

MINUTES

REGULAR MEETING

FOURTH OF JULY EXECUTIVE BOARD



Wednesday, April 2, 2008
6:00 p.m.
Civic Center; Council Chambers
2000 Main St
Huntington Beach, CA 92648

Chair Stier called the meeting to order at 6:05 p.m.

ROLL CALL

Board Members: Patti Davis; Mariann Ettorre; Erik Gomez; Stacey Newton; Karen Pedersen; Pat Stier

Board Members Absent: Michael Posey

At-Large Members: Misty Delomba; Mike Doyle; Jon Ross; Linda Vircks; Colleen Neugebauer

Staff Liaisons: Naida Oslin; Mike Reynolds; Martha Werth; Kimberly De Coite; Brevyn Mettler

Others: Bill Lomas; Ronnie Lomas; Mike Bone (Spectrum Sports); Barbara McMurray; Lou Carrasco; Carrie Bolon

INTRODUCTIONS/PRESENTATIONS: Pedersen introduced Lou Carrasco, designer of the 2008 logo.

CORRESPONDENCE: Stier passed around a letter received from Huntington Surf & Sport, requesting that bleacher seating not be placed on top of tiles located in front of their building.

APPROVAL OF MINUTES:

Motion to approve the March 5 meeting minutes as emailed, made by Newton, seconded by Ettorre. Motion passed unanimously.

STAFF REPORTS:

Community Services Liaison – Oslin reported that the Terry Park Clubhouse will be used to house artwork in addition to the 4th of July merchandise that is currently stored there. Oslin indicated that this should not affect the board's current storage situation.

Fire Department Liaison – Werth introduced Brevyn Mettler, who spoke to the board regarding utilizing HB RACES (Radio Amateur Civil Emergency Service) during the parade. Mettler indicated that RACES was used in past years and would like to be included in this year's event as well. B. Lomas accepted the offer and praised the past work RACES had done for the parade. Mettler guaranteed at least 25 volunteers and indicated that they would be shuttled in from City Hall. Stier agreed to attend and speak at the May RACES meeting. Werth noted that, unlike previous years, RACES was now under direct command of the Fire Department and that the volunteers would report directly to board members.

Police Department Liaison – Reynolds indicated that he had no current issues to report on. Oslie noted that she was waiting on the bid from the traffic company and asked Reynolds if he had any changes. Reynolds indicated that he did not but noted that B. Lomas did need to contact the company that puts the barricades on PCH to make sure they remove equipment from the highway in a timely manner.

COMMITTEE REPORTS:

Parade- There was a brief discussion of the fire department entry, with Lomas clarifying that a Fire Truck Steamer application was not a part of the Department entry. Werth confirmed this, noting that the Department entry consisted of an antique steamer, current engine and color guard together and confirmed with Lomas that they were to be placed near the beginning of the parade.

Lomas reported that the ten float renderings were being completed and would be available by the end of the week. He indicated that he would be able to email those on request and Stier asked to receive copies. Lomas went over recent applications he had received, including a class of 1978 entry which would be placed with the Huntington Beach High School Oiler band. He noted that a fife and drum corps had also been contracted for the event. Gomez noted that he had been contacted by a Girl Scout troop and Ross asked that the troop contact him.

Ross reported that 2 Red Bull skydivers were currently scheduled to land at PCH & Main St to open the parade. He indicated this was scheduled to occur directly prior to the military flyover. Davis asked if they would have their own announcer and Stier suggested that the announcer could be placed with the Television announcers.

Lomas noted that the disbanding area would possibly be moved to a new location and Ross agreed to meet with him later to discuss the details.

Publicity – McMurray reported that a press release had been sent out for Community Grand Marshal and that a press release for Sponsorship would be sent out soon. Davis asked that all press releases be sent to her to be included on the website. McMurray agreed.

Run/Expo- Bone reported that the run application was posted on the website and that registration was open. There was a brief discussion on the Fitness Expo, with Bone indicating that it is profitable. Stier and Bone agreed to exchange figures on the event. Bone reported that the junior lifeguards would be volunteering at the run. He also noted that a lifeguard

would not be present at the medical station this year and so he was looking into other options.

Sponsorship- Stier reported that sponsorship was two months behind schedule and asked Gomez to be more proactive. She indicated that no sponsors were currently lined up and offered assistance from the entire board. Gomez indicated that he had met with a few potential sponsors and was pursuing possibilities. Stier noted that there were enough supplies to make over one hundred packets and encouraged Gomez to bring packets when meeting with potential sponsors. Ettorre volunteered to assist in contacting potential sponsors and asked Gomez to email her information. Stier noted that De Coite had a sample letter on file and De Coite agreed to send out letters to anyone Gomez indicated.

Doyle reported that he has made calls and contacts and indicated that he would meet with Gomez for further direction. Stier stressed that sponsorship was critical to the event and urged Gomez to be more proactive and ask for assistance when needed.

Davis noted that the merchandise form now included a “patriots club” donation opportunity of \$1000. She noted that those who donated this amount would be eligible to attend a special luncheon with Mayor Cook.

Fireworks– Ettorre reported that she had two disks of music as well as a copy of the finished script for the fireworks show.

Military- Pedersen reported that all military requests have been sent out and that she would report back when she had further information.

Logistics – Stier reported that In N Out had been contracted to provide food for the VIP. Newton reported that she has been working on sound and has received lower bids.

Davis reported on companies she had scheduled meetings with regarding the Expo. There was a brief discussion of vendors in regards to city ordinances and health department regulations. Reynolds indicated that he could arrange for a meeting with an economic crimes detective to meet with board members regarding knock off merchandise at the expo.

Davis reported that all but two carts would be picked up on July 5. She asked if those two carts could be left overnight at Beach Headquarters. Oslone agreed to look into the possibility.

Davis reported that work was continuing on the website revamp and noted that the merchandise form had been uploaded. Newton asked if information regarding the bands playing at the Pier Plaza stage during the weekend could be posted and Davis agreed.

Newton reported that there would be a fashion show on July 5th and that she would approve all clothes and the music used ahead of time. She indicated that she was currently working on parking passes. Reynolds asked for samples to provide the event staff with and Newton agreed to provide those.

Celebrities – Newton reported on the celebrities that she was currently securing, including: Tito Ortiz, Lisa Tucker from *American Idol*, TK & Rachel from *The Amazing Race*, and Larry Elder.

Merchandise – Stier reported that the merchandise order form included with the water bills would be going out soon. Pedersen reported that the storage facility had been cleared of old merchandise, which was donated to charity. Pedersen noted that merchandise maybe be sold at a reduced price on July 3rd and 4th. Stier noted that merchandise would not be sold along the parade route, just at the pier.

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT - Meeting adjourned at 7:30 p.m. The next Fourth of July Executive Board meeting will be Wednesday May 7, at 6:00 p.m. at the Huntington Beach Civic Center Council Chambers, 2000 Main Street, Huntington Beach, CA 92648.

Respectfully submitted by:

Recording Secretary