



## **SDCCU STADIUM ADVISORY BOARD**

### **Minutes of Regular Scheduled Meeting**

**Thursday, January 11, 2018**  
**Stadium Administrative Offices**

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#### **I. CALL TO ORDER / ROLL CALL**

Chairman Andy Zlotnik called the meeting to order at 8:26 a.m.

##### **Board Present:**

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

**Staff Present:** Vicki Summers- Acting Stadium Secretary

**Others Present:** Mark Neville-SD Bowl Games; Eddy Goldenberg-Ace Parking; Mina Azim-Delaware North Sportservice

#### **II. APPROVAL OF MINUTES**

Minutes of November 9, 2017 was unanimously approved by the Board Members.

#### **III. PUBLIC COMMENT**

No public comment to report.

#### **IV. COMMUNICATIONS**

No communications to report.

#### **V. CHAIRPERSON REPORT**

Andy Zlotnik gave no report.

## **VI. BUSINESS PARTNER REPORTS**

### **A. Aztecs**

No report.

### **B. San Diego Bowl Games-Holiday Bowl**

Mark Neville gave the following report: All in all a really good year; a new TV Network partner with Fox Sports, and a multi-year deal with a title sponsor. The Holiday Bowl came in 13 out of 40 Bowl Games with an announced attendance of 47,092. Would like to improve those numbers with a goal of 50,000.

One big concern was parking for the Holiday Bowl with Global Winter Wonderland having their event in the parking lot. The following was done to help make this a non-issue:

- 1) Global Winter Wonderland came in as a title sponsor for the Holiday Bowl's pre-game Fan Zone. The Fan Zone was moved near Global Winter Wonderland to include the use of their amusement rides.
- 2) Eddy Goldenberg and the Ace Parking team did a great job, even with the blocked parking areas for the firework fallout, and lastly,
- 3) Kudos to the Stadium staff, Mike McSweeney, Josh Brown, Maria Villanueva, Bill Gibbs, and the rest of the team. They were outstanding and had the Bowls' interest at heart. They helped make the event even better.

Andy Zlotnik inquired about the food revenue being down compared to last year. Mina Azim replied that she can have the Regional Manager get back to Andy. Mina also added, in reading Delaware North's summary report, the following may have contributed to the low revenue: Late attendance to the game, when teams do not perform as well there's less consumption of food, tailgating in the parking lot, and the Fan Zone was popular this year.

Mark Neville stated he had heard from Mike McSweeney there was a lot of beer purchased, 7000 more than any prior years. Mina Azim confirmed there definitely was. Their projection for the year was blown away.

John Thompson asked, with the Holiday Bowl moving to Petco Park attendance may go down, what's their capacity for football?

Mark Neville replied they have been working with the Padres and Petco Park. The attendance number is up to 48,300 should the Bowl move to Petco Park. Nothing has been done at this point.

John Thomson mentioned SDSU wanting to extend their stay at SDCCU Stadium. Would the Bowl stay as well?

Mark Neville replied discussions are forthcoming. He would not be surprised, if SDSU got the extension, that the Holiday Bowl would stay as well.

Mark Neville added that although the Bowl likes being at SDCCU Stadium, Petco Park has some benefits, being in the downtown area and the attractions it offers for out of town visitors.

**C. OMBAC**

No report.

**D. Ace Parking**

Eddy Goldenberg gave the following report: Great turn out for the Holiday Bowl. All worked out well. Global Winter Wonderland added more days to their event, giving Ace Parking staff working hour's equivalent to when football was here at the Stadium. The weekends were pretty busy. December was a good month.

Les Williamson asked if there was higher Uber traffic for the Holiday Bowl. Eddy Goldenberg replied it continues to grow. But there was ample parking spaces for those driving in to the Stadium.

**E. Delaware North Sportservice**

Mina Azim gave the following report: The Holiday Bowl went well. In regards to Suites and Catering, sales were down. The best year was 2015, and slowed down in 2016 most likely due to the match up. For 2017, the Suites did well in terms of average sales. But there was less Suites sold which contributed to the low revenue. Now getting ready for the upcoming US Soccer match.

