

Communications Committee
Tuesday, June 28, 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 May 24, 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 July 26, 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

**MAY 24, 2022 MEETING MINUTES
FOR APPROVAL**



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM MAY 24, 2022
Huntington Beach City Hall
ZOOM

Call to Order at 3:35PM

Roll Call

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

Public Comments (3 minutes per speaker)

- *NONE*

Approve Minutes from April 26, 2022 meeting.

- *APPROVED*

ADMINISTRATIVE ITEMS

1. **PIO Update**

- SurfCityBreak.com
 - 5% more newsletter sign ups in last month
 - 29% fewer views in last month. First time dip, will monitor. Considering adding analytics to website monitoring.
- Ongoing Projects
 - Meltwater: In process of getting media monitoring set up. Expect to have reports built by the end of the week. Hoping to send a data dashboard to staff and Council, so a more detailed focus can be made for future press releases.
 - Strategic Session video in production. Script is ready, now looking for locations.
 - Social Media Audit: Would like to sign on with Sprout Social, but might need to wait for next year's budget.
 - New Website/Redesign: Ongoing, working through 2nd round of design options, and have requested a new designer from their team.
 - Senior Center Services: Have a meeting scheduled with Randy Pesqueira to work on ideas of featuring all of the services offered at the Sr. Center.
 - Edison Park redesign has been one of the most publicized items on the City social media outlets.
 - Mobility Bike Ride: just posted video on YouTube covering the event.
- Social Media
 - Facebook reach is up
 - Instagram reach is down this month. Will be drilling deeper into IG slump.
 - Twitter reach is up. Huntington Beach is discussed a lot on Twitter, so we will be using the platform for more promotion since there seems to be more eyes on us there.
- Email Newsletter: Sent out the first newsletter to email database, and currently drafting the 2nd now. Goal is to send weekly.

2. **HBTV Programming**

- Current Content: Contract renewals: Working on shifting focus and modifying schedule. Also working towards filming in lower level studio. Trying to look forward by adapting to shortened viewing patterns.
- Legendary Locals: Shooting last episode, and will go in hiatus.
- Chefs of HB: Receiving lots of pushback on social media, so we will be ending this series after Wet Dog Tavern episode.



CITY COUNCIL COMMUNICATIONS COMMITTEE

- Made in HB: Will be tailoring the series to be more historic in nature, with a focus on “types” or categories of businesses instead of promotion of individual businesses. Would like to involve Community Development in this process going forward
- Shorts/PSAs
- Rodgers/Block 417 Documentary is almost complete. Will be done in June.
- Looking for content from GWC and HBHS.

3. **Review of Upcoming Events**

- Council Member Carr inquired about live streaming events. Currently infrastructure is not set up for this, but working with IS to be able to do this in the future.

Adjournment – 4:24pm. *The next regularly scheduled meeting will be on June 28, 2022 at 3:30PM.*