



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM February 25, 2025
Huntington Beach City Hall

Call to Order at 3:57 PM

Roll Call

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

Public Comments (3 minutes per speaker)

- *None*
- Approve Minutes from October 22, 2024 meeting:
- *APPROVED (2-0)*

ADMINISTRATIVE ITEMS

1. **Public Information Update**

- Social Media: Facebook engagement down 5.3%; Instagram engagement down 35.4%; "X" engagement down 9.7%.
- Celebration Calendar – March:
 - i) *Community Service & Volunteerism*
 - ii) *Women's History*
 - iii) *National Nutrition*
 - iv) *Read Across America*
 - v) *Pi Day*
 - vi) *Vietnam War Remembrance Day*
- Upcoming Events:
 - i) *Feb. 27 Coffee & Conversations with City Staff*
 - ii) *Feb. 28 Read Across America*
 - iii) *March 12 Mayor's Breakfast w/Chamber*
 - iv) *March 12 Town Hall Meeting - Finance*
 - v) *March 15 Step Into Wellness 5K, Senior Center in Central Park*
 - vi) *March 25 Mayor's Spotlight Awards*
- HBTV Programming - Current:
 - i) *Surf City Marathon*
 - ii) *HB Revolution*
 - iii) *Centered on the Center*
 - iv) *Town Hall Meetings*
 - v) *Founder's Legacy w/Chris Epting*
 - vi) *Shop & Dine Locally*
 - *Plants by Yours Truly*
 - *Rusty's Chips*
 - *Monster Muffins*
 - vii) *Hidden HB*
 - viii) *Mayor's Spotlight Awards*
 - ix) *FlasHBack*
 - x) *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 episode.
 - FlasHBack
 - ii) *Monthly City Celebratory Theme - March*
 - Community Service & Volunteerism
 - iii) *New Fitness Shows @ Senior Center.*

Adjournment – 3:59 pm.

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

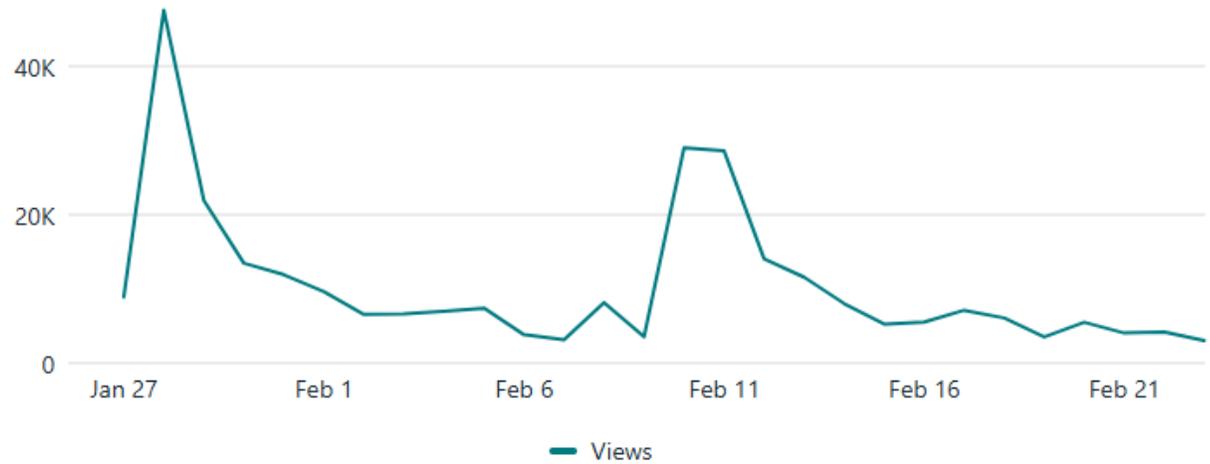


Communications Committee

February 25, 2025

Social Media - Facebook

Views 295.1K ↓ 5.3%
 Reach 62.6K ↓ 10.4%
 3-second views 3K ↓ 42.6%
 1-minute views 575 ↑ 12.5%
 Content interactions 5.8K ↓ 17.7%



