



## **SDCCU STADIUM ADVISORY BOARD**

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

**Thursday, March 14, 2019**

**SDCCU Stadium, Administrative Offices**  
**9449 Friars Road, San Diego, California 92108**

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

Chairperson Andy Zlotnik called the meeting to order at 8:15 a.m.

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

Andy Zlotnik-Chair  
Ben Clay  
Carol Jeffries  
Jesse Durfee  
John Thomson  
Les Williamson

##### **Board Members Absent:**

##### **City Staff Present:**

Mike McSweeney-Stadium Manager  
Maria Villanueva-Stadium Secretary

##### **Others Present:**

Cheryl Tissue-San Diego Bowl Games  
Eddy Goldenberg-Ace Parking  
Tim Stib-Delaware North Sportservice

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

Motion was made by Ben Clay and seconded by Jesse Durfee to approve the minutes of February 14, 2019.

Motion was unanimously approved by all members present:  
Yes=6, No=0, Abstain=0, Absent=0

### **III. PUBLIC COMMENT**

No public comment to report.

### **IV. COMMUNICATIONS**

Board Members were reminded to electronically file Form 700, 2018 Statement of Economic Interest by April 2, 2019.

### **V. CHAIRPERSON'S REPORT**

Chairperson Andy Zlotnik gave the following report: Attended the inaugural San Diego Fleet football game, with his children, in the rain. As small an attendance as it was, it was a very loud crowd enjoying the game. Overall had a great time.

### **VI. BUSINESS PARTNER REPORTS**

#### **A. San Diego State University-Aztecs**

No report.

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

Cheryl Tissue gave the following report: Received Economic Impact Study showing the largest impact report ever at \$49.5 million for the Holiday Bowl. This was due to visitors staying later with longer hotel stays, and spending money in town. Sixty-eight percent of the audience were non-locals. Navy-Notre Dame did \$25.6 million. Combined games totaled to over \$75 million.

Cheryl Tissue stated that the Poinsettia Bowl brought in less than \$20 million when asked by John Thomson if the Navy-Notre Dame game was equal to it.

Mark Neville's goal is to have games rotating to San Diego. He is currently negotiating to have Navy and Notre Dame come back in 2020.

#### **C. Ace Parking**

Eddy Goldenberg gave the following report: February was a good month with a couple of San Diego Fleet games, and Big 3 Auto Parts. Coming up is another Fleet Game immediately followed by Mexico vs. Chile. Looking forward to a busy March. Fleet games brings in about 3500 cars.

#### **D. Delaware North Sportservice**

Tim Stib gave the following report: Fleet player meals continues every day for breakfast and/or lunch and going very well. This will continue throughout the season. Spending at fleet games are up. Will be in preparation for the Mexico vs. Chile soccer game.

### **VII. CITY STAFF REPORT**

Mike McSweeney gave the following report:

- City Box Update – For years Press 6A has been used as the City Box suite for the Mayor, City Council members, Advisory Board, etc. With the recent increase in salary to the Mayor's Office and Council staff, access to the City Box was rescinded and has not been in operation. Until further news of its status is received, the Box will be closed and may eventually be put up for sale, meaning renting the 50-seat box suite for Stadium events (if Press Level will be utilized).
- Stadium Staffing:
  - Senior Business Analyst interviews were conducted, an offer has been extended, and hoping for a start date at the next pay period.
  - Program Manager/Event Coordinator interviews will be conducted next Monday and Tuesday. An offer should be extended by the of that week.
  - Payroll Specialist opening has been reclassified to an Account Clerk to add assistance to the Administrative staff.
  - Building Maintenance Supervisor opening will be reclassified to a Stadium Technician to add assistance the Building Maintenance staff.
- Facility Support – Since the move from Real Estate Assets Department (READ) to Facilities, there has been an uptick in labor related matters with more communication on City policies, practices, and protocols. Informal meetings have been scheduled on a regular basis. A Labor Management Council meeting is held once a month headed by Deputy Director Roy Kirby with key staff members to discuss Stadium needs.
- SDSU West – Moving along with the turnover and coordinating with environmental impact staff on core testing in the parking lot to ensure no disruption to stadium events.
- San Diego Union Tribune – An article written by Tom Krasovic on March 10, 2019 was handed out to Board Members. The article mentions the outstanding condition of the Stadium's playing field. Compliments to the Stadium's grounds crew and all their hard work!
- San Diego Fleet Games – The AAF are acutely aware of concussion protocols, therefore no kickoffs. The ball is placed on the 25-yard line where the first snap starts. Medical staff are on site and ambulance on standby for any emergencies on the field or on the stands. The games are kept to 2½ hours and can be followed on an app on your smart phone.
- Practice Field – There are now three tenants utilizing the field, OMBAC, Brazilian Futbol Academy, and San Diego Fleet. San Diego Fleet will help in maintaining the field, and re-sod when necessary.
- Events:
  - Tom Ritz Day was held on March 12<sup>th</sup>. Tom was recognized for his years of service with the City of San Diego by Councilman Sherman. A luncheon was also held in Tom's honor attended by his family, READ, and Stadium staff.
  - RaceLegal's last event was March 1<sup>st</sup>. They have held their drag racing events at the Stadium for 20+ years. Other drag racing promoters have expressed interest in continuing this type of event.
  - Mexico vs. Chile's soccer match will be held on Friday, March 22<sup>nd</sup>. Arrangements has been made with San Diego Fleet on usage of the locker rooms to alleviate any traffic issues with the player's coming and goings.
  - San Diego Fleet has been drawing an average crowd of 15,000. The next game should have better weather and may draw a bigger crowd. They have been a great addition to events at the Stadium. Other football leagues have been expressed interest in playing at the Stadium.
  - United Soccer League update is they have decided to go to University of San Diego.

