



QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

Thursday, February 10, 2011
STADIUM ADMINISTRATIVE OFFICES

I. CALL TO ORDER / ROLL CALL

Chairman Rudy Castruita called the meeting to order at 8:15 am.

Board Present:

Chairman	Rudy Castruita	Present
Member	Jeff Jeffery	Present
Member	Luke Pistorius	Absent
Member	Ben Clay	Present
Member	David Baron	Present
Member	Kim Folsom	Present
Member	Carlos Vasquez	Present
Member	Michael Simonsen	Present
Member	Les Williamson	Present

Staff Present: Mike McSweeney-Stadium Manager, Veronica Valenzuela-Clerical Assistant II

Others Present: Debra Bevier-Deputy City Attorney , Bruce Binkowski-Holiday/Poinsettia Bowl, Susan Hawke-Centerplate, Bill Nelson-ACE Parking, Nick Petit-Aztecs,

II. APPROVAL OF MINUTES January 13, 2011

Approved. Unanimous.

III. PUBLIC COMMENT

No Report

IV. COMMUNICATIONS

Received a letter from the Padres, it is an unsolicited endorsement from Padres recommending Aramark for janitorial needs, will keep this in the records.

V. CHAIRPERSON REPORT

Last month's City Council meeting the Stadium Advisory Board did not attend due to a last minute call in which Chairman Tony Young requested a resolution presented by the end of the day for the meeting next day. Michael Simonsen was to attend meeting but he did not have the presentation as

requested. However SDSU did go to City Council Tuesday meeting they did not have a resolution but it was coordinated by Marty Emerald and her staff.

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report.

B. AZTECS

No Report. Go Aztecs!

C. BOWL ASSOCIATION

The Bowl association does not have a lot to report at this time of year. Nothing official for this year's Poinsettia and Holiday Bowl games yet. They are thinking the Poinsettia Bowl may be held on December 21, 2011 at 5pm and still looking at either December 28th or 29th for the Holiday Bowl and are pushing for an earlier start instead of 7pm. The TV ratings of all twenty-four bowl games on ESPN last December our Holiday Bowl ranked 4th as the most watched game with 4.04 million viewers. Rudy commended Holiday Bowl committee for both of these bowl games. The attendance for SDSU vs. Navy was 51,000 plus as to previous years.

D. OMBAC

None.

E. ACE PARKING

None.

F. CENTERPLATE

Had a great showing for Monster Jam this was successful were about \$350,000 of food and beverage around \$50,000 increase from last year. The promotion was pick three meal deals was very popular as this was a family oriented event, we did over 600 packages on this event, very popular. Centerplate is now getting ready for the Supercross event coming up next week. Supercross is a different audience than Monster Jam not sure how this event will do there is much more alcohol sales. They will be out in the Pit Party and hopefully there is no rain next week. Rudy asked about the crowds for the dirt events, he's never been. There is a lot of children at the Monster Jam event.

G. SAN DIEGO AUTO CONNECTION

No report

VII. STAFF REPORT

A. Stadium Manager Mike McSweeney

Monster Jam show was sold out by 3pm it was a great turn out better than last years. Supercross is different than Monster Jam the audience has young adults and mostly adults. There is a lot more alcohol sales at Supercross vs. the Monster Jam in which it may be one parent with several children ages 8-12. Supercross opens the doors at 12:30pm for the prequalifying events. Jeff mentioned if there is a parking cost for these events, absolutely it is \$15 to park. Of all things equal looks like we will probably sell out Supercross. In terms of dirt events this is it, there are only two dirt events. The dirt show events are unique to the facility

because it is so big we need to have the dirt stored for them. Question regarding the X Games why these are not held here. The X Games have been held here at the stadium but this was a made for television event only not open to the public. We did not have a financial return as we thought we would on this type of event. It is best as a TV show.

