



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, January 8, 2014
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:15 a.m.

Board Present:

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

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

Others Present: Ron Lee and Mark Rapisardi-Centerplate, Bruce Binkowski-San Diego Bowl Association, Eddy Goldenberg-Ace Parking, Ryley Webb-Council District 7

II. APPROVAL OF MINUTES

A. Minutes of December 11, 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

No Report.

C. HOLIDAY BOWL

Bruce Binkowski – Overall it was a very good year. Budget numbers were hit for both Poinsettia and Holiday Bowl. Over 33,000 tickets were sold for Poinsettia, and nearly reached 56,000 for Holiday. ESPN's TV ratings for both bowl games were pretty high.

Rudy Castruita commented that he attended the Holiday Bowl. In his observations, the parade was fantastic, it was a great show. The suites for both teams were well received. Positive comments from Nebraska about the hospitality received. The football field looked great. Stadium staff did a great clean up job with the quick turnaround from the 23rd to the 27th. Congratulations to all for a job well done.

Ben Clay commented the food service went well, and the two tailgate parties the Holiday Bowl hosted were nicely done.

Rudy Castruita asked if any issues arose with the downtown pep rally on 5th Ave. Bruce Binkowski replied there were no issues in the Gaslamp District when the Aztecs and Navy bands marched through. The parade attracted a large viewing crowd.

Ben Clay inquired if there were any homeland security issues with the cruise ship coming in as well. Bruce Binkowski replied that the parade was moved in the afternoon, when normally they're held in the morning.

With the large number of visitors that came in to watch the Poinsettia game, Les Williamson inquired if Bruce Binkowski knew which San Diego attraction drew in the most crowds. Bruce Binkowski replied it was too soon to tell and is still waiting to hear about the economic impact. But he suspects the Zoo and Midway did well. A lot of visitors came down from Los Angeles and stayed overnight, many visitors from Nebraska as well. San Diego hotels were booked solid.

D. OMBAC

No Report.

E. ACE PARKING

Eddy Goldenberg – Great attendance for both Bowl games. Overall everything ran smoothly.

Rudy Castruita inquired if there were any problems coming down from Friars Road. Eddy Goldenberg replied that the parking lot was open 6-7 hours before game time and traffic moved pretty quickly, with a few spots of congestion.

Rudy Castruita inquired about any issues with taxi's being allowed into the parking lot for the Bowl Games. Eddy Goldenberg replied he did not notice any major issues. Mike McSweeney commented that MTS was notified that taxis would be allowed inside

the Stadium parking lot to pick up fares. A large number of taxis did come out and provided just enough for those needing one. Mike McSweeney also mentioned that the parking lot was emptied in an hour. Most games take about two hours for the lot to clear. Bruce Binkowski also commented that until now, he has never seen a game where the crowd has stayed to the very end. Both Bowls were very close games, no one wanted to leave early. Bruce Binkowski estimated that 15,000 took the San Diego Trolley.

Rudy Castruita questioned why there were no flyovers, just the parachute jumpers. Bruce Binkowski replied that it's difficult booking flyovers during the holiday season. Requests were submitted and approved, but were pulled a week before the game(s). Mike McSweeney added it may partly be due to the sequestration that the government initiated a couple of years ago. These cuts affected defense and nondefense programs. There was only one flyover for this Charger football season.

F. CENTERPLATE

Ron Lee – It was a successful month, and it helped that the Patriots and the Broncos finished the NFL season at the Stadium. Both the Bowl games were a big success generating close to \$1.4 million for Centerplate. Sales closely equaled an NFL game.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Aztecs: It was announced that Nick Pettit, whom usually attends the board meetings, has accepted a new position at Cal Poly. Next Wednesday is Nick's last day with SDSU. Replacing him is Dave Noll, and he will continue to update the advisory board.

Murphy Canyon Runoff: Cleanup work finally began in the North East area of the parking lot to clear about 12 feet of silt, mud and vegetation that sits on top of the runoff. Once cleaned out, this will help rid flooding issues when it rains. It is a six week project with crews working 12 hour days.

Custodial Contract: Council was presented with the contract on December 9th and was unanimously approved after the contingency budget was recalculated with a reduced cost. Aramark is officially on board as the custodial company and has been doing a great job in keeping the Stadium clean.

Food and Beverage RFP: Completed and open for bids. Bidding companies will have an opportunity to do a walkthrough on January 16th. Companies will have 30 days to respond. A committee will be evaluating and scoring submitted proposals. Mike McSweeney stated this would be a great opportunity for a Board Member to participate in. Having hospitality and food service experience, Andy Zlotnik volunteered to be in the committee.

Job Openings: Mike McSweeney handed out posted job descriptions for the Program Manager (Contract Administrator) and Program Coordinator (Event Coordinator) listing their required qualification. Both positions are now being advertized and have already received a good number of responses.

Playing Field: The field is one of the first things that people coming into the Stadium will look at, and the grounds crew did a terrific job. Mike McSweeney mentioned that Bobby Slabe is one of the reasons why. Every year for the last 25 years, Bobby leaves to help build Superbowl fields. This year he is going to Phoenix but will be staying on longer to help with the Pro Bowl field, also being held in Phoenix. Kudos to Bobby.

Credentials: Mike McSweeney reminded the Board Members to give him more than a days notice if attending an event, or if cancelling. That should give him enough time to have, or stop the process of getting credentials.

Re-Sodding and Events: The turf will be covered with a heat blanket for awhile. The Stadium will be dark until April. Calls are coming in to have the Robby Gordon truck races at the Stadium for a two-night dirt event in April. This should make up the loss of Feld's dirt shows that moved to PetCo Park. Re-sodding will happen after this event, and again after the One Direction concert in July. Parking lot events are increasing with a lot of repeat events starting off in February. More 5K runs are coming to the Stadium.

VIII. BUSINESS ITEMS

No items to report.

IX. COMMENTS BY BOARD MEMBERS

Ben Clay commented when attending the Poinsettia Bowl with his family, Stadium security was friendly, welcoming, knowledgeable and helpful. Mike McSweeney added that although Elite does a great job, CSC excels in being proactive in helping people out.

X. ADJOURNMENT

Meeting was adjourned at 8:47 a.m. The next meeting will take place Thursday, February 12, 2015.