



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM April 22, 2025
Huntington Beach City Hall

Call to Order at 3:33 PM

Roll Call

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

Public Comments (3 minutes per speaker) - None

Approve Minutes from March 25, 2025 meeting: *APPROVED (2-0-1 absent)*

ADMINISTRATIVE ITEMS

1. **Public Information Update** – please reference presentation for detailed information
 - Social Media: Review of numbers.
 - Celebration Calendar
 - i) May: Review of upcoming events in May.
 - ii) Applications are being taken for City Celebration Committee due to lack of quorum
 - iii) City will work with Orange County Semiquincentennial Group for promotional items
 - Upcoming Events – April & May: Review of upcoming events in April & May.
 - HBTB Programming - Current
 - HBTB Programming – Upcoming
 - Proposed cancellation of May 27, 2025 meeting. A substitute motion was made to switch to quarterly Communications Committee meetings beginning in June 2025. Quarterly meetings will be in June, September, December, March.

Adjournment – 3:45 pm.

The next regularly scheduled meeting is set for June 24, 2025 at 3:30PM.



Communications Committee

April 22, 2025

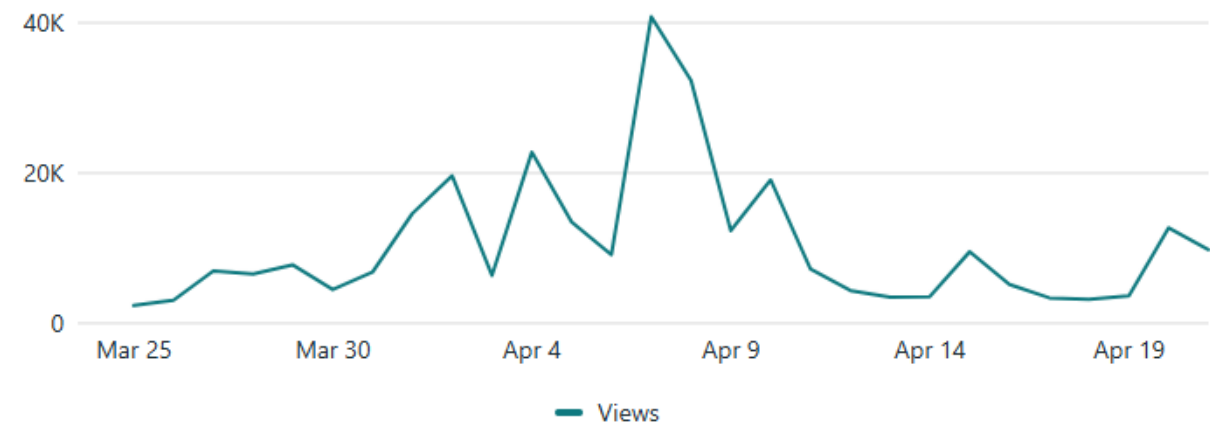
Social Media - Facebook

Views ⓘ
294.6K ↑ 86.6%

Reach ⓘ
91.1K ↑ 156.1%

3-second views ⓘ
13.3K ↑ 101%

1-minute views ⓘ
1.4K ↑ 51.4%



| | | | | |
|---|---|-------|--------------------|-------|
|  | Kickoff Spring Break with the Huntington Beach Junior Lifeguard... | Boost | Fri Apr 4, 12:27pm | 32.6K |
|  | Photo ·  City of Huntington Beach - Government | | | |
|  | Statement on Behalf of Mayor Pat Burns: Today, we are pleased t... | Boost | Mon Apr 7, 2:37pm | 18.1K |
|  | Photo ·  City of Huntington Beach - Government | | | |
|  | In spring, female coyotes build dens to prepare for their young. T... | Boost | Tue Apr 8, 11:38am | 12.2K |
|  | Photo ·  City of Huntington Beach - Government | | | |

