



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM NOVEMBER 22, 2022

Huntington Beach City Hall
& ZOOM

Call to Order at 3:34PM

Roll Call

- Council Liaisons: (Present) Council Member Carr, Council Member Moser; Council Member Kalmick
- Staff Liaisons: (Present) Carey, Toledo, Frakes
- Public: Kathie Schey, Matt Liffreing, Chris Epting

Public Comments (3 minutes per speaker)

- *NONE.*

Approve Minutes from OCTOBER 22, 2022 meeting.

- *APPROVED*

ADMINISTRATIVE ITEMS

1. **PIO Update**

- SurfCityBreak.com
 - 4% more newsletter sign ups in last month
 - 25% fewer article views in last month
 - 28% fewer views in past 90 days
 - Review of social media coverage (see attached PowerPoint presentation for details)
 - Currently working on goal of migrating all social media accounts to use new City Website URL consistently. Would like to hire staff web designer to manage this.
 - Believe social media engagement lower than normal this past month due to SurfCityBreak having frequent outages because of GoDaddy (hosting company) server issues.
 - Kalmick and Moser interested in looking into adding Mastodon to social media accounts.
- Ongoing Projects
 - Toledo is currently working on two projects: AV for Public Comments at open meetings, and Process/Rules for Proclamations, Presentations, and Awards issued by the Mayor and City Council.
 - Carey working on Event Management policy.
 - Carey working with Community Services on social media posting policy.
 - Currently working on ADA input outreach efforts, including a survey on accessibility of City website. This survey has received some positive local media coverage. Will continue to solicit participation through SurfCityBreak, mailing list, and social media channels.
 - Working on City wide email marketing audit. PIO is currently using MailJet, while other City departments are using a variety of applications. Looking towards consolidating efforts and purchasing a more all-inclusive product to use.
 - Working with Homelessness Services to provide a better solution to education and information dissemination through City website. Potentially including a “whiteboard” video of services, which will be both promotional and informational. Looking to replace the Homelessness Solutions website with new sitemap and content on new City website. Moser would like to continue to include a dashboard with data that has been collected.



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2. HBTV Programming

- Review of current and new content (see attached PowerPoint presentation for details).

3. Review of Upcoming Events (see attached PowerPoint presentation for details)

Adjournment – 4:08pm. *The next regularly scheduled meeting on December 27, 2022 has been cancelled. The next regularly scheduled meeting is set for January 24, 2023 at 3:30PM.*

DRAFT