



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM SEPTEMBER 27, 2022

Huntington Beach City Hall
ZOOM

Call to Order at 3:35PM

Roll Call

- Council Liaisons: (Present) Council Member Carr, Council Member Moser; Council Member Kalmick
- Staff Liaisons: (Present) Carey, Toledo, Frakes
- Public: Kathie Schey, Matt Liffreing, Chris Epting

Public Comments (3 minutes per speaker)

- *Kathie Schey is in attendance to make herself available for any questions regarding FlasHBack content.*

Approve Minutes from August 23, 2022 meeting.

- **APPROVED**

ADMINISTRATIVE ITEMS

1. **PIO Update**

- SurfCityBreak.com
 - 6% more newsletter sign ups in last month
 - 35% less article views in last month, probably due to the unusually high engagement the prior month.
 - 59% more views in past 90 days
 - Top posts: He'e Nalu Aloha Pier Festival, OCPA Transition, Downtown Dreamin'
 - Top Referrals: Facebook, City Website, Twitter
 - Please refer to attached presentation for additional information.
- Ongoing Projects
 - Social Media AR Review/Update: Administrative Regulation for Social Media is currently with City Attorney's office for legal review. Expect to have it back by end of week, and hope to bring to the City Council the second meeting in October.
 - First City Council Meeting livestream on Facebook, Twitter and YouTube happened at last Council meeting. It was not publicized, but still had an estimated 100 views.
 - Will begin livestreaming Planning Commission in the future.
 - Also working towards purchasing "Live View Backpacks" to livestream outside events as well.
 - Will be giving a tour of City's TV Studio in the lower level and other related facilities to consultants from Long Beach and other Cities to get recommendations on studio and digital infrastructure setup.
 - Three "Change to Change" donation meters have been set up to collect donations for Homeless System of Care services in the City. There will be two meters downtown, and one meter at the Central Library. Will highlight the meters and locations in upcoming social media posts, as well as the history of the program, and any updates.
 - City Branding project: Draft branding guideline provided to Communications Committee and included as an attachment to these minutes. CMO Staff worked with Executive Leadership Team and Deputy Leadership Team to decide on the path forward with "branding voice". About 30% of the way towards completion, and will keep Communications Committee in the loop as we move forward.

2. **HBTV Programming**

- Review of current content (see attached PP Presentation).
- Review of upcoming content (see attached PP Presentation), and excited to introduce new programming, "FlasHBack".



CITY COUNCIL COMMUNICATIONS COMMITTEE

3. **Review of Upcoming Events** (see attached PP Presentation)

Adjournment – 4:34pm. *The next regularly scheduled meeting will be on October 25, 2022 at 3:30PM.*



