



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

Wednesday, November 2, 2022  
6:00PM – Regular Meeting  
City Hall B-8/Zoom Application

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**CALL TO ORDER**

Chair Kowal calls to order at 6:03pm

**ROLL CALL**

Present: Kowal, Vircks, Stevens, Ramsey, Simonds, Van Tuyl, Moreo  
Absent: Love, Smith, Taboada  
Contractors Present: Ryan Heil, Steve Clayton, Stacey Newton  
Staff Present: Molly Uemura  
Council Liaison Present: Natalie Moser

**PUBLIC COMMENTS**

There were no public comments.

**APPROVAL OF MINUTES**

Chair Kowal motions to approve minutes from October 5 meeting. Vircks seconds.

**INFORMATIONAL ITEMS**

**2023 Event Updates**

Soundkilz:

- No update to sponsorship deck with theme yet until the event logo is finalized. Heil will continue to edit and send copy to Molly to distribute to the Board.
- The economy is proving to be a bit volatile at this time. Soundkilz has found that certain brands are pausing their spending. Soundkilz will continue to play with their mix of event assets to remain viable with the changing economy.
- Completing photo edits for the website announcing the 2023 event.
- Ongoing conversations with Hilton Hotel about a sponsorship summit. Soundkilz will be following up for more specifics and will advise on a date when they have the information settled.
- RFP's are out to Spectrum, Zambeli, and one other fireworks service provider. Clayton wants to make sure that Zambeli prices are in line with the current market rates for firework displays.
- Working with two large brands for potential sponsorships. The goal is to have a large company sponsorship for the 5K run and another large company sponsorship for the cornhole tournament.

Newton:

- Reaching out to parade companies to see if they will have an inventory of floats for the 2023 parade, since there was no production for 2022 and floats were not available for last year's parade.

## **Event Logo**

No entries have been received yet but paid social campaigns will begin next day. Soundskilz will be sending targeted emails to local design firms. Uemura to coordinate with City Public Affairs Office for City social media posts. Stevens will coordinate with GWC/OCC design schools.

Van Tuyl inquires if we can also work with HBPD social media to share the contest since they have over 35,000 followers. Uemura will mention this to Public Affairs as well.

## **VIP Amenities**

Clayton leads the discussion that Soundskilz does not want to put anything in writing for VIP amenities at this time. They are still in early discussions to determine what options will be viable for 2023.

Van Tuyl inquires if we have a block of rooms available Downtown for VIPs? If not, how many rooms would we typically need? Newton responds that it is anywhere from 2-12 rooms, depending on the year and the nature of the grand marshals that are pursued.

In the past, hotel rooms were provided in kind in support of the event and were not included in the budget. At this point, the hotels have expressed that they are not interested in parting with rooms for free. Soundskilz will continue to pursue lodging options for VIPs while still being conscious of the parade budet.

ABC has provided the footage from the 2022 parade which will create a great template to be used for sponsor opportunities for the parade in 2023.

## **ITEMS TO BE AGENDIZED**

**Logo Vote**

**Event Updates**

## **ADJOURNMENT**

With no further business, Chair Kowal motions to adjourn the meeting at 6:23PM to the next regularly scheduled meeting of the Fourth of July Executive Board on Wednesday, January 4, at 6:00PM.