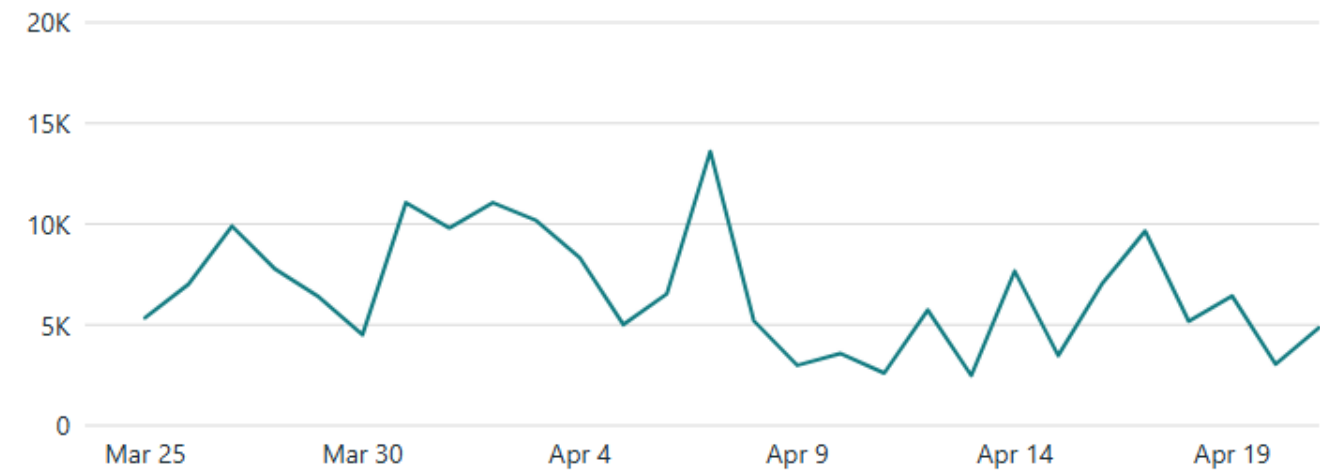





Social Media - Instagram

Views ⓘ
186.3K ↓ 5.3%

Reach ⓘ
25.5K ↓ 20.5%

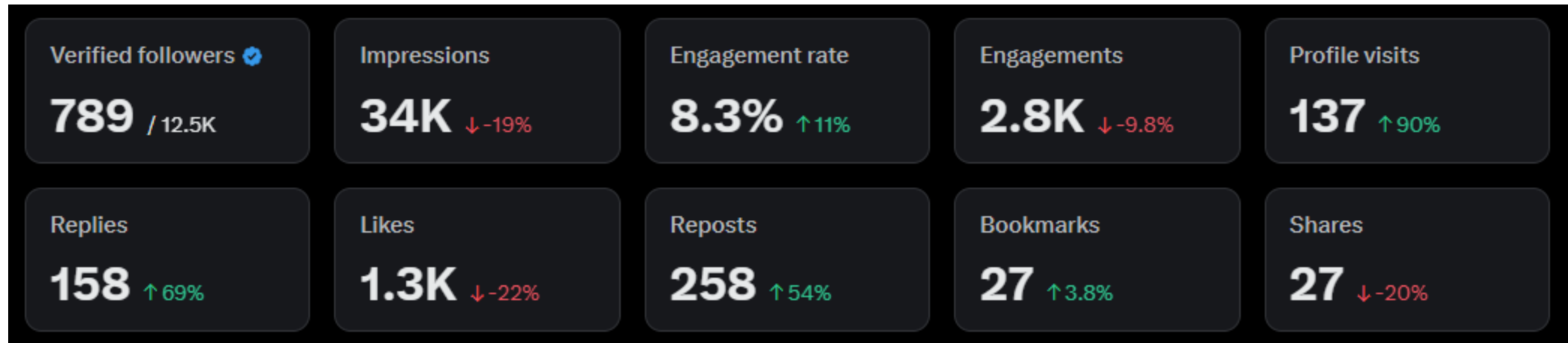
Content interactions ⓘ
2.9K ↓ 30%



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|---|---|-------|--------------------|------|
|  | Statement on Behalf of Mayor Pat Burns: Today, we are pleased t... | Boost | Mon Apr 7, 2:37pm | 7.9K |
|  | On March 24, CAL FIRE's Land Use Planning Division released up... | Boost | Thu Apr 17, 8:01am | 7.6K |
|  | Today, we collaborated with Mercy House to participate in the "S... | Boost | Thu Mar 27, 1:53pm | 6.8K |



Social Media – X



City Celebration Content



ACKNOWLEDGMENTS

Asian Pacific Islander Heritage

Holocaust Remembrance/Jewish Heritage

Bike Safety

Motorcycle Safety

Mental Health

Older Americans

Drowning Prevention

Allergy Awareness

ALS Awareness

National Stroke Awareness

National Safe Boating Week

National Beach Safety Week

Wear your Lifejacket to Work Day

International Water Safety Day

Building Safety

Military Appreciation

National Day of Prayer

Star Wars Day

International Firefighters' Day

Cinco de Mayo

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 23 | Shirley Dettloff Interpretive Center Naming |
| April 26 | Earth Day Clean Up |
| April 26 | Community Service Day |
| April 26 | Bolsa Chica Run |
| April 26 | PD Drug Take Back Event |
| April 26 | HB Art Center – Creative Visions Opening |
| May 3 | Huntington Harbour Yacht Club Opening Day |
| May 3 | Surf City Derby Party |
| May 17 | Nick Vella Memorial Ride |

Current Content on HBTV

- Hidden HB
- Mayor's Spotlight Awards
- FlashHBack – Robert Lambert
- Cherry Blossom Ceremony
- Corgi Beach Day
- Hotrods and Helos
- Vietnam Veterans Recognition Day
- City Council & Planning Commission Meetings



Upcoming Content on HBTv

- New Seasons for
 - Hidden HB – Season 6
 - New episodes in Post-Production – Newland Family
 - Disc Golf Course
 - Historic Trees of HB
 - Development of Huntington Harbor
 - FlashBack
- Memorial Day - More Veteran Talks
- Senior Center Highlights – Looking at the courses offered at the Senior Center like *Better Life Boxing*
- Library Theater Content – We can start working with clients to generate content from the Library Theater
- Prep Sports Replay – When Football, Baseball and Basketball seasons return, we'll be replaying events from local schools.
- New Fitness Shows @ Senior Center

Questions?