Question has been asked how does the City help the community and tourism group to bring in more events to the stadium. We thought of bringing in a Drum & Bugle Competition beginning in the morning until the evening. This type of event would draw in around 300 High Schools, we did consider it even though the field would take a beating and it would cost \$100,000 to replace the sod. Unfortunately the schools took a vote and decided to go to Pasadena instead since they are looking to have a bed at night and do not go to a hotel.

We are currently bidding for the Gold Cup for next year. We have an agreement with SUM to produce a certain number of games in the year. There is a soccer game coming up on March 29th Mexico vs. Venezuela, there may possibly be another game in July. Have been talking with Creative Artists Industry known as CAI in the past had no relationship with soccer mostly movie stars, singers etc. It has developed relationships with some major teams and may be hosting a game here in July. Rudy asked what Security is like at these soccer games, do we need extra help? Soccer match crowds are pretty calm for the most it is a well behaved crowd. Even the alcohol sales are lower than the NFL games but these events are financially profitable. Ben asked Susan if there was a special food being brought in for the Venezuela crowd but they don't have anything planned. However, they do have the Mexico food covered. Not sure if they will have something special as they did for the Nebraska game. Rudy and members of the Board are would like to know if they may help out to continue the growth of events here. Mike said the RFP contracts are coming up, this area needs some assistance as it is much appreciated to keep the stadium running.

Non-event related items submitted to City Auditors responses on compliances and the letter from the Stadium Advisory Board involvement. The custodial RFP is coming up we had 15-20 companies here last week to bid on this contract. The AECOM Contract continues to progress Luke attended our last meeting, we should receive the deliverables by the end of month or first week of March. This will show in terms how the stadium will perform in the next 10-15 years. When report is complete the Stadium Advisory Board would like to review it then Luke will relate the information to all regarding the business plan evaluation.

We presented the budget reductions to the Mayor's office on January 20th and indicated what the impact is for stadium operations reducing the Capital Improvement budget. Rudy asked even though we generate revenue how can we not have a Capital Improvement Budget? There is a FEMA/Homeland Security meeting on February 16th regarding the flood damage at the Stadium which was estimated around \$50,000 and to conclude this for a reimbursement.

The NFL gave the stadium "Kudos" for having a natural turf field, this was in the newspaper and according to Jeff we were Fourth place in the NFL and the players association there is only a few with natural turf. Mike mentioned we are usually rated in the top three. Every player in NFL prefers to play on natural turf.

Flooding was an item not on the budget as well as the OSHA remedial project. These are items not accounted for and the Capital Improvement budget is used for these but will have to go without and figure how to deal with these.

Our current janitorial staff is Jani-King but the contract is up soon and will open for bidding. There was some controversy on the RFP Security according to Rudy since it was in the paper,

why? There was several security companies the decision was not satisfactory to some therefore the article. We did not select the lower bid but went with the company offering better value. Sometime in the past there was overriding of other security companies and a lot of finger pointing. Another RFP coming up is with Ticketmaster, the Parking attendance RFP. The Bowl Association Agreement is up to be renewed this year. We are working on being ready for the upcoming season for NFL playing here whether it is a yes or no. If no NFL games we may come out with a profit at the end of the season.

Are you able to explain what happened at the Superbowl in Dallas. The extra seats were bleacher style type seats and the Fire Marshall looked at these and were not safe as they were installed. There was plenty of time to get seats installed properly but they waited until the last minute. These ticket holders were compensated three times the ticket value and are guaranteed a Superbowl ticket for next year. There may have also been some travel expense compensation? These seats were sold after the fact and were not considered permanent seating. Ben asked if the Superbowl was to come here to San Diego does the NFL takeover? We the City pretty much turn over the keys to them and they go about their business to setup for the Superbowl.

VIII. BUSINESS ITEMS

A. Update Financial Items:

Waiting on financial items to be completed, may be available next month.

IX. COMMENTS BY BOARD MEMBERS

Board will invite the new 6th District Council Lorie Zapf by drafting a letter to invite them to our board meetings.

X. ADJOURNMENT

Meeting was adjourned at 9:05 am. The next meeting will be Thursday, March 10th at 8:15am.