



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM MARCH 28, 2023
Huntington Beach City Hall

Call to Order at 3:29PM

Roll Call

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

Public Comments (3 minutes per speaker)

- None.

Approve Minutes from JANUARY 24, 2023 meeting.

- **APPROVED**

ADMINISTRATIVE ITEMS

1. **Public Information Update**

- a) *Review of Surf City Break and Social Media - See attached presentation for detailed update.*
- b) *Ongoing Projects / Priorities:*
 - *RFP for On-Call Video Production Consultants is wrapping up.*
 - *Public Comments and Presentations at Council Meetings Admin Regulations*
 - *Social Media Platform migration*
 - *311 Service – Completed RFI, and working through information received. Will put a presentation together for upcoming Communications Committee meeting.*
 - *Email Marketing Audit – working on consolidating to one service provider/contract for all departments to use.*
 - *New Website – Site map is complete, and consultant is working on building back end. Will have pages ready for departments to start building out their pages in the next few weeks.*
 - *Production Studio – Working on build out. Just opened RFQ.*
 - *Press Conference “Kit” – Working on putting together an easy to use kit for future press conferences.*

2. **Community Engagement:** *See attached presentation for detailed list of engagements and Upcoming Events.*

3. **HBTV Programming:** *See attached presentation for HBTV programming content.*

Adjournment – 4:15pm.

The next regularly scheduled meeting is set for April 25, 2023 at 3:30PM.



