

QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday, October 12, 2006
Stadium Administrative Offices, Suite L48

I. CALL TO ORDER / ROLL CALL

The meeting was called to order by Vice Chairman Michael Simonsen at 8:15 am.

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

Staff Present: Stadium Manager Erik Stover; Marketing Manager Mike McSweeney

Others Present: John Serrano Deputy City Attorney; Lisa Gonzalez Council Rep.; Jeff Schemmal, Steve Schnall, Deborah Sandy SDSU; Scott Marshall Centerplate; Bruce Binkowski Holiday Bowl; Lin Walton OMBAC; Brian Gansort Ace Parking

II. APPROVAL OF MINUTES OF September 14, 2006

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communications

V. CHAIRPERSON REPORT

Michael Simonsen thanked all business partners for coming to the Board meetings and asked Stadium Manager Erik Stover to assist him in writing a letter to the Chargers requesting their attendance at the Board meetings.

Michael also mentioned that on last Sunday Night Football, John Madden stated that Qualcomm's field is the best in the NFL. Michael thanked Steve Wightman and all the ground crew for all their hard work.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Steve Schnall stated the logo and field looked great. Steve reported that the Skyshow was a great success.

C. HOLIDAY BOWL & POINSETTIA BOWL

Bruce Binkowski commented that ticket sales for Holiday Bowl are almost at 60,000 and for Poinsettia Bowl are at 38,000.

D. OMBAC

Lin Walton reported that Rugby practice will start next month.

E. ACE PARKING

Brian Gansort reported on changes to the parking program continue to go well. R.V. parking has been the most positive. Brian stated that they are getting a lot of feed back from the public.

Karen McElliott commented on how long she had to wait to get inside the Stadium parking lot at the last Charger game. Karen stated that there was no one to regulate the pedestrians to exit the Stadium after the game.

Brian stated that they will meet with the Police Department to go over those situations.

Joe Martinez commented that when leaving the Stadium, there is gridlock at the main gate.

Brian explained that the Chargers Premium Parking in front of the main gate has changed the procedure in exiting the games.

F. CENTERPLATE

Scott Marshall reported that they had a very successful September and they are gearing up for the next 3 months.

VII. STAFF REPORT

A. Stadium Manager

Erik Stover reported on the launch of the new Stadium Web Site. It will improve are customer service and is very beneficial to our tenants and staff.

Erik commented that he is working with Urban Corp on a recycling plan that will have numerous benefits not only for us, but for everyone.

The Stadium will be getting 2 interns from Urban Corp. The interns will work 20 hours a week. One will be working with the ground crew and the other will work in the office.

Michael Simonsen commented on the trash outside the Stadium.

Erik stated the Stadium will be working with Streets Division to help clean up the streets around the Stadium.

- B. Marketing Director
Mike McSweeney reported on a series of Hispanic Concerts on the practice field starting April through October.

On February 28, the Mexican National team will play with a opponent to be announced later.

On June 30, a country music festival called Stars and Stripes which will be a day long event.

Mike thanked Regina Petty for having her son's 16th birthday party here at the Stadium.

- C. Deputy City Attorney
No Report

- D. District 6
Lisa reported that the Skyshow complaints were from residents further away than usual.

VIII. OLD BUSINESS

No Report

X. COMMENTS BY BOARD MEMBERS

No Comments

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:40 am.
The next Regular meeting will be Thursday, November 9 at 8:15 am.