

MINUTES

REGULAR MEETING

FOURTH OF JULY EXECUTIVE BOARD



Wednesday, March 7, 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 6:10 p.m.

ROLL CALL

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

Board Members Absent: Michael Posey

At-Large Members: Linda Vircks; Carole Ann Wall

Staff Liaisons: Naida Oslin, Martha Werth, Kimberly De Coite

Others: Ronnie Lomas; Bill Lomas; Connie Young

INTRODUCTIONS/PRESENTATIONS:

Stier introduced De Coite, who will be replacing Terry Webb as secretary for the Board.

CORRESPONDENCE:

Oslin brought in copies of a correspondence regarding violations of federal law regarding flag use within the parade, which pointed out two incidences in 2006. In one of the alleged violations, Bill Lomas indicated that it was a garrison flag, which can be held horizontal providing that the correct corner is held at a higher position than the rest of the flag. He indicated that he would provide Oslin a copy of the regulations regarding that. Another violation that occurred on a float was discussed.

APPROVAL OF MINUTES:

**Motion to approve the February 7, 2007 meeting minutes be approved as amended, to include that "Old Business" be corrected as "New Business", made by Pedersen.
Motion passed unanimously.**

STAFF REPORTS:

Pedersen-

Pedersen reported that the Navy would like to bring in a dive tank to the Pier Expo for all four days. They would require hotel rooms for the navy personnel for five days, 6,000

gallons of water, and a fork lift able to handle 20k. Osline requested schematics for the tank and a concise description of what would be required of the city. Pedersen indicated that she would acquire those and provide them to Osline.

Pedersen also reported that she sent an application to the Army Band based in Vancouver, WA.

Fire Department Liaison-

No report.

Community Services Liaison –

Osline reported on an earlier request brought by the Board to have a Navy ship docked off the coast during the fireworks. She sent a request out to the different departments for any concerns. Marine Safety requested further information regarding requirements for perimeter and ocean depth. Osline requested that confirmation be received from the Navy that they will handle establishing the perimeter. Smallshaw will handle that matter and report back.

Osline reported that Wall has offered to revise and update the current bylaws.

COMMITTEE REPORTS:

Publicity-

Young passed out an update report to the Board and went over it with them. K-earth will be providing entertainment along with one parade entry, as well as produce the music for the fireworks show. Zambelli will choreograph the show accordingly. She reported that website has been paid for and that it has been updated with all of the new forms and applications for the current year. Stier asked for the status of the press releases on the Community Grand Marshall, which Stier determined would be voted for in May. Young agreed to expedite those and also to write up the new transcript for the phone tree.

Pageantry Productions-

Lomas informed the Board that he is expecting renderings of floats from companies. Stier suggested a float involving the Budweiser Clydesdales. Lomas did not have a contact but Gomez volunteered to speak with Steve Daniel regarding that possibility.

Sponsorship-

Smallshaw said that he has secured sponsorship from the Hilton and Hyatt but will confirm if the amount is \$10,000 all together or each. Other sponsorships included Maycorps for \$10,000 and Aera Energy for \$7,000. Smallshaw indicated that he has contacted Verizon Wireless and Cingular Wireless companies who have expressed interest but that the land line portion of Verizon has not responded to his inquiry.

Taylor has received verbal commitments from 5 Points for \$1000, Golden West and Huntington Beach Hospital will also be returning sponsors with the same levels as 2006, as well as a few small level sponsors. She reported that they are offering early bird discounts of 5-7%. Taylor complimented Young for the advertisement placed

Gomez reported giving packets out to possible sponsors, including Aussie Pet Mobile and HB Digital. He has approached various people and groups to become sponsors.

Taylor asked for contact information for the Downtown Business Improvement District (BID). Oslin indicated that Steve Daniel had previously expressed a desire to become the liaison between the Board and the BID. Oslin volunteered to assist in contacting the BID.

Logistics-

Newton requested the total number of chairs needed for the event, which the group concluded was 1350. Newton also confirmed that there would be no chairs needed for Lake Park this year.

Celebrities-

Newton mentioned that celebrities are still in process and she will have more to report at a later date.

Merchandise-

Newton reported that she is in the process of confirming the donation of a truck for the temporary storage of merchandise at the event.

Heyden complimented Young on the water bill insert and reported that merchandise will be delivered to the retail outlets on May 15. She reported that bids would be accepted until the revised date of March 20. Heyden requested volunteers which were filled as follows: water billing fulfillment- Pedersen, sales at City Hall- Heyden, sales at Pier Plaza- Newton, merchandise fulfillment at the retail outlets- Gomez, and sales on the parade route- Posey.

Expo-

Vircks reported that seven vendors have already expressed an interest and she would follow up with them accordingly.

OLD BUSINESS: None

NEW BUSINESS:

Smallshaw mentioned contacting Congressman Rohrabacher regarding the fleet but has not received a response. He will make another attempt in the near future.

ADJOURNMENT - Meeting adjourned at 7:25 p.m. The next Fourth of July Executive Board meeting will be Wednesday April 11, 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