



MINUTES
Fourth of July Executive Board
City of Huntington Beach

Wednesday, June 1, 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, Smith, Taboada, Van Tuyl, Ramsey, Stevens
Absent: Smith, Moreo

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

APPROVAL OF MINUTES

Pedersen moves to approve minutes, Van Tuyl seconds

PUBLIC COMMENTS

1 Public Comment

Matt Liffreing wanted to commend the Board on a wonderful presentation to Council for the commendation to Mr. Robert Mayer for his generous donation for the Fireworks over the Ocean. He especially wanted to congratulate Linda Vircks on her wonderful comments on behalf of the Board to Mr. Mayer during the presentation.

INFORMATIONAL ITEMS

Soundskilz Event Updates

Heil advises that Clayton is absent as he is home celebrating his wedding anniversary. Heil will provide the complete update on behalf of Soundskilz. Heil is in attendance at the meeting wearing the official 4th of July merchandise, now available at the HSS merchandise booth on Pier Plaza as well as several Albertsons locations throughout the City.

Festival Updates:

- Official festival hours at this point are as follows:
 - Friday 7/1 5-10pm
 - 7/2-7/4 Noon – 10pm
- Vendor participation is 25% higher for 2022 than 2021
- Main Street banners have gone to print and are sold out to sponsors
- 805 has been secured as a beer sponsor
- Another big sponsor signing is Smoke Flower – an apparel company. They will have a 20x40 activation in the middle of the festival footprint. Pacific Paradise pools is another sponsor.
- Parade route banners have sold well
- This is the first year that a shirt sleeve sponsorship was initiated to cover expenses for the official 4th merchandise

- 47 confirmed total vendors in the Pier Festival with 10 additional vendor applications pending. Several of the 10 pending applications are local non-profits for the community corner.
- Vendor list will be finalized by the weekend to publish on the website
- Another new offering will be an information booth staffed by Board Members. This booth is intended to be the face of the event and will be located directly adjacent to the HSS merchandise booth.
 - Chair Kowal inquires if there will be a map available at the kiosk. Soundskilz will have a map available for volunteers to distribute.
- Information booth will turn into fireworks will call on the evening of the 4th.

5K Run

- Route is set
- 1285 sales so far with 80+ new sales per day. Sales per day is expected to grow as we get closer to the 4th.
- Soundskilz is confident that we will hit the target goal of 3500 participants.
- Hardcore Fitness is signed as a sponsor for the run

Fireworks

- 30% of general admission tickets are sold out and 70% of the VIP experience tickets are sold out
- FAQs are on the website for the entire event, including fireworks
- Heil asks that Board members review the FAQs and please send him any missing information that can be added to the website

Van Tuyt advises that Redneck Rodeo is hoping that Soundskilz or the BID will create a Facebook event for the Block Party and add Redneck Rodeo as a co-host. Redneck Rodeo has a large following and believes this Facebook event will draw a bigger crowd downtown for the event.

Van Tuyt also inquires on the status of social media posts for the event. Heil advises the social media strategy from Soundskilz and Uemura advises that the City has begun its own social media push as of earlier in the day.

Consultant Update

Music for the fireworks display has been approved.

The parade is at approximately 105 entries. There will be gaps in the parade this year due to more interviews by ABC to lengthen the parade to ensure 2 hours of coverage. Disney is in for the parade.

The National Guard will not be participating in the parade this year as hoped.

A brief discussion is held regarding the sale of blankets in future years for the fireworks display over the ocean. Many Board members agree that blankets could be a good idea. Newton advises that

blankets have been sold in the past but were not successful as it ended up being a hot day.

VIP breakfast will be held at 2nd Floor Restaurant. Chair Kowal will lead the volunteer charge of ensuring that councilmembers finish breakfast by 9am and be shuttled to their vehicle on the parade route.

Simonds advises that Circuit will be operating on the 4th exclusively for internal help with the festivities. There are 7 circuit vehicles available and each one seats 5 people. Times are negotiable. Newton will schedule a call with Simonds to discuss operations further.

Shuttles from City Hall have been arranged and will begin at 7:30am.

Wristbands for the parade and the viewing area will be the same.

CERT and RACES will be in attendance.

HB1 is available for a flyover. The military flyover will be at 5:25pm along with the singing of the National Anthem. A singer is still needed but Stevens advises that she has someone in mind who could be great.

Volunteer meeting will be held on Monday, 6/27 at Central Library.

Board Member Updates

Taboada:

- VIP cars are ready to go – 11 cars total at this point
- Packets will go out to the drivers tomorrow

Stevens:

- Working with Moreo on both the home and Downtown BID decorating contest
- Main Street businesses have been very supportive in donating gift cards and goods for the winners of the home decorating contest.
- The grand prizes for the winners include a large surfboard and donations from Home Depot including a flat top grill, patio set, and Milwaukee drill set
- Stevens will be going back to Main Street for more donations since she was not yet able to visit all locations
- Awards will be given in the following categories for the Main Street entries:
 - Best in show
 - Best patriotic
 - Best beach party
- Two winners of the BID Decorating contest – 1 for best entry/patio and 1 for best window display. Each winner will receive a ride in the parade.
- There will also be one winner for a city-wide decorating contest

- Stevens also walked Main Street to hand out flyers to the residents advertising the decorating contest
- There will be 3 special veterans in the parade, one 100 year old WWII veteran.

Kowal

- Working closely with Newton and Van Tuyl on the entertainment schedule
- Assisting with all areas of production

Pederson

- Will be working at the information booth throughout the weekend
- Requests a schedule of entertainment to have at the booth

Van Tuyl

- Inquiry on update on backline equipment for bands on the stage provided by Soundskilz
- Will use the 20x20 changing tent near the stage as a band staging and rest area

Ramsey

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ITEMS TO BE AGENDIZED

Contractor Updates

Consultant Updates

Staff Updates

Board Member Updates

Last Minute Logistics

Tentative Late Parade Entries

ADJOURNMENT

Chair Kowal adjourns at 7:28PM to the special meeting on June 15, 2022 at 6:00 PM at City Hall Meeting Room B-8/Zoom Application.