



# QUALCOMM STADIUM ADVISORY BOARD

## Minutes of Regular Scheduled Meeting

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### APPROVED MINUTES

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Thursday, December 11, 2008  
STADIUM ADMINISTRATIVE OFFICES

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#### I. CALL TO ORDER / ROLL CALL

Member Si Coleman, acting at the request of Chairman Les Williamson called the meeting to order at 8:25 am.

##### Board Present:

Chairman	Les Williamson	Absent
Vice Chair/Administrative Chair	Jeff Jeffery	Absent
Member	Si Coleman	
Member	Ben Clay	
Member	David Baron	
Member	Kim Folsom	
Member	Carlos Vasquez	
Member	Michael Simonsen	Absent
Member	Rudy Castruita	Absent

**Staff Present:** Mike McSweeney Stadium Manager; Kathy Stevens Stadium Advisory Board Secretary.

**Others Present:** Brent Schrottenboer San Diego Union Tribune;

#### II. APPROVAL OF MINUTES November 13, 2008

Approved. Unanimous

#### III. PUBLIC COMMENT

No Comments

#### IV. COMMUNICATIONS

No Report

**V. CHAIRPERSON REPORT**

No Report

**VI. BUSINESS PARTNER REPORTS**

**A. CHARGERS**

No Report

**B. AZTECS**

No Report

**C. HOLIDAY BOWL & POINSETTIA BOWL**

Bruce Binkowski reported that they expect 40,000 in attendance for the Poinsettia Bowl. The Holiday Bowl attendance will be about 64,000. ESPN is going to focus heavily on the promotion of the Poinsettia Bowl. They see it as one of their premier Bowl Game this year.

Si Coleman commented on behalf of the Board, that under Bruce's leadership, the City and the people of San Diego are the beneficiaries of two outstanding events we look forward to every year. There is no bowl that matches up to what Bruce and the red coats do here in San Diego. The festivities and the pageantry are unmatched by any other Bowl Game. This is just one of many critical reasons why we cannot lose a major Stadium facility in this City.

Ben Clay asked about the flow of traffic on Friars Road near Costco. Once you get off 163, there is nothing coordinating the flow of traffic to the Stadium.

Mike McSweeney stated that the LED Signs all along Friars Road are non-operable due to out dated parts. Mike said he has appealed to the City Engineers in the past and has spoken with Chair Les Williamson to help proceed with this project.

Ben stated that it is more of the traffic signals that need controlling.

Mike responded that it would be a good idea to bring Ron Litzinger of Special Events to discuss this issue.

**D. OMBAC**

Lin Walton stated they are in full swing of practices.

**E. ACE PARKING**

No Report

**F. CENTERPLATE**

Scott Marshall reported that they are very excited about the Poinsettia Bowl and Holiday Bowl match up.

**G. SAN DIEGO AUTO CONNECTION**

No Report

**VII. STAFF REPORT**

- A. Stadium Manager Mike McSweeney  
Mike McSweeney reported that the San Diego Bowl Agreement has now been signed for the next three years.  
The SDSU Agreement meeting went well and should be signed shortly. Many thanks to Jeff Jeffery and Les Williamson for their attendance at the meetings.
- B. Deputy City Attorney  
Paul Prather requested to the new City Attorney Jan Goldsmith that he would like to stay and represent the Stadium.
- C. District 6  
Chet Barfield-no report

**VIII. NEW BUSINESS**

None

**IX. OLD BUSINESS**

None

**X. COMMENTS BY BOARD MEMBERS**

David Baron thanked Mike for how the Raider Game was run.

Mike responded that he would pass that along to the Charger Game Day Staff, Elite Security and others for working very hard to eradicate the fan behavior.

Carlos Vasquez would like to have a tour of the Stadium.

**XI. ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:00 am.  
The next Regular meeting will be Thursday January 15, at 8:15 am.