



## QUALCOMM STADIUM ADVISORY BOARD Minutes of Regular Scheduled Meeting

**Thursday, April 13, 2017**  
Stadium Administrative Offices

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### I. CALL TO ORDER / ROLL CALL

Chairman Andy Zlotnik called the meeting to order at 8:20 a.m.

#### **Board Present:**

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

**Staff Present:** Mike McSweeney–Stadium Manager; Josh Brown, Stadium Events Coordinator; Maria Villanueva–Stadium Secretary

**Others Present:** Mark Neville–SD Bowl Games; Eddy Goldenberg–Ace Parking; Julia Richards–San Diego River Conservancy; Darren Pudgil–FS Investors; Nick Stone–FS Investors; Ben Haddad–FS Investors; Jon Dunbar–FS Investors

### II. APPROVAL OF MINUTES

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

### III. PUBLIC COMMENT

No public comment to report.

### IV. COMMUNICATIONS

Nick Stone of FS Investors presented before the Board their proposed plan to redevelop the Qualcomm Stadium site. Some key notes are as follows:

- Main challenge is to have a stadium ready to play in by March 2020.
- Doing all the work, associated with CEQA, to meet the completion date.

- If completion date cannot be met, after putting up \$150 million to purchase a team franchise, MLS will take back the team if there is no stadium for the team to play in.
- Will pay fair market value of the site with an additional \$40 million to build a four acre river park.
- River park is to be build first starting 2019-2020
- Gifting ownership of the stadium to SDSU after five years.
- Plan basically consists of a stadium, park, housing, mix-use facility, offices, and retail space.
- No taxpayer dollars will be used for this project.

To view the visual presentation, visit <http://goalsd.com/>

Q&A:

Q-Les Williamson was concerned about the density of the plan and questioned why condos are being developed.

A-Nick Stone replied stating 55 acres will be park land, which takes up 1/3 of the site. Condos are being developed due to a housing shortage. The City has been wanting to build more housing near transit stations encouraging the use of the Trolley system. There are future plans for a purple line. The condos would also help fund the 55 acre river park.

Q-Les Williamson inquired what was being set aside for UCSD to grow into in the next 30 years.

A-Nick Stone pointed out the area in the map of housing and office space UCSD can buy buildings and lease.

Q-Jess Durfee felt FS Investors did not reach out or inform communities about their proposed plan. This may hurt FS Investors going to the ballot, and would like a response.

A-Nick Stone stated it was indeed bad timing when the proposal came out. FS Investors waited until the Chargers announced their departure on January 15<sup>th</sup>. The application to go to the ballot was due January 31, 2017, and it was required to publicly announce the bid to the public.

Q-Ben Clay inquired how permits are being addressed. If not submitted in a timely manner, funds would be lost for the park. The Corps of Engineers would not approve a 404 permit if areas around the river are encroached.

A-Nick Stone replied permits would not be needed. The area being developed is covered in asphalt and would be converted to grass. Currently in talks with City engineers to ensure plans set in place move along smoothly.

Q-Les Williamson inquired about the ebb and flow to the area. Has this been taken into consideration in the development plan for this site? This would be a great opportunity to do so.

A-Nick Stone stated \$50 million will go into traffic improvements, i.e. adding lanes across Friars Road, the freeways, widening Mission Village, all to keep traffic flow going in the area.

Q-Jess Durfee asked if committed to project labor agreements.

A-Nick Stone answered with a yes, for the Stadium.

Q-Les Williamson ask if the County had any stake in this plan.

A-Nick Stone answered no, no funds nor the ability to vote.

## **V. CHAIRPERSON REPORT**

Andy Zlotnik thanked GoalSD/FS Investors for coming to the meeting, and looks forward to what will become of the Stadium site. Personally speaking, would like to see soccer come to San Diego.

## **VI. BUSINESS PARTNER REPORTS**

### **A. Aztecs**

No report.

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

Mark Neville gave the following report: Got title sponsorship with SDCCU. Currently negotiating TV contract. Dates will then be announced when games will be played, which should be a month from now.

### **C. OMBAC**

No report.

### **D. Ace Parking**

Eddy Goldenberg gave the following report: Mission Valley Beer Fest coming up and will be preparing for upcoming soccer events.

### **E. Delaware North Sportservice**

No report.

## **VII. STAFF REPORT**

Mike McSweeney gave the following report:

- Delaware North Sportservice – With the exit of the Chargers, a new Food and Beverage contract has been completed and signed. The agreement became effective April 1, 2017.
- Ace Parking – Working with the City on their agreement for a one year extension, and possibly go to month-to-month until closure of the Stadium.
- Advertising and Suite Sales – A meeting will be held with San Diego State and the Bowl Association to discuss new found opportunities with selling the advertising panel and suite sales that previously belonged to the Chargers. Several suite owners have expressed interest in staying despite the Chargers leaving.
- Stadium Turf – The Stadium field is currently being re-sodded with new grass called Bandera, a Bermuda grass hybrid. This type of grass is highly sought after by all major sports fields. Only a handful of turf farms produces Bandera and Qualcomm Stadium was one of the lucky ones to get it.
- Stadium Naming Rights Contract – In talks with Qualcomm Corporation to possibly extend their naming rights agreement until the Stadium shuts down.
- San Diego River Cleanup: Board members were encouraged to drive by the south side of the parking lot to see the cleanup of the brushes. There is now a clear view across the river to Interstate 8. Before the cleanup there was about 14 homeless camps. Many have moved out and with that, there has been a reduction of transient

crimes, such as break-ins and damages at the practice field and its surrounding area.

- 2018 Budget Hearing: The next hearing will be Monday, May 8<sup>th</sup> between 2:00 to 5:00pm. Anticipating questions on how the Stadium is doing with the Chargers now gone.
- Stadium Events:
  - July 9<sup>th</sup> - CONCACAF Gold Cup with four teams.
  - July 23<sup>rd</sup> - Working with FS Partners to produce a match with Manchester City and Xolos. This should draw in a crowd of 20,000 to 30,000.
  - March 3<sup>rd</sup> - A double-header with the US Women's National Team and three other teams yet to be named.

#### **VIII. BUSINESS ITEMS**

No business items to report.

#### **IX. COMMENTS BY BOARD MEMBERS**

No comments to report.

#### **X. ADJOURNMENT**

Meeting was adjourned at 9:15 a.m.

The next scheduled meeting will take place Thursday, May 11, 2017.