



MINUTES
Fourth of July Executive Board
City of Huntington Beach

Wednesday, May 4, 2022
6:00PM - Regular Meeting
City Hall B-8/Zoom Application

CALL TO ORDER

Chair Kowal calls to order at 6:01pm

ROLL CALL

Present: Kowal, Vircks, Love, Pedersen, Simonds, Stevens, Taboada, Moreo, Van Tuyl, Ramsey
Absent: Smith

Contractors Present: Ryan Heil, Steve Clayton, Stacey Newton
Council Liaison Present: Natalie Moser
Staff Present: Molly Uemura, Chris Cole, Chris Slama

APPROVAL OF MINUTES

Pedersen moves to approve minutes, chair Kowal seconds

PUBLIC COMMENTS

There were no public comments.

INTRODUCTIONS

Each Board member provides a brief introduction on themselves, their time spent with the 4th of July Executive Board already through Board member status or volunteer status, or expresses their experiences with the 4th of July celebration as an attendee and their excitement for participation as a Board member this year.

OATH OF OFFICE

Chris Cole provides oath of office to all Board members as an official swearing-in of all members.

INFORMATIONAL ITEMS

Soundskilz Introduction and Event Updates

Heil provides a brief introduction to all new Board members regarding the role that Soundskilz plays in the production of the 4th of July festivities in Huntington Beach. Board members will work closely with Soundskilz to assist with the execution of the 2022 4th of July Celebration. Heil and Clayton will be directly contacting all new members to the Board in order to gauge their individual interests and capabilities in volunteering for the upcoming 2022 event.

Updates for 2022 Event Planning include:

- Heil and Clayton held a meeting with PD earlier in the day to discuss overall public safety planning for the traditional parade route. Discussion topics included smart safety solutions such as vehicle barricades at each intersection to reduce the number of water barricades needed for the event in total. Soundskilz hopes to avoid negative optics of using water barricades at all hard street closures and requiring the dumping of large quantities of water onto city streets during a drought. Heil and Clayton are looking to use this vehicle barricade option as a sponsorship opportunity for companies with fleets of large vehicles that may be

interested in having their company name front and center on the parade route.

- Soundskilz has received an incredible response from the release of the vendor applications on the website. Soundskilz requests that Board members route all potential sponsor and vendor inquiries to the online portal on the website. All parking for vendors will be located south of the Pier and at the parking structure to allow more space for vendors and festival activations in the 6th street lot.
- Soundskilz also reports that there has been an overall great response in terms of general event sponsorships. La Crema wine is interested in activating a portion of the festival as a wine sponsor. A main stage sponsor has been secured (Rock Stars) thanks to the coordination of chair Kowal. Newton will send the revised sponsor deck to all new Board members so they can send to any potential sponsor opportunities they may have.
- HSS is solidified as a sponsor for the merchandise program. This year includes the additions of hats and pins; Board members express excitement regarding the expansion of the merchandise offerings for 2022. HSS will also be offering traditional surf attire at the Pier Plaza merchandise tent, proving an overall uptick in the total 4th of July merchandise offerings. Merchandise is considered a limited edition opportunity. Pedersen inquires when t-shirts will be available in store; Soundskilz responds that that Memorial Day weekend is the target date.
- Social media is rolling out to great response and high levels of engagement for this early this year.
- 5K run marketing call will be held next week. Dick's Sporting Goods has come in as a sponsor for the run again for 2022. Tickets are selling every day so interest appears to be high. Digital paid advertisements have just recently begun.
- Soundskilz is working on logistics plan for entertainers and stage load-in times, parking situation, and load-in assistance from the southside of the Pier.
- Parade entries are live. Applications are being received daily and Soundskilz is still working out the details on the VIP amenities.
- ABC is covering the parade for 2022. Soundskilz has negotiated a two-year contract with ABC for coverage with a 50% increase from the previous contract that was held in 2019. Soundskilz, Newton, and Uemura will be completing a walk-through with ABC on Main Street tomorrow to cover event logistics. The hope is also to align some coverage with a Disney launch similar to what was done with Amazon last year.
- Soundskilz opens up to questions from the Board. Chair Kowal asks several questions:
 - Will there be bleachers in the VIP area? Is there a need for ice for water and drinks? Will the In N Out truck be coming back?
 - Yes, there will be bleachers with waters. Soundskilz advises there is a need for Board members or volunteers to staff the VIP bleachers. Soundskilz also advises they have a water sponsor with first right of refusal at sponsorship of the 2022 event. In N Out has yet to be confirmed.
 - Will there be volunteer shirts for announcers and certain key volunteers?
 - Chair Kowal will advise Heil how many volunteer shirts are needed and he will set that amount aside.
 - Will there be awards for VIPs?
 - Will Matt Liffreing be doing the announcements on the 4th from the showmobile stage

this year?

