



# CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM October 22, 2024  
Huntington Beach City Hall

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Call to Order at 3:33 PM

Roll Call

- Council Liaisons: *(Present) Mayor Pro-Tem Pat Burns; Council Member Tony Strickland; (Absent) Mayor Gracey Van Der Mark*
- Staff Liaisons: *J. Carey, J. Toledo, S. Frakes*
- Public: *Amory Hanson, Matt Liffreing*

Public Comments (3 minutes per speaker)

- *Matt Liffreing gave an update on SurfScene.*
- *Amory Hanson attended the Goldenwest College Candidate Forum, where they discussed Homeless Services, and how they can be better promoted on social media and through news sources.*

Approve Minutes from September 24, 2024 meeting.

- *APPROVED (3-0)*

## ADMINISTRATIVE ITEMS

### 1. **Public Information Update**

- Social Media: Facebook engagement up 251%; Instagram engagement down 3.2%; "X" engagement down 55%.
- Celebration Calendar - October:
  - i) *Currently working on Black/Gold Jubilee content*
  - ii) *National Pancreatic Cancer Awareness*
  - iii) *Native American Heritage*
  - iv) *Law Enforcement Records and Support Day*
  - v) *Veteran's Day*
  - vi) *Thanksgiving*
  - vii) *Small Business Saturday*
- Upcoming Events:
  - i) *Oct. 26 Falloween at Central Park*
  - ii) *Oct. 26 Corgi Beach Day*
  - iii) *Oct. 30 Help Shape HB's Future @ Oak View*
  - iv) *Oct. 31 Surf City Spooktacular @ Main Street*
  - v) *Nov. 3-9 ISA World Para Surfing Championship*
  - vi) *Nov. 7 Help Shape HB's Future @ Central Library*
  - vii) *Nov. 13 State of the City*
  - viii) *Nov. 14 Junior Citizens Academy (Graduation)*
  - ix) *Nov. 26 Magic on Main*
  - x) *Nov. 28 HB Turkey Wobble*
- HBTV Programming - Current:
  - i) *Sunset Beach Chili Cookoff*
  - ii) *Ed Laird Commemorative Sign Event*
  - iii) *Family Arts Day*
  - iv) *HB Press Conference*
  - v) *Huntington Central Park Equestrian Documentary*
  - vi) *2024 Pacific Air Show*
  - vii) *Cars N Copters at the Coast*
  - viii) *Oak View Beautification Event*
  - ix) *HBPL Storytime*
  - x) *Mayor's Spotlight Awards*
  - xi) *Mayor's Roundtable*
  - xii) *Surf Scene with PT*



## CITY COUNCIL COMMUNICATIONS COMMITTEE

- xiii) *Hidden HB*
- xiv) *FlasHBack*
- xv) *City Council & Planning Commission Meetings*
- xvi) *OC Mosquito & Vector Control PSAs*
- HBTV Programming - Upcoming:
  - i) *New Seasons for*
    - *•Hidden HB – Downtown Police Sub-Station*
      - (a) *New episodes in Post-Production*
    - *Surf Scene with PT*
    - *FlasHBack*
  - ii) *Monthly City Celebratory Theme – November*
    - *Black Gold Jubilee*
  - iii) *State of the City Video – November 13*
  - iv) *New Fitness Shows @ Senior Center*
- Upcoming Communications Meetings in November and December have been cancelled due to holiday closures.

Adjournment – 3:45 pm.

*The next regularly scheduled meeting is set for January 28, 2025 at 3:30PM.*



# Communications Committee

October 22, 2024

# Social Media - Facebook



# Social Media - Instagram



# **Social Media – X**

# City Celebration Content



## ACKNOWLEDGMENTS

*National Pancreatic Cancer Awareness*

*National Prostate Cancer Awareness*

*Native American Heritage*

*Law Enforcement Records and Support Day*

*Veterans Day*

*Thanksgiving*

*Small Business Saturday*



# Upcoming Events

- Oct. 26 Falloween at Central Park
- Oct. 26 Corgi Beach Day
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# Current Content on HBTV

- Sunset Beach Chili Cookoff
- Ed Laird Commemorative Sign Event
- Family Arts Day
- HB Press Conference
- Huntington Central Park Equestrian Documentary
- 2024 Pacific Air Show
- Cars N Copters at the Coast
- Oak View Beautification Event
- HBPL Storytime
- Mayor's Spotlight Awards
- Mayor's Roundtable
- Surf Scene with PT
- Hidden HB
- FlashBack
- City Council & Planning Commission Meetings
- OC Mosquito & Vector Control PSAs



# Upcoming Content on HBTV

- New Seasons for
  - Hidden HB – Season 6
    - New episodes in Post-Production
  - Surf Scene with PT
  - FlashBack – Filmed Lyn Semeta on Aug. 26 (Art episode)
- Monthly City Celebratory Theme – November
  - Black Gold Jubilee
- State of the City Video – November 13
- New Fitness Shows @ Senior Center

# Questions?

