



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, October 12, 2017
Stadium Administrative Offices

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; Maria Villanueva–Stadium Secretary

Others Present: Mark Neville–SD Bowl Games; Eddy Goldenberg–Ace Parking; Daniel Stock–Delaware North Sportservice

II. APPROVAL OF MINUTES

Minutes of August 14, 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 Zlotnik gave the following report: Did not attend the Coldplay concert, but spoke to a couple of people that attended and heard nothing but positive comments.

VI. BUSINESS PARTNER REPORTS

A. Aztecs

No report.

B. San Diego Bowl Games-Holiday Bowl

Mark Neville gave the following report: Ticket sales are going great with 37,000 tickets sold so far. No information on what teams will be playing.

The Navy vs. Notre Dame tickets will go on sale on October 27th to the general public.

C. OMBAC

No report.

D. Ace Parking

Eddy Goldenberg gave the following report: Busy couple of weeks. Attendance to Aztec football games are growing. Expecting a large crowd against Boise this weekend. If all goes well, we may gain a Mountain West Championship game.

John Thomson inquired what the expected attendance for the Boise game would be. Eddy replied it is expected to bring in 36,000 fans.

E. Delaware North Sportservice

Daniel Stock gave the following report: The concerts ran well. Overall did great.

VII. STAFF REPORT

Mike McSweeney gave the following report:

- Ace Parking – They have been doing a great job managing Uber and Lyft for stadium events, getting them in and out of the parking lot as quickly as possible.
- SDCCU Stadium – Welcomed all to the newly named stadium. San Diego County Credit Union will be a great partnership. They are good promoters, they still sponsor the Holiday Bowl, and have their annual shred event at the stadium, going on seven years in a row. They continue to hold the Guinness World Record for most pounds shredded.
- Qualcomm Corporation – Thanked Qualcomm for their 20 year partnership. They played an important role in the history and the success of the Stadium and we are truly grateful.
- Advertising – An agreement is now in place for Fox Sports to sell stadium advertising. Signed up is Toyota, and others are in the works.
- Suite Sales – The Holiday Bowl has been contracted to help with suite sales, and sales are doing well.
- Stadium Events – Extremely busy month. Ticket sales have taken off. In less than a month, over 219,000 people have come to the stadium:
 - Aztecs vs. Stanford had over 41,000 in attendance
 - U2 brought in over 50,000 concert goers
 - Aztecs vs. No. Illinois over 35,000 in attendance
 - Coldplay brought in 50,000
 - Aztecs vs. Boise State is expected to bring in 43,000

Kudos to the stadium staff and grounds crew, Delaware North, Ace Parking, and CSC Security. Great job by all.

- Global Winter Wonderland, produced by International Cultural Exchange Group (ICEG), is a new night time event coming to the Stadium in November and running through January. They will be located at the Northeast parking lot and it is best described as a walk around lighted displays of different parts of the world. The event is expected to bring in about \$350,000-\$400,000 in revenue. For more information on the event, visit www.globalwonderland.com.
- Live Nation – The relationship between the concert promotor and the City is quite significant. The U2 and Coldplay concert brought in \$750,000 of unbudgeted revenue. Since last year, Live Nation concerts have contributed an overall total of over \$2 million to the Stadium's operating costs. This clearly shows the building is a workable facility. It is one of the last stadium to have direct access to the field which make it easily accessible to bring in staging equipment. Plus having a large parking lot to house a compound for the stage crew, and enough space for them to set up. More shows are in the works for 2018, and hopefully other agencies and concert promoters are taking note to come to San Diego and use the stadium.
- Stadium Field – The grounds crew are currently putting in a new field to last for the rest of the season. After the U2 concert, we needed to re-sod 40% of the turf in preparation for the Northern Illinois game.
- Las Vegas Concert – The shooting that occurred on October 1st leaving 58 dead and 546 injured was of course a cause for concern for all venues. This incident happened seven days after having the Coldplay concert at the Stadium. In preparation for the U2 concert, extensive meetings were held with law enforcement agencies from SDPD, SDFD, EMTs to Homeland security, to review Stadium safety measures and protocols.
- Drones – The Stadium and its surrounding parking lot is a no-fly zone. Controllers can easily lose control after losing sight of a drone flown in to the stadium and can cause injury falling on someone.
- Murphy Canyon Road Training Facility – A new tenant, USSF Soccer, will be moving in November 1st, and will lease the facility until their new offices in San Diego's North County area is built. Operational cost will not be on our books. The swimming pool will be maintained by Park and Recreation.
- Stadium Staff – In the works is transitioning the represented employees to fall under Facilities. There would be no other changes except being under Facilities instead of Real Estate Assets Department (READ). Only three employees will stay under READ, Mike McSweeney, Josh Brown, and Bill Gibbs. This transition will hopefully ease employee concerns of still having a job with the City. Especially for employees with "Stadium" in their title.
- Homeless Update at the Stadium – Twentieth and B has been selected as the temporary location for the homeless camp. They would be closer to needed services located downtown.
- Lights Out – At the Aztec vs. Stanford game the lights turned off in the fourth quarter. The lights was not returned to manual mode after being tested earlier which needed to be in auto mode. With mercury vapor lamps, they take more than 15 minutes cool down and then re-light. Luckily the Aztecs won the game that night.

VIII. BUSINESS ITEMS

No Business Items to report.

IX. COMMENTS (and Questions) BY BOARD MEMBERS

Carol Jeffries inquired if the relationship with Live Nation and the business it brings to the Stadium will make an impact on the how the new stadium will be built.

Mike McSweeney replied it would not. Hopefully the next owners/management company will take note of the business generated at the Stadium.

Les Williamson inquired where the Jehovah's Witnesses Convention would take place after 2018.

Mike McSweeney replied they may discontinue the large conventions and break them down to smaller meetings.

Les Williamson commented that congress was pushing a bill for silencers during the same week the Las Vegas shooting occurred. The bill was of course pulled out. Can you imagine how much more damage could have been caused if a silencer and flash suppressors were used? No one would know what was happening or where the shooting was coming from.

Ben Clay commented that the Stadium is under the flight pattern of Montgomery Field. Therefore a drone cannot be flown within five miles of the air strip. Unless approved by the FAA.

Mike McSweeney commented back it is three nautical miles away from the building. In speaking with the flight tower at Montgomery Field, you would need a Temporary Flight Restriction (TFR) permit. The FAA rules TFRs can be granted to football stadiums (not for concerts, soccer, or baseball stadiums). There are only two permanent TFRs granted to amusement parks, Disneyworld and Disneyland. Hence, we cannot stop flyovers of advertising airplanes over the Aztecs games and concerts.

Ben Clay inquired, now that the Chargers are gone, can you bring in other vendors to sell their products and services?

Mike replied the exclusive rights to sell Budweiser and Pepsi are now gone, and we can talk to any brand at any time.

X. ADJOURNMENT

Meeting was adjourned at 9:05 a.m.

The next scheduled meeting will take place Thursday, December 14, 2017.