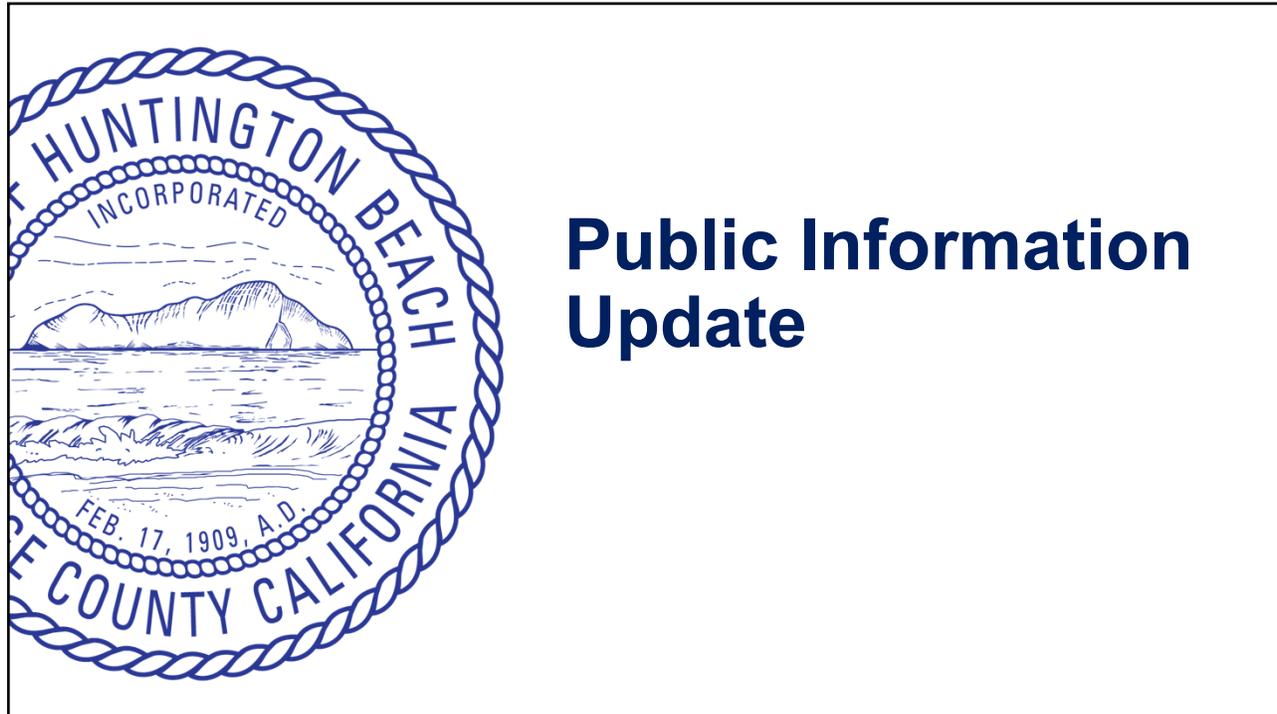
Communications Committee

September 27, 2022

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- **Public Information Update**
 - Surf City Break
 - Social Media
 - Ongoing Projects/Priorities
 - Branding Guide
- **HBTV Programming/Content**
 - Content Update
 - Upcoming Events





Public Information Update

Surf City Break



- 6% ↑ Newsletter Signups (3,519)
- 35% ↓ Views in Past 30 Days (10,426)
- 59% ↑ Views in Past 90 Days (35,112)
- **Top Posts:** He'e Nalu Aloha Pier Festival (1,224), OCPA Transition (661), Downtown Dreamin' (497)
- **Top Referrals:** Facebook, City's Website, Twitter



Social Media - Facebook

Facebook Page reach ⓘ

53,000 ↑ 31.6%



Wed Sep 21, 11:05am
The Pacific Airshow returns to #HuntingtonBeach ...

Post
Reach 16,945



Thu Sep 8, 5:00pm
The Huntington Beach Fire Department continues ...

Post
Reach 15,234



Social Media - Instagram

Instagram reach ⓘ

25,685 ↑ 64.8%



Thu Sep 8, 5:00pm
@huntington_beach_fire continues to monitor pot...

Post
Reach 13,315



Wed Sep 21, 11:11am
The Pacific Airshow returns to #HuntingtonBeach ...

Post
Reach 14,717



Social Media - Twitter

28 day summary with change over previous period



<p>City of Huntington Beach @CityofHBPO - Sep 24 (17) The Pacific Airshow is a private sector special event in the city of #HuntingtonBeach. The city is fortunate to host many large-scale, non-city sponsored special events such as the Pacific Airshow. While we acknowledge the benefits & positive economic impact the airshow pic.twitter.com/286AVhZDI</p> <p><small>View Tweet activity</small></p>	7,938	462	6.1%
<p>City of Huntington Beach @CityofHBPO - Sep 9 The @HBFD_PHO continues to monitor potential impacts due to Hurricane Kay.</p> <p>The @NWS is predicting strong winds, up to 1" of rain, & thunderstorms tomorrow (9/9) afternoon.</p> <p>Sandbags are available at the City's Yard (17371 Gothard St.) tomorrow between 7:30am & 4:30pm. pic.twitter.com/qRc0ggzFC</p> <p><small>View Tweet activity</small></p>	2,598	363	14.0%
<p>City of Huntington Beach @CityofHBPO - Aug 31 Join us & American Legion Huntington Beach Post 133 on Sunday, September 11, 2022 at 4pm as we honor those who lost their lives on September 11, 2001.</p> <p>The ceremony will take place at the Huntington Beach 9/11 Memorial located in Civic Center Plaza. pic.twitter.com/XR9zYVKUJD</p> <p><small>View Tweet activity</small></p>	2,123	56	2.6%