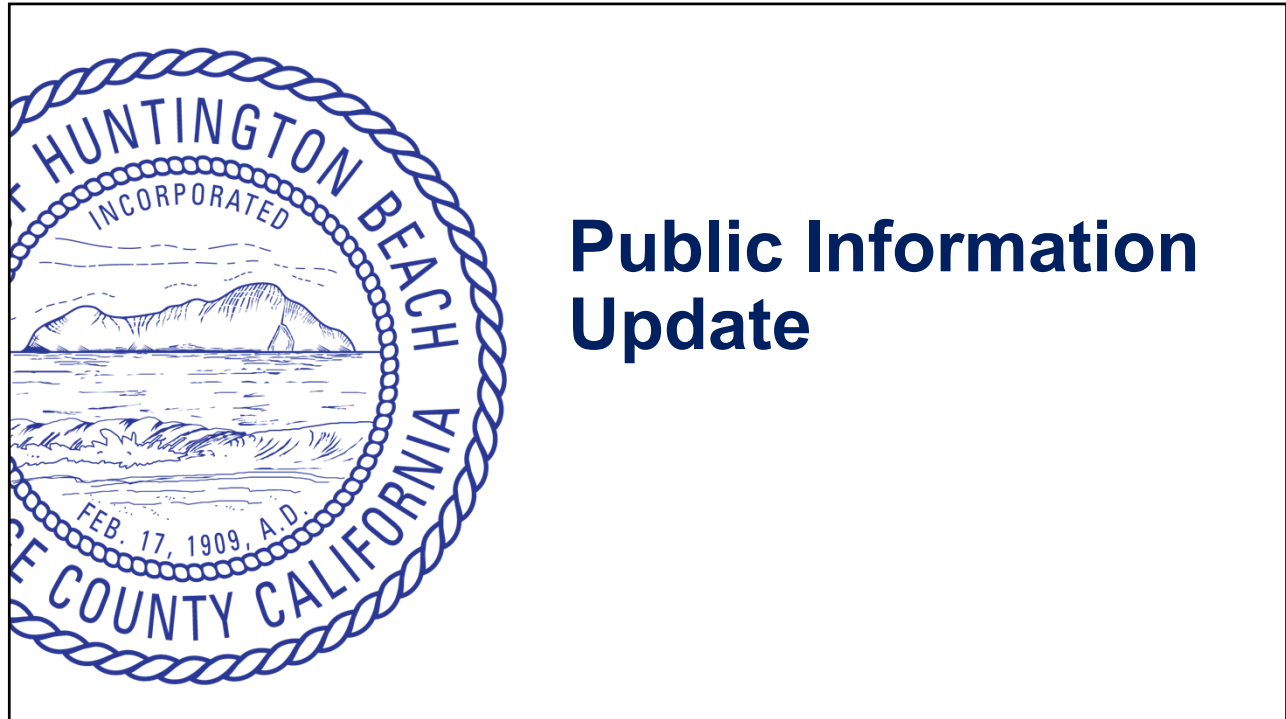
Communications Committee

March 21, 2023

Table of Contents

1. Public Information Update
2. Community Engagement
3. HBTB Programming





Public Information Update

- Surf City Break
- Ongoing Project/Priorities
- Social Media



Surf City Break

- xx% Newsletter Signups (xxxx)
- xx% Views in Past 30 Days (xxxx)
- xx% Views in Past 90 Days (xxxx)



Ongoing Projects/Priorities

- **Need to update these**
- RFP for Video Production Due March 3; Award by June 2023
- 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



Social Media - Facebook

- Content here



Social Media - Instagram

- Content here



Social Media - Twitter

- Content here

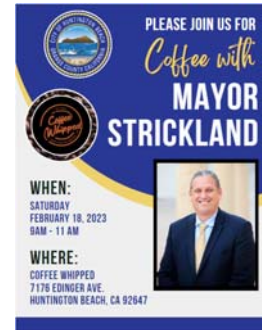


Community Engagement

Community Engagement

Community Meetings/Outreach

- Coffee with the Mayor
- Community Meetings/Town Halls



Resident/Business Recognition Program

- Presentation Photos
- Mailed Certificates



HBTV Programming

Current Content on HBTB

- Hidden Huntington Beach – Season 4
 - Eight of 10 episodes complete & airing
 - City Gym & Pool
 - Wetlands & Wildlife Care Center
 - Meadowlark Golf Course
- Surf Scene with PT
 - Janice Aragon and Scott Farnsworth
 - Remembering Natalie Kotsch



Current Content on HBTB

- Made in Huntington Beach Legacy
 - 4 Sons Brewery & Old World
- FlashBack - Now Playing:
 - 1985 History of the Pier
 - Former Mayor Ruth Bailey



Current Content on HBTV

Shorts and PSA

- Reading Across America Event
- Friend's of Children's Library 16th Annual Awards
- Harbour View Clubhouse Ribbon Cutting
- HB Sands Promo Video
- HBPD Debuts New Helicopter
- Officer Nicholas Vella Memorial Highway Ceremony
- Mayor's Coffee Promo
- PSA – Mayor's Pet Adoption with Moose
- HB Symphony Promo
- HBHS Campus Update



Current Content on HBTV

Shorts and PSA

- Women's History Month
 - MPT Gracey Van Der Mark
 - Assistance League – Diane Dwyer
 - HB Female Mayor's Reflections
- City Services – Passports at City Hall
- Arbor Day Highlight
- HB Sands Registration Reminder
- Mayor's Spotlight Awards – Jan., Feb., March



Upcoming Content on HBTB

- Filming one-on-one interviews with new council members (Deadline: May 30)
- Mayor's Show with Chief Parra (Filming April 25; Deadline May 2)
- FlashBack:
 - Reviewing next two videos for content
- Made in HB
 - Downtown series (2 videos; Deadline April and May)
- Hidden Huntington Beach
 - Navel Base Wetlands – Post-Production (2 videos; Deadline April and May)
- City Services Series
 - Community & Library Services videos

HBTB Programming

Upcoming March Events

- 28 – Mayor at Surf City Nights
- 29 – HB Community Café
- 30 – Women in STEAM Career Panel

Upcoming April Events

- 4 – HBHRC Student Day of Dialogue Event
- 8 – Easter Hunt w/Kiwanis & City of HB
- 8 – Nick Vella Memorial Beach Ride
- 11 – HBHRC Open House
- 14-16 – OC Cherry Blossom Festival
- 22 – Greater HB Interfaith Council Annual Day of Service
- 24 – Mayor's Spotlight Awards
- 25 – Downtown Mixer with the Mayor
- 26 – Citizens Academy
- 27 – Mayor's Town Hall at Edison Community Center
- 28 – 118th Annual Chamber Gala



Questions?

