



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, April 9, 2015
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:20 a.m.

Board Present:

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

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

Others Present: Mark Neville-SD Bowl Association; Eddy Goldenberg-Ace Parking

II. APPROVAL OF MINUTES

A. Minutes of March 12, 2014 – Approved. Unanimous.

III. PUBLIC COMMENT

No Public 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

Mark Neville – Waiting for the NFL schedule to be announced, followed by ESPN's announcement of the Holiday Bowl date. Poinsettia Bowl is set for December 23rd. It will be played in the afternoon for the first time in its history with a post-game fireworks show. More information will come out in the next couple of weeks.

- John Thomsom inquired if there are teams still under contract to play in the Poinsettia Bowl. Mark Neville replied Army is slated to play if they are Bowl eligible. If not, a team from the Mid-American Conference will play against the Mountain West team.

D. OMBAC

No Report.

E. ACE PARKING

Eddy Goldenberg – Mentioned it was opening day at Petco Park and will be a busy day for Ace. As for Stadium, the Month of March went well with a lot of weekend events. Further reports will be heard from Mike McSweeney.

F. CENTERPLATE

No Report.

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

New Program Manager: Kristina Peralta was introduced to the Board Members. She has a tremendous amount of experience coming from Purchasing and Contracting and will quickly get us back up to speed.

Food and Beverage Contract: In the process of awarding the contract to Delaware North, aka Sports Service, the same company that services Petco Park. The contract must still go before the Budget Committee, then presented and approved by City Council in May. Delaware North is one of the largest and oldest Food and Beverage Company in the country. They not only provide service to stadiums and arenas, they also have contracts with airports, restaurants, resorts, and national parks. They are a well funded company that owns the Boston Bruins and the Garden in Boston, MA. They also have four to five other NFL accounts. Their presentation before the evaluation committee was very impressive.

Centerplate: They are schedule to vacate the Stadium on April 15th. They have been here at the Stadium since 1967 and have had a great partnership with the City of San Diego for nearly 50 years. In the last 11 years, gross sales have gone up from \$10 million to \$18 million.

- John Thomson asked, with the transition of the two food and beverage companies, if there will be a slippage of service. Mike replied there are no major events happening

that will be impacted. The soccer match between the US Men's team vs. Mexico in mid-April would have been an issue if it had not cancelled due to their scheduling conflicts to broadcast the event and the shortage of time to advertise and sell tickets.

- John Thomson asked if it is standard business practice to not have a signed contract in place before Centerplate vacates the premises. Ben Clay also expressed concerns of this being risky. Mike McSweeney replied that it is a standard business practice by the City. Andy Zlotnik added that even though a contract has not yet been signed, once a proposal has been submitted, Delaware North is bind by the contract terms that was agreed upon in their RFP submission. Mike McSweeney stated if contract negotiations fell through, the contract would be awarded to the second highest rated bidder which is Centerplate. Although they have chosen to leave on April 15th, they have indicated they are not withdrawing from the RFP.
- Jesse Durfee asked for a follow up on Centerplate's union employees and their transition with a new food and beverage company. Mike McSweeney replied that employees would have a 90 day transition period and would be evaluated. Rudy Castruita requested to have the new food and beverage company attend a meeting to introduce their team and present their business plans to the Board Members.
- Ben Clay asked if any of the tenants have veto power to reject the food and beverage company. Mike McSweeney replied only the evaluation committee had voting power. The Chargers however were invited to observe the presentations and have always been informed and made aware of the progress. They have also joined in on the interviews for Delaware North's General Manager position.

Arborist: Many thanks to Chris McFadden from the Storm Water Division for providing the Stadium an Arborist to assist in the health and care of its surrounding trees.

Program Coordinator: Interviews begin in a couple of weeks. John Thomson has volunteered to be part of the interview panel.

Mission Valley Craft Beer Fest: This event was held at the practice field. It was well organized and a big success. They would like to come back next year.

NFL Schedule: To be announced April 30th.

SDSU Schedule: Announced and has been posted on the Aztecs' website.

Water Conservation: When asked by Jesse Durfee on how the Stadium is handling and adhering to the City's request to conserve water, Mike McSweeney replied that all aspects of water usage are being observed and addressing any issues of water waste.

VIII. BUSINESS ITEMS

No items to report.

IX. COMMENTS BY BOARD MEMBERS

No comments to report.

X. ADJOURNMENT

Meeting was adjourned at 8:40 a.m. The next meeting will take place Thursday, May 14, 2015.