Ongoing Projects

- Standardized Social Media Policy
 - Administrative Regulations – City Attorney Review
- City Council & Planning Commission Livestream Studio
 - Event Livestream Equipment
- Buildout Tour – Staff & Consultant
- Change to Change Meters
- City Branding



Branding Guide

- Communication Goals
- City Log & Seal Guidelines
- City's Primary & Secondary Colors
- Typography
- Email Signature and Citywide Standardization
- Photography (Headshots & Approved Photos)
- Writing Guidelines
- Brand Voice
- Branding Toolkit



HBTV Programming

Current Content on HBTV

- Hidden Huntington Beach – Season 4 Underway
- Surf Scene
- Huntington Beach Public Library – Story and Craft Time
- HB Symphony Orchestra
- Council Meetings/Planning Commission



Current Content on HBTV

Shorts and PSA

- ISA Opening/Parade
- Downtown Dreamin'
- 9-11 Tribute Ceremony
- Mosquito PSAs from OC Mosquito & Vector Control
- Surf and Skate Films by Human Relations Committee

Upcoming Content on HBTv

- Surf City Now – Biweekly Update with Mayor Delgleize
- Surf Scene: Turner Family
- FlasHBack:
 - Main Street Festival
 - Geisler (former Mayor)
- Made in HB: Review Potential Businesses
- Hidden Huntington Beach
 - Adventure Playground
 - Encyclopedia Lots
 - Weapons Station
 - Sam's Seafood or Perq's



Upcoming Events

Upcoming Events

October

- Oktoberfest – thru Nov. 6, Old World
- Air Show – Sept. 30-Oct. 1, South of Pier
- Surf City Arts Fest – Oct. 8, Central Library
- Surfin' Sundays – Oct. 9, Pier Plaza
- Fire Appreciation Night – Oct. 11, Surf City Nights
- HBFD Open House- Oct. 15, Gothard Station
- Cars 'N Copters on the Coast – Oct. 15 & 16, South of Pier
- Miss Huntington Beach – Oct. 22, Central Library
- Halloween Downtown – Oct. 31, Main Street



Questions?



City of

HUNTINGTON BEACH BRANDING GUIDELINES



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- 15.** EMAIL SIG/CORRESPONDENCE
- 16.** COMING SOON: EMPLOYEE TOOLKIT

COMMUNICATION GOALS



GOAL #1 – Goal One

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GOAL #2 – Goal Two

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GOAL #3 – Goal Three

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GOAL #5 – Goal Four

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CITY LOGO

The HB logo is the primary logo for the City and should be on most printed and electronic materials. The HB logo should be used for all non-legislative letterhead, presentations, envelopes, business cards, and graphics. The HB logo can be scaled to multiple sizes while retaining its legibility, making it the optimal choice for graphics, printing, embroidery, and other physical materials. This also allows for the integration of the iconic HB logo into future logos and Department branding.



PRIMARY
(BOLSA BLUE)



PRIMARY
(SUNSET ORANGE)



PRIMARY
(SUNRISE YELLOW)



PRIMARY
(DEEP BLUE)



PRIMARY
BOLSA BLUE
(w/ tagline)



PRIMARY
SUNSET ORANGE
(w/ tagline)



CONTRAST
(WHITE)



CONTRAST
(SUNRISE YELLOW)

Care should be taken to ensure the Huntington Beach logo is as visible as possible. Proper usage requires a high degree of contrast and readability; separation from the background must be maintained.

