



MINUTES
Fourth of July Executive Board
City of Huntington Beach

Wednesday, March 1, 2023
6:00PM – Regular Meeting
City Hall B-8

CALL TO ORDER

Chair Kowal calls to order at 6:00pm

ROLL CALL

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

PUBLIC COMMENTS

There were no public comments.

APPROVAL OF MINUTES

Vircks moves, Moreo seconds.

INFORMATIONAL ITEMS

Contractor and Consultant Event Updates

Soundskilz:

- Great meeting with HSS, discussed development of a trucker hat, HSS has had great success with hats at events. Exploring pricing on a fireworks premium that could be provided with a VIP firework ticket experience, like a branded towel. Also working on a logo for the 5K run.
- Soundskilz will not be offering an early discount for run registrations. The first 500 or so t-shirts will be included with registrations and the rest will be sold at a premium.
- Vendor applications will be launched on the website March 15
- Deep Eddy has confirmed their sponsorship for 2023
- Chair Kowal – will volunteer t-shirts be on the merchandise list for HSS? Clayton responds that yes, the volunteer shirts will be on the list. Moreo – how does the volunteer shirts get distributed? Kowal – at the volunteer training.
- Is there a way to avoid putting the logo on the volunteer shirts to avoid overstock? Perhaps different colors for each year. Newton advises that we should have more volunteers this year since we received late approvals in 2022 due to Covid uncertainties. Stevens inquires if volunteers could have the same shirt each year but have a 2023 specific lanyard that shows they are approved for this year?
- Kowal – now would be a good time to start approaching groups for larger groups of volunteers, for instance church groups, girl and boy scouts. Newton advises that if non-profits participating in the parade bring enough volunteers they receive a discount on their parade entries.
- Good outreach from PR to new brands that want to participate. Existing brands have been advising that budgets are tight this year.
- An energy drink is looking at a 5 figure package, Smokeflower wants to expand their participation this year. A lot of proposals have been sent out and Soundskilz feels excited

about where they are now vs. where they were 30 days ago with sponsorships.

- Exploring carveouts for potential parade viewing, fireworks viewing, etc as added values for sponsorships.
- Expanding the signage and placement strategies for smaller brands at smaller price point. Received approval from the City to place signage on the bike barricade rack at Pier Plaza that will be facing PCH.
- Have requested contractual introductions from ABC for Disney introductions for potential partnerships. Excited to build upon the negotiated contract with ABC.
- Awaiting a proposal from Duke's for the second version of the First Look event to unveil grand marshals, new information for the event. Targeting early May date.

Newton:

- Parade application will be ready to go live on March 15.
- Stacey is sending the sponsorship deck to several local business sponsors.
- Heil advises that sanitation costs skyrocketed last year and Soundkilz is working to get ahead of the planning cycle for this year to significantly lower those costs. Stacey is moving forward
- Does anyone have community grand marshal suggestions?
 - Vircks – Tony Gonzalez
 - Heil – Sammy Hagar is opening for a local concert. Could be a reach but could work out.
 - Kowal – what about Robert Mayer Jr. in memoriam? In honor of his involvement in the parade and his generous donations for the fireworks.
 - Moreo – what about the family of Don McAllister?
 - Newton – perhaps we should go out to the community and ask for suggestions. Suggests a social media post to see what sort of feedback we receive.
 - Newton – people have mentioned Shawn Kortes, Melissa Murphy.
- Has received many inquiries from bands, military groups.
- Disney is most likely interested and will be bringing a child grand marshal, most likely Donald Duck.
- Uemura to work with Jennifer Carey on scripts for council for ABC.
- Newton will work on logistics for councilmembers riding in the parade and coordinate vehicles.
- Love would like to nominate Wendell Witt for community grand marshal, a doctor for over 60 years who recently retired.

Board Member Reports

Kowal and Van Tuyl:

- Have a military group that is in the parade and will also be performing on the stage. Would like to have on the stage during the National Anthem. They also have a Dixieland band that could walk the festival area and add to the ambiance. National Guard Reserve.
- Looking at finishing the performer schedule for 4th of July.
- Awaiting confirmation of Rockstars sponsorship and saving spots for his talent on the stage.
- Focus on diversifying the type of performances on the stage.

- Working to secure a folklorico dance crew, a Polynesian group.
- Headliner – Surf City Soul band featuring Nick Jackson.
- Updating showmobile specs and updating contracts for performers.
- Looking to provide bike rack for the front of the stage for signage.
- Kowal inquires if the block party will be on Main Street again this year? Redneck Rodeo has expressed interest in performing at the block party. Looking for ways to make the block party cost effective.
- Kowal – reaching out to local celebrities for celebrity grand marshals.
- Smith – suggests Kanoa Igarashi as a celebrity grand marshal.
- Love – Sports grand marshal suggestions – Bob Hurley and Sugar the surfing dog.
- Kowal – would like to offer fireworks tickets as an amenity for VIPs rather than run tickets.

Chair Kowal inquires on VIP amenities for Celebrity grand marshal discussion. Hotel amenities are key in enticing celebrities to attend the event. If we cannot offer hotel amenities, then a car service should be offered to celebrity guests. Board Members discuss the cost of a car service versus attempting to secure two to three hotel rooms. Without these amenities, Chair Kowal believes it will be impossible to entice a celebrity guest. The celebrity guest is a large draw to the event, with many attendees telling Board Members throughout the years that they came to see a certain guest in the parade.

Soundskilz will speak with their contacts to see if Sammy Hagar is available as a celebrity guest. It could be a long shot, but Ryan will inquire. Chair Kowal inquires if Soundskilz can put out a notice to all of their contacts to entice celebrity guests? The conversation has been ongoing at several Board meetings, but without confirmation of the amenities Chair Kowal worries we are losing valuable time to book celebrities and that the availability window will close if we continue to wait.

Stacey will assist with printing and producing the event flyer so that the Board can place the flyers in Main Street business windows and to provide to information to those who visit the information booth during the festival.

Ramsey inquires about the water barriers for the parade. Would Soundskilz like him to work on securing vehicles on the parade route?

Soundskilz would like to meet with JCL as soon as possible to review how it would be possible to supplement vehicles instead of water barricades. Goal would be to determine how many feet of barricade is necessary at each location.

Van Tuyl – could we have street vendors for food in certain places along the parade route?

Moreo – will the grandstands still be there at PCH/Main this year? Soundskilz would like to reinvent to make it more enticing for people to come and sit in the stands, because the emptiness of the stands was an eyesore for television coverage.

Parade Applications, Sponsorship Opportunities, VIP Amenities

Agenda items were covered within the Contractor updates and Board Member reports. Chair

Kowal inquires if there are any further questions on the items, and then motions to adjourn with no further questions.

ITEMS TO BE AGENDIZED

Board Reports

Event Updates

Grand Marshal Vote

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, April 5, 2023 at 6:00PM.