



# 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.



## CITY COUNCIL COMMUNICATIONS COMMITTEE

### **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.*



## Table of Contents

- **Public Information Update**
  - Surf City Break
  - Ongoing Projects/Priorities
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- **HBTV Programming/Content**
  - Content Update
  - Upcoming Events






## Public Information Update

### Surf City Break



- 4%  Newsletter Signups (4,004)
- 25%  Views in Past 30 Days (5,982)
- 28%  Views in Past 90 Days (25,707)



# Social Media - Facebook

## Last 28 Days

Facebook Page reach ⓘ

24,302 ↓ 55.9%



## Last 90 Days

Facebook Page reach ⓘ

96,079 ↓ 31.1%



			Reach	Likes/Reactions
	Peter "PT" Townend talks with the ...	Post	6,062	57
	Wed Oct 26, 9:10am	Boost post		
	The Senior Center in Central Park is...	Post	5,350	142
	Fri Nov 18, 8:06am	Boost post		
	The City of Huntington Beach will r...	Post	5,208	104
	Sun Nov 13, 9:55am	Boost post		



# Social Media - Instagram

## Last 28 Days

Instagram reach ⓘ

19,403 ↓ 23.6%



## Last 90 Days

41,243 ↑ 11.5%



			Reach	Likes/Reactions
	The City of Huntington Beach will r...	Post	12,403	454
	Sun Nov 13, 9:29am			
	We have a new Miss Huntington B...	Post	11,352	579
	Sat Oct 29, 10:47am			
	The National Weather Service has i...	Post	10,904	420
	Mon Nov 7, 6:50pm			



# Social Media - Twitter

28 day summary with change over previous period



	Impressions	Engagements	Engagement rate
<b>City of Huntington Beach</b> @CityofHBD - Nov 8 The @FAANews is hosting the OC Communities Virtual Public Information Workshop to discuss airspace issues via Zoom. Tue., Nov. 15, from 1-3pm & Thu., Nov. 17, from 5:30-7:30pm PST.  To learn more about workshops & to register, please visit <a href="https://bit.ly/20XmLSi">bit.ly/20XmLSi</a> <a href="https://pic.twitter.com/6UJ77jxd">pic.twitter.com/6UJ77jxd</a> <small>View Tweet activity</small>	7,004	46	0.7%
<b>City of Huntington Beach</b> @CityofHBD - Nov 13 The City will roll out a food waste recycling program for all households in mid-2023. SB 1383 is the State's newest recycling law that requires residents to separate their food waste in an effort to reduce greenhouse gas emissions.  To learn more, visit <a href="https://bit.ly/3hrac1">bit.ly/3hrac1</a> <a href="https://pic.twitter.com/wYgDxSNuA">pic.twitter.com/wYgDxSNuA</a> <small>View Tweet activity</small>	1,901	167	8.8%
<b>City of Huntington Beach</b> @CityofHBD - Nov 14 Recently, the City started improvements on Brookhurst, from Yorktown to Adams. Work is to be completed in December.  Improvements within the street project include street paving & new sidewalks, gutters, landscaping, & drainage. <a href="https://pic.twitter.com/9K0ANrT5G2">pic.twitter.com/9K0ANrT5G2</a> <small>View Tweet activity</small>	1,504	90	6.0%



## Ongoing Projects

- Standardized Event Management Policy
- Standardized Press/Media Policy
- Standardized City Posting Policy (CLS)
- ADA Input Outreach
- Email Marketing Audit
- Homeless Services Education/Information
  - Whiteboard Video
  - Website Redesign





# HBTV Programming

## Current Content on HBTV

- Surf City Now with Mayor Barbara Delgleize
- Hidden Huntington Beach – Season 4
  - The Ultimate Challenge
- Surf Scene with PT
  - Ryan & Timmy Turner
  - David Nuuhiwa
- FlashBack
  - Now Playing: Mayor Gisler



## Current Content on HBTV

- Huntington Beach Public Library – Story and Craft Time
- Huntington Beach High School - Campus Update
- HB Symphony Orchestra
- Council Meetings/Planning Commission



## Current Content on HBTV

### Shorts and PSA

- Veterans Day at Pier Plaza
- GWC Hunger and Homeless Awareness Week – Nov. 14-17
- Surf City Spooktacular Downtown Halloween
- HBPL Trick or Treat Night
- 50<sup>th</sup> Anniversary Surf City Surf Contest





## Upcoming Content on HBTV

- Surf City Now – Biweekly Update
- FlasHBack:
  - Main Street Festival
- Made in HB
  - Bill's Camera and Pontrelli's Interiors
- Hidden Huntington Beach
  - HH of Old Pirate Lane/HH of Meadowlark Gold Course – Post Production
  - HH of Original City Hall Auditorium – Pre-Production
  - HH of the Wetlands & Wildlife Center – Pre-Production



## Upcoming Events

# Upcoming Events

## December

- Dec 1-Jan 8 – Surf City Winter Wonderland
- 1 – Winter Wonderland at Pier Plaza (thru Jan. 8)
- 3 – 17<sup>th</sup> Street Ribbon Cutting
- 3 – HBPD Holiday Open House
- 4 – Light a Light of Love Parade and Snowflake Lighting
- 8 – Art for Lunch “Inspired 2022”
- 16-23 – Huntington Harbour Cruise of Lights
- Jan. 1 – Surf City Splash



# Questions?

