



**MINUTES**  
**Fourth of July Executive Board**  
**City of Huntington Beach**

Wednesday, January 5, 2022  
6:00PM - Regular Meeting  
Zoom Application

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**CALL TO ORDER**

Chair Kowal calls to order at 6:05pm

**ROLL CALL**

Present: Kowal, Virks, Young,

Absent: Pedersen (excused), Love (excused)

Contractors Present: Ryan Heil, Steve Clayton, Stacey Newton

Council Liaison Present: Natalie Moser

Staff Present: Molly Uemura, Chris Cole, Ashley Wysocki

**APPROVAL OF MINUTES**

Chair Kowal motions to approve minutes, Young seconds

**PUBLIC COMMENTS**

There were no public comments.

**ADMINISTRATIVE ITEMS**

**Logo for the 2022 Fourth of July Celebration**

Two logos were submitted for the Board to review: one from an independent design firm and one from HSS. General discussion was held amongst Board members stating likes/dislikes for each logo and comparison between the two. Discussion comments included:

- Newton: HSS logo is similar to designs from previous years while the first submission is different
- Chair Kowal expressed concerns over the bright yellow coloring of the first submission, Young mentions that yellow may not seem as bright when printed on items such as t-shirts
- Heil advises that any design element can be requested to be changed, including the yellow in the logo. The design firm would be willing to take notes and come back with final revisions.
- Chair Kowal likes the vintage feel of the first logo and how it relates to this year's theme of hometown tradition.

Young motions to accept the first logo, Kowal seconds

Board unanimously approves the first logo submission.

**INFORMATIONAL ITEMS**

**2022 Event/Contractor Updates**

**Soundskilz Update**

- Soundskilz stresses the importance of the current optics of not pushing a large scale event with ½ million people at this current moment due to the significant rise in COVID-19 cases and the cancellation of several large events. The Golden Globes cancelled their in-person portion, the Sundance film festival just cancelled their entire in-person event.

- The 2022 celebration is still moving forward as planned
- Newton asks Soundskilz to adopt a statement so everyone can be on the same page for the current plans for the 4<sup>th</sup> of July celebration. Heil will create a statement based on last year's press releases.
- Vendor and sponsor outreach – preliminary conversations with vendors who have been reaching out to Soundskilz directly. If anyone reaches out directly to the Board about becoming a vendor, please direct them to the website to complete the vendor inquiry form.
- Clayton will send entertainment inquiries directly to Chair Kowal for her review.

#### **Stacey Newton Update**

- Engaging former sponsors with the hopes of bringing them back for 2022, such as Boeing.

#### **Parade Application Review**

Soundskilz and Newton advise that the parade application is normally complete and sent out in March, so there is still time for the completion of this item.

#### **Budget Update**

This agenda item should have been labeled “update on fundraising strategies”

Donation account exists for the 4<sup>th</sup> of July – small donations can be brought in and made out to the City of Huntington Beach and placed into the donation account. Any large amount of money needs to go through Soundskilz to be processed as a sponsorship opportunity.

#### **Update on Council Liaison Interviews**

The holidays slowed the process for interviews and appointments but the hope is to have movement by February.

Young requested that the names of the applicants be sent to the Board for their review. Wysocki advises that the City Manager's office is streamlining the process for boards and commissions. Board members are not given all of the applicants for vacancies, only council liaisons and the chair are given this information prior to the interviews. Cole advises that the Board will have participation in the selection of a new member through Chair Kowal's involvement in the interview process, therefore releasing the names of the applicants is not necessary.

#### **ITEMS TO BE AGENDIZED**

2022 Event/Contractor Updates

2022 Parade updates

Council Liaison Interview Update

**ADJOURNMENT**

Chair Kowal adjourns at 6:36pm to the next regularly scheduled meeting on Wednesday, February 2nd, 2022 at 6:00 PM via Zoom Application.

Submitted by Secretary Molly Uemura