CITY SEAL

The City Seal should be used on all legislative materials, when the City needs to be the symbol of authority. When use of the City Seal is applicable, the primary seal should be used. However, the outlined City Seal may be used on collateral in which only one-color of ink is allowed for printing purposes, such as government documents. Always use the seal as provided in the original artwork files. Never alter the City Seal physically. Never stretch or distort the seal. Never remove assets or copy from within artwork.



PRIMARY



OUTLINED
(BLACK)



OUTLINED
(BLUE)



OUTLINED
(GOLD)

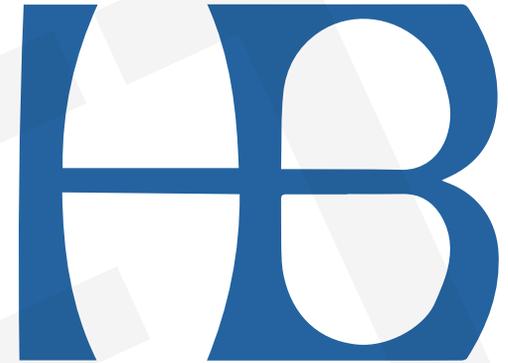


OUTLINED
(WHITE)

Care should be taken to ensure the Huntington Beach seal is as visible as possible. Proper usage requires a high degree of contrast and readability; separation from the background must be maintained.

CITY LOGO / DO'S & DON'TS

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PRIMARY
(BOLSA BLUE)

STAY AWAY FROM OLDER LOGOS THAT HAVE BEEN USED IN THE PAST



PRIMARY COLORS

PRIMARY
(BOLSA BLUE)

C:91 M:63 Y:12 K:1

#1f639f

SECONDARY
(SUNSET ORANGE)

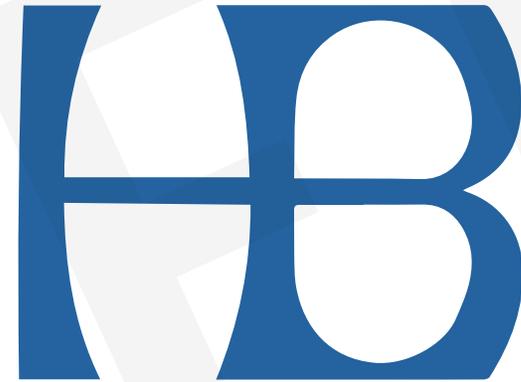
C:0 M:58 Y:100 K:0

#f6851f

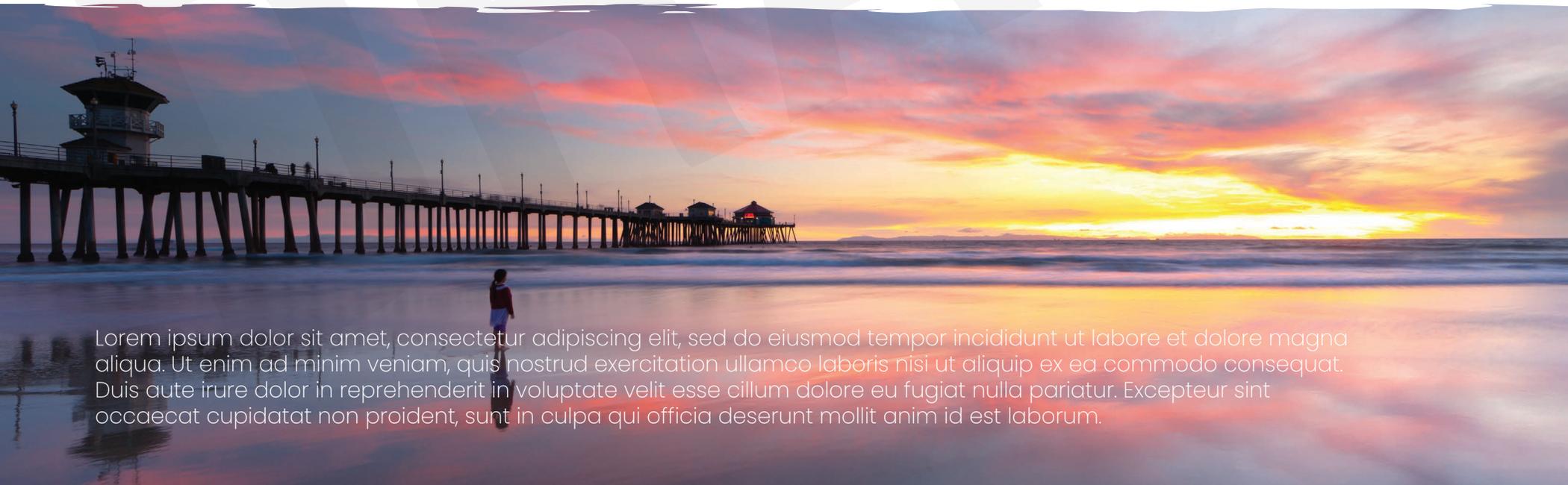
ACCENT
(SUNRISE YELLOW)

