



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM JANUARY 24, 2023
Huntington Beach City Hall

Call to Order at 3:30PM

Roll Call

- Council Liaisons: (Present) Mayor Tony Strickland, Mayor Pro-tem Gracey Van Der Mark; Council Pat Burns
- Staff Liaisons: (Present) Carey, Toledo, Frakes
- Public: Kathie Schey, Matt Liffreing, PT Townend, Chris Epting

Public Comments (3 minutes per speaker)

- *Kathie Schey explained her roll as archivist for the City, and offered any help that is needed.*

Approve Minutes from NOVEMBER 22, 2022 meeting.

- **APPROVED**

ADMINISTRATIVE ITEMS

1. **Overview of Office of Communications Functions**

- *Review of Social Media (see attached presentation for detailed review)*
- *Website & outreach channels: Print including HB Sands, Community Center notices, water bill inserts; Press Releases; HBTB Channel 3; Message Boards through Public Works (street signs).*
- *Public Affairs & Media Coordination: Overview of programs to monitor social media engagement and news mentions. Still working on coordination with all City departments and department PIOs. Press Release policy will be forthcoming.*
- *HBTB & Digital Content: review of the history of HBTB Ch3, as well as funding and what it's used for.*
- *HBTB Programming (see attached presentation for details)*

2. **Mayors Initiatives**

- *Review of priority projects (please see attached presentation for detailed review).*
- *Community engagement review. Surf City Nights, Mayor to participate 1x a month.*

3. **Looking Ahead**

- *Review of HBTB numbers, including specific programming numbers.*
- *Mayor Strickland would like more detailed information in viewership going forward.*
- *Review of upcoming events calendar (included in attached presentation)*

Adjournment – 4:24pm.

The next regularly scheduled meeting is set for February 28, 2023 at 3:30PM.



Table of Contents

1. Overview of Office of Communications

- a. Social Media
- b. Websites & Outreach Channels
- c. Public Affairs & Media Coordination
- d. HBTV & Digital Content
- e. Current Projects



Table of Contents

2. Mayor's Initiatives

- a. Community Engagement
 - i. Coffee with the Mayor
 - ii. Community Meetings/Town Halls
- b. Digital Content
 - i. Public Service Announcements
 - ii. Surf City Now & Monthly Mayor Message
 - iii. Sit Down Interviews
- c. Resident/Business Recognition Program
 - i. Presentation Photos
 - ii. Mailed Certificates



Table of Contents

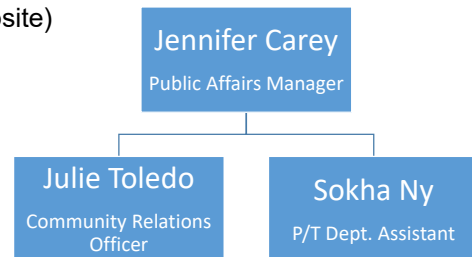
3. Looking Ahead

- a. HBTB Programming
- b. Upcoming Events
- c. Project Milestones



Office of Communications

- External Messaging (Social Media, Surf City Break, Website)
- Press & Media Coordination
- Community Engagement
- Branding & Standardization
- HBTV & Digital Content
- Public Outreach & Education
- Marketing & Strategic Communications



Office of Communications – Social Media

- 30 City-Managed Social Media Pages
- Sprout Social Management Platform
- City of Huntington Beach Following (As of 1/20):
 - Facebook: 20,411
 - Twitter: 10,200
 - Instagram: 19,524
 - Nextdoor: 73,736



Office of Communications – Primary Outreach Channels

- Social Media
- Surf City Break
- Surf City Break Email Newsletter
- City's Website
- Print Materials (HB Sands, Community Center Notices, Bill Inserts)
- Press Releases & Advisories
- HBTv
- Changeable Message Boards



Office of Communications – Public Affairs & Media Coordination

- Meltwater
 - Media Monitoring
 - Press Contact List
- Good PR Contract
- Press Release Policy (In Progress)
- Department PIOs



Office of Communications – HBTV & Digital Content Overview

- City withdrew from Public Cable Television Authority in 2018 (Stanton, Westminster and Fountain Valley)
- Began In-House City Programming in July 2018
 - City Council/ Planning Commission Meetings – Tripepi Smith
 - Video Content & Production - Five On-Call Contractors (Expiring June 2023)
- RFP On-Call Video Production Bid
- PEG Funding – Infrastructure & Equipment Purchase
- General Funding – Video Production Services



Office of Communications – Current Priority Projects

- Website Redevelopment
- Branding Guideline
- HBTV Studio Buildout
- Citywide Standardization Initiative
- 311 System
- Office of Communications Administrative Regulations
 - Social Media
 - Press Policy
 - Certificates & Presentations



Mayor's Initiatives

- **Community Engagement**
 - Coffee with the Mayor
 - Community Meetings/Town Halls
- **Digital Content**
 - Public Service Announcements
 - Surf City Now & Monthly Mayor's Message
 - Sit Down Interviews
- **Resident/Business Recognition Program**
 - Presentation Photos
 - Mailed Certificates



Looking Ahead – HBTV Programming

- | | |
|--|---|
| • Hidden Huntington Beach | • Feeling Fit |
| • Surf Scene with PT Townend | • City Council/Planning Commission Meetings |
| • Made in Huntington Beach – Legacy | • Public Service Announcements |
| • FlashHBack | • Mayor's Updates & Interviews |
| • Huntington Beach High School Campus Update | • City Events |
| • Huntington Beach Library Storytime | |
| • HB Symphony Concerts | |



Looking Ahead – Upcoming Events

January

- 27 – Fish with the Force Event
- 28 – Center on the Centered at the Art Center
- 30 – Mayor's Certificate Program
- 31 – Mayor Strickland at Surf City Nights

February

- 4 – Nicholas Vella Highway Memorial Unveiling
- 5 – Surf City Marathon
- 7 or 9 – Harbour View Clubhouse Ribbon Cutting
- 13 – Coffee with the Mayor
- 18 – Coffee with the Mayor
- 19 – Nicholas Vella Newport Beach Memorial Unveiling
- 23 – Bagel with a Badge
- 27 – Mayor's Certificate Program



Questions?

