



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

Wednesday, June 7, 2023  
6:00PM – Regular Meeting  
City Hall B-8

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**CALL TO ORDER**

Chair Kowal calls to order at 6:01pm

**ROLL CALL**

Present: Kowal, Vircks, Stevens, Taboada, Smith, Van Tuyl, Simonds  
Absent: Moreo, Ramsey, Love  
Contractors Present: Clayton, Newton  
Staff Present: Uemura  
Council Liaison Present:

**PUBLIC COMMENTS**

No public comments

**APPROVAL OF MINUTES**

Van Tuyl motions, Vircks seconds. All in favor.

**INFORMATIONAL ITEMS**

**Contractor and Consultant Event Updates**

Newton:

- Parade applications are all in. Good diversity and group of entries.
- Finalizing line-up.
- Grand Marshal: Steve Garvey.
- Celebrity Guest: Madison Taylor Vaiz. Madison will be singing the National anthem.
- 2 World War 2 veterans. One will be 104 this year.
- Make – A – Wish will be riding in the Circuit in the parade.
- Met with Air National Guard Band, will be playing in the parade. This will be their last performance before disbanding. They will play on the showmobile following the parade. Their show will last 1.5 hours.
  - Want to make sure we create content with these stories.
- Marketworks will be filming the entirety of the parade from Lake Park.

Soundskilz:

- Signed a deal with the Shorebreak for a post-parade event on 5th Street on the 4th. Clayton is working with them to have a DJ, community-based cornhole, chalk art fair, and other community and family friendly activations. Concept is from noon-2pm.
- Currently 49 vendors in the onboarding process for Pier Plaza festival.
- Working with an axe-throwing company to program the lower-level. Soundskilz did reach out to Stumpy's and gave them first right of refusal, but they did not have the capacity to take on this event at this time.
- Working with Tesla on experiential sponsor placement. Submitted proposal to them 2 days ago.
- Working with R3DI – potential opportunity for ebikes charging station on the sand.
- 42 active applications for food trucks. Aiming to accept up to 18 applications for festival.

- 5K run is up 80% year over year. More advertising dollars and social media energy spent on the run this year.
- Clayton presenting at the BID meeting tomorrow re: Block Party.
- Overall 4<sup>th</sup> poster is in design phase and will be available soon. Board members will distribute posters throughout town.
- Bowlero has signed on for a significant sponsorship for this year. Need to know if Bowlero is signing on for a parade entry.
- Broad Street Oyster – new business on the Pier, will be involved with branding and potentially a fireworks sponsorship package.
- Discussion on whether or not there is a ribbon cutting for the festival this year.
- June 30<sup>th</sup> – VIP reception at the Shorebreak from 4-6pm.
- Working on procuring food and beverage for the bleacher seats at Main/PCH. Was working with Raising Cane's, but they just advised they are closed on the 4<sup>th</sup>. TK Burger could be an option.
- 4<sup>th</sup> of July application in the work so people can download and see activities, map plots, etc.

## **Board Member Reports**

### **Simonds:**

- Working to figure out Circuit needs. Will be shuttling from VIP breakfast at 2nd floor to staging area. Will then move one from transport into the parade.

### **Vircks:**

- When will the merchandise be available in the stores?
  - HSS June 15<sup>th</sup>. Still working with Albertsons to get in the store.

### **Taboada:**

- 21 VIP riders to account for. 6 are providing their own cars. Has the cars lined up and the drivers committed with three back-up drivers as well.
- 80% are returning drivers.
- Will be lining up the cars in the staging area on the morning of the parade.

### **Van Tuyl:**

- Performance schedule is done, almost all acts have completed their performer agreements.
- Looking for Soundkilz to create a flyer with a list of bands for each day. Newton will laminate and provide for the information booth at the Plaza.
- May add bands earlier in the day on Monday. Current entertainment line-up is 4-8pm. Discussion on closing the festival at 8pm on 7/3.
- Working with Soundkilz for social media stories on each entertainment act.

### **Kowal:**

- Looking for 18+ parade walker volunteers. More parade walkers to hopefully assist with crowd control and keep ebikes off the route.
- Requests the Board post on socials and recruit volunteers.

### **Stevens:**

- Will be walking Main Street for the presents for the gift baskets.

## **Sponsorship Updates**

## **Event Volunteers**

## **ITEMS TO BE AGENDIZED**

**Regular agenda items**

**ADJOURNMENT**

Taboada moves to adjourn, Vircks seconds at 7:40pm