



Mike Glenn <michael.glenn@devion.com>

Newport Harbor Christmas Boat Parade

Kevin C Martin <kcmartin@cox.net>
To: Ryan Marshall <rcmarshall201@gmail.com>
Cc: Scott Svidergol <scott@newportps.com>, mg@devion.com

Mon, Dec 21, 2020 at 11:09 AM

I vote we don't respond

Sent from my iPhone

On Dec 21, 2020, at 11:02 AM, Mike Glenn <michael.glenn@devion.com> wrote:

Hi guys,

On the last call with all the captains, it is my understanding that despite our agreement that your group would be promoting the prize packages, that captains were specifically told that nobody was doing prizes this year.

The result of the messaging on your call is that we had too-few signups to conduct the contest, and now we will be returning the prize donations to the businesses that contributed.

Can you please clarify what happened here?

Additionally, did the route which encompassed the channel down to Woodys' Wharf get shut down? We had film crews out there, but no boats arrived.

Thanks so much for your help and clarification,

Mike



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On Tue, Nov 24, 2020 at 1:36 PM Mike Glenn <michael.glenn@devion.com> wrote:

Sounds great guys, I know you guys *are* the hands-on-deck when it comes to managing your group and totally respect that this is all done out of love and you don't want it to consume your lives! :)

I know others are going to be doing the full span of days and I would just ask for consideration to them in marketing materials, as to not add any additional confusion to an already-confusing year (and to avoid them feeling like they got snubbed).

Thanks guys!!

Mike

On Tue, Nov 24, 2020, 1:22 PM Kevin C Martin <kcmartin@cox.net> wrote:

Thanks Ryan and Mike. I agree on all points... If you can do a three day kick butt parade then that makes sense to me. Let's keep it manageable so it doesn't ruin all of our lives!

Sent from my iPhone

On Nov 24, 2020, at 1:16 PM, Ryan Marshall <rcmarshall201@gmail.com> wrote:

Hi Mike,

It's nice to be joining forces.

As someone who's a heavy boater in Newport Harbor and have been in the parade for 20 years plus. (we've won multiple awards over the years) The parade used to be 10 nights and they had an issue of losing attendance. I think three nights is plenty with our current state of the union. Wednesday has always had a terrible turnout and by Sunday morning you're completely over it all. I strongly believe that next year will resume with the traditional 5 nights.

Just my personal opinion. Let's make this the best parade we can!

Ryan

On Tue, Nov 24, 2020 at 12:54 PM Mike Glenn <michael.glenn@devion.com> wrote:

Thanks! Yes, I do appreciate the tapering of the event on both ends there and always appreciate the intent to eliminate waste in any organization.

However, this is-- to put it lightly-- a unique organization. It's run by people who volunteer to outfit their boats and roam around the harbor-- without payment.

My concern-- as a guy who views behavioral graphs as a large part of my living-- is that this is a natural tapering which would be done whether the event was three days or twenty days, and if we trim the tapering, then the tapering will only continue inside of the smaller timeline. If we continue that strategy into the future, we could wind up with only one day, instead of three-- but who wants to deck their boat out with tens of thousands of dollars of lights for 1 day? Or-- perhaps-- maybe only three days?

Apologies if this comes off as overly-analytical or if I am stepping on toes. My tone can come off as "too direct" sometimes-- as I deal with almost exclusively numbers on a daily basis (and perhaps my people skills could use some proper tapering of their own)-- but I promise at the end of the day, we all want the same thing: A successful boat parade-- with many more to follow.

Thoughts on potentially "Allowing the Tapering", and any potential impacts of trimming the tapering to this year's parade (and beyond)?

Thanks so much,

Mike

On Tue, Nov 24, 2020 at 11:26 AM Scott Svidergol <scott@newportps.com> wrote:

Hi Mike,

Thank you for your email, we're glad that you will be working with us to make this the best Newport Beach boat parade ever!! As far as only doing 3 nights, that's based on everyone's input, particularly Ryan's and other participants who have done the parade for decades.

It's always been too many nights and the participation rate on Wednesday and Sunday has always been lacking and condensing it makes sense on many fronts.

Further, we anticipate that there will be some people out on the way both Wednesday and Sunday nights, but we want the official parade to only run Thursday, Friday, and Saturday.

That said, in keeping with tradition we've kept the exact same route as well as the scheudle, so everyone will be familiar with this years event.

Thank you.

All the best,

Scott Svidergol

800-484-9029

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From: Mike Glenn <michael.glenn@devion.com>
Date: Tuesday, November 24, 2020 at 11:10 AM
To: Scott Svidergol <scott@newportps.com>
Cc: "mg@devion.com" <mg@devion.com>
Subject: Re: Newport Harbor Christmas Boat Parade

Hi Scott,

Thank you so much and it was great speaking with you as well-- I am glad our interests are aligned with getting this done, and look forward to delivering a unique voting process for visitors to be able to participate in voting. A true "people's choice"!

Please let me know as you move forward with any messaging changes or additions and I will do my best to keep those who are not in the loop... in the loop!

One of the biggest deviations is that the dates provided are a bit different-- with one extra day on either end. I would prefer to keep it the full-length Boat Parade, to keep with tradition. If this requires more hands on deck, I can find people to help coordinate on those additional dates, if that is the thing that is causing the stopping point. If it's not, then I am happy to help to the best of my ability to solve whatever other problems may be causing that stopping point. (Am I correct in assuming it is manpower? Or is it something different?)

Thanks so much,

Mike
c: 949.229.0096

Thanks so much,

Mike

On Tue, Nov 24, 2020 at 10:42 AM Scott Svidergol <scott@newportps.com> wrote:

Great talking to you!! Here's the website, looking forward to working with you. Facebook, Instagram, Twitter links at the bottom. I am jumping on a call with the social media team who's going to do a blitz campaign!! Please don't hesitate to reach out to me directly at 949-400-0042.....

<https://www.newportharborchristmasparade.com/>

All the best,

Scott Svidergol

800-484-9029

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