

**MINUTES**

**REGULAR MEETING**

**FOURTH OF JULY EXECUTIVE BOARD**



Wednesday, May 2, 2007  
6:00 p.m.  
City Hall; Room B-7  
2000 Main Street  
Huntington Beach, CA 92648

Chair Stier called the meeting to order at 6:00 p.m.

**ROLL CALL**

**Board Members:** Patti Davis; Mariann Ettore; Erik Gomez; Diane Heyden; Stacey Newton; Karen Pedersen; Michael Posey; William Smallshaw; Pat Stier

**Board Members  
Absent:**

**At-Large Members:** Linda Vircks; Carole Ann Wall; Shirley Lewis

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

**Others:** Ronnie Lomas; Bill Lomas; Connie Young; Kevin Carrera, Dan Torres, Donny Jacques, Barry Williams; Colleen Neugebauer;

**INTRODUCTIONS/PRESENTATIONS:**

Stier introduced volunteers Barry Williams and Dan Torres. She also introduced Kevin Carrera, a representative for Spectrum Sports.

**CORRESPONDENCE:**

None

**APPROVAL OF MINUTES:**

**Motion to approve the April 11, 2007 meeting minutes be approved as emailed, made by Heyden, seconded by Newton. Motion passed unanimously.**

**STAFF REPORTS:**

Community Services Liaison –

Oslin reiterated the process for getting invoices paid by the day of the parade and asked that all requests be turned in to her by the first of June at the latest.

Fire Department Liaison-

Werth put forward the request that one fire engine be placed at the beginning of the parade and one at the end of the parade. Lomas requested applications for those parade entries and Werth agreed to provide him with those. Werth also mentioned that there were no significant changes in the fireworks program per the Fire Department.

Police Department Liaison-

Reynolds reminded the Board that the Orange County Sherriff's Department along with private security will be monitoring the parade route, as the Police Department will be making a concentrated effort towards fireworks suppression in the evening.

Reynolds reported that, as in years past, with the exception of 2006, the numbered streets will be blockaded and private security would be staffing those points. He asked to be notified of the parking permit colors as soon as possible so that the information can be passed along to the private security staff as well as the Orange County Sheriff's Department.

**COMMITTEE REPORTS:**

Pageantry Productions-

Lomas gave a brief overview of the current parade entries.

Sponsorship-

Smallshaw reported that the current verbal commitments from sponsors amount to nearly \$60,000 and that he was optimistic about reaching \$75,000 by the end of May.

Stier explained that Davis is making the spreadsheet for sponsorships and all information should also be forwarded to her. Stier then stated she and Smallshaw met with a representative for the Hilton and the Hyatt. They have renewed their commitment for \$10,000 each, in kind. Stier discussed the possibility of replacing the gala with a small cocktail party, which was favorably received, and would report further on it at the next meeting.

Logistics-

Davis reported that she has spoke with Yale-Chase for final quotes and is in the process of purchasing communication equipment. Waste management has been handled and the portable restrooms have been reserved. There will be an additional 14 portable restrooms placed along the parade route. She announced that Torres has volunteered to handle the banners. Torres discussed banner specifications and designs with the board. Stier said that sponsors and banner spaces should be set by June 1.

Spectrum Sports-

Carrera stated that all sponsors for the Run are back at the same level or higher. Applications are currently being printed and online registration has been up and running for one month.

Military-

Pedersen explained that she is still in the process of securing a dive tank for the expo. The navy dive team she had been contacting has been deployed but she is working on acquiring another. Additionally, Pedersen explained that the Navy Rock and Roll band will arrive on July 1<sup>st</sup>.

Smallshaw reported that he is still in contact with the Third Fleet. There has been a change in command as well as contact personnel but there is still a tentative commitment in place. Smallshaw stated that he would try to get a definitive answer by the end of May.

Merchandise-

Heyden stated merchandise would be delivered within the next week, which is ahead of schedule. All vendors are back for retail sales. Wal-Mart is on board for parade route sales. She requested that all staff shirt requests be emailed to her so that she may fulfill those in a timely fashion. There was then a discussion on staffing for merchandise sales at City Hall and Pier Plaza.

Celebrities-

Newton told the Board that she had Dave Mirisch back on board for the Celebrities committee.

Publicity-

Young reported that the Huntington Beach Independent ads would begin running on May 3 for nine weeks. She has been in contact with Davis's contact at Warner Bros. regarding additional celebrity talent and hoped to have more information by the next meeting.

Expo-

Vircks inquired about the possibility of food vendors at the Expo.

**OLD BUSINESS:**

Stier informed the Board that Stacy Taylor has resigned.

**NEW BUSINESS:** None

**ADJOURNMENT** - Meeting adjourned at 7:15 p.m. The next Fourth of July Executive Board meeting will be Wednesday May 16, at 6:00 p.m. at the Huntington Beach Civic Center in Room B-7, 2000 Main Street, Huntington Beach, CA 92648.

Respectfully submitted by:

Recording Secretary