



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, November 12, 2009
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Acting Chairman Ben Clay called the meeting to order at 8:15 am.

Board Present:

Chairman	Rudy Castruita	Absent
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: Mike McSweeney, Stadium Manager; Lauren Griffin, Clerical Assistant II

Others Present: Archie Neilson – San Diego Auto Connection, Scott Marshall - Centerplate, Bruce Binkowski – Bowl Association, Chet Barfield – Council District 6, Nick Petit - SDSU, Lin Walton - OMBAC, Brent Schrotenboer - Union Tribune.

II. APPROVAL OF MINUTES September 10, 2009

Approved. Unanimous.

III. PUBLIC COMMENT

Chet Barfield of Council District 6 raised concerns from a constituent regarding trash after games blowing into the river and surrounding neighborhoods. Scrim has been added to the fencing to prevent items from blowing through as easily. Streets Division will need to be contacted. Urban Corps' contract limits them to stay within the stadium footprint. Streets may be able to coordinate regularly scheduled cleaning with game days. It might help to put more waste receptacles around the stadium perimeter. Public signs/reminders are also a thought.

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

Luke, and Rudy attended a meeting regarding the business plan about 6 weeks ago. Program Manager Roy Nail has been assigned to work on it, and it is still in progress.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

Things are going well, the last game of the season will be this upcoming Saturday. They expect between 17 and 20,000 fans. If they get a win, it will make them Bowl eligible.

C. HOLIDAY BOWL & POINSETTIA BOWL

Still too early to tell which teams. Having a good sponsorship year. They are close to meeting their budget goals. Honorary spokesperson has been chosen, but has not been announced yet – was Kermit last year.

D. OMBAC

Have had a hectic few months. They are about a month and a half from their regular season. They have given Michele a tentative schedule.

E. ACE PARKING

No Report

F. CENTERPLATE

Had a good Raider game. Arrests were down. Alcohol restrictions are a positive thing. Upcoming Eagles game will probably be the biggest, with fans from Philadelphia coming. Concession sales are strong. Premium and merchandise are down a little, but that was expected. UT reported that spot on vegetarian/PETA list has gone from #1 to #10. They have a competition with other stadiums, so they will fight hard to regain their spot. 49ers and Raiders are now above us, which was surprising, especially with new products that had been added.

G. SAN DIEGO AUTO CONNECTION

Have not had any RV or auto sales for 6 weeks. New partner Pacific Marine Credit Union will be sponsoring the upcoming sale. With a direct market of 20,000 local Marine families, they hope for a good turnout. They are offering free turkey giveaways and other exciting promotions for the local military. Number of sales per dealer is holding, but number of dealers participating has dropped off.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Season is going well. Number of incidents with Oakland game is down, which is positive. Alcohol management policies seem to be having an effect. All games have gone well, building has done well, and staff is working very hard to be sure that it does. This week will be our tightest turnaround, with Aztec kickoff at 7pm on Saturday, and Charger kickoff at 1pm on Sunday. Extra staff is on hand, and work will be done around the clock to be sure the facility is ready to open. Gates will open at 10 am on Sunday.

The Oct 19th press box fall fatality was touched on, and it was a tragic loss. Medical, security, fire, and police response was immediate. Game opening was delayed by about 30 minutes. Walt worked for the Chargers for many years. He had also worked for the Holiday Bowl in the past. The Chargers included a nice dedication in their program about him, his family, and his enthusiasm for sports, which Mike brought to share with the board.

The fact that things run smoothly most of the time brings into focus the volume of people that are actually here on game days. 70,000 people is the equivalent to three small towns, and all of the things that can happen in any city, can also happen in our building. We will continue to think about and expand our safety practices, in order to achieve the best management systems possible.

Due to the citywide \$180 million shortfall, we are being asked to revisit additional mandatory cuts to our department budget. We are looking at every possible way to reduce our budget and comply with the directive from the mayor's office. We should hopefully have better detail of what that will entail by the next meeting. Right now it is all in flux.

