



## **QUALCOMM STADIUM ADVISORY BOARD**

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

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

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

Chairman Andy Zlotnik called the meeting to order at 8:15 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	Albert Velasquez	Present
Member	Carol Jeffries	Present

**Staff Present:** Mike McSweeney–Stadium Manager; Maria Villanueva–Stadium Secretary

**Others Present:** Dave Noll–SDSU Aztecs; Mark Neville–SD Bowl Games; Eddy Goldenberg–Ace Parking; Daniel Stock–Delaware North Sportservice

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

Minutes of May 11, 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 gave the following report:

At the May Board meeting, it was questioned what constitutes a quorum. Stadium Secretary Maria Villanueva provided a copy of the Qualcomm Stadium Advisory Board Rules and Regulations. Under Article II, Section 5, it states "A Quorum shall consist of a majority of the non-vacant seats of the Board. Every act or decision done or made by at least a majority of the Board members present at a meeting duly held at which a quorum is present, shall be the act of the Board; provided, however, that less than a quorum may adjourn a meeting to another time and place." A copy of the Rules and Regulations will be provided to each Board member.

Attended Nitro Circus on Saturday, June 17<sup>th</sup>. It was an entertaining event to watch with the family. Cause for concern was near riots breaking out due to long food lines. Food options was very limited, as with beer selections. Andy questioned how it is determined as to how many concession stands are to be opened, and what food & beverages are to be sold.

Mike McSweeney addressed Andy with the following: The event was expected to bring in around 15,000. In a 70,000+ seat stadium, tickets sold were only for one side of the Stadium in Field and Plaza level. Concessions stands were open only to those areas. As for the limited menu, the current agreement with the City of San Diego and Delaware North's operating costs has in effect required a more simplified menu.

Daniel Stock with Delaware North addressed Andy with the following: Staffing of events are determined by tickets sold. The amount of tickets sold that was given to Delaware North was 3,000. Had they been aware that more tickets were sold, they would have been better prepared for 15,000.

Andy also added that the staff was hustling to handle the hungry crowd, and even saw Daniel Stock serving beer.

## **VI. BUSINESS PARTNER REPORTS**

### **A. Aztecs**

Dave Noll gave the following report: Getting excited about the approaching football season. Year-to-date season ticket sales are up 25%. The Sky Show after the game against UC Davis is expected to have an attendance of 40 to 45,000. Attendance for Boise and Stanford should bring in around 50,000.

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

Mark Neville gave the report: No longer an ESPN Bowl game and now a Fox Sports event. The Holiday Bowl's scheduled date is Thursday, December 28, 2017 kicking off at 6:00pm local time. Ticket pricing structure has changed raising prices for club prime seats, plaza and field sidelines, and outside club seats. But lowered prices for view level seats. No price changes for plaza and loge end zone. Ticket sales are going well.

The Youth Football Clinic is this Saturday and expect to have 500 kids participating.

### **C. OMBAC**

No report.

#### **D. Ace Parking**

Eddy Goldenberg gave the following report: Had a great turn out for the CONCACAF Gold Cup soccer match last Sunday. This Friday is the Cal State Games Opening Ceremonies, and the KSON County Fest over the weekend. Ending the month will be US WNT vs. Brazil.

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

Daniel Stock gave the following report: Staff ready for Cal State Games, as in previous years. And preparing for the US WNT match.

### **VII. STAFF REPORT**

Mike McSweeney gave the following report:

- Suite Sales – Hired the Bowl Association to sell suites. A good number of current suite owners are wanting to keep their suites.
- Signage – Hired Fox Sports, via SDSU, to sell advertising signs.
- Commissions – Mark Neville presented an excellent plan on rotating the commissions between the City, Bowl, and SDSU.
- Stadium Naming Rights – Fox Sports will also pursue the naming rights on behalf of the City. They will talk to candidates that have expressed interest, including Qualcomm. Qualcomm is considering keeping the naming rights.
- Union Tribune – Roger Showley will be writing an article on the Stadium. He has been in constant contact with the City requesting information which we have been providing. Publication date is unknown.
- Chargers Moveout – Move out continues from the Murphy Canyon Road site. The entire second floor has been vacated. Final move out date is July 31<sup>st</sup>.
- Stadium Staff – Both our HVAC technicians have transferred to another City Department. However, we do hire them back to help with events. There are several options being considered to prevent a mass exodus, and to operate the building until its closure. There has been discussions on moving all the employees to the Facilities Department, but based at the Stadium to continue maintenance of the building.

Tom Ritz, the Building Maintenance Supervisor suffered a heart attack a couple of months ago and has now returned from medical leave. In his absence, several Building Supervisors have worked out of class and received a higher pay rate. We are happy to have Tom back and healthy. His vast knowledge of the Stadium building and its operation is indispensable.

