

Communications Committee
Tuesday, May 24, 2022
3:30 PM - Regular Meeting
AGENDA



City of Huntington Beach

JULIE TOLEDO
COMMUNITY RELATIONS OFFICER

KIM CARR, Council Member
DAN KALMICK, Council Member
NATALIE MOSER, Council Member

Committee members and visitors may attend meetings by visiting www.Zoom.us, clicking on the “Join a Meeting” link and inputting Meeting ID: 966 2410 4806. Attendees also have the option to attend telephonically by calling 1-669-900-6833, and entering Meeting ID: 966 2410 4806#. Once a caller has entered the meeting, they will be placed in a holding queue. Callers will be prompted to speak in the order received and after Staff confirms the last three digits of their phone number. Each caller will be provided two minutes to speak.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS

To submit a public comment during this Zoom meeting, visit www.Zoom.us, click on the “Join a Meeting” link, and input Meeting ID: 966 2410 4806. To call in, dial 1-669-900-6833 and input Meeting ID: 966 2410 4806# when prompted.

APPROVAL OF MINUTES

1. Review and approve the April 26, 2022 Minutes

ADMINISTRATIVE ITEMS

- a. Public Information Update
 - a. Surf City Break
 - b. Ongoing Projects/Priorities
 - c. Social Media
 - d. Email Newsletter
- b. HBTV Programming
 - a. Content Update
 - b. Upcoming Events

ADJOURNMENT

The next regularly scheduled meeting of the COMMUNICATIONS COMMITTEE is June 28, 2022 at 3:30 P.M.

INTERNET ACCESS TO THE COMMUNICATIONS COMMITTEE AGENDA AND STAFF REPORT MATERIAL IS AVAILABLE PRIOR TO COMMUNICATIONS COMMITTEE MEETINGS AT: <https://huntingtonbeach.legistar.com/>

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ATTACHMENT 1

**APRIL 26, 2022 MEETING MINUTES
FOR APPROVAL**



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM APRIL 26, 2022
Huntington Beach City Hall
ZOOM

Call to Order at 3:36PM

Roll Call

- Council Liaisons: (Present) Council Member Carr, Council Member Kalmick, Council Member Moser
- Staff Liaisons: (Present) Carey, Frakes, Hopkins, Jun, Toledo
- Public: Matt Leffering, Chris Epting

Public Comments (3 minutes per speaker)

- *Matt Leffering requested that the American Legion PSAs could be run.*

Approve Minutes from March 22, 2022 meeting.

- *APPROVED*

ADMINISTRATIVE ITEMS

1. **HBTV Programming**

- Current Content:
 - Hidden Huntington Beach Season 3 Episodes 1-9. Upcoming episodes to cover Shipley Nature Center, and the Home of Jean Harlow
 - Legendary Locals Season 2 – Shirley Detloff, Ralph & Charlene Bauer
 - Chefs of HB – Trying to get Wet Dog Tavern on show
 - Made in HB: Working on episode covering Madrid Skateboards & Toolshed (to share episode). Upcoming include Primal Elements, El Capitan, New Light, and Martek
 - Surfcity Highlights
 - Surf Scene – Dean Torrance
 - HBPL: Story Time and Craft Time
 - HB Symphony
 - HBHS: Weekly Campus Update
 - Council Meetings/Planning Commission Meetings
- Need to renew contract for Season 4 of Hidden HB.
- Moser asked about adding STEAM event to Surfcity Highlights.

2. **PIO Update**

- SurfCityBreak.com
 - 22% more newsletter sign ups in last month
 - 24% more views in last month (currently 6,000)
 - Creation of bi-weekly digital newsletter
- Mew Website: Internal kick-off meeting last week. City currently has 1,400 web pages
 - Revised mockups are in the works and will be received by Revize shortly
- Branding/Standardization: has been sent to CAO to double check any potential copyright issues, etc.
 - PowerPoint templates have been send out to departments.
 - Working on standard email signatures.
- Ongoing Projects
 - Homelessness system of care videos: 2 have been released, and working on 3 more
 - Strategic Session video in production.
 - Surfcity Break articles
 - Downstairs (Lower Level) Studio: Cleaned out and working on quotes for equipment
 - Oakview Programming/Services



CITY COUNCIL COMMUNICATIONS COMMITTEE

- CalTrans Grant Event - May 7
- CalTrans Clean Up Event - June 4
- Highlights of Senior Services and Programming
- Edison Park Community Input including revised website, and will be putting out signage at facilities
- Bike Month & Community Mobility input including Bike to Work Day.
 - Kalmick asked that there is more outreach regarding changes to community mobility efforts, including why it is being done, and whom it is effecting.
 - Moser asked PD to be included in this effort.
- Social Media Audit:
 - The City currently has 41 various social media profiles
 - Planning to eliminate 12 immediately
 - 5 more will be researched to see if they are necessary
 - Would like to have 22 profiles for various departments and divisions
- Social Media Platforms:
 - Looking into using Sprout Social or HootSuite. Carey prefers Sprout.
- Public Relations Monitoring Tool:
 - Would like to sign up for Meltwater application to monitor all public relation trends on all platforms including news, radio, social media, etc.

3. Review of Upcoming Events

Adjournment – 4:41pm. *The next regularly scheduled meeting will be on May 24, 2022 at 3:30PM.*