We met with SDG&E last week to evaluate the entire stadium energy plan. We have invested in some software that can control all lighting, from field lights, all the way down to lights in closets. There are 80 electric meters in the stadium. We will be able to track when energy usage spikes, trace the source, and pinpoint who is responsible for it. Some money saving, energy reducing ideas include adjusting when field lights or full stadium lights are lit before games, and possibly turning off parking lot lights on non event days. 4000 lights in the stadium have been replaced with the new style of bulbs.

Plans to add 2 recycling redemption centers on site are moving forward. Urban Corps will operate them at no cost to the stadium. The southwest corner will have a center open Monday through Friday. The northeast corner will have another one open on major event days. Both will pay cash on the spot. This should help keep the recyclables on site, further supporting our contract with Urban Corps, and hopefully keep the parking lots cleaner.

Urban Corps is also going to haul away two large, non working trash compactors at no cost to us. They have been broken for years, and this will free up the space for the recycling center.

Kinder Morgan is status quo. They use a subcontractor to dig and monitor the wells. They coordinate to do their work around the various parking lot events. The wells have not caused any problems with parking. There has not been any new info on the plume expanding, but those conversations may be held downtown and not shared with us.

Les read an article that mentioned the stadium being used as an emergency evacuation site. The stadium has been designated as the first place to go in a disaster. It can hold people for 3-4 days, but is not meant to be long term housing. The city employees who originally worked on this project were laid off in the first round of budget cuts, and the project stopped. They may be rehired as consultants to work specifically on that project. The mayor would need to present this plan to council at some point. The support money would come from homeland security, and not affect the stadium budget. Expenses incurred during the fires were recorded and submitted to risk management for reimbursement from insurance. Food and clothing donations were generous, so our expenses was not as high as expected.

- B. Deputy City Attorney
No report.

VIII. NEW BUSINESS

Board members attendance at games: Ben bought a ticket and came to the Aztecs game. He contacted Mike when he got here and was able to look around in some different areas. Rudy will be attending the game on November 15th.

IX. OLD BUSINESS

How do we promote the stadium and what is the cost? Mike does not think it requires a large amount of money. The bid for World Cup 2018-2022 is still in progress, and marketing is sometimes a group effort. People from the Visitor's Bureau and the mayor's office are at a three day meeting in New York promoting Qualcomm stadium. There is also a local public-private entity that forms the local organizing committee that will relieve some of the funding for the pursuit and solicitation of the bid. Working with other agencies helps offset some of the costs we don't have the budget for.

Ben heard similar reports to what Mike has been saying regarding the lack of large concerts when he was in San Francisco recently. Most acts are looking for smaller venues, and Los Angeles seems to be the most desirable market location.

Mike responded that San Diego has a reputation as a soft market. Many of the local promoters have been the same for 35 years. They have a lot of money to lose.

X. COMMENTS BY BOARD MEMBERS

David mentioned an event he did here for approximately 350 people, and how cost effective it was. Meeting rooms downtown are more expensive when you factor in the cost of parking. Promotion of meeting rooms might be a good addition to the business plan.

Mike relayed a similar effort has been done about a year ago. Meeting planners were invited out for tours of the stadium. Centerplate put on an impressive demonstration of different room configurations, decor, and food stations.

Other outreach suggestions included the County Bar Association, Medical Association, Continuing Legal Education, Kiwanas, and Rotary, all groups that need to have regular meetings.

Centerplate mentioned that they do take some of the overflow from the Convention Center, but a more concentrated marketing plan was something to think about.

Carlos asked the group be emailed about when the meeting for the business plan will be. Luke and Rudy have been present to represent the board. Once there is a document to review, it will be forwarded to the group. The group would also like to be advised if there are incidents, as the board members get asked questions from time to time.

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:00 am.

The next Regular meeting will be Thursday December 10, at 8:15 am.