Views breakdown

Jan 27 - Feb 23

Total
295,129 ↓ 5.3%

From organic
100% 0%

From ads
0% 0%

Title	Date published ↑↓	Reach ↓	Likes and reactions	Comments ↓
The City of Huntington Beach is aware of the Memo issued toda... <small>Photo · City of Huntington Beach - Government</small>	Boost Tue Jan 28, 11:33am	20.5K	89	271
Please see statement below on behalf of Huntington Beach City ... <small>Photo · City of Huntington Beach - Government</small>	Boost Mon Feb 10, 10:06am	16.1K	261	352
The February 9th article "Huntington Beach will walk fine line an... <small>Photo · City of Huntington Beach - Government</small>	Boost Tue Feb 11, 10:02am	13K	135	138



Social Media - Instagram

Views ⓘ

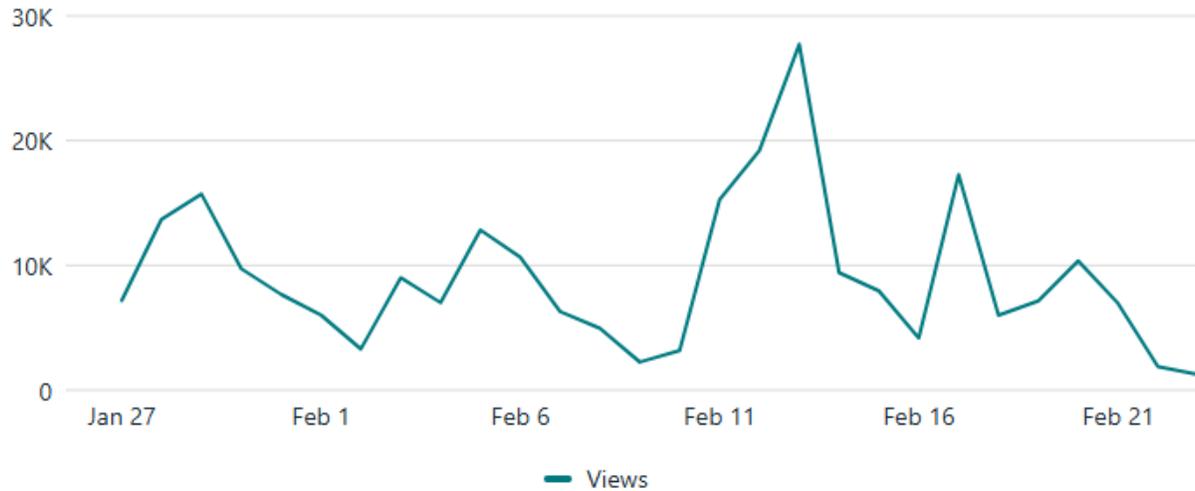
254.1K ↓ 35.4%

Reach ⓘ

44.9K ↓ 34.5%

Content interactions ⓘ

5.5K ↓ 56.4%



Views breakdown

Jan 27 – Feb 23

Total

254,126 ↓ 35.4%

From organic

100% 0%

From ads

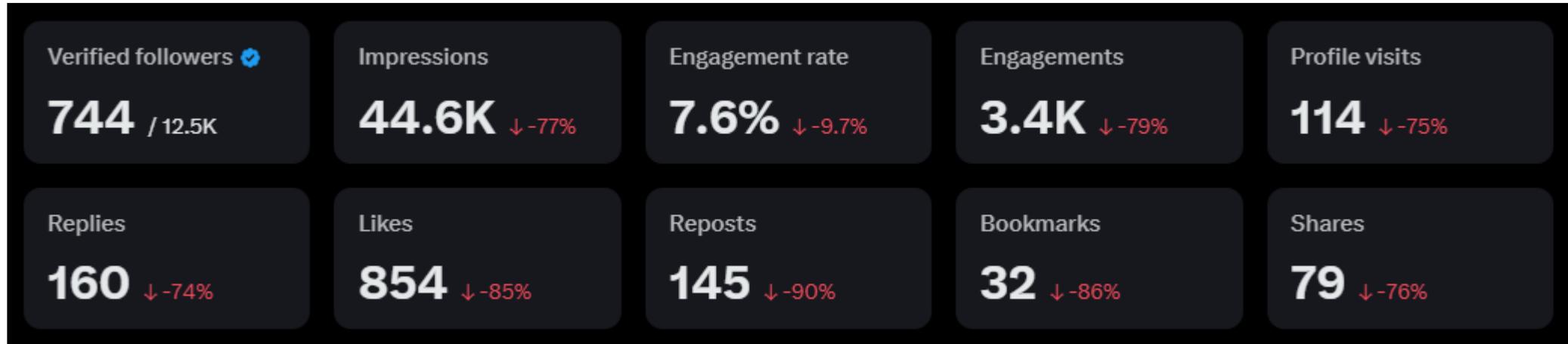
0% 0%

	Happy 116th Birthday, Huntington Beach! Join us in celebrating ...	Boost	Mon Feb 17, 10:42am	13.5K	656	58
	In response to the rainy weather, City social workers, Homeless T...	Boost	Thu Feb 13, 2:51pm	11K	313	6
	The National Weather Service forecasts up to 2.5 inches of rain i...	Boost	Wed Feb 12, 4:00pm	10.7K	139	4

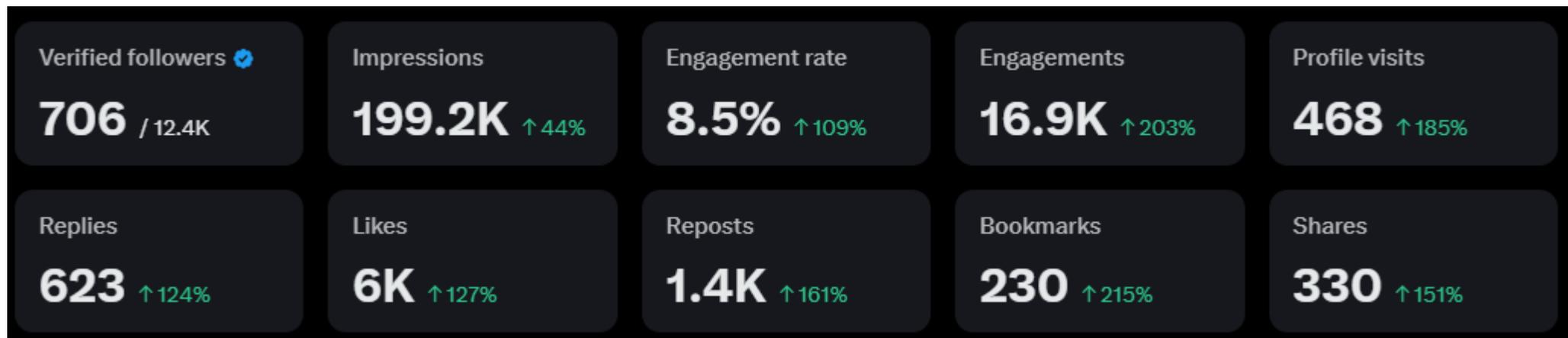


Social Media – X

February 2025