C:0 M:31 Y:100 K:0

#fdb714

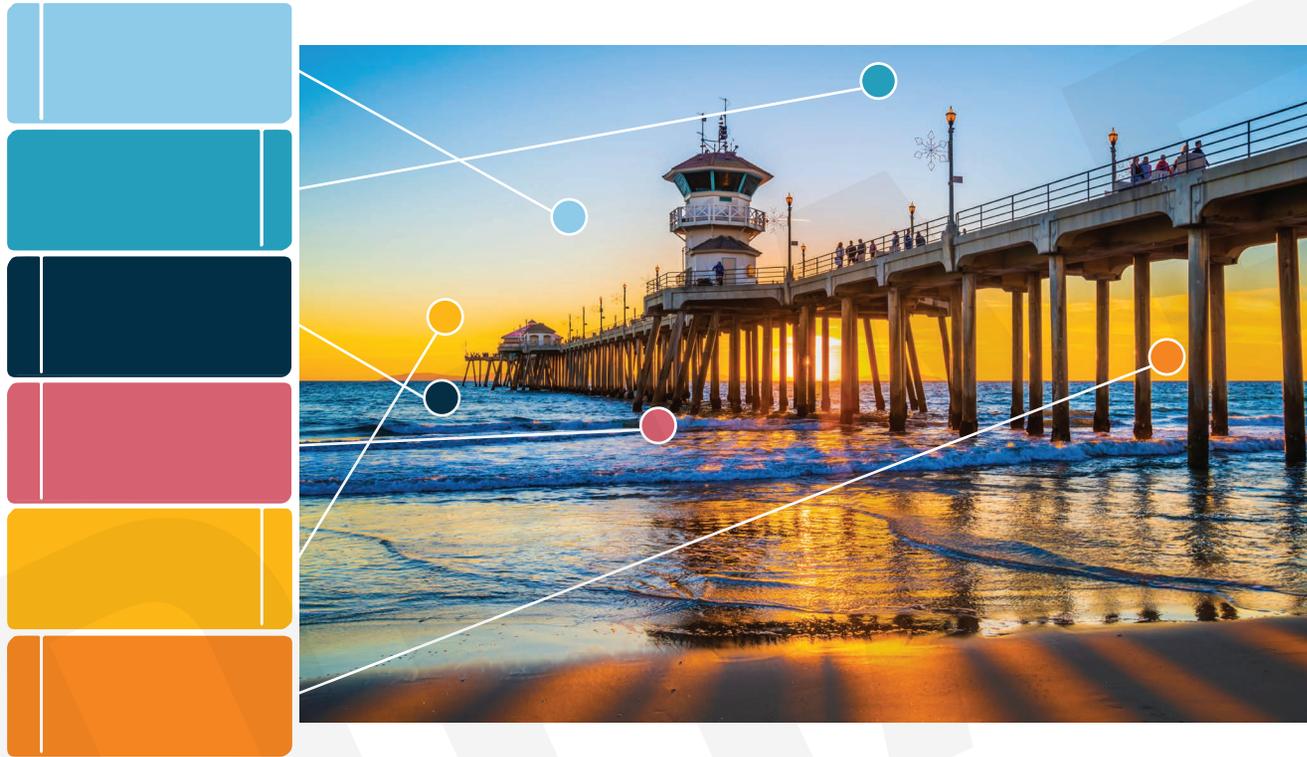


HB



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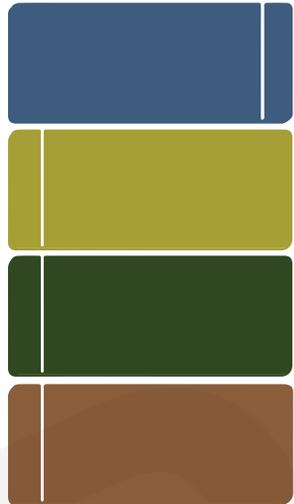
SECONDARY COLORS



HB
Main St
Color Palette

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COLOR PALLETTE - BOLSA CHICA

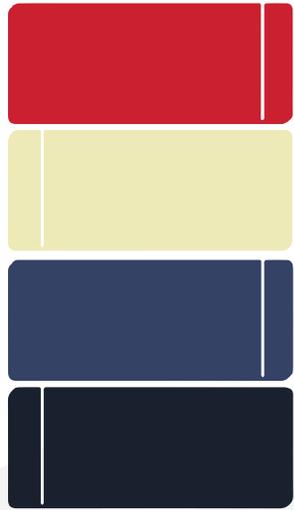


HB

Bolsa Chica
Color Palette

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COLOR PALLETTE - AMERICANA



Americana
Color Palette

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TYPOGRAPHY

There are three typefaces that make up Huntington Beach's typographic language. They have been chosen for the contrast as well as their boldness. One of these typefaces will be used to guide content (Poppins) and three different weights, while Britany Signature is used as a softer sub-headline and should only be used for one to three word pretext or subtext headings, offering a more organic and hand written feel to all of HB's communications. Bebas Neu Pro will primarily be used for headlines as well as for calls to action in graphics. Poppins (in the light, medium, and Extra Bold weights will be used in the body text for it's readability.



HUNTINGTON BEACH, CA

Poppins - Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ123456
7890abcdefghijklmnopqrstuvwxyz#!?&**

Poppins - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456
7890abcdefghijklmnopqrstuvwxyz#!?&

Poppins - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456
