



MINUTES
Fourth of July Executive Board
City of Huntington Beach

Wednesday, May 3, 2023
6:00PM – Regular Meeting
City Hall B-8

CALL TO ORDER

Chair Kowal calls to order at 6:03pm

ROLL CALL

Present: Kowal, Vircks, Stevens, Taboada, Smith, Van Tuyl, Simonds,
Absent: Moreo,
Contractors Present: Clayton, Heil, Newton
Staff Present: Uemura, Cole
Council Liaison Present: Van Der Mark,

PUBLIC COMMENTS

No public comments.

APPROVAL OF MINUTES

Simonds moves, Stevens seconds. All in favor.

INFORMATIONAL ITEMS

Contractor and Consultant Event Updates

Soundskilz:

- 5K run – 95% increase in number of registrants from last year.
- 46 retail booth applications submitted and under review. Looking to increase capacity of number of vendors to 60-70.
- 32 food truck applications trending. 50 others have submitted inquiries.
- Cornhole tournament – Surf rodeo organizing partners. Saturday and Sunday. Prizes up to \$5,000 each day. Will also have community access to the cornhole courts. Looking to move the tournament to the sand. Will have branded 4th of July fencing around the area.
- Block Party – BID financial sponsor. Confirmed for Main Street. Talent line-up is booked. Will distribute flyers following Memorial Day weekend.
- Carnival pre-sale tickets are live.
- Fireworks tickets on sale targeted for May 15. Discussion on the amenities and seating section for VIP ticket sales.
- 2 page advertising package has been created. Signage opportunities for local businesses. Decision on branding for PCH corridor.
- 3-5 social media posts per week. Requests that Board member suggest content for stories on Instagram and what they would like to see.
- An official water sponsor is still in the works.
- Discussion ensues on how Soundskilz solicits local vs. regional businesses. Focus on community outreach and how to get the word out to local vendors so they know to apply.

Newton:

- Parade applications are coming up. Applications include non-profits, bands.

- Flyover at night has not yet been confirmed by the Marine squadron.
- Need to schedule the voiceover for the Fireworks with the Mayor.
- Should we add crossovers at the camera stands and staff with security.
- Disney will not be in the parade this year.

Board Member Reports

Stevens/Smith – Home Decorating Contest

- Sponsors confirmed for the surfboard signs.
- 3 different contests: BID, Main Street, Citywide. Citywide contest is divided by zip codes.
- Poster promotion will occur after Memorial Day.
- Collecting items from Main Street for awards baskets.
- Judging on July 3rd, judging for the BID will be at the block party.

Van Tuyl/Kowal

- Stage line-up is completely booked.
- Kowal – invite to Christa Glembocki, Dwyer principal, for entry in the parade.
- Also sent letter to Chris Syborg.
- Sammy Hagar wants to participate, but not in a traditional fashion. Looking for a quick way to participate. Also proposed a small role at the opening. Could introduce the parade on television for ABC.
- Mayor Strickland has made a connection with Jeremy Piven.

Taboada

- Low requirement of VIPs that require cars this year.
- Have 14 volunteers committed this year. Plenty of vehicles to cover the requests.

VIP and Parade Guest Discussion

Event Volunteers

Returning key volunteers from last year. Chair Kowal requests that the Board members recruit members at large that would be interested in volunteering both at the event and year-round. Need additional assistance with the information booth, parade walkers, managers of parade sections. Discussion on scheduling a volunteer meeting, whether or not it is necessary. Newton will confirm. Uemura to work with Board to place a call for volunteers via City social media channels. CERT volunteers for City Hall. Circuit to provide shuttles from breakfast to staging area.

Discussion on Huntington Beach Oilers baseball team opening the parade. Also discussed having non-profit representatives and other community members kick it off. Board members to come back with ideas for three minute performances to open the parade.

ITEMS TO BE AGENDIZED

Regular agenda items

ADJOURNMENT

Kowal adjourns at 7:23pm