



MINUTES
Independence Day Board
City of Huntington Beach

Wednesday, April 3, 2024
6:00PM – Regular Meeting
City Hall B-8

CALL TO ORDER

Chair Kowal calls to order at 6:00PM

ROLL CALL

Present: Kowal, Ramsey, Taboada, Moreo, Vircks, Van Tuyl, Love, Smith

Absent: Simonds, Stevens (excused)

Contractors Present: Mark Entner

Staff Present: Uemura

Council Liaison Present: Mayor Van Der Mark

PUBLIC COMMENTS

Mr. Amory Hanson provides a comment to share ideas that he has heard from the community regarding potential grand marshals for the parade. Ideas include:

Cody Walker
Patrick Warburton
Paul McBeth
Robert August
Nancy Buchoz
Steven Engel

APPROVAL OF MINUTES

Kowal moves, Ramsey seconds. All in favor of approving March 6th and March 21st meeting minutes.

INFORMATIONAL ITEMS

City Staff Updates

Staff Liaison Molly Uemura provides a requested update on the Independence Day Board moving forward with the creation of a 501C3 organization. Per the City Attorney's Office, Brown-Act Boards and Commissions may not act as a non-profit as this is outside of the scope mandated through standard operating procedures for Boards and Commissions as well as the HBMC related to the formation of the Board.

If corporations are only willing to donate to a non-profit and their donation is significant, such as Boeing, they can donate to the existing donation account through the City of Huntington Beach. The City will work in collaboration with PSQ to determine the allocation and usage of those funds.

Sponsorship Deck

PSQ Productions presents the draft Sponsorship Deck to the Board for review. The current logo is being finalized by HSS, but a mock-up is shown to the Board. The draft Sponsorship deck

should be finalized by Friday will be distributed to Board members to share with community contacts and potential donors.

Event Timeline

All contracts are in place and the event is on track. The biggest push will be for sponsorships as soon as the sponsorship deck is available. The request is that the Board places emphasis on sponsorships and donations for this year.

The last piece is the parade application, which will be posted as soon as language is received from the City Attorney's Office regarding parade rules.

Home Decorating Committee Update

New this year will be a Mayor's choice award for the home decorating contest, where the Mayor will pick an overall personal choice winner. Will still have 3 Main Street winners, Best in Show, and Best Use of Theme. Citywide contest will have 4 winners.

Home Decorating Committee is continuing to solicit sponsorships for awards for the winners from local businesses.

Social media campaign will start June 13th with highlighting last year's winners to create excitement for this year's contest. The hope is to post on social media daily as we lead up to the event. The Committee also intends to push out on Nextdoor. Moreo will also create an event flyer and drop on Main Street residence doors.

Newton requests that Moreo provide information for the website.

Parade VIP Updates

Chair Kowal has an update of the offer letter that she will provide to any potential VIPs for the parade.

Councilmember McKeon has an interest in inviting Sammy Hagar for the parade again this year and will work to find a sponsor to cover potential costs associated. The hope is that he will ride in the parade. Councilmember McKeon will follow-up on this request.

If anyone has a direct line to Kyle from The Voice, please provide to Chair Kowal so she can reach out.

Chair Kowal requests that Don Ramsey approach local surfers and she will provide him with an offer letter to handout during his conversations.

Newton is working on Rams cheerleaders in the parade.

ITEMS TO BE AGENDIZED

PSQ Productions Update

Committee Updates

Sponsorships Updates

ADJOURNMENT

Van Tuyl, Moreo seconds. All in favor. Meeting adjourned at 6:59PM.