



## **SDCCU STADIUM ADVISORY BOARD**

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

**Thursday, December 13, 2018**

**SDCCU Stadium, Administrative Offices**  
**9449 Friars Road, San Diego, California 92108**

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

Chairperson Andy Zlotnik called the meeting to order at 8:20 a.m.

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

Andy Zlotnik-Chair  
Carol Jeffries  
Jesse Durfee  
John Thomson  
Les Williamson

##### **Board Members Absent:**

Albert Velasquez  
Ben Clay

##### **City Staff Present:**

Mike McSweeney-Stadium Manager  
Josh Brown-Stadium Event Coordinator  
Maria Villanueva-Stadium Secretary

##### **Others Present:**

Mark Neville-San Diego Bowl Games  
Eddy Goldenberg-Ace Parking  
Daniel Stock-Delaware North Sportservice

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

Motion was made by Jess Durfee and seconded by Carol Jeffries to approve the minutes of October 11, 2018.

Motion was unanimously approved by all members present:  
Yes=5, No=0, Abstain=0, Absent=2

### **III. PUBLIC COMMENT**

No public comment to report.

### **IV. COMMUNICATIONS**

Moving forward, the Board will conduct a roll call vote on approval of the minutes, and on any action items on the agenda.

### **V. CHAIRPERSON'S REPORT**

Chairperson Andy Zlotnik gave the following report: Attended the Navy vs. Notre Dame football game and had a lot of fun. It was great to see the Stadium at full capacity and to see people enjoying themselves.

John Thompson asked if there was a difference in the conduct of the Navy-Notre Dame crowd compared to previous college games at the Stadium, i.e. heavy drinking and other reported problems. Mike McSweeney replied the crowd was different, with an older demographic. The median age was around 60 years old.

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

#### **A. San Diego State University-Aztecs**

No report.

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

Mark Neville gave the following report:

The San Diego Bowl Games Association is a non-profit organization that generates tourism for San Diego with football as their platform. The atmosphere of the Navy-Notre Dame game was amazing. Just received, is the Preliminary Economic Impact Report which stated an amount of about \$25.5 million. Also commended Mike McSweeney and the Stadium staff. The building looked beautiful on National TV.

Now preparing for the Holiday Bowl coming up on December 31<sup>st</sup>. The teams playing against each other is Utah and Northwestern. Focusing on promoting the New Year Eve Pre-Game Party that will be held throughout the Stadium's Plaza level, the pageantry, and the top 25 match-up. There will be live music, games and contests. Looking forward to a great event.

#### **C. Ace Parking**

Eddie Goldenberg gave the following report:

Not a lot of cars for Navy-Notre Dame with many visitors flying in from out of State. Also looking forward to the Holiday Bowl. In contact with San Diego Fleet for their upcoming football game in February, and preparing for the soccer match in March.

#### **D. Delaware North Sportservice**

Daniel Stock gave the following report:

Food and Beverage revenue for the Navy-Notre Dame game was comparable to a Charger game. Retail went well too. Met with the Holiday Bowl to plan Plaza Level

events, i.e. drink specials and entertainment. Finalizing Food and Beverage option with San Diego Fleet.

## **VII. CITY STAFF REPORT**

Mike McSweeney gave the following report:

- Homeless Evacuation – With the Stadium designated as a Mega Shelter, about 342 clients from the Alpha Project was evacuated to the Stadium after their downtown facility was flooded from the recent rains. Stadium staff worked round the clock to prepare and maintain the area to be used in the Club level. The Alpha Project staff was great to work with. They quickly got their clients back on a schedule as they had in their downtown facility. San Diego Police has maintained a daily presence to ensure everyone was safe. The Stadium also became a donation center and received an overwhelming number of items to help support the homeless. Stadium Staff has done a great job in keeping facility clean, along with some help from the Alpha Project staff and clients.
- Evacuation Expenses – This should not affect our budget that much. The City designated job numbers to assign any costs incurred outside of the Stadium's operating budget to cover the expenses.
- SDSU West Proposal – Although the ballot passed in November, it is business as usual at the Stadium until we hear otherwise.
- SDSU Rental Agreement – Now out of our old agreement and with the new season, will come a new agreement with the City.
- Power Outage – About 12-13 hours after the Aztecs vs. Hawaii football game, the Stadium lost all power for a couple of hours. The automatic switch gear failed to switch to backup. It is important to note, the Stadium's system was not the cause of the power outage, it was the feed coming from SDG&E across the street. The City and Public Works declared this outage an emergency repair, with a cost of about \$125-150,000.00, and take about 18 weeks to repair. But once repaired, this would finally take care of the primary and secondary backup grids.
- Stadium Naming Rights – The three-year agreement is scheduled to go before City Council in February 2019 to be approved. The Stadium will be known as SDCCU Stadium for a couple more years.
- Facilities Support – As mentioned before, Stadium staff has moved from being under Real Estate Assets to Facilities-Public Works. Since then, Deputy Director, Roy Kirby, and his staff has been very supportive in offering help from sidewalk repairs to leaky roofs. We thank them again for all their support.
- Murphy Canyon Road Facilities – Stadium staff will no longer need to maintain the facility. The San Diego Police Department has now taken over as permanent tenants. The building will be home to other police departments and used as a recruiting facility.
- Events –
  - Navy vs. Notre Dame had a much older demographic, the crowd was well behaved and spent well. Food and Beverage sales were high and nearly equaled a Charger game with gross sales totaling \$1.2 million. There were ingress problems, partly due to parking lot events lasting nearly up to kickoff time. The gates became overwhelmed which then caused delays entering the Stadium.
  - Holiday Bowl to follow what made the Navy-Notre Dame game successful in regards to Food and Beverage sales with upscale menus. As for addressing ingress issues, parking lot hospitality events will be closed an hour before kickoff. This should get people into the Stadium at a better pace.
  - Soccer United Marketing (SUM) made an announcement of the Mexican National Team US Tour. A soccer match will be held at the Stadium in March 22, 2019.

- San Diego Fleet has officially moved in to the Stadium located by Gate B. There will be a meet and greet event later tonight.
- Steve Bartel – A long time SDSU equipment manager, passed way in November at the age of 64. He will be missed.

**VIII. BUSINESS ITEMS**

No Business Items to report.

**IX. ACTION ITEMS**

No Action Items to report.

Motion: No motion to report

**X. COMMENTS BY BOARD MEMBERS**

No comments by Board Members.

**XI. ADJOURNMENT**

Meeting was adjourned at 9:03 a.m.

The next scheduled meeting will take place Thursday, January 10, 2019.