



MINUTES
Fourth of July Executive Board
City of Huntington Beach

Wednesday, April 5, 2023
6:00PM – Regular Meeting
City Hall B-8

CALL TO ORDER

Chair Kowal calls to order at 6:01pm

ROLL CALL

Present: Kowal, Vircks, Moreo, Smith, Stevens, Ramsey, Van Tuyl
Absent: Love, Simonds, Taboada
Contractors Present: Ryan Heil, Stacey Newton
Staff Present: Molly Uemura, Chris Cole

PUBLIC COMMENTS

There were no public comments.

APPROVAL OF MINUTES

Van Tuyl moves to approve minutes from the March 1, 2023 meeting, Vircks seconds.

ADMINISTRATIVE ITEM

Vote on Community Grand Marshal

Contractor Stacey Newton confirms that the Board's first choice, Aaron Pai, is available and interested in serving as Community Grand Marshal. Newton suggests that the Board amend the grand marshal to Aaron Pai and the HSS + Pai Family.

Chair Kowal states that the Pai and HSS Family is a strong choice for Community Grand Marshal. They have been huge supporters of the 4th for years and fit the theme of Surf City Soul.

Chair Kowal moves to vote to approve the selection of Aaron Pai and HSS + Pai Family as Community Grand Marshal for the 2023 4th of July Parade. Stevens seconds. Motion passes 7-0, with Love, Simonds and Taboada absent.

INFORMATIONAL ITEMS

Contractor/Consultant Event Updates

Soundskilz:

- Website launched Monday, the run registration is live as well as the portal for vendor inquiries.
- Applications for food and retail vendors are coming in at a record pace.
- HSS has completed the initial order for the merchandise. This year merchandise will include hats. HSS may also incorporate a towel into the 300 VIP bags for fireworks.
- Contracts are complete with sponsors such as Deep Eddy and Smokeflower.
- Majority of suppliers for the event have been confirmed.
- Coming soon to the website: Fireworks tickets (anticipated to go on sale in May), carnival pre-sale tickets, and cornhole tournament registration.
- Cornhole tournament logistics include 12 cornhole courts, 50 team tournaments each day and the champions from each day will meet for a tournament of champions on the

4th to crown an overall winner. The location is planned for the lower level of the 6th street lot, with the boneyard moving to the carnival side to utilize the space in the parking lot better. There is also discussion on having open courts for the public to utilize and play throughout the weekend.

- Soundskilz is increasing the money spent on advertising for the 5K run.
- Block Party announcements and flyers will be coming soon. Redneck Rodeo has been paid in full for their performance.
- Overall Press Release for the event is being drafted.
- Discussion ensues on local business involvement in the event and Soundskilz ongoing effort to

Stacey Newton:

- Parade application is up on the website. Applications received so far include the Ghostbusters and other star cars).
- Found 1 float company, but they only have 2 floats in their current inventory.
- Currently working on the Fireworks script. The plan is to have Mayor Strickland complete the voiceover.
- Intends to schedule a call with ABC regarding parade coverage. Soundskilz has not had success in connecting with their contacts at ABC for fulfillment of contract items.
- Touched base with Albertsons regarding merchandise payment for 2022.
- HSS will begin merchandise sales at Pier Plaza booth on June 16. Shirts will be navy blue, standard sizes and styles. If Board members wish to create their own shirts with the logo, it can be pre-approved and go through an authorized printer.
- Newton will connect with Clayton regarding details for Circuit.

Board Member Updates

Kowal and Van Tuyl discuss their ongoing efforts to create an epic entertainment schedule for the Pier Plaza Main Stage. New additions to the stage this year include a Folklorico Dance Group and the Army National Guard concert band. Discussion also ensues on a partnership with the stage sponsor from 2022 and how to continue ongoing discussions with this partner for the future with the current sponsorship model offered by Soundskilz.

Moreo provides an update on the Home Decorating Contest, which will include three categories: Main Street homes, BID decorating contest, and City-wide decorating contest.

Ramsey will assist with finding VW busses for Lake Park fortification and has several vehicles confirmed for barricades at various intersections of the parade route.

VIP Amenities

Discussion ensues on the ongoing effort to solicit a celebrity guest for the parade. There has been no response from Sammy Hagar's team. There is concern at the ability to book celebrity talent at this point with the proximity of the event and inability to provide hotel room amenities. Hotel amenities have helped entice guests in the past. Soundskilz requests that Board members make the ask of their celebrity contacts and let them know what is needed in order to book the talent so they can weigh the benefits versus the cost of the amenities. Soundskilz

authorizes the Board to utilize existing 4th of July assets such as fireworks tickets, breakfast tickets, and VIP parade tickets.

ITEMS TO BE AGENDIZED

Volunteers

Board Reports

Event Updates

ADJOURNMENT

With no further business, Chair Kowal motions to adjourn the meeting at 7:21pm to the next regularly scheduled meeting of the Fourth of July Executive Board on Wednesday, May 3, 2023 at 6:00PM.