7890abcdefghijklmnopqrstuvwxyz#!?&

*Adobe
Handwriting
Ernie*

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ1234
567890abcdefghijklmnop
nopqrstuvwxyz#!?&*

Bebas Neu Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890abcdefgh
ijklmnopqrstuvwxyz#!?&**

TEN TIPS FOR WRITING

(APStyle + Helpful Ideas)

DRAFT

BRAND VOICE

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PHOTOGRAPHY

(suggestions for headshots and photo usage)

DRAFT

EMAIL SIGNATURE

Correspondence

CLEAN. CLEAR. CONSISTENT.

The City's official email signature should be easy to read, immediately identifiable, and consistent across all city staff.

Email signature generating company, WiseStamp has many options for designing and deploying email signatures across company directories, and even offer subtle customizations that can add some dynamic movement.

For instance, the email signature can fade from the city seal, to the official logo, and back and forth.

e-mail signature generated by



Jane Doe
Job Title, City of Huntington Beach
(714) 555-1234 | First.Last@surfcity-hb.org
huntingtonbeachca.gov
2000 Main St Huntington Beach, CA 92648



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City logo takes the reader to download MyHB App

E-mail signature with seal



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Job Title, City of Huntington Beach
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EMPLOYEE TOOLKIT

PowerPoint Template

DRAFT