

**Fourth of July Executive Board
Wednesday, November 17th, 2021
6:00 PM - Regular Meeting
MINUTES**



**City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648
B-7/Zoom**

ERIK PETERSON, Council Liaison
NATALIE MOSER, Council Liaison
CHRIS COLE, Staff Liaison
MOLLY UEMURA, Staff Liaison

STACEY HOFFER, Consultant
STEVE CLAYTON, Contractor
RYAN HEIL, Contractor

ANDI KOWAL, Chair
LINDA VIRCKS, Vice-Chair
PAT LOVE, Board Member
KAREN PEDERSEN, Board Member
CHRIS YOUNG, Board Member

SPECIAL NOTICE REGARDING COVID-19

On March 4, 2020, Governor Newsom proclaimed a State of Emergency in California as a result of the threat of COVID-19. On March 17, 2020, Governor Newsom issued Executive Order N- 29-20 which allows a local legislative body to hold public meetings via teleconferencing, and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. Pursuant to Executive Order N-29-20, please be advised that the members of the Fourth of July Executive Board and City staff may participate in this meeting telephonically or electronically.

PUBLIC PARTICIPATION/AUDIO/ELECTRONIC ACCESS TO THIS MEETING:

Pursuant to Executive N-29-20 and given the current health concerns, members of the public are encouraged to access this meeting virtually by following the instructions provided below. This meeting will be hosted as a Zoom webinar only and will not be recorded, streamed live, or broadcasted on cable television.

The public may attend the virtual Zoom webinar by calling (669) 900-6833, and entering Zoom Webinar ID: 965 1403 3957 or clicking on or copying and pasting this link into your browser: <https://huntingtonbeach.zoom.us/j/95927349841>. To make a comment during the Public Comments portion of the Zoom meeting, raise your “virtual hand” in the Zoom meeting room when the Recording Secretary calls for public comments. Your microphone will then be unmuted in the order in which it was received.

PUBLIC COMMENTS INSTRUCTIONS:

To ensure the public’s right to fully participate in providing meaningful public comments at this meeting of the Fourth of July Executive Board: Submit written comments on agenda or non- agenda items to cgomez@surfcity-hb.org (reference Fourth of July Executive Board and the Agenda Item) by 2:00 PM the day of the meeting. Each person can submit one communication of 150 words or less. If you would like your e- comment read aloud at the meeting, you MUST indicate so in your email; otherwise, all written communications will be forwarded to the Fourth of July Executive Board, but not read aloud, as received prior to the meeting.

To make a comment during the Public Comments portion of the meeting on Zoom, raise your virtual hand in the Zoom meeting room when the Recording Secretary calls for public comments. Your microphone will then be unmuted in the order in which it was received. You may view or listen to this meeting by clicking on: <https://huntingtonbeach.zoom.us/j/95927349841> or by telephone: Dial: 669 900 6833 and enter Webinar ID: 959 2734 9841.

CALL TO ORDER – Andi Kowal calls meeting to order at 6:06pm

ROLL CALL - Kowal, Love, Pedersen, Virks, Young – all present in person

APPROVAL OF MINUTES - Request approval of the September 1, 2021 meeting minutes for the Fourth of July Executive Board.

Pederson motions to accept minutes, Young seconds.

PUBLIC COMMENTS: This Fourth of July Executive Board meeting will be conducted via Zoom meeting platform. The Board welcomes public comments on all items on this agenda or of community interest. Please focus your comments on the issue or concern that you would like to bring the attention of the Fourth of July Executive Board. In order to provide a public comment, raise your “virtual hand” in the Zoom meeting room when the Recording Secretary calls for public comments. Your microphone will then be unmuted in the order in which it was received. You may view or listen to this meeting by clicking on: <https://huntingtonbeach.zoom.us/j/95927349841> or by telephone: Dial: 669 900 6833 and enter Webinar ID: 959 2734 9841.

No public comments.

ADMINISTRATIVE ITEM

1. Theme for the 118th Huntington Beach 4th of July Parade 2022

The following themes were presented for discussion:

- Proud to be an American
- Dreams of Freedom
- Main Street Americana or Americana on Main Street
- Land of the free because of the Brave
- We The People
- Huntington Beach Hometown Tradition
- Freedom Forever

Board votes on each suggestion, the final two contenders are Freedom Forever and Huntington Beach Hometown Tradition. Ryan Heil states that as Huntington Beach is already on the logo as “HB 4th of July”, he suggests shortening the option to “Hometown Tradition”

Board votes all in favor of Hometown Tradition as theme for the 118th Huntington Beach 4th of July Parade in 2022.

