



## QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

**Thursday, December 12, 2014**  
**STADIUM ADMINISTRATIVE OFFICES**

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### I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita announced at 8:15 a.m. a quorum was not reached; therefore an informal meeting would begin. With several guests in attendance, discussions would be informational only.

At 8:30 a.m. a quorum was reached, and the meeting was called to order by Chairman Rudy Castruita. Heavy traffic was the cause for delays.

#### **Board Present:**

Chairman	Rudy Castruita	Present
Member	John Thomson	Absent
Member	Ben Clay	Absent
Member	Les Williamson	Present
Member	Jesse Durfee	Present
Member	Luke Pistorius	Present
Member	Albert Velasquez	Absent
Member	Carol Jeffries	Present
Member	Andy Zlotnik	Absent

**Staff Present:** Mike McSweeney-Stadium Manager; Maria Villanueva-Stadium Secretary;

**Others Present:** David Noll-Aztecs, Cheryl Tishue-San Diego Bowl Association, Eddy Goldenberg-Ace Parking, Ron Lee & Mark Rapisardi-Centerplate, Ryley Webb-Council District 7, David Hughes-Public

### II. APPROVAL OF MINUTES

**A. Minutes of October 9, 2014** - Approved. Unanimous.

### III. PUBLIC COMMENT

No comments to report.

### IV. COMMUNICATIONS

No communications to report.

## **V. CHAIRPERSON REPORT**

**A. Chairman Rudy Castruita** – No report.

## **VI. BUSINESS PARTNER REPORTS**

### **A. CHARGERS**

No Report.

### **B. AZTECS**

Dave Noll – Attended for Nick Pettit. Happy to be a part of the Poinsettia bowl and excited to play on the 23<sup>rd</sup>.

### **C. HOLIDAY BOWL**

Cheryl Tishue – Cheryl is the CFO and attended for Bruce Bingkowski. Bruce is attending the Army vs. Navy game, and Mark Neville is in Lincoln, Nebraska. The Bowl Association is happy with the teams playing at this year's Poinsettia and Holiday Bowl. Ticket sales are going strong and hoping to sell out. It's Aztecs vs. Navy at the Poinsettia Bowl, and USC vs. Nebraska at the Holiday Bowl. Ticket allocation for each Bowl is 11,000. Currently have sold 7,000 tickets for PAC 12 and 6,000 for Big 10. Last year 500 tickets were sold online. This year 2300 tickets have sold since the announcement of the teams.

### **D. OMBAC**

No Report.

### **E. ACE PARKING**

Eddy Goldenberg – Had some rain last week and the Stadium crew did a great job in getting the lots cleared. Watching weekend weather patterns to prepare for any potential flooding. Received a lot of tailgate responses.

Les Williams inquired if more taxi's would be available since there will be more people coming in from out of town, and if there are any changes to pickup and drop off locations. Eddy said he is currently in talks with Yellow Cab to make sure there's a steady flow. Mike McSweeney also added that taxi's and limos will be allowed on site for the Bowl games to accommodate out of town guests. Normally, taxis and limos are not allowed onsite to avoid impeding or blocking traffic. There is a variable message sign located in the front after entering the main gate to help direct traffic. Rudy's suggestion is to make sure there are responsible and knowledgeable attendants to direct traffic. Cheryl stated they have been encouraging the use of the San Diego Trolley. The cost of parking at the Bowl games is \$20, RV's is \$60.

### **F. CENTERPLATE**

Ron Lee – The month of November was mellow and December started off strong. Had the Patriot's last week and now preparing for the Broncos this Sunday. Looking forward to two great Bowl games. Sales are up from last year most likely due to the Chargers starting off strong. At last Sunday's game, sales was a little disappointing. Playing into that was a crowd dominated by Patriot fans, challenges of getting fans into the stadium

through the gates, and the Chargers had a half-time show that kept a lot of the fans in their seats. For this weekend it is expected to reach 67-68,000 people.

## **VII. STAFF REPORT**

### **A. Stadium Manager Mike McSweeney**

New Custodial Contract: Five companies made a bid for the stadium's custodial contract and Aramark was the successful bidder. This week, the Council voted 8-0 to approve a three year contract with two one-year options at a total in-cost of \$6.3 million with Aramark. The handout passed out is the PowerPoint presentation given before Council. Mike pointed out that the City is reimbursed for janitorial services for all events except for Charger games due to existing contractual requirements. Charger games comprise approximately 70% of the total amount of the contract. That is 70% of the \$6.3 million contract that the City does not recover. Les Williamson questioned with the Chargers' having 70% of the contract, what if? Mike replied that would be 70% of the budget the City does not have to spend if the Chargers were to vacate the premises. Mike confirmed to Luke there is no contractual obligation to reach the amount of the contract. Rudy inquired if there were any challenges to this bid. Mike replied there were none. Rudy also inquired if additional revenue saved is put in as a contingency. Per Mike, there is a 10% contingency built in the contract which is a standard contracting percentage. At this point there is no contingency when the square footage was revisited and the amount was reduced. Rudy expressed concerns that we not end up in not having enough revenue to keep the stadium clean.

Flooding: Last week the Murphy Canyon runoff caused flooding in the parking lot. It was a challenge to save as many parking spaces as possible due to rain. By game day, there were about 40 spaces that could not be used. Storm Water was a tremendous help in getting the lots cleaned up. This week, there are concerns of more rain on Friday. With a game on Sunday there may not be enough time to save as many spaces for a sold out game. Storm Water will again be on standby to help out.

Re-Sod: Typically the entire playing field is re-sod the first week of October. This time re-sodding was not done until after the Aztec game last week. In doing so the City saved a significant amount of \$60-70,000. A new turf was used called Bandera which by far is the best ever used and looked great on National TV. Michele Tofoya from Sunday Night Football called to inquire about the field and stated how great it looked. Kudos to the grounds crew, they did a tremendous job.

Credentials: Mike reminded the Board Members about the credentialing process. Mike has to be notified in advance if attending a Charger event. Qualcomm ID badges may work for some events but not Charger games. A bar coded pass has to be issued to be able to enter the stadium.

Job Postings: The Program Manager position that was vacated by Roy Nail will be posted next week. The job involves handling contracts and 1472's that goes to Council and monitor's these items, and also help in putting together the scope of work. The posting for the Program Coordinator which is the Event Coordinator will follow.

Stadium Website: The Qualcomm Stadium website has been rebranded. Be sure to visit the site. It has been simplified with a new look.

## **VIII. BUSINESS ITEMS**

No items to report.

**IX. COMMENTS BY BOARD MEMBERS**

Rudy gave kudos to Mike in putting together a great venue and providing San Diegans the opportunity to see a first class operation. Recognition was also given to Maria in her role as the Board's Secretary.

No further comments from the Board Members.

**X. ADJOURNMENT**

Meeting was adjourned at 8:50 am. The next meeting will take place Thursday, January 8, 2015.