:

Lori Saldaña is introducing a bill to ensure that professional sports teams who receive public funding provide local broadcasts of their games, even when tickets remain available. If the NFL refuses, there is talk of ending such public subsidies.

David checked, but there has been no further movement on the issue.

IX. COMMENTS BY BOARD MEMBERS

Rudy wants to move the next meeting to Wednesday the 12th.

Lisa Gordon has left the Mayor's office, and has been replaced by Jamie Bradford. Michael Simonson has talked with her. Jeff terms out at the end of the year, so there will be a vacancy.

The board wants to be very involved in any discussions regarding stadium reuse if the downtown stadium happens. The gas plume has to be cleaned up or nothing can happen.

X. ADJOURNMENT

The next Regular meeting will be Wednesday May 12, at 8:15 am.