INFORMATIONAL ITEMS

1. **Parade Participant Applications** – Soundskilz has been maintaining an active list of individuals who have reached out with an interest in participating in the 2022 parade. They are ready to work on the parade application and begin accepting applications at the time of Board approval. Board states that traditionally applications begin on the 1st of the year, Soundskilz is happy to maintain this schedule.

Young begins discussion on parade fee schedule and range for parade applicants in 2022. Soundskilz to be provided with fee schedule and present a range of fees for 2022 applications to Staff and the Board.

Parade rules may need to be modified and additional rules may be needed for the 2022 parade. Board to review rules and agenda discussion for next meeting.

2. **Updated Sponsor Deck** – with the theme now approved by the Board, Soundskilz will work to update the sponsor deck with the theme incorporated. They will have a draft ready for circulation by December 1.

Newton would like draft version of the sponsor deck ASAP to send to previous year big community sponsors such as Boeing and HOAG. They need to request sponsorship dollars for the parade as early as possible.

Logo – Soundskilz will initiate a contest for professional graphic designers to submit logos for the 2022 4th of July Celebration. Soundskilz will launch contest by end of the week and logos will be given to Board for review/vote at the next regular meeting of the 4th of July Executive Board on December 1st.

3. **Review of municipal code and Board operations** – Chris Slama, Director of Community and Library Services, completed a PowerPoint presentation to review municipal code chapters 2.100 and 2.106 regarding the operations of Board, Commissions, and Committees and the specific municipal codes for the Fourth of July Executive Board.

The following areas were reviewed:

- Establishment
- Board Composition
- Operating Policies/Term Limits

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- Staff Cooperation
 - Officer Appointments
 - Bylaws

Following the presentation, there was discussion between the Board, Staff, and Council liaisons regarding past practices of the Board and steps moving forward to help realign the Board with the current municipal code.

The City has posted a notice of vacancy for the Fourth of July Executive Board and many qualified applications have already been received. Council Liaisons and staff will interview the interested candidates in the coming weeks with the hopes on onboarding new members in early 2022. Council Liaisons Peterson and Moser will discuss process for the interviews and will take into consideration including a member of the Board on the interview panel. Councilmember Moser also asked the Board to advise what areas of expertise/focus would be of most help to the Board when planning the 2022 celebration.

The Board expressed concerns over the Bylaws that were drafted in 2020/2021 and approved by the Board at the February 3rd regular meeting. The Bylaws were just recently submitted to City Attorney's office for review. Mike Vigliotta, Chief Assistant City Attorney, advised that the submitted bylaws are under review. Vigliotta also advised that bylaws cannot contradict anything that is stated in the current municipal codes and that the bylaws under review will need revision to be consistent with the current municipal code.

The Board expressed that term limits have never been applied to the Fourth of July Executive Board and many current members have served for longer than the maximum two terms. All board members will be recommended for reappointment should they wish to remain on the Board. All interested Board members must send a simple statement of intent to City staff expressing their desire to remain on the Fourth of July Executive Board. Most, if not all, Board members have done this already.

During the same RCA for appointments/reappointments, Council Liaisons can also include appointments for chair and vice chair. Council Liaisons will take the Board's advice on these recommendations.

The Board expressed concerns regarding communication from the City regarding the posting of the notice of vacancy and potential upcoming changes to the Board. The City will ensure better communication with the Board in the future.

Liaisons Moser and Peterson will discuss offline their plan for conducting interviews and the process for selecting applicants to fill the current vacancies on the Board. Liaisons and staff will provide an update on progress at the next regularly scheduled meeting.

ITEMS TO BE AGENDIZED

1. Vote on 2022 Logo
2. Parade application review
3. Budget update
4. Update on Council Liaisons interviews/appointments

ADJOURNMENT – Pederson moves, Virks seconds. Meeting adjourned at 7:43pm.

ATTACHMENTS

NEXT MEETING

The next regularly scheduled meeting of the Fourth of July Executive Board is scheduled for December 1, 2021, in person at City Hall room B-8 and online via Zoom meeting application.

Internet access to the Fourth of July Executive Board meeting agenda and staff report material is available prior to committee meetings at: <https://huntingtonbeach.legistar.com/>

MEETING ASSISTANCE NOTICE: In accordance with the Americans with Disabilities Act, services are available to members of our community who require special assistance to participate in public meetings. If you require special assistance, 48-hour prior notification will enable the City to make reasonable arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas. Please contact the Community Services Department at (714) 536-5434 for more information, or request assistance from the staff at the meeting.