



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM February 25, 2025
Huntington Beach City Hall

Call to Order at 3:57 PM

Roll Call

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

Public Comments (3 minutes per speaker)

- None
- Approve Minutes from October 22, 2024 meeting:
- APPROVED (2-0)

ADMINISTRATIVE ITEMS

1. Public Information Update

- Social Media: Facebook engagement down 5.3%; Instagram engagement down 35.4%; "X" engagement down 9.7%.
- Celebration Calendar – March:
 - i) Community Service & Volunteerism
 - ii) Women's History
 - iii) National Nutrition
 - iv) Read Across America
 - v) Pi Day
 - vi) Vietnam War Remembrance Day
- Upcoming Events:
 - i) Feb. 27 Coffee & Conversations with City Staff
 - ii) Feb. 28 Read Across America
 - iii) March 12 Mayor's Breakfast w/Chamber
 - iv) March 12 Town Hall Meeting - Finance
 - v) March 15 Step Into Wellness 5K, Senior Center in Central Park
 - vi) March 25 Mayor's Spotlight Awards
- HBTV Programming - Current:
 - i) Surf City Marathon
 - ii) HB Revolution
 - iii) Centered on the Center
 - iv) Town Hall Meetings
 - v) Founder's Legacy w/Chris Epting
 - vi) Shop & Dine Locally
 - Plants by Yours Truly
 - Rusty's Chips
 - Monster Muffins
 - vii) Hidden HB
 - viii) Mayor's Spotlight Awards
 - ix) FlashBack
 - x) City Council & Planning Commission Meetings



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- HBTV Programming - Upcoming:
 - i) *New Seasons for*
 - •Hidden HB – Season 6
 - (a) New episodes in Post-Production – Newland Family
 - Surf Scene with PT – one more episode.
 - FlashBack
 - ii) *Monthly City Celebratory Theme - March*
 - Community Service & Volunteerism
 - iii) *New Fitness Shows @ Senior Center.*

Adjournment – 3:59 pm.

The next regularly scheduled meeting is set for March 25, 2025 at 3:30PM.

DRAFT