**VIII. BUSINESS ITEMS**

No Business Items to report.

**IX. ACTION ITEMS**

No Action Items to report.

Motion: No motion to report

**X. COMMENTS BY BOARD MEMBERS**

No comments by Board Members.

**XI. ADJOURNMENT**

Meeting was adjourned at 9:00 a.m.

The next scheduled meeting will take place Thursday, April 11, 2019.

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## Column | San Diego Fleet and AAF's strengths are playing out in Mission Valley



San Diego Fleet head coach Mike Martz watches his team warm up before a Salt Lake Stallions at San Diego Fleet AAF football game, Saturday, March 9, 2019, at SDCCU Stadium in San Diego. (Peter Joneleit / AP)



By **Tom Krasovic**

MARCH 10, 2019, 5:15 PM

**M**idway through the team's first season, here are five things I like about the [San Diego Fleet](#) games in [Mission Valley](#):

+ Fans are having fun, while also creating their own fun.

At the first home game, fans started up a cheer: "Fleet, Fleet, Fleet!"

It caught on, not only that night but, increasingly, in the next two games.

Now even coach [Mike Martz](#)'s players, for no good reason during practice, will holler "Fleet."

U-T reader Mike wrote to me that he liked the creativity of fans who on Saturday night brought giant gold letters spelling "BOOM."

Another fan held up this sign: "Welcome to the Brig!"

+ All three games have been entertaining.

Sure, the quarterbacking, blocking, play speed and intricacies fall short of the NFL's. Belaboring a point, the NFL and its union need to figure out how to get their No. 3 quarterbacks and young backup blockers onto Alliance teams.

The Alliance players, though, are fresh and hungry.

It's only a 10-game season, six fewer than in the NFL and three-plus games shorter than a college season.

Most of these players didn't play regularly last year. In effect, they're trying out for the NFL.

"The thing that is so gratifying is these guys play as hard as can be, all of the time," former NFL executive Bill Polian said Wednesday.

Polian is biased because he helped to found the Alliance of American Football.

However, in this case, he's dead on.

+ Jack Murphy Field — yes, that's the official name of the field inside the old stadium — is outstanding for football.

"Everyone is over the moon about the field," Fleet President Jeff Garner said of Alliance personnel. "It's in great shape. We love it."

Due to stadium economics, football grass is becoming an endangered surface.

Yet players say it's still the best surface for them.

This just in: For football, grass looks better than fake grass (the surface that will go into the Los Angeles Kroenke Dome and would've gone into the [East Village](#) stadium).

The San Diego field, seldom used, is an exception to the synthetic trend because there isn't a need to swap in a more versatile surface that would allow for more events.

Plus, because the Alliance's season comes after San Diego State's football season, there's plenty of time to groom the field.

Garner worked several years in Penn State's athletic department. He said Jack Murphy Field is at least as good as Penn State's grass field.

+ The games feel like they're in San Diego.

We're not like most places for sports events.

Though Mission Valley and the East Village and SDSU are in San Diego proper, a full San Diego vibe is atypical for many San Diego sports events.

San Diego crowds historically have a strong presence of fans for the visiting team, due to an emotional chord that can't be severed.

Hundreds of thousands of San Diego County residents who are transplants cheer for their childhood teams, and support those teams when they visit. In addition, San Diego attracts a good number of out-of-town fans.

With the Fleet, all San Diegans who care about football can grow with the team.

+ The games have better flow than NFL and college games.

Because there are no kickoffs, there are fewer stoppages and less spamming of commercials.

Most Alliances games are finished in two-and-a-half hours, about 40 minutes less than an NFL game and close to an hour less than many SDSU and major-college games.

While it's rewarding if a terrific game spans three-plus hours, better flow is generally a good thing. With the Alliance serving as a laboratory for the NFL, the kickoff's days appear numbered.

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