



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, November 9, 2017
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	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: Dave Noll–Aztecs; Mark Neville–SD Bowl Games; Eddy Goldenberg–Ace Parking

II. APPROVAL OF MINUTES

Minutes of October 12, 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 no report.

VI. BUSINESS PARTNER REPORTS

A. Aztecs

Dave Noll gave the following report: Looking to finish the season strong. Had a great start, but had two losses at home. Still a possibility to play in the conference championship game. At 8-2, the Aztecs are having a great season.

B. San Diego Bowl Games-Holiday Bowl

Mark Neville gave the following report: The Navy vs. Notre Dame is scheduled for October 27, 2018. Making this a perk event for Bowl members receiving priority seating. Recently opened 11,000 upper deck seats for sale to the public. With deposits from members, in addition to 16,000 that Navy gets, plus the 3,400 upper deck seats sold, current standing is at 37,000 which is not a bad start. There has also been a high demand for suites.

Holiday Bowl matchups are looking good with the possibility of either Michigan, Iowa, Ohio State, Michigan State, or Northwestern. On the Pac 12 side, Arizona, Washington, or Stanford. The Holiday Bowl is scheduled for December 28th.

Les Williamson questioned the Holiday Bowl's future.

Mark Neville replied they have been continuing to have a dialog with the Padres. Also continuing to monitor what is happening with SDCCU Stadium.

Ben Clay inquired how the Global Winter Wonderland (GWW) event taking up 1/4 of the parking lot would impact parking for the Holiday Bowl.

Mike McSweeney replied there would be no problem, otherwise the event would never have been booked. The event would be closed during the Holiday Bowl and GWW agreed to move portions of their show to the side to create more parking spaces. Even with the fireworks fallout area being blocked off, there will still be enough parking spaces to accommodate the Holiday Bowl event.

Andy Zlotnik asked about the cost of rent from GWW.

Mike McSweeney replied \$206,000 in rent alone. Revenue for the City would be around \$450-500,000. This is unbudgeted revenue.

Jess Durfee commented he is on the Cal Expo Board and gave kudos to the Stadium Staff for negotiating a better deal with GWW than Sacramento.

Jess Durfee also wanted to confirm that the GWW would be open during one of the Aztec's game.

Mike McSweeney replied it was in the rental contract that GWW would work out some kind of promotional deal with the Aztecs Marketing Department. To offer Aztec fans some fun things to do upon early arrival in the parking lot.

C. OMBAC

No report.

D. Ace Parking

Eddy Goldenberg gave the following report: It was a great October. Both Aztecs games brought in 45,000+. The Coldplay concert was a success as well. Looking forward to more Aztec games. Will be handling the GWW event.

E. Delaware North Sportservice

No report.

VII. STAFF REPORT

Mike McSweeney gave the following report:

- SDCCU Stadium and Staff – Moving closer to its closure. Beginning July 1st, the next fiscal year, all represented employees will be moving from being under Real Estate Assets to Facilities. This transition will hopefully ease employee concerns of still having a job with the City. The Deputy Director spoke to all the employees to ensure them all is being done to get everyone placed.
- Decommissioning the Stadium – Spoke to other Stadium Managers to get their take on closing a stadium. It could take six to nine months, depending on how managed, to close a building.
- Budget Reduction – COO Scott Chadwick issued a memo regarding a 2% budget reduction throughout the City. The memo was shared with the Board Members.
- Holiday Bowl Meeting – A meeting will be held with the Bowl and CSC Security on November 15th.
 - Uber and Lyft are being notified of drop off and pickup areas. Signs will also be set up throughout the parking lot.
 - Traffic and parking lot attendants will be made aware of how to direct Uber and Lyft drivers.
 - Ace Parking are in weekly contacts with all taxi companies to be aware of stadium events.
- AT&T – There is a permanent cell tower in the West end of the parking lot. AT&T has been working on getting better cell reception in the Stadium. This would also help other parts of Mission Valley. This service generates about \$90,000 a year in revenue to the City.
- North American Soccer League (NASL) – Previously reported, were talks with NASL to have 12 to 14 games played at the Stadium. Unfortunately, the Judge ruled NASL will have to go to Division III team, from their current standing as a Division II team. This would mean a drop of attendance, and it would not be feasible to have their games played at a Stadium of our capacity.
- Murphy Canyon Road Training Facility – Nothing new to report. Now controlled by Real Estate Assets than the Stadium, with less involvement.
- Stadium Events
 - US Women's National Team are set to come play in January 2018.
 - Used car tent sales will resume with Rock Auto Group, Inc. Previous dealers under SDAC have banded together to have their own used car sales event.
 - CIF has been in contact to negotiate a special rate for hosting High School events at the Stadium, i.e. football, lacrosse, and girls' soccer.

VIII. BUSINESS ITEMS

No Business Items to report.

IX. COMMENTS BY BOARD MEMBERS

No comments to report.

X. ADJOURNMENT

Meeting was adjourned at 8:48 a.m.

The next scheduled meeting will take place Thursday, February 8, 2017.