



# CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM APRIL 23, 2024  
Huntington Beach City Hall

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Call to Order at 3:32 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, Amory Hanson, Kathie Schey*

Public Comments (3 minutes per speaker)

- *Amory: gave feedback on new City website and its feedback form.*

Approve Minutes from March 26, 2024 meeting.

- *APPROVED*

## ADMINISTRATIVE ITEMS

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

- a) Website update has been a success. The City has received great responses and reviews. Jennifer Carey is responding to any questions about the site that are not department specific, while departments are responding to any that are specific to their department. Customer service has drastically improved. Google search reindexing is taking a little time, and that is what most of any negative feedback is about. Google analytics will be available next month.
- b) Surf City Break: 2% increase in newsletter sign ups; 236% increase in page views.
- c) Social Media: Facebook engagement down 43% and because this is the second week of negative engagement Jennifer will be reaching out to Facebook and researching; Instagram engagement down 18.7%; "X" engagement was at 16.1k.
- d) Ongoing projects:
  - i) In conjunction with the new website launch, we will be phasing out Surf City Break.
  - ii) Branding guide: Continuing to roll out with Public Works next.
  - iii) Email newsletter: Will be rebranding in the next month to match new website.
  - iv) Studio in the Lower Level: Will be completed in the next 2 weeks for one full-time staff member, and room to grow with two part-time staff.
  - v) Fentanyl/Opioid messaging: Jessica Cuchilla is working with Captain Reilly to interview Ralph Ornelas for video and social media clips.
  - vi) Independence Day: Working with Molly Uemura in Community & Library Services to get a meeting with PSQ (new Independence Day producer).
  - vii) Beach/Summer Safety: Working with Marine Safety to create spots prior to summer.
  - viii) City Celebration Calendar: May will include the Bill of Rights and Holocaust Remembrance.
- e) Celebration Calendar - May:
  - i) *The Bill of Rights & Holocaust Remembrance*
  - ii) *Asian Pacific American Heritage*
  - iii) *Bike Safety*
  - iv) *Motorcycle Safety*
  - v) *Mental Health*
  - vi) *Older Americans*
  - vii) *Drowning Prevention*
  - viii) *Military Appreciation*
  - ix) *National Day of Prayer*
  - x) *International Firefighters' Day*
- f) Upcoming Events:
  - i) *April 25 Homeless Veterans Town Hall*
  - ii) *April 27 Easter Hunt Family Fun Day (rescheduled)*
  - iii) *May 2 Community Prayer Breakfast*
  - iv) *May 10 Fire Academy Graduation*
  - v) *May 11 Marine Safety Drowning Prevention*



## CITY COUNCIL COMMUNICATIONS COMMITTEE

- vi) May 11 & 12 *Sunset Beach Art Festival*
  - vii) May 14 *Public Works Night @ SCN*
  - viii) May 17-19 *AVP Volleyball*
  - ix) May 27 *Memorial Day Ceremony*
  - x) May 28 *Mayor's Spotlight Awards*
  - xi) May 30 *Miss Huntington Beach Rose Dedication Ceremony* **HBTV Programming:**
- g) HBTV Programming - Current:
- i) HBPL Storytime
  - ii) Mayor's Spotlight Awards
  - iii) Hidden Huntington Beach – Red Car
  - iv) Fire Explorer Graduation
  - v) HB Art Center Opening
  - vi) Vietnam Veterans Luncheon
  - vii) Surf Scene with PT
  - viii) Hidden Huntington Beach
  - ix) HBPD Crime Prevention Series
  - x) FlasHBack
  - xi) Voter ID Press Conference
  - xii) City Council & Planning Commission Meetings
- h) HBTV Programming - Upcoming:
- i) Surf Scene with PT (Two more episodes due)
    - Season Featuring Local Surfers, Students, etc.
  - ii) FlasHBack
    - Five more episodes forthcoming
  - iii) Monthly City Celebratory Themes
    - Bill of Rights & Holocaust Remembrance
  - iv) Event Highlights
    - Spring Extravaganza, Fire Academy Graduation, Public Works Open House, Homeless Veterans Town Hall
  - v) Public Works in Action
    - Edinger Sewer
    - Beach Maintenance

Adjournment – 4:04pm.