- Soundskilz will defer to Board on their preferences for hometown involvement and announcers.
- Will Board members be leaving their post to ride in the parade?
 - The only Board member who typically leaves and rides in the parade is chair Kowal because she needs to get to disbanding area to man another volunteer post. Other Board members will stay at their posts during the parade.
- Soundskilz requests an organizational chart that shows where each Board member typically volunteers during the parade and where additional volunteer posts are needed so Soundskilz can fill volunteer positions as needed.
- Soundskilz has completed meetings with the carnival providers and is working to complete the site map for the 6th Street lot.
- There will be a tighter inventory of overall parking for the event this year. Soundskilz will need to know how many spaces to reserve each day for the bands and bands will need to rotate out of the same spots. Soundskilz will have the stage set with baseline hardware so bands will have less equipment that needs to be brought to the stage. Quick change tents will be provided along the stage as well.
- Marketing efforts for the parade are beginning in full swing
- Councilmember Moser inquires on how the parade approval process works:
 - Newton approves most parade entries automatically; anything that is atypical is brought to the Board overall for a vote.
 - Soundskilz has also implemented a much stricter vetting process for all festival vendors based on experiences at the festival in 2021. Vendors must submit pictures of their set-up and product and staff will complete a walk-through inspection each day prior to the festival opening.
- Soundskilz is working with the BID on the opening VIP sponsor recognition/block party on Main Street on Thursday, June 30th. This will serve as a great opening kick-off for a full weekend of festivities.

Consultant Introduction and Event Updates

Newton will provide updates in conjunction with the Board member updates agenda item immediately following City Staff Update.

City Staff Update

Uemura advises that staff has begun the public safety planning with the Police and Fire Departments. The Caltrans application to close PCH for the parade has been submitted.

Uemura will contact the new Board members to confirm a time for an orientation and to complete the necessary onboarding trainings.

Board Member Updates

Pedersen has spoken with Tony at the Newland Albertsons and they are on board for selling 4th of July merchandise in their store for 2022.

Taboada is coordinating VIP cars for the parade. He has several on deck already and is working on finding additional cards based on how many VIPs will be expected in the parade.

Vircks has send the sponsor deck to the Huntington Beach Chamber of Commerce.

Moreo suggests the additional of a seating area in the Pier festival as feedback from last year has shown this as a needed addition for 2022. Soundskilz has spoken with the City regarding this item and is planning to add picnic tables and umbrellas in the lower level of the 6th Street lot to provide a space for people to enjoy their food and drink within the festival. Soundskilz provides a reminder that the entire festival will be fenced and alcohol will be allowed to move freely within the fenced portion. This decentralizes the alcohol experience and provides an overall more family-friendly experiences for attendees.

Moreo is working on the home decorating contest and will also take on the downtown business decorating contest

Newton advises that there will be no paper floats in the parade this year as all companies have shut down production for these items and will not begin production again until December 2022.

Newton is reviewing the contract with Pageantry carefully and then will send to Soundskilz for final approval.

Grand Marshal Discussion

There has been an interest from a company to host Steve Garvey in the parade.

Brett Simpson is another name that has been thrown out as a hometown sports/grand marshal for the parade.

Parade celebrity grand marshal discussion includes:

- Confirmation from Scarlet Abinante as teen celebrity guest. She is local to Huntington Beach.
- Chair Kowal has received no's from Zane Smith and Jasmine Roth. Kareem Abdul Jabar required a booking fee. Soundskilz requests that Chair Kowal find out how much the fee would be since a guest of Kareem's caliber could garner a sponsorship opportunity in itself.
- Newton has contact Matt Mouser to see if he would be interested
- Joannie Sprague is another name that is considered

Councilmember Moser leads a discussion on including a community element for 2023 that would allow residents to vote on a community grand marshal for the parade.

Additional Meeting Dates for Event Planning

Cole leads a discussion on the addition of Ad Hoc volunteer committees to assist with the planning of the event that can meet on an as-needed basis outside of regular Board meetings. Committees will enable members to give high-level updates at Board meetings and be sensitive of timing at the Board meetings.

The Board intends to hold a volunteer training on June 22 for new event volunteers.

The next Board meeting will remain June 1 at this time with a potential special meeting on June 15 as well.

ITEMS TO BE AGENDIZED

ADJOURNMENT

Chair Kowal adjourns at 8:23pm to the next regularly scheduled meeting on Wednesday, June 1, 2022 at 6:00 PM at City Hall Meeting Room B-8/Zoom Application.

Submitted by Secretary Molly Uemura