

QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday, September 14, 2006
Stadium Administrative Offices, Suite L48

I. CALL TO ORDER / ROLL CALL

The meeting was called to order by Chairperson Jeff Jeffery at 8:15 am.

Members Present: Michael Simonsen, Karen McElliott, Si Coleman, Regina Petty, Les Williamson and Jeff Jeffery.

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

Others Present: Steve Schnall, Deborah Sandy SDSU; Scott Marshall Centerplate; Bruce Binkowski Holiday Bowl; Archie Neilson San Diego Auto Connection.

II. APPROVAL OF MINUTES OF August 10, 2006

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communications

V. CHAIRPERSON REPORT

No Report

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

- B. **AZTECS**
Steve Schnall reported that at the last Aztec Game the lines at the concession stands were exceptionally long. Scott Marshall from Centerplate responded by saying that they had underestimated the number of attendance and therefore did not have enough employees scheduled. He also commented that the I.D. check for alcohol and only 1 alcohol beverage per person added to the long lines. Scott mentioned that they will be going back to 2 alcohol beverages per person at the next game.
- C. **HOLIDAY BOWL & POINSETTIA BOWL**
Bruce Binkowski reported that last weekends Wiener Dog races were a great success. Bruce commented on a job well done that weekend by the Stadium Staff. The Hole-in-One golf tournament will be held next weekend at Stadium Golf. Renewal tickets for Poinsettia Bowl are at 73% and Holiday Bowl is at 93%.
- D. **OMBAC**
No Report
- E. **ACE PARKING**
No Report
- F. **CENTERPLATE**
Scott Marshall commented that they are looking to open the new store on non-event days to generate more revenue. Scott stated they have had great success with the one they have now.

VII. STAFF REPORT

- A. **Stadium Manager**
Erik reported that both the no smoking and the glass bottle ordinances were passed by City Council and that they will become law on October 12, 2006.

Erik encouraged everyone to take a tour of the new team store at Gate G. He stated that it was a good example of cooperation between, the City, Centerplate and the Chargers.
- B. **Marketing Director**
Mike reported on the Hispanic Pop and Country Shows, which will take place spring of 2007 on the practice field. There will be six to seven shows. Mike commented on commercials and local TV shows that have been taken here at the Stadium. Enid Warnock has been the one behind signing all the filming contracts and deserves all the credit.
The Paintball Tournament was held last weekend. Mike commented that the Stadium will be getting a long term contract with them and the tournament will be moved to later in the fall.

C. Deputy City Attorney
No Report

D. District 6
No Report

VIII. OLD BUSINESS

A. No Report

X. COMMENTS BY BOARD MEMBERS

None

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:40 am.
The next Regular meeting will be Thursday, October 12 at 8:15 am.