*The next regularly scheduled meeting is set for May 28, 2024 at 3:30PM.*



# Communications Committee

April 23, 2024

# Table of Contents

1. Public Information Update
2. HBTV Programing

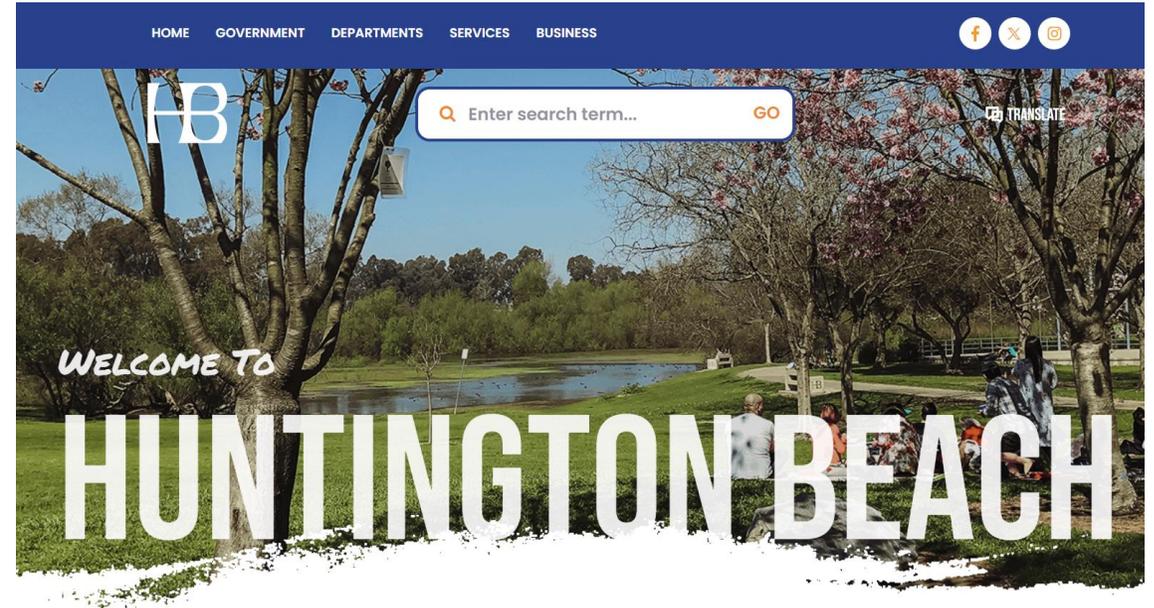




# Public Information

# New Website

- Launched April 8
- Google Reindexing
- Google Analytics
- Ongoing Maintenance & Access Policy

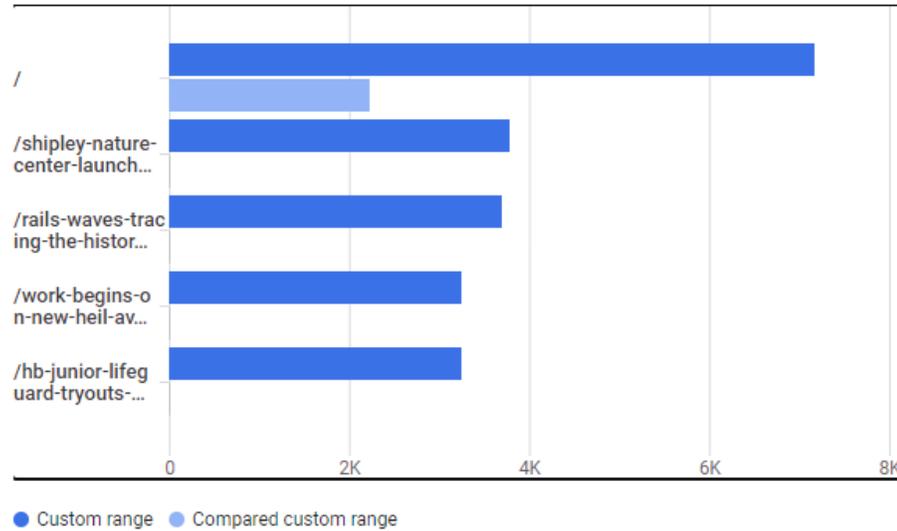


# Surf City Break



- 2% ↑ Newsletter Signups (7,445)
- 236% ↑ Views in Past 30 Days (29,799)

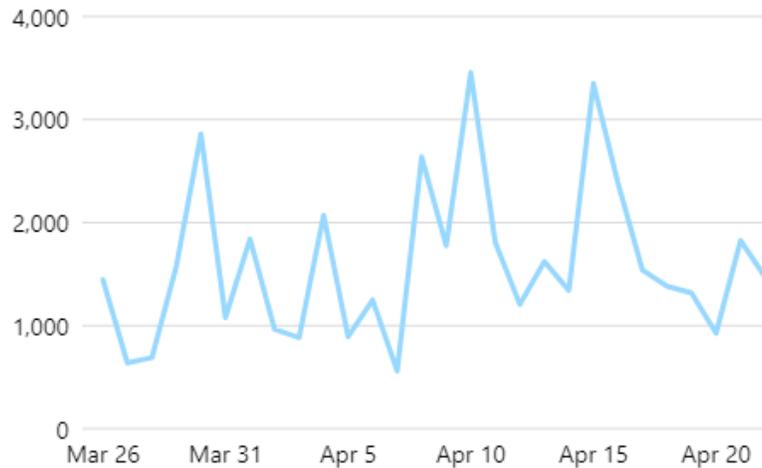
Views by Page path and screen class



# Social Media - Facebook

Facebook reach ⓘ

18.8K ↓ 43.7%



For the month of April, we are taking a look at the history of ...

