

QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday, August 10, 2006
Stadium Administrative Offices, Suite L48

I. CALL TO ORDER / ROLL CALL

The meeting was called to order by Vice Chairperson Michael Simonsen at 8:20 am.

Members Present: Joe Martinez, Michael Simonsen, Karen McElliott, Harold Lewis, Si Coleman, Regina Petty and Les Williamson.

Staff Present: Shannon Thomas Deputy City Attorney; Stadium Manager Erik Stover; Marketing Manager Mike McSweeney; Stadium Operations/Turf Manager Steve Wightman and Kathy Stevens Stadium Secretary.

Others Present: Steve Schnall, Deborah Sandy SDSU; Scott Marshall Centerplate; Cheryl Tishue Holiday Bowl; Lin Walton OMBAC; Brent Schrottenboer Union Tribune.

II. APPROVAL OF MINUTES OF July 14, 2006

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communications

V. CHAIRPERSON REPORT

Chairperson Jeff Jeffery was absent. Vice Chair Michael Simonson had nothing to report.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Steve Schnall, SDSU Associate Athletic Director, commented that they had exceeded season ticket sales from the year prior. He also described the Family Day event scheduled for August 19.

Deborah Sandy, SDSU, announced a new sponsorship with Pepsi.

C. HOLIDAY BOWL & POINSETTIA BOWL

Cheryl Tishue reported that the Holiday Bowl has at a current renewal rate of over 90% and the Poinsettia Bowl has a current renewal rate of over 70%.

D. OMBAC

Lin Walton commented that OMBAC was meeting with stadium management to discuss field usage and that they would be submitting their schedule for the upcoming season in about a month. He also restated that OMBAC won the Pacific League title a couple of months prior and that the 7's team was competing in Washington later in August.

E. ACE PARKING

No Report

F. CENTERPLATE

Scott Marshall reported on the installation of TurboTap on all draft beer locations. The new system will help with speed of service and reduce product waste. He also announced a two phase process to insure responsible alcohol distribution. The first phase is a new policy requiring that ALL alcohol purchasers must show ID, regardless of age. The next step will be to have Centerplate's point of sale (POS) system to authenticate all IDs and to automatically release the cash register for alcohol purchases once an ID is verified.

Karen McElliott questioned the reasoning of checking the ID of someone who is clearly of age. Scott Marshall stated that the goal was to remove objectivity from each transaction and that the ID process was eventually going to include computerized verification. Karen recommended that Centerplate talk to the management at Petco Park about the new policy because they tried a similar one before.

Michael Simonson asked when this policy was going to start and if there has been any notice to the public. Scott Marshall stated that it was going to start on August 12 (Chargers/Packers game) and that Centerplate was working with the Chargers to do a media campaign.

Les Williamson asked if there was a limit on the number of beers that could be purchased. Scott Marshall stated that the general rule was two beers may be purchased per transaction.

Michael Simonson asked if training has been conducted. Scott Marshall confirmed that training was ongoing.

Scott Marshall also reported that a new Charger Team Store would be opening soon.

VII. STAFF REPORT

A. Stadium Manager

Erik Stover reported that both the no smoking and glass bottle ordinances were approved by the City Council and that a second reading of the ordinances would take place in early September. If the Council affirms the ordinances at that time, then there will be a 30-day waiting period before the ordinances officially become enacted.

Karen McElliott asked if there was any testimony against either ordinance. Erik Stover stated that there was only public comment in support of the no smoking ordinance and that the Council voted the two ordinances through on consent.

Erik Stover reported that the stadium was establishing RV only parking lots for ALL stadium events. Those lots will be A3 and J3. He also stated that he discussed this plan with all of the stadium tenants and that they supported this plan.

Joe Martinez asked if cars would be able to park in the RV lots. Erik Stover replied that the lots were striped in a way that cars could easily be “backfilled” into the RV lots.

Erik Stover stated that he was impressed with Street Scene and the work that was done by the promoter and City agencies such as the Police Department, Fire Department, EMT’s, etc.

Les Williamson asked about the injury that occurred on the last night of the event. Erik Stover stated that he felt that the emergency responders handled the incident properly and that latest reports were stating that the injured person was recovering well.

Les Williamson stated that he thought the promoter did a much better job managing the sound complaints this year.

Karen McElliott asked about the revenue that the City receives from Street Scene. Erik Stover stated that they were working on a long term extension with Street Scene and hoped that the new contract would bring more favorable terms.

Erik Stover closed his report by stating that the Chargers will be installing a synthetic turf warning track on the south sideline.

B. Marketing Director

Mike McSweeney reported that he is working with a promoter for the Stars and Stripes festival for June of 2007. It is a festival event that would include music, fireworks and other activities.

Mike McSweeney reported that he was working with MLS on several potential soccer games. Those events would possibly happen in January through June 2007.

C. Deputy City Attorney

No Report

D. District 6

No Report

VIII. OLD BUSINESS

A. No Report

X. COMMENTS BY BOARD MEMBERS

Si Coleman extended regards from Bill Wilson, former stadium manager.

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:50 am.

The next Regular meeting will be Thursday, September 14 at 8:15 am.