

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.
 - Kalmck 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.



Communications Committee

November 22, 2022

Table of Contents

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





Public Information Update

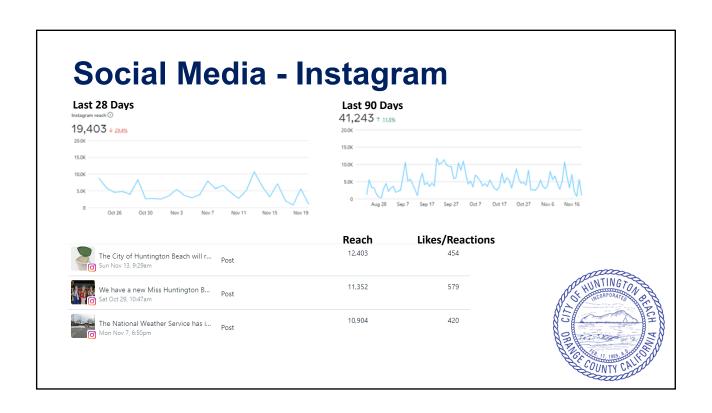
Surf City Break

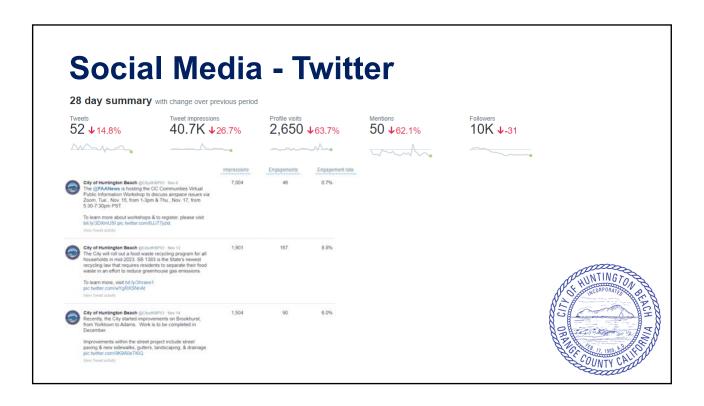


- 4% Newsletter Signups (4,004)
- 25% Views in Past 30 Days (5,982)
- 28% Views in Past 90 Days (25,707)









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
 - o The Ultimate Challenge
- · Surf Scene with PT
 - o Ryan & Timmy Turner
 - o David Nuuhiwa
- FlasHBack
 - o 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
- 50th 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 17th 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?

