



**MINUTES**  
**Fourth of July Executive Board**  
**City of Huntington Beach**

Wednesday, October 4, 2023  
6:00PM – Regular Meeting  
City Hall B-8

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**CALL TO ORDER**

Chair Kowal calls to order at 6:01pm

**ROLL CALL**

Present: Kowal, Vircks, Stevens, Moreo, Ramsey, Love, Simonds, Smith  
Absent: Taboada (excused), Van Tuyl (excused)  
Contractors Present: Newton  
Staff Present: Uemura  
Council Liaison Present:

**PUBLIC COMMENTS**

No public comments

**APPROVAL OF MINUTES**

Stevens moves, Kowal seconds. All in favor.

**INFORMATIONAL ITEMS**

**2023 Event Recap**

- More shuttles to/from the parade route. At least 1 additional vehicle, earlier staging for the shuttles.
- VIP liaison to manage VIPs from the moment they arrive at the breakfast to the time they arrive on the parade route and are transferred into their vehicles. VIP liaison should be narrowly focused on ensuring the VIPs have clear direction and get where they need to be.
- An opportunity for VW busses to transport VIPs from the breakfast to the parade route.
- Road closures and barricades were much improved from 2022. Overall safety improved tremendously.
- Board members to work more closely with the BID for hometown decorating contest. Moreo and Stevens would like to present for sponsorships at a spring BID Board meeting. Board members should also connect with the Chamber of Commerce.
- Expansion of the home and business decorating contests was well received and is a way to involve the entire City in the 4<sup>th</sup> of July celebrations.
- Agendize expectations for the new contractors at the November Board meeting
- No negative criticism on the local coverage of the parade.
- Do we have tools within the City to push out a survey to solicit feedback on the 2023 event that can be used to direct the new contractor for 2024?
- Can the Independence Day Board have a fireworks stand in 2024?

**City Staff / Board Member Reports**

Staff Liaison Uemura provides update on RFP process and timeline for interviews, contract, and

council approval. Uemura will share the link to Planet BID that Board members may share with any potential contacts and bidders. Board members express interest in being involved in the selection of the event contractor.

Board is looking for a contractor who can respect the hometown feel of the event and has an understanding of Huntington Beach.

## **2024 Theme Discussion**

- Discussion on celebrating the theme of 120 years.
- Stevens put out a Facebook post and received feedback from Christian Epting on using a theme as historic Huntington Beach to capitalize on the success of hidden Huntington Beach.
- Kowal suggests “120 years of Main Street USA”
- Could we put the idea of a theme on the survey that goes out to the community?
- Discussion on delaying the choice of theme until the December meeting when the contract is in place.
- Narrow down to approximately 5 ideas in the November meeting and then agendize a vote at the December meeting.
- Vircks suggests 120 years of hometown pride.
- Discussion on why the event has a theme and if the “theme” could just be Independence Day in Huntington Beach.
- Board to send suggestions to Uemura and Uemura will send out the collective theme idea and place an item on the agenda for discussion/narrowing in on the November meeting agenda and then place an item on the agenda for a vote on the narrowed theme ideas in front of the new contractor in December.

### **ITEMS TO BE AGENDIZED**

**Expectations for Contractor**

**Theme Discussion**

**Survey Discussion**

## **ADJOURNMENT**

Chair Kowal motions to adjourn at 7:11pm, Stevens seconds.