

MINUTES

REGULAR MEETING

FOURTH OF JULY EXECUTIVE BOARD



Wednesday, February 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; Marianne Grossano; Connie Martin; Linda Vircks

Staff Liaisons: Naida Oslin; Mike Reynolds; Kimberly De Coite

Others: Mike Bone

INTRODUCTIONS/PRESENTATIONS: Stier introduced new Members-at-Large Misty Delomba, Marianne Grossano, and Connie Martin.

CORRESPONDENCE: A letter was received from the Women's Club of Huntington Beach regarding donation of a gift certificate. Pedersen took the letter to hold until gift certificate can be produced in June. Oslin and Newton noted being contacted regarding parade applications. Pedersen asked that all of those items be forwarded to her for response.

APPROVAL OF MINUTES:

Motion to approve the January 9 meeting minutes as emailed, made by Gomez, seconded by Newton. Motion passed unanimously.

STAFF REPORTS:

Community Services Liaison – Oslin reported that letters had been sent to the mobile vendors, alerting them that no permits for mobile vending would be issued this year.

Police Department Liaison – Reynolds recommended changing staging areas for parade participants to PCH from 8th street to 17th street. This change would minimize the impact to residents, the VIPs and the foot race participants. Bone noted his agreement with Reynolds

recommendation. Stier expressed interest and approval. Oslin noted that new site maps would be needed and Newton agreed to produce those. Stier noted that she would need to speak with Pageantry Productions regarding the change and would report back to the Board regarding the matter.

Newton – Newton mentioned possible celebrities and agreed to report back to the board when she had more information. There was a lengthy discussion on bands for the event and Newton noted having contacted Disney Radio. There was a brief discussion on the possibility of a skateboard arena for the expo and Newton agreed to report back with more information at a later date.

Gomez – Gomez reported that Posey has completed the mailing campaign for national sponsors. He mentioned having made contact with a company involved in floatation devices for possible sponsorship. Oslin noted needing to discuss the logistics with Marine Safety Chief Lindo and would contact Gomez for more definite information as well contact information for the company. There was a lengthy discussion of other possible sponsors.

Pedersen – Pedersen noted that she was waiting on the logo approval in order to move ahead with merchandise. She is also waiting on the Public Relations firm to be chosen in order to assist with the mailer. She requested feedback on the color of the Board sweatshirt and agreed to email the board members regarding the selection. Bone asked if run shirts would be bid with event shirts and Pedersen agreed that they would.

Pedersen also reported that Jon Ross was in the process of setting up military flyovers for the event date.

DISCUSSION ON SELECTIONS FOR 2008 LOGO: A sample logo from Lou Carrasco was reviewed by the board and changes were suggested. Davis agreed to forward the changes to Pedersen who would contact Carrasco regarding them. Pedersen noted that when the amended logo was received she would email a copy to the board.

OLD BUSINESS: Stier reported that Diane Heyden had resigned from board, citing health reasons. Stier expressed regret at losing Heyden and commended her contributions to the board. Stier noted that Heyden had requested that Lisa Loughran, member-at-large, be allowed to take on some of her responsibilities. Stier mentioned that she would meet with Loughran regarding this.

NEW BUSINESS: None

ADJOURNMENT - Meeting adjourned at 7:00 p.m. The next Fourth of July Executive Board meeting will be Wednesday March 5, at 6:00 p.m. at the Huntington Beach Civic Center in Room B-8, 2000 Main Street, Huntington Beach, CA 92648.

Respectfully submitted by:

Recording Secretary

