



## **QUALCOMM STADIUM ADVISORY BOARD**

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

**Thursday, June 9, 2016**  
**Stadium Administrative Offices**

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

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

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

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

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

**Others Present:** Dave Noll–Aztecs; Cheryl Tissue–SD Bowl Games; Eddy Goldenberg–Ace Parking

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

Minutes of April 14, 2016 was unanimously approved by the Board Members.

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

No public comments to report.

#### **IV. COMMUNICATIONS**

No communications to report.

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

No report from Andy Zlotnik.

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

##### **A. Chargers**

No report.

**B. Aztecs**

Dave Noll – Expecting a great year. Ticket sales are going well. We are further ahead than where we were last year. Not yet officially released, the Sky Show may be the first home game on September 3<sup>rd</sup> against New Hampshire. Receiving top 25 votes in a couple of different pre-season polls. Moving forward in a positive direction for this football season.

**C. San Diego Bowl Games**

Cheryl Tissue – Dates scheduled for the Bowl Games is Wednesday, December 21<sup>st</sup> at 6:00pm for the Poinsettia Bowl, and Tuesday, December 27<sup>th</sup> at 4:00pm for the Holiday Bowl. Currently working on the contract for the Notre Dame vs. Navy game scheduled for October 27<sup>th</sup> in 2018. Also working with Mike McSweeney on the contract between the City of San Diego and the Bowl Association.

**D. OMBAC**

No report.

**E. Ace Parking**

Eddy Goldenberg – Not as many cars for the Beyoncé concert which was around 900 cars, and approximately 1800 Uber drop offs. The Mexico vs. Chile soccer match was well attended. Gearing up for the Guns N Roses concert and the Charger Football season.

John Thomson inquired how we get the word out for the Uber drivers to come in through the Bus Gate. Eddy Goldenberg replied that the Uber company is contacted in order for them to get the word out by instant messages.

**F. Delaware North Sportservice**

No report.

**VII. STAFF REPORT**

Stadium Manager Mike McSweeney gave the following report:

Uber – Due to its popularity, they have become part of the Stadium's overall parking strategy. Working with Ace Parking, different traffic patterns in and out of the Stadium are created to accommodate them.

Delaware North – Year-end report was distributed to each of the Board Members for review. There has been a significant increase in revenue, as well as an increase to amount of expenditures per person.

Spalling Project – Repairs to aging and cracked cement continues, and on track to finish by end July 2016.

NFL Schedule – The schedule was announced on April 19<sup>th</sup>. Many thanks to the Chargers in rescheduling a Saturday game to allow the Guns N Roses concert to keep their Monday night date for August 22<sup>nd</sup>. Stage build up requires two days and would have conflicted with the Chargers game on Saturday, August 20<sup>th</sup>. So again, thank you to the Chargers in negotiating with the NFL to change their game date to Friday, August 19<sup>th</sup> against the Arizona Cardinals.

Bowl Association – Contract negotiations are in the works for the Navy vs. Notre Dame game, focusing on revenue shares that will work for both the City and the Bowl Association.

Stadium Staffing – A new position has opened up with the departure of one Building Service Technician that has moved on to another City department. There is also a temporary position to be filled to replace an injured employee while out on disability.

FY17 Budget – Handouts were given to the Board Members to review the budget that was presented to City Council last month. For the most part, the budget has stayed the same. Capital Improvement Projects (CIP) may have to be re-prioritized on how monies will be spent.

Ace Parking Contract – Into the final contract year and currently have the Purchasing and Contract department working on Request For Proposals (RFP).

Sales Reporting Program – Moving forward to purchase a program to track results from customer contacts to event expenses and revenue.

Foul Language – An email was received from a local citizen complaining about the foul language and chanting at the Mexico vs. Chile soccer match. The chanting has become a growing trend at soccer games. Major League Soccer and Soccer United Marketing are taking an active stance on putting a stop to derogatory and obscene chanting. Guidelines are distributed to Security personnel on how to handle situations when it occurs, such as removing the instigators. Copa América Centenario have begun running public announcement messages through the Jumbotron at the beginning of the game, as well as passing out printed material that these actions will not be condoned. Financial penalties are now being charged to the teams that do not do their part to curtail these incidents.

Stadium Events – Beyonce’s concert was highly successful with an attendance of over 50K. With the success of the Mexico vs. Chile game, MLS is wanting to put together a multi-event contract to have more soccer events at the Stadium. The Guns N Roses concert is close to being sold out with over 45K tickets sold so far.

Ben Clay inquired if Uber are surcharged to enter the Stadium. Mike replied they are not. Eddy Goldenberg stated it is being considered since it impacts parking spaces being taken up.

Ben Clay inquired if there are still issues in suite rentals. Mike stated suite owners and premium seat holders are notified by the Chargers of major events and have 10 days to respond to purchase tickets. Available suites stay “dark”, but the seats are turned over to sell to the public.

Albert Velasquez inquired if there are contracts in place to provide temporary cell towers. Mike replied that AT&T installed antennas two years ago and found that it was not sufficient, and until today are still being worked on by AT&T, Verizon and T-Mobile.

*Note: For suite rentals, contact Marissa Eggers, San Diego Chargers Suite Services Manager at 619-641-5117.*

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

No business items to report.

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

No comments to report.

#### **X. ADJOURNMENT**

Meeting was adjourned at 9:05 a.m.

The next scheduled meeting will take place Thursday, July 14, 2016.