



MINUTES
Fourth of July Executive Board
City of Huntington Beach

Wednesday, June 1, 2022
6:00PM - Regular Meeting
City Hall B-8/Zoom Application

CALL TO ORDER

Chair Kowal calls to order at 6:01pm

ROLL CALL

Present: Kowal, Vircks, Love, Pedersen, Smith, Taboada, Van Tuyl, Ramsey
Absent: Stevens, Simonds, Moreo

Contractors Present: Ryan Heil, Steve Clayton, Stacey Newton
Council Liaison Present: Natalie Moser
Staff Present: Chris Cole

APPROVAL OF MINUTES

Pedersen moves to approve minutes, chair Kowal seconds

PUBLIC COMMENTS

There were no public comments.

INFORMATIONAL ITEMS

Soundskilz Event Updates

Sponsorships:

- Good response from sponsors
- Heil advises Soundskilz is in the process of closing many sponsorship contracts such as Deep Eddy Vodka, La Crema Wines, Casa Monte Tequila.
- Heil is working to confirm the National Guard's participation in the parade through the use of vehicles to block certain intersections along the parade route. 2022 will also include the National Guard color guard unit.

Festival

- The Pier festival will have 46 vendors this year versus 41 in 2021.
- 11 food vendors have been approved already with 17 additional applications pending approval.
- The festival will extend into the lower level of the 6th street parking lot.

5K Run

- The hope is for the number of runners to return to 2018 and 209 participation numbers.
- 650 confirmed runners so far; the goal is 3,000 runners.
- Several active brands are interested in sponsorships

Marketing

- Marketing efforts have started in full swing with contracted marketing firm
- Continued updates are being pushed to the 4th website

- Social media director is fully engaged and social media efforts are ramping up the closer we get to the 4th.

Updates from Clayton

- 2nd most asked question has been about 4th of July t-shirts. Shirts are available at HSS, Vons, and Albertsons
- Sponsor recognition is June 30th
- Excitement over the BID decorating contest. Two entry categories: patio/entry and window. Winners will be provided with an entry into the parade.
- Councilmember Moser inquires if there will be a stage at the block party?
 - Clayton advises that the City showmobile will be placed at Main/PCH.
- Councilmember Moser inquires if a fireworks alcohol sponsor is needed?
 - Heil advises that the La Crema wine sponsorship deal is about to be finalized. La Crema is interested in a VIP experience.
- Van Tuyl inquires about the gym sponsor, to which Clayton advises the name will be revealed at a later meeting date.

Consultant Introduction and Event Updates

Newton advises that the parade deadline has been pushed to Sunday to allow time for additional entries. Currently there are 87 entries; Pre-COVID, the parade would receive over 100 entries. Chair Kowal inquires how many entries are from previous years? Newton advises that all previous entries were contacted, but many are waiting to return until 2023.

Parade entries this year will include Ghostbusters and Toy Story vehicles and Sunset Beach honorary mayor Diamond. Fountain Valley has entered with a vintage fire truck. Councilmember Moser will ride in her own vehicle. Lyn Semeta will be community grand marshal. Huntington Beach Auto Dealers has entered and will host Steve Garvey in their entry.

Non-profit groups should not advertise a corporate parent company on their parade entry. This verbiage will be added to the website and parade application.

Councilmember Moser inquires if the Greater Huntington Beach Interfaith Council applied for the parade? Newton advises not yet. If the application is submitted, there is a quick turnaround time for approval.

Newton distributed volunteer sign-up sheet. Board members are asked to help recruit volunteers. Newton asks Love to lock and unlock portable restrooms along the parade route. Heil advises that Soundskilz will handle the restroom for the Pier festival. Kowal advises that unlocking the restrooms will be a challenge, but Love will plan to unlock early on the 4th of July.

Newton asks Soundskilz if there are any parade sponsors, to which Heil responds that there are no pending sponsors at this time.

City Staff Update

Cole advises that staff logistics are currently being dialed in for the 4th of July parade and festival operations. There will be a presentation regarding 4th of July and a commendation to Robert Mayer for his generous fireworks donation at the June 21 city council meeting.

Board Member Updates

Kowal:

- Kareem Abdul-Jabbar will not be participating in the parade.
- Hotel rooms have been very difficult to find as hotels are not offering comp rooms to the event and vacancy rates are extremely low. Heil advises that rooms are extremely expensive and must be funded by other event revenue streams.
- Band logistics need to be dialed in to complete the band agreements. Parking is needed for entertainment in the southside Duke's lot. Clayton assures that parking will be made available for the entertainment and advises that parking will not be available at the Shorebreak hotel this year.

Van Tuyl:

- Redneck Rodeo has verbally agreed to perform at the June 30th Block Party on Main Street. Heil advises that they are just waiting for Redneck Rodeo to sign the contract.
- Van Tuyl inquires if Huntington Beach high school APA can participate, to which Newton responds that they have not participated in the past.

Stevens:

- Stevens has tried to get as many bands as possible for the parade
- Costco is interested in sponsoring the parade
- Goldenwest College is also interested
- German Shepard rescue is in as well as Old World and their weinerdogs.

Newton advises that a new family to HB wants to enter a specialty car in the parade. The Jurassic Park Club can do a motor pool.

Chair Kowal introduces new Board member Shannon Smith, who was not able to attend the May 4 meeting. Smith moved to Huntington Beach from LA 3 years ago and is involved in the entertainment industry. She is excited to be a new member to the Fourth of July Executive Board. Activations for FX and Hulu will be sent to Clayton.

Ramsey:

- Ramsey has been working on a plan for parade route vehicle barricades with Soundskilz. He has already confirmed 13 large vehicles and several VW busses. Ramsey has a map showing where large vehicles need to be placed.

- Ramsey spoke to City Engineer on use of vehicles as barricades for the parade route. Traffic engineering is leading the closure plan. Clayton requests the dimensions of the vehicles from Ramsey to provide to Public Works.
- The 13 large vehicles are being provided by companies. Newton requests that the vehicles be set back from the intersections like the water barricades to allow for seating. Clayton will bring this up at the next traffic meeting.
- Ramsey's band will be playing in the parade on the El Do Liquor Float.

Vircks

- Food vendors have stopped calling

Love

- Everything is flowing with the vendors he is working with

Pedersen

- No report

Taboada

- Car supply is sufficient, will be able to provide 11 vehicles at this point.

Grand Marshal Discussion

Covered in Board Member updates.

Additional Meeting Dates for Event Planning

June 15 will be a special Board meeting. Another special meeting will be called on June 22 if necessary.

Volunteer training will be held on June 27.

ITEMS TO BE AGENDIZED

Contractor Updates

Consultant Updates

Staff Updates

Board Member Updates

Last Minute Logistics

Tentative Late Parade Entries

ADJOURNMENT

Chair Kowal adjourns at 7:28PM to the special meeting on June 15, 2022 at 6:00 PM at City Hall Meeting Room B-8/Zoom Application.