



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM January 28, 2025
Huntington Beach City Hall

Call to Order at 4:00 PM

Roll Call

- Council Liaisons: *(Present) Mayor Pat Burns; Mayor Pro Tem Casey McKeon; Councilmember Gracey Van Der Mark*
- Staff Liaisons: *J. Carey, J. Toledo, C. Long, S. Frakes*
- Public: *Amory Hanson, Matt Liffreing*

Public Comments (3 minutes per speaker)

- *Amory Hanson wanted to notify staff that the website had not been updated to show himself or Cody Cleary as running for the upcoming City Council member election in 2026.*
- Approve Minutes from October 22, 2024 meeting: *APPROVED (3-0)*

ADMINISTRATIVE ITEMS

1. **Public Information Update**

- Social Media: Facebook engagement up 339%; Instagram engagement up 352%; “X” engagement up 44%.
- Celebration Calendar – Review of December & October Celebration Content
- Celebration Calendar – February:
 - i) *Shop & Dine Locally*
 - ii) *Black History*
 - iii) *Heart Health*
 - iv) *Safer Internet Day*
 - v) *Valentine’s Day*
 - vi) *National School Resource Officer Appreciation Day*
 - vii) *Huntington Beach Birthday*
 - viii) *Presidents’ Day*
 - ix) *Anniversary of Officer Nicholas Vella Line of Duty Death*
- Upcoming Events:
 - i) *Jan. 28 Mayor’s Spotlight Awards*
 - ii) *Jan. 29 Small Business Clinic*
 - iii) *Feb. Shop & Dine Locally (City)*
 - iv) *Feb. Foodie Awards (Visit HB)*
 - v) *Feb. 2 Surf City Marathon*
 - vi) *Feb. 2 Inaugural HB Sports Hall of Fame*
 - vii) *Feb. 7 Love Grows by Giving/Waymakers Fundraiser*
 - viii) *Feb. 8 The Revolution @ Central Park*
 - ix) *Feb. 25 Mayor’s Spotlight Awards*
- HBTV Programming - Current:
 - i) *Baca Park Flag Ceremony*
 - ii) *2024 State of the City*
 - iii) *Huntington Central Park Equestrian Center Documentary*
 - iv) *Robyne’s Nest Food Drive*
 - v) *A Discussion on Fire Preparedness in HB*
 - vi) *HBPL Storytime*
 - vii) *Mayor’s Spotlight Awards*
 - viii) *Mayor’s Roundtable*
 - ix) *Police Public Affairs*
 - x) *Surf Scene with PT*
 - xi) *Hidden HB*
 - xii) *FlashBack*
 - xiii) *City Council & Planning Commission Meetings*



CITY COUNCIL COMMUNICATIONS COMMITTEE

- HBTV Programming - Upcoming:
 - i) *New Seasons for*
 - •Hidden HB – Season 6
 - (a) New episodes in Post-Production – Newland Family
 - Surf Scene with PT – one more to shoot, however, will put this show on hiatus soon.
 - FlasHBack – three more episodes for this year.
 - ii) *Monthly City Celebratory Theme – February*
 - Shop & Dine Locally
 - iii) *New Fitness Shows @ Senior Center – potentially Hoag as a sponsor*
- Casey McKeon requested that we advertise ways to watch our video content other than HBTV Ch. 3, as streaming customers may not have access on standard television.
- Gracey Van Der Mark requested a video overview of Senior Center services.

Adjournment – 4:15 pm.

The next regularly scheduled meeting is set for February 25, 2025 at 3:30PM.



Communications Committee

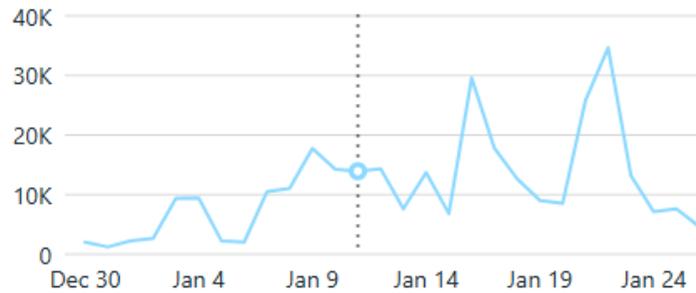
January 28, 2025

Social Media - Facebook

Views 📍

Export ▼

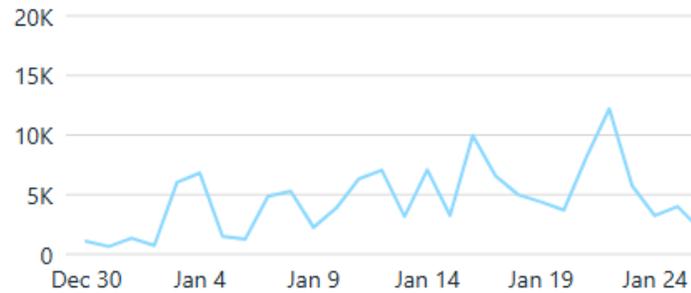
311.7K ↑ 339%



Reach 📍

Export ▼

69.9K ↑ 143.1%



Title

Date published ↑↓

Reach 📍 ↓

Likes and reactions



Today I am introducing my initiative for Council consideration...

Photo · City of Huntington Beach - Government

Boost

Thu Jan 16, 1:58pm

23.7K

174



Join us for an inspiring evening with Chris Epting, author and ...

