



MINUTES
Fourth of July Executive Board
City of Huntington Beach

Wednesday, January 11, 2023
6:00PM – Special Meeting
City Hall B-8

CALL TO ORDER

Chair Kowal calls to order at 6:05pm

ROLL CALL

Present: Kowal, Vircks, Stevens, Ramsey, Van Tuyl, Moreo, Love, Simonds
Absent: Smith, Taboada, Love, Moreo
Contractors Present: Ryan Heil, Steve Clayton, Stacey Newton
Staff Present: Molly Uemura, Chris Cole
Council Liaison Present: Gracey Van Der Mark, Casey McKeon

PUBLIC COMMENTS

There were no public comments.

APPROVAL OF MINUTES

Simonds motions to approve minutes from December 7 meeting. Ramsey seconds.

ADMINISTRATIVE ITEMS

Vote on 2023 Event Logo

Chair kowal opens the discussion. Differences between the three options are the size of the font for the word soul. Entry 1 has the biggest size for soul, 2 is a medium version, and 3 is the smallest version and soul is more flush with the surf city wording.

Chair Kowal opens to comments

Stevens likes the third option, but is not feeling super strong either way. The HB looks bigger because the soul font is smaller.

Councilmember McKeon likes three. It does not take away from the focus which should be on 4th of July, Surf City, and Lady Liberty.

Ramsey likes three, it does not take away from the surf city.

Kowal likes two because it seems more evenly distributed and not as parallel as surf city as three.

Van Tuyl likes two as a compromise

Vircks likes two or three

Simonds likes two or three

Simonds motions for a vote to approve option 3.

Ramsey updates new council liaisons on how we came to vote on the current logo. Uemura to send the submissions to council liaisons for them to look at.

Discussion on putting the logo on stickers, pins, patches, temporary tattoos. Board members like the idea of the pins. Easy to ship, not expensive, and would be a collectors item.

INFORMATIONAL ITEMS

2023 Event Updates

Newton

- Getting in touch with float companies to see if there are any running this year. Companies don't know if they are doing paper floats anymore.
- Working on different parade entries
- Emailed about sponsors

Soundskilz

- Zambeli confirmed for fireworks. Did go out for RFP to check on the market, and Zambeli was most competitive. Costs have skyrocketed, but Zambeli came in lowest and Soundskilz is in contract with them.
- The run management company fees have gone up 40%. Soundskilz has worked with their team and has omitted some items from their contract and was able to confirm them at the same price as last year.
- Working hard to create creative ways to engage the community and let them know how much they mean to this event and how the event does not happen without them.
- HB 2023 first look – confirmed for 2/1/23 at Second Floor at 6:00PM. Sponsored by Second floor. 80 people, taco bar, beverages (beer and wine). This is a chance to get the supporters of the 4th of July together early in the year and officially unveil the logo and theme for the event. Danielle is working on email invite with Stacey for outreach.
- Newton – if anyone thinks of companies that should be invited, please let her know so she can add them to the list.
- Kowal – is there a sponsorship deck that can be shared with the Board? Clayton – the bones are done, just need to drop the logo in.
- Meetings have been held with VisitHB, Dukes, Hilton, Sealegs, Shorebreak. Being truthful, there is economic hesitation from businesses in regards to sponsorships. There is a need to be creative on how to adjust for increase in expenses in conjunction with the pullback from businesses due to local economic impacts.
- Newton and Danielle looked at the Chamber list for invites.
- Simonds requests the lists of which businesses they have already sent it to so they can ensure there is no duplication and see who has been missed.
- Clayton echoes that they do want quality over quantity for this event.
- Kowal – are Board members invited to be volunteers at this event? Clayton yes of course and council liaisons as well. Danielle will work check-in of the event.
- The goal is to do this again come April. Dukes has given a soft confirmation that they would host this one.
- For February – want to keep it focused on the past two years post-covid. Want the community to see current opportunities available to them. Doesn't want to go too far down in historical archives in February, maybe more for the April event.

- Ramsey – 4th of July is his favorite day of the year. Surf City Soul – the soul of our town, an image that would depict the word soul – one or two images of yesteryear. HB used to be the coolest place to be from. Need to include the soul that is our town, in a way that shows we are proud of what the legacy is.
- Newton – please email me what the soul of our town and the event means to you. Clayton loves this idea.
- Stevens – what if we got the community involved and interviewed the town to see what surf city soul means to them.
- Newton – will sponsors be able to commit to a sponsorship at that meeting? Answer from Clayton is yes and no. Doesn't think the reality of locking in a big sponsorship at that meeting. Short term goal is to get everyone excited and let them know how important they are for the invite.
- Kowal – this event is a love letter to the City and everything we celebrate that day. Like Christmas in July.
- Will Board have the sponsorship deck before February? Clayton says yes.

