



MINUTES
Independence Day Board
City of Huntington Beach

Wednesday, March 21, 2024
6:00PM – Special Meeting
City Hall B-8

CALL TO ORDER

Chair Kowal calls to order at 6:00PM

ROLL CALL

Present: Kowal, Ramsey, Taboada, Stevens, Moreo, Vircks, Smith

Absent: Simonds, Love, Van Tuyl

Contractors Present: Mark Entner, Katrina Carlson, Stacey Newton (PSQ Productions)

Staff Present: Uemura

Council Liaison Present: Mayor Van Der Mark

PUBLIC COMMENTS

No public comments

INFORMATIONAL ITEMS

Introduction of New Event Contractor – PSQ Productions

Staff Liaison Molly Uemura introduces Mark Entner and Katrina Carlson as the new Event contractors for the Independence Day celebration. Long-time consultant Stacey Newton has joined with PSQ Productions as a member of their team and will continue her work on the 4th of July parade.

Carlson introduces PSQ Productions to the Board and states how excited the company is to begin work on this longstanding tradition in Huntington Beach. PSQ Productions is a local company that is invested in maintaining the community feeling of the Independence Day Celebration while also working in future years to bring exciting new elements to the event. PSQ Productions looks forward to working closely in collaboration with the Board on delivering the 2024 Event.

PSQ Productions Event Status Update

PSQ has already begun work on ensuring all sub-contracts are in place, including Pageantry for parade management and Spectrum for the Surf City 5K. Second Floor has confirmed for the VIP breakfast on the 4th. PSQ will work closely with City staff on the development of a budget and timeline for the 2024 Event.

PSQ Productions Goals for April Meeting

Carlson advises the Board that PSQ will have a sponsorship deck ready for the Board to begin sharing at the April 3rd regular meeting. Carlson and Newton emphasize that sponsorships will be the key item for Board members to focus their efforts on for the 2024 event, especially in solidifying their existing community ties and relationships.

The Board requests an update on the possibility of establishing a 501C-3 organization on behalf of the Board to solicit community donations. Uemura will provide an update on the feasibility of this project at the April Board meeting.

Carlson also plans to have an event timeline to share with the Board at the April meeting to provide deadlines and insights into the planning process for the 2024 Celebration.

Chair Kowal requests that members of the Board continue to consider hometown celebrities for the parade as there is limited budget for amenities this year. PSQ will provide the basic amenities such as parade seats, fireworks seats, parking, VIP breakfast. Ideas for celebrities can be discussed at the April meeting.

ITEMS TO BE AGENDIZED

Sponsorship Deck

Event Timeline

City Staff Update

Event Volunteers

ADJOURNMENT

Kowal moves to adjourn, Ramsey seconds