

MINUTES

REGULAR MEETING

FOURTH OF JULY EXECUTIVE BOARD



Wednesday, March 5, 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 Ettore; Erik Gomez; Stacey Newton; Karen Pedersen; Michael Posey; Pat Stier

**Board Members
Absent:**

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

Staff Liaisons: Naida Oslin; Mike Reynolds (arrived 6:30pm); Martha Werth; Kimberly De Coite

Others: Kevin Carrera (Spectrum Sports); Moira Muhs

INTRODUCTIONS/PRESENTATIONS: Stier introduced Barbara McMurray of McMurray Marketing Communications, who would be handling Public Relations for the Board. McMurray indicated that she was looking forward to working with the board and that she needed as much information as possible from board members in order to meet the board's needs. Stier noted that she would be meeting with McMurray the next week.

CORRESPONDENCE: Oslin passed out an invitation from the Women of Action for an event on March 17th. Pedersen indicated she would attend. Oslin reported on an invitation to a lecture on the value of tourism being given by the Conference and Visitor's Bureau.

APPROVAL OF MINUTES:

Motion to approve the February 6 meeting minutes as emailed, made by Pedersen, seconded by Gomez. Motion passed unanimously.

STAFF REPORTS:

Community Services Liaison – Oslin reported that water bill insert space had been reserved for May and indicated that the Treasury Department was offering a credit card machine for services. Pedersen declined the offer. Oslin reported on a request from the Conference and Visitors Bureau to have the winner of their upcoming video contest ride in the parade. Stier

agreed to contact the Bureau to see what could be arranged. There was a brief discussion on the potential for similar requests for the 2009 parade.

Fire Department Liaison – Werth confirmed the parade entry status for the Fire Department. She indicated that there were plans to decorate the float and that she would contact Lomas regarding that. Stier asked about the occupants of the float and Werth indicated that those had not yet been decided on. Werth inquired on the Board's interest in an antique fire engine for the 2009 parade which she had tentatively scheduled. The board enthusiastically agreed to the offer. Werth noted that the fire engine would be at the upcoming Concours d'Elegance if board members would like to view it.

Police Department Liaison – Reynolds noted that he had not received the map from the security event staff but that all plans were proceeding accordingly.

COMMITTEE REPORTS:

Parade- Lomas informed the board that parade applications were now available. Stier thanked Davis for assisting with changes to the application.

Run/Expo- Carrera reported that the Run website had recently been updated. He indicated that online registration would be available the next week. Paper applications would be ready in the next few weeks. Stier asked that Bone contact McMurray regarding a copy of the application. Carrera also asked if the t-shirt artwork was available. Pedersen indicated that it was and that she would email it to Bone immediately.

Military- Ross reported that the Coast Guard Auxiliary would like to participate in the parade and expo as well as security for the event. He indicated he would speak Davis regarding the Expo and with Marine Safety Chief Lindo regarding possible assistance from the Coast Guard Auxiliary boats. Ross reported that he has received approvals for the flyovers. Stier noted that she would contact Ross with contact information for the Centennial Committee regarding the air show. Pedersen noted that she was still working to secure the Navy band.

Logistics – Davis reported that a meeting has been scheduled with Rainbow Disposal regarding possible “green” announcements throughout the event. She indicated that she had also met with Lomas regarding the Rainbow Disposal parade entry. Davis noted that she had contacted Yale Chase regarding cart rentals and that Sunday pick up was not available. Newton noted that security would be needed if carts were held overnight. Stier asked if some of the carts could be picked up on Saturday and Davis agreed to look into that possibility.

Davis reported that she was getting quotes for new signs and had contacted a chili cook off organization for Lake Park. She noted that she had returned calls to Ocean Beach regarding information about event activities.

Vircks reported that she had been receiving calls regarding the Expo and that applications were needed as soon as possible. Vircks also asked for more PR for vendors, noting that the lack had been a complaint last year.

Stier reported that she contacted In N Out for the VIP lunch, however there were no openings. She is looking into other food possibilities. Stier also noted that she had spoken with K-Earth regarding the fireworks show and was on track with that event. She commented that there were still no volunteers for the bleachers and Newton agreed to find volunteers for that. Stier reported that she was in contact with Bella Terra to host the “announcer idol” contest and that she was considering contacting Matt Liffreing to host the contest.

Newton reported that she had received quotes for sound for the expo entertainment but had not yet gone to bid.

Sponsorship- Posey reported that no funds had been acquired at the time of the meeting but that he had been in contact with various companies. Stier asked if the 2007 sponsors, as well as KOCE, had been contacted. Posey noted that they had not been contacted yet and agreed to handle that immediately. Stier inquired about the status of new sponsor packages. Posey indicated that he was currently using 2007 packages but as the 2008 logo had been agreed to he would have new ones printed. Newton and Oslone asked for copies and Posey agreed to email those.

Celebrities – Newton reported that she was still in the process of the securing celebrities for the event. She also noted that she had received quotes for the limousines.

Merchandise – Pedersen showed the finished logo to the board and reported that she intended to get bids for both grey and white sweatshirts. She also indicated that she would be contacting Albertsons regarding merchandise delivery.

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT - Meeting adjourned at 7:15 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