Photo · City of Huntington Beach - Government

Boost

Sun Jan 12, 7:24am

16.3K

49



Tonight, the Huntington Beach City Council voted to approve ...

Photo · City of Huntington Beach - Government

Boost

Tue Jan 21, 8:21pm

11.5K

262



Social Media - Instagram

Views ⓘ

↓ Export ▾

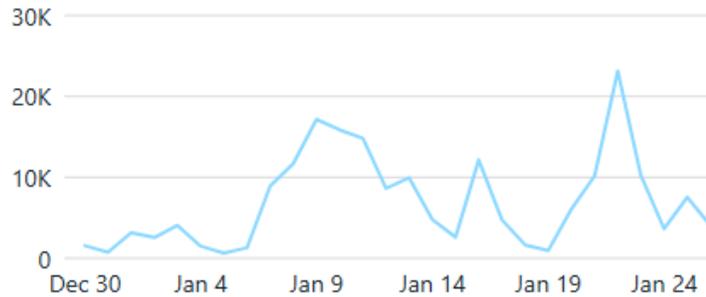
393.4K ↑ 351.8%



Reach ⓘ

↓ Export ▾

68.6K ↑ 242.5%



Title

Date published ↑↓

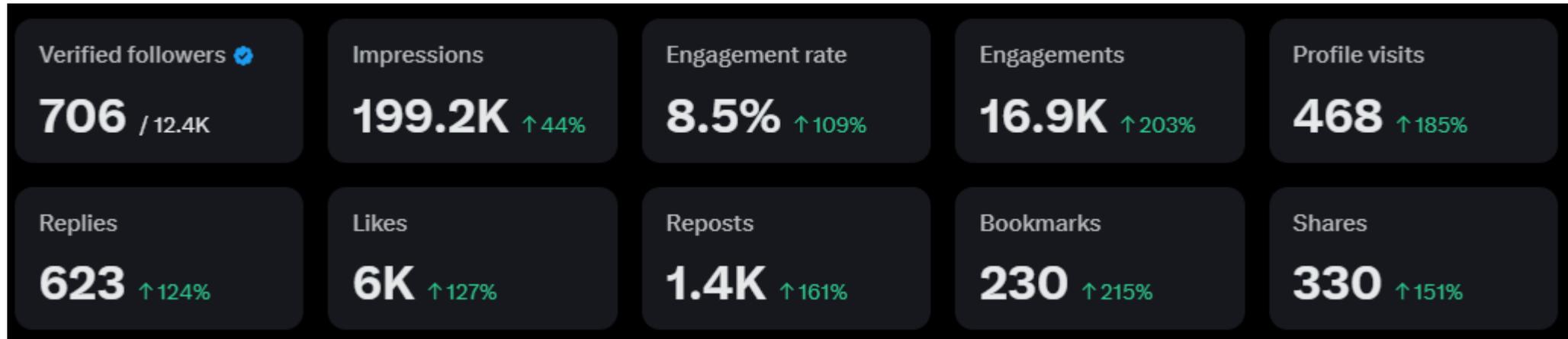
Reach ⓘ ↓

Likes and reactions

Title	Date published	Reach	Likes and reactions
 Tonight, the Huntington Beach City Council voted to approve ... Photo · cityofhb	Tue Jan 21, 8:21pm	26.8K	894
 Eric McCoy has been selected as the Fire Chief for the City of ... Photo · cityofhb	Thu Jan 9, 11:51am	16.9K	656
 This week, LA County saw the worst fire devastation on recor... Photo · cityofhb	Sat Jan 11, 11:43am	15.7K	1K



Social Media – X



City Celebration Content



ACKNOWLEDGMENTS

Black History

Heart Health

Safer Internet Day

Valentines Day

*National School Resource Officer
Appreciation Day*

Huntington Beach Birthday

Presidents' Day

*Anniversary of Officer Nicholas Vella
Line of Duty Death*



Upcoming Events

- | | |
|---------|---|
| Jan. 28 | Mayor's Spotlight Awards |
| Jan. 29 | Small Business Clinic |
| Feb. | Shop & Dine Locally (City) |
| Feb. | Foodie Awards (Visit HB) |
| Feb. 2 | Surf City Marathon |
| Feb. 2 | Inaugural HB Sports Hall of Fame |
| Feb. 7 | Love Grows by Giving/Waymakers Fundraiser |
| Feb. 8 | The Revolution @ Central Park |
| Feb. 25 | Mayor's Spotlight Awards |

Current Content on HBTV

- Baca Park Flag Ceremony
- 2024 State of the City
- Huntington Central Park Equestrian Center Documentary
- Robyne's Nest Food Drive
- A Discussion on Fire Preparedness in HB
- HBPL Storytime
- Mayor's Spotlight Awards
- Mayor's Roundtable
 - Police Public Affairs
- Surf Scene with PT
- Hidden HB
- FlasHBack
- City Council & Planning Commission Meetings



Baca Park Flag Dedication



Upcoming Content on HBTV

- New Seasons for
 - Hidden HB – Season 6
 - New episodes in Post-Production – Newland Family
 - Surf Scene with PT
 - FlashBack
 - Monthly City Celebratory Theme – February – Shop & Dine Locally
- State of the City Video – November 13
- New Fitness Shows @ Senior Center

Questions?

