



# CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM September 24, 2024  
Huntington Beach City Hall

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Call to Order at 3:30 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, C. Long, S. Frakes*
- Public: *Amory Hanson*

Public Comments (3 minutes per speaker)

- *NONE*

Approve Minutes from August 27, 2024 meeting.

- *APPROVED (3-0)*

## ADMINISTRATIVE ITEMS

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

- Introduction to the new Multimedia Coordinator, Cody Long.
- Social Media: Facebook engagement down 19.3%; Instagram engagement up 33.8%; "X" engagement was up 45%.
- Celebration Calendar - October:
  - i) *Hispanic Heritage*
  - ii) *National Disability Employment Awareness*
  - iii) *Breast Cancer Awareness*
  - iv) *National Book*
  - v) *Domestic Violence Awareness*
  - vi) *National Walk & Roll to School Day*
  - vii) *Fire Prevention*
  - viii) *Anniversary of Officer Darst Line of Duty Death*
  - ix) *Columbus Day*
  - x) *National Teen Driver Safety Week*
  - xi) *Red Ribbon Week*
  - xii) *National First Responders Day*
- Upcoming Events:
  - i) *Sept. 25 Oak View Beautification Project Ribbon Cutting*
  - ii) *Oct. 4-6 Pacific Airshow*
  - iii) *Oct. 11 Ed Laird Commemorative Sign Unveiling*
  - iv) *Oct. 12 HBFD Open House*
  - v) *Oct. 12 Family Art Day*
  - vi) *Oct. 13 Cars 'N Copters on the Coast*
  - vii) *Oct. 14 New Lifeguard Tower Unveiling*
  - viii) *Oct. 22 Mayor's Spotlight Awards*
  - ix) *Oct. 26 Falloween at Central Park*
- HBTV Programming - Current:
  - i) *Prostate Cancer Awareness Month*
  - ii) *Active Living Expo*
  - iii) *Surf City 10*
  - iv) *HB Library – Best Storytime*
  - v) *Great Day in the Stoke*
  - vi) *Civil War Days*
  - vii) *Patriot Day*
  - viii) *Surf City Surf Contest*
  - ix) *HB Art Center Exhibit*
  - x) *HBPL Storytime*



## CITY COUNCIL COMMUNICATIONS COMMITTEE

- xi) Mayor's Spotlight Awards
  - xii) Mayor's Roundtable
  - xiii) Surf Scene with PT
  - xiv) Hidden Huntington Beach –NEW – Scout Cabin at Lake Park
  - xv) FlashBack
  - xvi) City Council & Planning Commission Meetings
  - xvii) OC Mosquito & Vector Control PSAs
  - xviii) Lexus US Open of Surfing
  - xix) Surfing Walk of Fame/Surfers' Hall of Fame
  - xx) National Night Out
  - xxi) Summer Movie Night
  - xxii) Veterans Car Show
  - xxiii) Amigos de Bolsa Chica Bird Tour
  - xxiv) Waymakers Youth Shelter 18th Anniversary
  - xxv) Coffee with a Cop & More
- HBTV Programming - Upcoming:
    - i) *New Seasons for*
      - Hidden HB – Season 6
        - (a) Scout Log Cabin in Lake Park next
      - *Surf Scene with PT*
      - FlashBack – Filmed Lyn Semeta on Aug. 26 (Art episode)
    - ii) *Monthly City Celebratory Theme – August*
      - Aviation

Adjournment – 3:42 pm.

*The next regularly scheduled meeting is set for October 22, 2024 at 3:30PM.*