- 2018 Road to World Cup – Working with Sports Alliance to submit a letter of intent to respond to a RFP to have the friendly matches played in San Diego. The Gold Cup will be played in Russia.
- Stadium Events –
  - CONCACAF Gold Cup was a successful event. The first match with Curacao vs. Jamaica brought in 6-8,000 people. Attendance grew to 53,117 by kick off time for the second match with Mexico vs. El Salvador. By the end of the game, attendance was around 75,000. Revenues for this event is still being calculated. The clear bag policy was enforced and went well. Senior Management Staff from CONCACAF was pleased with the condition of the Stadium from operations to turf. Kudos to the Stadium's grounds crew for creating a terrific looking pitch.
  - Cal State Games is happening this Friday.
  - Tournament of Nations, featuring the US WNT, tickets are selling well.

- Live Nation concert – Would like to thank JD Wicker, SDSU Athletic Director, with his help in getting dates available in September 2018 for another major concert by Live Nation. No mention of what band that may be.

Q & A:

Q-John Thomson questioned Fox Sports being chosen with no RFP to handle the Stadium Naming Rights.

A-Mike McSweeney replied due to time constraints with the stadium's closure and the time it takes to complete the RFP process, the City sub-contracted through SDSU to have Fox Sports handle the naming rights. Fox Sports was hired by SDSU to do all the branding for their athletic department.

Q-Jess Durfee asked if a Board Member was contacted by the Media, do we defer them to the Chairperson, or to the Stadium Manager. Is there a policy in this regard?

A-Andy Zlotnik replied they can be deferred to him, the Board Chairman. He would then refer them to the Mayor's office.

Q-John Thomson asked if the Women's soccer match will be the same set up as the Gold Cup.

A-Mike McSweeney replied it would be the same, a double header. I will be well attended with 20-25,000 expected.

Q-Ben Clay asked about how Food and Beverages are holding up at soccer matches.

A-Mike McSweeney replied sales for Gold Cup was around \$537,000.

## **VIII. BUSINESS ITEMS**

Jess Durfee set forth a motion for the Stadium Advisory Board make a recommendation to the City to take a strategic approach to putting an end to discriminatory slurs and chants at soccer games as the City pursues the opportunity to host an MLS team or other soccer teams in the future. The conditions by which the City can do this is by,

- 1) Establishing some sort of negotiations with future team owners and promoters
- 2) Engaging appropriate entities in our communities such as the LGBT Center; or
- 3) Any other actions that might prevent a culture of having slurs chanted at events in San Diego.

Andy Zlotnik second the motion.

Jess Durfee discussed the following thoughts: This issue has taken hold in Mexico at all soccer games. Following the World Cup, the chanting has spread to two or three other countries as a result of it happening and being demonstrated by the Mexican fans. At this point there is not much that can be done. But as San Diego becomes a host city for soccer, we should nip this culture in the bud. As an Advisory Board, we can at least make the recommendation to have the City start thinking about it, have discussions, and engage a task force or whatever is appropriate to develop a strategy so that as soccer expands in San Diego, this behavior does not get established as a practice at games, at any level in the City and County of San Diego.

At a Galaxy game in Los Angeles, chanting began but aggressive steps taken by the owners and team brought a stop to it. It can be done and should be done. The City of San Diego must not sit back and let this happen and become part of our soccer culture.

Ben Clay suggested this motion not only pertain to soccer but for all types of events from baseball to Comic-Con. This behavior is not acceptable.

Andy Zlotnik set forth a vote on Jess Durfee's motion. The Board members unanimously approved.

**IX. COMMENTS BY BOARD MEMBERS**

Jess Durfee mentioned an article was written in the L.A. Time about the homophobic slurs chanted by Mexican fans at the Gold Cup, which he also witnessed having attended the soccer match. It was also reported on the Web at a news site called Outsports. There was attempts to mitigate it and would like Mike McSweeney to further comment on this issue.

Mike McSweeney stated CONCACAF worldwide, is trying to be as proactive as they can. They have a legislative goal, a program that is very comprehensive. For this tournament, an aggressive campaign was conducted such as endless looped tapes recorded in Spanish about fan behavior and to refrain from chanting homophobic slurs which would result in ejection from the game. A video recording of players, coaches, and other soccer personalities, is played on the Jumbotron before kickoff where they talk about the intolerable behavior and to not participate. There is also an Audience Awareness Campaign where team captains have a document that is read to the players before stepping out on the field. It is mandatory to read the document to the players to not engage, participate, or encourage the chanting. There are financial penalties as well. Mexico has paid over \$250,000 in fines for not being able to control this type of behavior. In England, teams face financial penalties as well by reducing the capacity of the stadium. First offence would be a 25% reduction, with continuing offences to 50%, to playing to an empty stadium. In conclusion, there are movements to try to stop this behavior by the soccer leagues.

**X. ADJOURNMENT**

Meeting was adjourned at 9:04 a.m.

The next scheduled meeting will take place Thursday, August 10, 2017.