Sponsorship Opportunities

- Soundskilz is looking for a key sponsor for the parade. Knows the Board has been hesitant to have a sponsor for the parade due to a previous bad experience with a notable sponsor. Soundskilz feels handcuffed by the expectation to deliver on the current budget without being able to capitalize on the sponsorship dollars from the parade.
- Clayton wants to have a conversation about what it would look like to engage a sponsor for the parade, whether it be a benefactor or a brand. None of these things would supercede the City. The City would always come first, then sponsored by XYZ. Wanted to bring it up due to sheer economics.
- Newton – states that the sponsor would have to be on brand. Kowal states that it would have to be family friendly and stick with the ethos for the event.
- Simonds – what is the potential revenue stream for something like that?
- Clayton – not sure, and not sure they have enough lead-up time for this year. Could be an exercise for 2024. But wants to be able to explore the opportunity.
- Simonds – what was the downside in the past? Kowal – City sponsored event, and the wording made a difference.
- Kowal – this would need to be worth it.
- McKeon – what's the number you are looking for? A million, 500,000?
- Clayton – fireworks and parade are losing ventures.
- Van Tuyl – everything revolves around the parade, without the parade there is no event.
- Simonds – can we agree that the parade is a liability to the event?
- Simonds – can we explain what the problem is with Tommy Hilfiger sponsorship? If there is no problem with a sponsorship, can we unleash Soundskilz to go find a sponsorship for the parade?
- Clayton – needs to be a high figure number, at the very minimum 50,000 but preferable to 6 figures.
- McKeon – 250,000 sounds like a good number.
- Clayton – would not be alcohol or maybe even a consumable unless it is a coke or a pepsi. Looking for larger, broader brands.
- Newton – red bull did sponsor the festival one year.

VIP Amenities

Clayton advises that they are still working on VIP Amenities and do not have a package ready for the Board to use for VIP recruitment yet.

Chair Kowal – if we have a bigger budget, will we have more that we can offer VIP? How can we secure high profile VIP?

Clayton – wants to be careful about the verbiage for bigger budget for VIPs as vendors are all increasing their costs so the budget is shrinking.

Kowal – maybe having a bigger name VIP would help attract a bigger sponsorship?

Clayton inquires how would the event could monetize a bigger name in the parade? Kowal responds that the notoriety of a bigger name in the parade could draw more attendance and thus more sponsorships.

Kowal is familiar with what they have expected in the past. We've used notable residents in the past so we haven't had to pay a ton for local accommodations.

Clayton – if we allocate \$5,000 for this exercise, where does this revenue come from? Hotels used to be willing to play ball when the tax base was different. VisitHB had a fund for hometown events but that is no longer available according to recent meetings between . There is no longer any reason for the hotels to assist as they are going to be full no matter what. Soundskilz has to pay market rate.

Newton inquires on how many hotel rooms the Board would need for VIPs and advises that they should only plan on having 2-3.

Kowal – what about Air BnBs? Short term rentals?

Clayton – needs to work with Stacey on the transportation details. Other amenities like fireworks tickets are easier to put together.

Clayton – has been working with Coffey Anderson. Alicia from Sealegs is interested in bringing him in and maybe it could be a partnership to help offload some of the ideas?

Van Tuyl – are the VIPs mainly for broadcasting purposes?

Stevens – people also come to the parade to see the parade.

Simonds – who typically goes after the VIPs? Kowal has done this the last few years.

Van Tuyl brings up the Amazon Prime deal and also advises that Michael from Rock Stars is very well connected with high level musicians and could be someone to talk to about a tie in for a VIP with Rock Stars? Clayton should reach out to him.

Clayton – does talk to major studios to collaborate with releases at the June/July time of year.

Newton – Kowal should develop a list of people that she would like to go after for VIP and share with Soundskilz and the Board.

Kowal – will reach out to Scarlett again after her Duck Dynasty biopic.

Stevens – can we reach out to the community and see who they are interested in seeing in the parade?

Newton – suggests we ask for military or community grand marshals and also suggests do a nomination system for a community grand marshal.

Simonds requests that the Board have a discussion on the grand marshals and what the process looks like.

Kowal – will make a list of who to approach, the sub-committee will come up with the list, and Kowal will approach and bring to the Board for final approval.

Simonds – would this be at the March Board meeting?

Newton – are there any celebrities on ABC we would want because perhaps KABC could help us with that.

Newton inquires on when the parade application will be ready and Clayton responds that Danielle is working to complete these quickly.

Newton advises that the Board needs to figure out how to approve parade applications.

ITEMS TO BE AGENDIZED

Board Reports

Event Updates

Grand Marshal Discussion

Sponsorships

ADJOURNMENT

With no further business, Chair Kowal motions to adjourn the meeting to the next regularly scheduled meeting of the Fourth of July Executive Board on Wednesday, February 1, 2023 at 6:00PM.