January 2025



City Celebration Content



ACKNOWLEDGMENTS

Women's History

National Nutrition

Read Across America

Pi Day

Vietnam War Remembrance Day



Upcoming Events

- Feb. 27 Coffee & Conversations with City Staff
- Feb. 28 Read Across America
- March 12 Mayor's Breakfast w/Chamber
- March 12 Town Hall Meeting - Finance
- March 15 Step Into Wellness 5K, Senior Center in Central Park
- March 25 Mayor's Spotlight Awards

CITY OF HUNTINGTON BEACH

COFFEE & CONVERSATIONS

Join City Staff



DEPARTMENTS/DIVISIONS

- Police
- Fire
- Marine Safety
- Code Enforcement
- Economic Development
- Permit Center

THURSDAY

02/27

10:00-11:30 AM



Snooze AM Eatery

7511 Edinger Ave, Huntington Beach, CA. 92647



Current Content on HBTV

- Surf City Marathon
- HB Revolution
- Centered on the Center
- Town Hall Meetings
- Founder's Legacy w/Chris Epting
- Shop & Dine Locally
 - Plants by Yours Truly
 - Rusty's Chips
 - Monster Muffins
- Hidden HB
- Mayor's Spotlight Awards
- FlasHBack
- City Council & Planning Commission Meetings

Upcoming Content on HBTV

- New Seasons for
 - Hidden HB – Season 6
 - New episodes in Post-Production – Newland Family
 - Surf Scene with PT – One more episode
 - FlashBack
 - Monthly City Celebratory Theme – March – Community Service & Volunteerism
- New Fitness Shows @ Senior Center

Questions?

