



## QUALCOMM STADIUM ADVISORY BOARD Minutes of Regular Scheduled Meeting

**Thursday, September 8, 2016**  
Stadium Administrative Offices

---

### **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	Absent
Member	Jesse Durfee	Present
Member	Luke Pistorius	Absent
Member	Albert Velasquez	Present
Member	Carol Jeffries	Present

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

**Others Present:** Cheryl Tissue–SD Bowl Games; Eddy Goldenberg–Ace Parking; Chris Angne–Delaware North Sportservice

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

Minutes of August 11, 2016 was unanimously approved by the Board Members.

### **III. PUBLIC COMMENT**

No public comment 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**

No Report.

### **C. San Diego Bowl Games**

Cheryl Tissue – No report.

### **D. OMBAC**

No report.

### **E. Ace Parking**

Eddy Goldenberg – August was a great month. There was a large turnout for the Guns N Roses concert. Uber services was better organized and easily found at a designated area.

Ben Clay inquired if Uber/Lyft will be charge a fee, as they are at the Airport. Eddy Goldenberg replied there has been informal discussions on this matter, but no decisions have made.

Ben Clay stated with greenhouse gas issues, more thought needs to be given on the air pollution created by vehicles sitting in traffic. Such as coming up with ways to shorten traffic time into and out of the Stadium for major events. The less time cars sit idling in traffic, the better.

John Thompson inquired about the signs for Family Parking area and what that is. Eddy Goldenberg replied it is a non-alcoholic tailgating parking area that costs \$20. After re-stripping the area, it has space for 292 cars.

### **F. Delaware North Sportservice**

Chris Angne, Interim General Manager gave the following report:

- Had a great start for August with the Guns N Roses concert, Aztecs football and Sky show, and the Chargers' pre-season game.
- Currently working on updating kitchen equipment to replace those no longer working properly.
- A new "Snap & Go" will be opening in September. A grab and go food concept to generate more revenue.
- Recently filled is the Operations Manager, Chef, and Commissary Manager. Currently seeking to fill the Food and Beverage General Manager.
- As the Interim General Manager, plans are to stay until the end of January 2017, the end of the football season, and assist in the transition of a new General Manager.

John Thompson inquired if the cost of the new equipment is shared with the City? Or was it part of the bid for the Food & Beverage contract?

Chris Angne replied the cost is part of the Capital Investment agreement signed with the City.

## **VII. STAFF REPORT**

Stadium Manager Mike McSweeney gave the following report:

### Family Parking:

The parking lot is monitored by SDPD and by Stadium Security through cameras in the area. Any incidents will be reported to the Command Center. The parking lot is used primarily by families wanting to tailgate in a non-alcoholic area.

### Delaware North Capital Expenses:

As part of the bid process, Food and Beverage Companies present increased expenses in the capital investment fund. The costs of equipment are taken from this fund. A tour was recently taken of Delaware North's facility to determine which equipment were in need of replacement. Taking in to consideration on whether the Chargers are staying or going, a determination was made on what equipment can wait to be purchased, and what was the basic necessities needed in food preparation.

Uber: Worked with Eddy Goldenberg on an experiment with Uber parking that turned out well for the Beyoncé and Guns N Roses concert. A portion of the parking lot was reserved for their use. This, however, would not work at a Charger game where all parking spaces are needed. Eddy stated Uber would have to pre-purchase parking passes, but to be determined if Uber will do so. Uber would need about 200 parking spaces.

### Gold Cup 2017:

A meeting was held with the Convention and Visitor Bureau Sports Marketing Council on crafting a response to Gold Cup for 2017. Already filed a declaration of intent and will be working with the San Diego Tourism Authority in putting a package together. Soccer United Marketing (SUM) are the Gold Cup coordinators, which the Stadium has a good standing relationship with. The Stadium Advisory Board was asked to write a letter of support to be included in the bid.

### Stadium Staff:

The Stadium's Senior Business Manager, Lydia Medina has retired from her position on September 9<sup>th</sup>. Lydia has been with The City of San Diego for 35 years. Her position has been posted internally within the City, and there has already been some expressed interest.

### San Diego State University Agreement:

A new five year agreement is now being reviewed by City and SDSU Attorneys. It was a pleasure to work with Tom McCarron, the Vice President for Business and Financial Affairs & CFO. The agreement remains the same but with a change to the facility fees, and that the SDSU Aztecs assumes the number one tenant status should the Chargers vacate the Stadium. Should that occur, the City would have a substantial jump in sharing the sponsorship and revenues.

### Stadium Events:

- Chargers' scrimmage game with the Cardinals on August 17<sup>th</sup> followed by the football game on the 19<sup>th</sup>.
- Guns N Roses was on the 22<sup>nd</sup> and it was one of the largest grossing night for food and beverages, and for ticket sales.

### Special Note:

*The Stadium crew did a tremendous job in turning the Stadium around in two days from the football game on Friday to the Concert on Monday. The turf held up with no re-sodding needed.*

- Aztec Football and Sky Show was September 3<sup>rd</sup>. There were several complaints on ash fallout from the fireworks. Meetings to be held with the pyrotechnic company on public safety, and to include Risk Management and Fire Marshall.
- Coming up, Aztecs vs. California and the Chargers vs. Jaguars.

Questions & Answers:

Ben Clay inquired about the life expectancy of the Jumbotron.

Mike McSweeney replied the Jumbotron may have about two to three more years of use. Monies was spent on renting a new router to get through the football season.

**VIII. BUSINESS ITEMS**

The Board Members approved a motion for the Chairman, Andy Zlotnik to write a letter in support of the Gold Cup 2017 be held at Qualcomm Stadium.

**IX. COMMENTS BY BOARD MEMBERS**

John Thompson stated the Chargers has asked him to sign their ballot statement as a private citizen. As a member of the Board, the statement was vetted by their attorneys.

**X. ADJOURNMENT**

Meeting was adjourned at 8:50 a.m.

The next scheduled meeting will take place Thursday, October 13, 2016.