



# CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM JANUARY 23, 2024  
Huntington Beach City Hall

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Call to Order at 3:35 PM

Roll Call

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

Public Comments (3 minutes per speaker)

- *Amory Hanson: Would like to request the following: 1. Would like to see candidate introduction interviews for 2024 election; 2. Would like a webpage on the City's website with City Council Member contact information; 3. Would like to see the Town Hall Meetings continue.*
- *Matt Liffreing: reported two videos of Equestrian Center left to produce, and Makerspace is next.*
- *PT: reported upcoming Surf Scene episodes.*

Approve Minutes from November 28, 2023 meeting.

- **APPROVED**

## ADMINISTRATIVE ITEMS

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

- a) Surf City Break: 7% increase in newsletter sign ups; 5% increase in page views.
- b) Social Media: Facebook engagement up 206%; Instagram engagement up 26%; "X" engagement was at 29.3k.
- c) Community Engagement Technology Study Session February 11 on 311 System. Will provide options.
- d) Public Safety Recruitment: Jessica Cuchilla will be developing a recruitment video and photos for Marine Safety and Fire.
- e) E-Bike Safety: Diane Dixon will be holding a Town Hall, PD has sent out a brochure and social media posts.
- f) HB Living Magazine: Produced and published by FV Living publishers, are looking for content from advertisers. The City has sent them e-bike safety outreach, PD recruitment information, and will provide the City Manager's Report.
- g) Policy and Procedures / Admin Regulations: Has been put on the backburner due to currently project load.
- h) Celebration Calendar Content: Will be starting with video, articles, and graphics in February.
- i) Upcoming Events: 1/23 Mayors Spotlight Awards; 1/27 HB Art Center-Centered on the Center; 2/4 Surf City Marathon; 2/5 Oakview Beautification Event; 2/14 Robert Mayer Leadership Academy.

### 2. **Website & MyHB Status**

- a) Migration is complete to new website, and will now start training for Editors (highest level) and Admin. A review of the website will be done after the training is completed and staff has had time to make any updates/corrections. There will be an opportunity for public input after the website has gone live. Anticipate launch in the Q1 of 2024.

### 3. **HBTV Programming**

- a) Video programming will now start at 5am-9pm.
- b) The City Bulletin Board graphics have been updated.
- c) Recent content includes: HBPL Storytime, HB Symphony, Mayor's Roundtable Episodes, Mayor's Spotlight Awards, Founders' Legacy, Surf Scene with PT, Hidden HB, FlashBack with Jerry Matney, Robyne's Nest Landing Program Launch.

4. **HBTV Programming:** Please see presentation and channel line up attached.

Adjournment – 3:55pm.

*The next regularly scheduled meeting is set for January 23, 2024 at 3:30PM.*