



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, November 14, 2013
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:17 am.

Board Present:

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| Chairman | Rudy Castruita | Present |
| Member | Carlos Vasquez | Present |
| Member | Ben Clay | Present |
| Member | David Baron | Present |
| Member | Les Williamson | Present |
| Member | Jeff Jeffrey | Present |
| Member | Luke Pistorius | Absent |

Staff Present: Mike McSweeney-Stadium Manager, Nahdia Mohammed-CA II, Vicki Summers-Payroll Specialist

Others Present: John Thomson-Board Member, Albert Velasquez-Board Member, Jess Durfee-Board Member, Bruce Binkowski-Bowl Association, Ron Lee-Centerplate, Mark Rapisardi-Centerplate, Kevin McKernan-San Diego River Conservancy, Stephan Vance-SANDAG, Robin Shifflet-City of San Diego, Rob Hutsel-San Diego River Park Foundation

II. APPROVAL OF MINUTES October 10, 2013

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

No Report

V. CHAIRPERSON REPORT

No Report

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

B. AZTECS

No Report

C. BOWL ASSOCIATION

Bruce Binkowski announced they have no clue who is going to be in the games, possibly Boise. Army not eligible. Midwest teams are good. All available teams want to come here. Poinsettia Bowl signed a 6 year agreement with Mountain West. Both Bowls committed to operate starting next year through 2019. David asked since Army is ineligible do they automatically become eligible next year. No Navy has committed to next year. Army locked in for 2015. BYU in 16 or 18.

D. OMBAC

No Report

E. ACE PARKING

No Report

F. CENTERPLATE

Ron Lee stated that two out of three of their last NFL games have been in top six grossing events at Qualcomm since 2004. We are on track. Working closely with the Chargers to put on season ticket holder promotions for back half of season.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

This December is the busiest month in years, examining operational practices, park two 50 footers in F1 to maintain additional inventory, building storage area to drawdown in F1 parking next to Ace Parking. We are moving forward with cable upgrade. League to solicit network support and financial help. Phase it in beginning in the late spring into the summer and hopefully have it done by next August in time for football season. Field looked good with resod, will do complete resod after CIF on Dec. 2nd. Need to get through all events. Things are going well. This is the second year in a row for the Crohns Colitis Fund raiser. It's a tag football tournament with ex NFL players. They work to the benefit of the Crohns Colitis Foundation. Mexico soccer game didn't sell as much as we anticipated. Had a meeting with Cathy Collins, President of Soccer United Marketing, owns exclusive rights to Mexico and the United States. Cathy's take is there seems to be resentment on Mexican National Soccer fans and they are manifesting their resentment by not buying tickets. We were able to negotiate with the Chargers various and sundry brands and sponsorship which was a stumbling block for us to book major

soccer talent. We are looking to do more and more events. Denver game the largest 68,000, well behaved, easy to manage. November 23rd is the last SDSU game.

Mike thanked outgoing Board Members Carlos Vasquez and Jeff Jeffrey for their service on the Board and looked forward to welcoming new Advisory Board members at next month's meeting.

VIII. BUSINESS ITEMS

A. Financial Items:

No Report.

IX. COMMENTS BY BOARD MEMBERS

Ben Clay, Chairman of Board of the San Diego River Conservancy, stated that the Conservancy is a State agency that has many resources, oversees Metro Resources, Coastal Conservancy, and Santa Monica Conservancy. Their mission is to protect, build, and explain all things about San Diego River from cultural to trails. A big piece of the San Diego River runs adjacent to the Stadium. Ben wants the San Diego River team to give a briefing on what the City is looking at and what their missions and objectives are so the Board is up to speed on that.

River Conservancy presented their plan for the cleanup and repurposing of the San Diego River.

X. ADJOURNMENT

Meeting was adjourned at 8:59 am. The next meeting will be Thursday, December 12, 2013