



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM October 22, 2024
Huntington Beach City Hall

Call to Order at 3:33 PM

Roll Call

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

Public Comments (3 minutes per speaker)

- *Matt Liffreing gave an update on SurfScene.*
- *Amory Hanson attended the Goldenwest College Candidate Forum, where they discussed Homeless Services, and how they can be better promoted on social media and through news sources.*

Approve Minutes from September 24, 2024 meeting.

- *APPROVED (3-0)*

ADMINISTRATIVE ITEMS

1. **Public Information Update**

- Social Media: Facebook engagement up 251%; Instagram engagement down 3.2%; "X" engagement down 55%.
- Celebration Calendar - October:
 - i) *Currently working on Black/Gold Jubilee content*
 - ii) *National Pancreatic Cancer Awareness*
 - iii) *Native American Heritage*
 - iv) *Law Enforcement Records and Support Day*
 - v) *Veteran's Day*
 - vi) *Thanksgiving*
 - vii) *Small Business Saturday*
- Upcoming Events:
 - i) *Oct. 26 Falloween at Central Park*
 - ii) *Oct. 26 Corgi Beach Day*
 - iii) *Oct. 30 Help Shape HB's Future @ Oak View*
 - iv) *Oct. 31 Surf City Spooktacular @ Main Street*
 - v) *Nov. 3-9 ISA World Para Surfing Championship*
 - vi) *Nov. 7 Help Shape HB's Future @ Central Library*
 - vii) *Nov. 13 State of the City*
 - viii) *Nov. 14 Junior Citizens Academy (Graduation)*
 - ix) *Nov. 26 Magic on Main*
 - x) *Nov. 28 HB Turkey Wobble*
- HBTV Programming - Current:
 - i) *Sunset Beach Chili Cookoff*
 - ii) *Ed Laird Commemorative Sign Event*
 - iii) *Family Arts Day*
 - iv) *HB Press Conference*
 - v) *Huntington Central Park Equestrian Documentary*
 - vi) *2024 Pacific Air Show*
 - vii) *Cars N Copters at the Coast*
 - viii) *Oak View Beautification Event*
 - ix) *HBPL Storytime*
 - x) *Mayor's Spotlight Awards*
 - xi) *Mayor's Roundtable*
 - xii) *Surf Scene with PT*



CITY COUNCIL COMMUNICATIONS COMMITTEE

- xiii) *Hidden HB*
- xiv) *FlasHBack*
- xv) *City Council & Planning Commission Meetings*
- xvi) *OC Mosquito & Vector Control PSAs*
- HBTV Programming - Upcoming:
 - i) *New Seasons for*
 - *Hidden HB – Downtown Police Sub-Station*
 - (a) *New episodes in Post-Production*
 - *Surf Scene with PT*
 - *FlasHBack*
 - ii) *Monthly City Celebratory Theme – November*
 - *Black Gold Jubilee*
 - iii) *State of the City Video – November 13*
 - iv) *New Fitness Shows @ Senior Center*
- Upcoming Communications Meetings in November and December have been cancelled due to holiday closures.

Adjournment – 3:45 pm.

The next regularly scheduled meeting is set for January 28, 2025 at 3:30PM.