



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM NOVEMBER 23, 2020

Huntington Beach City Hall
4th Floor, Administrative Conference Room #2 and ZOOM

Call to Order at 4:37PM

Roll Call

- Council Liaisons: (Present) Mayor Semeta and Council Members Brenden and Peterson
- Staff Liaisons: (Present) Blaska, Hopkins, Jun, Frakes

Public Comments (3 minutes per speaker)

- *None.*

Approve Minutes from October 26, 2020 meeting.

- **APPROVED**

Administrative Items

1. HBTV Marketing:

- *HBTV Marketing Plan: Jun reviewed attached marketing plan. Because HBTV is such a great resource of hyper-local programming, we need a more cohesive plan to link the City website, social media channels, and the station together. We hope to start implementing by January 31, 2021.*
 - A. *Will inbed the HBTV logo and button on the front page of the City website. Would like to make the appearance more intuitive. Currently working on redesigning logos, and have presented samples attached. Semeta likes the first logo, but would like colors more consistent with the other City's badging. Brenden would like a more simple design, and would like to have a professional designer refine.*
 - B. *Current HBTV website is unorganized and needs clean up and archiving of old videos. Will be changing naming conventions to streamline searching. Will create multiple categories for ease of searching as well.*
 - C. *Will be placing City logo on all video media, similar to major networks.*
 - D. *Would like to add advertising for other HBTV programming, and possible City businesses.*
 - E. *Would like to include a behind the scenes video.*
 - F. *Will encourage more viewer interaction with games like trivia where people can email their answers in and win prizes, calls for open submissions, etc.*
 - G. *Get local schools involved.*
- *Livestreaming on Cablecast: Blaska gave an overview of Cablecasting layout and usage. Will work similarly to Netflix and Hulu, and will be available through Roku and AppleTV. Brenden recommended setting up "chapters" for each council meeting item.*

2. Content / Programming Plan Update

A. Current Content Airing during November 2020

1. *Hidden Huntington Beach – currently airing episode 11, and will start running episode 12 (final episode of the first season) this Wed, 11/25. Finalizing contract for season 2, and estimate filming to start in December.*
2. *Songsters – episode 5 airing.*
3. *Surf City Highlights and Mayors PSAs are currently airing as fillers between scheduled programming.*
4. *Mayor's Reflections airing at 1:30 and 8:30 daily*
Semeta/Brenden would like a daily/weekly/monthly schedule design available to viewers.



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B. Content Under Development for Winter 2020

1. *Surf Scene about the history of surfing in HB – 1st episode should be airing next week, and will air monthly on Tuesdays.*
2. *New surfing show focusing on the present and future of surfing in HB – will be bringing storyboard to next meeting on content, and need a name for this show.*
3. *HB Public Art video – moving forward with Dakota, will be receiving story board this week.*
4. *MyHB App show – Working with IS department to narrow content based on most used selections in the app. Brenden would like all departments featured to be included in the process. Will be airing bi-weekly.*
5. *Chef Show – will be airing bi-weekly, and the first shows will be focusing on take-out due to current Covid-19 restrictions. Will be doing a social media campaign to call for restaurants to feature. Will feature two types of cuisine per episode. Will be asking restaurants to submit 1 minute videos for submissions. Brenden would like the HB Restaurant Association to be consulted.*
6. *Legendary Locals – have received the first episode, and are refining now. To be aired 2nd week of December, and then bi-weekly on Thursdays First episode will feature Dennis Masuda.*
7. *Hidden Huntington Beach 2nd Season – Jun needs to amend contract.*

C. Proposed New Content

Will create a new content category on cablecast.

1. *Blaska reviewed analytics from YouTube, and is currently working with Cablecast to see how to break down their analytics. Currently there has been a 385% increase in subscribers to YouTube since March 2020, and the average hours watched monthly is over 800 since March. Total hours watched is 6692.*
2. *School Sports: Julie Toledo will be reaching out to her contacts at the local schools to gather and work on potential programming, not limited to sports.*

D. Review Surf City 3 Operating Budget – no change

Semeta/Brenden would like to continue their work on the Communications Committee after their departure from City Council in December. Also spoke of their appreciation to Jun and Blaska for all of the great improvements this year.

Adjournment – 5:27pm

The next regularly scheduled meeting will be on December 28, 2020 at 3:00PM.

Cc: City Manager Oliver Chi