



MINUTES
Fourth of July Executive Board
City of Huntington Beach

Wednesday, December 7, 2022
6:00PM – Regular Meeting
City Hall B-8/Zoom Application

CALL TO ORDER

Chair Kowal calls to order at 6:01pm

ROLL CALL

Present: Kowal, Vircks, Stevens, Ramsey, Van Tuyl, Moreo, Love, Taboada
Absent: Smith, Simonds
Contractors Present: Ryan Heil, Steve Clayton, Stacey Newton
Staff Present: Molly Uemura, Chris Cole
Council Liaison Present: Natalie Moser

PUBLIC COMMENTS

There were no public comments.

APPROVAL OF MINUTES

Chair Kowal motions to approve minutes from November 2 meeting. Vircks seconds.

INFORMATIONAL ITEMS

Chair Kowal motions to move the Informational agenda items forward before the Administrative Item. Board concurs.

2023 Event Updates

Soundskilz:

- Initial meetings with local venues to host first annual sponsor submit. The event will not be titled a sponsorship summit as Soundskilz doesn't want the public to think they are being pitched. Some items to include would be unveiling of this year's theme, good timing for early February event. Asks that board members reach out to their contacts and invite to attend this event. Will have certain parameters depending on venue capacity. Goal is to wash, rinse, repeat and do another time in the spring to unveil some of the parade info like grand marshal, etc. Overall goal to provide local supporters with exclusive content. Timing pending late January early February. Second in April/May, positioned 60 days out from the festival.
 - Kowal – January too early to know grand marshals, Clayton responds this will be saved for April/May. The draw for January in unveiling of theme.
- RFPs out to three fireworks companies, one has already said they are unavailable, existing provider is great, has increased pricing by 10%. Just want to make sure we are not overspending. A few different companies have been contacted for run management due to 40% increase in fees from previous provider. Have asked for a revision from original provider with omissions that Soundskilz has proven to take care of the past two years.
 - Van Tuyl – what are the items we want them to omit?
 - Packet pickup, securing of portable restrooms, etc.
 - Ramsey – what about float companies? Are there any making floats this year?
 - Clayton – believes that Stacey said one or two are coming back into business. Chair Kowal – Hollywood Christmas parade should be coming up. Ramsey reminds the Board that there was disappointment last year from not having the floats – should be one of the main concerns to start relationships with parade float companies, even if they are just trying to come back.
 - Ramsey – should the Board be the ones researching and reaching out to the

parade float companies?

- Chair Kowal responds that the Board should reach out to Hollywood Christmas parade promoter and that Pageantry should be involved as well.
- Second Floor has confirmed that they would be interested in hosting the summit.
- Chair Kowal inquires - what is the capacity of the surf museum? Ramsey responds 70 people.
- Van Tuyl inquires is the summit a convention? Clayton responds that it is more like a cocktail hour. Come look at the history of the event as a supporter, be the first to know the theme and the logo, and let the Board show their appreciation your support. Soundskilz likes the mentality of having a bunch of people in the room and the pressure for multiple to want to sign-up to support the effort at the same time.
- Kowal – are we still looking into setting up a non-profit entity so we can capture those donations?
- Love suggests that the Board invite sponsors from the past and invite new sponsors as a nice way to bring in some more sponsors. Chair Kowal advises that Stevens, Love, and Van Tuyl have been instrumental in making contacts and finding potential donations.
- Discussion ensues on canceling the February board meeting and having the sponsorship meeting that night instead. However, as a public meeting, you could not switch the two.
- Soundskilz is still fighting an uphill battle for sponsorships due to the current economic conditions and uncertainties.

ADMINISTRATIVE ITEM

Vote on 2023 Event Logo:

Chair Kowal suggests that we go around the table and ask each Board member to pick 2-3 favorites to help us narrow down the options.

Moreo – Options 1 and 9

Love – Favorite is 1, second is 9

Ramsey – Options 9, 2, 6

Van Tuyl – Options 3, 13, 14

Kowal – Options 14, 3, 13

Taboada – Options 3, 6

Vircks – Options 6, 13

Stevens – Options 6, 13, 14

Clayton provides the feedback that option 6 feels like a safe bet and seems like logos we have had in the past. Option 14 seems to embody the “Surf City Soul” theme with Lady Liberty on the surfboard.

Councilmember Moser provides the feedback that option 14 is her favorite.

Stevens comments that option 13 has the same color scheme as the logo from last year.

After taking inventory of the Board favorites, the options are narrowed down to 3, 6, 13, and 14. Chair Kowal suggests that Board members take some time to re-look at the options and consider before

taking a final vote.

Stevens provides the feedback that she does not like the choice of font for option 3, but does like the stars around the border. Clayton points out that 6 has the same stars, but Van Tuyl does not like the stars because he feels they look like clip art.

Chair Kowal comments that option 14 is the most different from anything that has been done in the past.

Van Tuyl comments that the problem with 13 is that the whole logo is shaped as a heart, which may alienate some of your apparel audience who would not be interested in heart clothing. Chair Kowal thinks that the heart reminds her of a charity logo.

Vircks comments that the only thing she does not like about option 14 is the size of the font for the word “soul”.

Heil notes that all design comments and suggestions can be taken to the logo designer and adjusted as needed for a final vote by the Board on the revisions.

Love comments that he does not feel that most of the logos embody the Independence Day theme. He feels the one that might be most appropriate is option 14 which features Lady Liberty.

Chair Kowal motions for a final vote.

Vote tallies:

Entry 3 – 0 votes

Entry 6 – 1 vote

Entry 13 – 0 votes

Entry 14 – 5 votes

Entry 14 is the logo contest winner.

Discussion ensues on changes to the winning logo:

- Vircks would like to see the font size smaller for the word “soul”
- Ramsey would like the peace sign raised higher
- Van Tuyl and Taboada agree that they do not want the overall font style changed
- Love concurs with subduing the font for “soul” and raising the hand with the peace sign slightly higher.

Chair Kowal states that the revisions can be requested of the designer and a final vote will be taken at the next Board meeting.

If the changes are done quickly before the holidays, the Board requests that a special meeting be called to finalize the logo vote.

Before Chair Kowal calls the meeting, Councilmember Moser expresses her sincere pleasure in working with the Fourth of July Executive Board as the council liaison for the past year. As the mayor is now working on the new council liaison list, she is unsure if she will be returning but has appreciated the time she has gotten to spend with the Board.

ITEMS TO BE AGENDIZED

Logo Vote

Event Updates

Sponsorship Opportunities

VIP Amenities

ADJOURNMENT

With no further business, Chair Kowal motions to adjourn the meeting to the next regularly scheduled meeting of the Fourth of July Executive Board on Wednesday, January 4, at 6:00PM.