City of Huntington Beach - Government

Boost

Wed Apr 10, 9:07am

5.5K

Reach



In celebration of our April theme - Rails & Waves, join Chris E...

City of Huntington Beach - Government

Boost

Mon Apr 15, 9:17am

4.1K

Reach



Today marks the 50th Anniversary of our Huntington Beach C...

City of Huntington Beach - Government

Boost

Sat Mar 30, 11:00am

3.1K

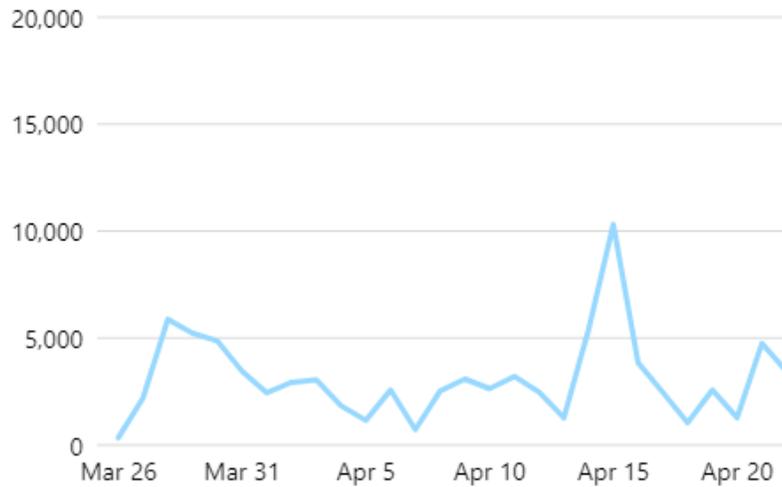
Reach

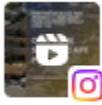


# Social Media - Instagram

Instagram reach ⓘ

18.7K ↓ 9.7%



 PUBLIC STATE	In response to Attorney General Bonta & Secretary of State W... cityofhb	Boost	Mon Apr 15, 3:46pm	12.5K Reach
 CLIPBOARD	Thanks to a grant from Caltrans, major traffic & safety improv... cityofhb	Boost	Sun Apr 14, 2:49pm	7.5K Reach
 BRIDGE	The City's Public Works Department will oversee a few bridge... cityofhb	Boost	Sun Apr 21, 2:26pm	5.8K Reach



# Social Media – X

Your posts earned **16.1K impressions** over this **28 day** period



Posts **Top posts** Posts and replies Promoted Impressions Engagements Engagement rate

Post	Impressions	Engagements	Engagement rate
 <b>City of Huntington Beach</b> @CityofHBPIO · Apr 18 Mayor Gracey Van Der Mark Press Conference - April 18, 2024 <a href="#">twitter.com/i/broadcasts/1...</a> <a href="#">View post activity</a>	3,398	526	15.5%
 <b>City of Huntington Beach</b> @CityofHBPIO · Apr 16 Huntington Beach City Council Meeting - April 16, 2024 <a href="#">twitter.com/i/broadcasts/1...</a> <a href="#">View post activity</a>	960	172	17.9%
 <b>City of Huntington Beach</b> @CityofHBPIO · Apr 17 To better meet the needs of our community, our Public Works team is hard at work making technology & infrastructure enhancements to our Police Station. To learn more: <a href="#">bit.ly/3VWe6G9</a> <a href="#">View post activity</a>	716	28	3.9%



# Ongoing Projects

- City Website
  - Phase out Surf City Break
- City Branding Rollout
- Email Newsletter Rebrand
- Studio Buildout
- Fentanyl/Opioid Messaging
- Independence Day Messaging
- Beach/Summer Safety
- Celebration Calendar Content



# City Celebration Content

## May – The Bill of Rights & Holocaust Remembrance

- Asian Pacific American Heritage
- Bike Safety
- Motorcycle Safety
- Mental Health
- Older Americans
- Drowning Prevention
- Military Appreciation
- National Day of Prayer
- International Firefighters' Day



# City Celebration Content

## May – The Bill of Rights & Holocaust Remembrance

- National Correctional Officers Week
- Public Service Recognition Week
- Mother's Day
- National Police Week
- Home Fire Sprinkler Week
- Click It or Ticket
- National Public Works Week
- Anniversary of K9 Kim Line of Duty Death
- Memorial Day



# Upcoming Events

- April 25 Homeless Veterans Town Hall
- April 27 Easter Hunt Family Fun Day (rescheduled)
- May 2 Community Prayer Breakfast
- May 10 Fire Academy Graduation
- May 11 Marine Safety Drowning Prevention
- May 11 & 12 Sunset Beach Art Festival
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# **HBTV Programming**

# Current Content on HBTV

- HBPL Storytime
- Mayor's Spotlight Awards
- Hidden Huntington Beach – Red Car
- Fire Explorer Graduation
- HB Art Center Opening
- Vietnam Veterans Luncheon
- Surf Scene with PT
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  - Beach Maintenance

# Questions?