**VII. STAFF REPORT**

Mike McSweeney was unable to attend today's meeting and has submitted a Staff Report that was distributed to the Stadium Board Members (attached).

Andy Zlotnik requested Board Members to email Mike McSweeney if they have any questions on the Staff Report.

**VIII. BUSINESS ITEMS**

No Business Items to report.

**IX. COMMENTS BY BOARD MEMBERS**

Jess Durfee asked if it was possible to invite the Friends of SDSU to do a presentation before the Board Members, and if so add it to next month's meeting agenda. Andy Zlotnik would check on the possibility. John Thomson volunteered to contact someone at SDSU.

**X. ADJOURNMENT**

Meeting was adjourned at 8:40 a.m.

The next scheduled meeting will take place Thursday, February 8, 2017.



THE CITY OF SAN DIEGO

## M E M O R A N D U M

DATE: January 11, 2018

TO: Andy Zlotnik, Stadium Advisory Board Chairman

FROM: Michael McSweeney, Stadium Manager

SUBJECT: January 2018 Report

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I am submitting this month's report in written form as I will need to be absent on the meeting day, January 11<sup>th</sup>. Thank you for the opportunity to present this report.

**Rain Impact on the Stadium:**

There was no real impact on the stadium from the rain experienced this week. Minor leaks here and there, but not much. Very minimal impact.

**Extension of Stadium Closure Date:**

The City and San Diego State will engage in some discussions relative to keeping SDCCU Stadium open past the December 31, 2018 date, previously slated for closure. The Aztecs, citing a need to remain at SDCCU Stadium, want to discuss remaining here through the 2019 season. The ballot measure coming up in November of this year will have an impact on the future of a Stadium for Aztec football.

**Moving into the Off Season Repairs and Maintenance:**

With only two or three Stadium events from now until April, we are starting our off-season maintenance program. The largest project will be steel repair in the Field level seating area. Spot welding to repair large and dangerous rusted areas will be repaired throughout the Spring.

**San Diego State Football:**

The Aztecs showed significant improvement in attendance this past season. The results of which are still being calculated at the time of this memo. Increases in Food and Beverage commissions and Parking revenue are expected. Delaware North and the City are refining the reports. The City and SDSU will then reconcile the season business. A report will be available at the February meeting.

**Global Winter Wonderland:**

The first year holiday themed event proved to be a well-attended, well-received event by the thousands that attended. The event ran from November 19<sup>th</sup> to January 8<sup>th</sup>. Many factors went into the success of the event. The Holiday Bowl was able to capitalize on the event when it made the carnival element of the event part of the Holiday Bowl pre-game Fan Zone. The City is in discussions with the producers to return in 2018.

Rent and Parking revenues produced a net of \$471,411 to the City. This is unbudgeted revenue.

**2017 Holiday Bowl:**

Operationally this year, the event was very successful. With an announced attendance of 47,092, all branches of operations contributed to the success of the night. Ace Parking, Contemporary Services Corp., Delaware North, and the City, worked closely with Bowl staff to insure a successful event. A smooth ingress, increased fan interaction, parking improvements all made for an enjoyable event.

Revenue-wise for the City we were down. This is due to the new agreement with Delaware North that now involves the payment of all Direct Operating Costs prior to receiving any commissions. The chart below compares 2016 to 2017 revenues.

	2016	2017
Rent	15,974	20,610
Parking	127,188	140,199
Food	186,788	92,859
<b>Total</b>	<b>\$329,950</b>	<b>\$253,660</b>

*Note: Rent revenue includes Facility Fee payments*

**Future Events:**

January 21 – US Women’s National Soccer Team vs. Denmark

March 24 – Club America vs. Xolos Soccer Team

Currently working on a major Tour build and possible show in the Stadium for the month of April.

Sincerely,

*Michael McSweeney<sub>mmv</sub>*

Michael McSweeney  
Stadium Manager

MM/mvv

cc: Ben Clay, Board Member  
Jess Durfee, Board Member  
Carol Jeffries, Board Member  
John Thomson, Board Member  
Albert, Velasquez, Board Member  
Les Williamson, Board Member