



# CITY COUNCIL COMMUNICATIONS COMMITTEE

**MINUTES FROM MAY 24, 2023**  
Huntington Beach City Hall

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Call to Order at 3:31PM

## Roll Call

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

## Public Comments (3 minutes per speaker)

- *Liffreing presented a proposal to the Council Liaisons for video taping the upcoming July 4<sup>th</sup> parade, proposal to be included in the minutes of this meeting.*

Approve Minutes from MARCH 28, 2023 meeting.

- **APPROVED**

## ADMINISTRATIVE ITEMS

### 1. **Public Information Update**

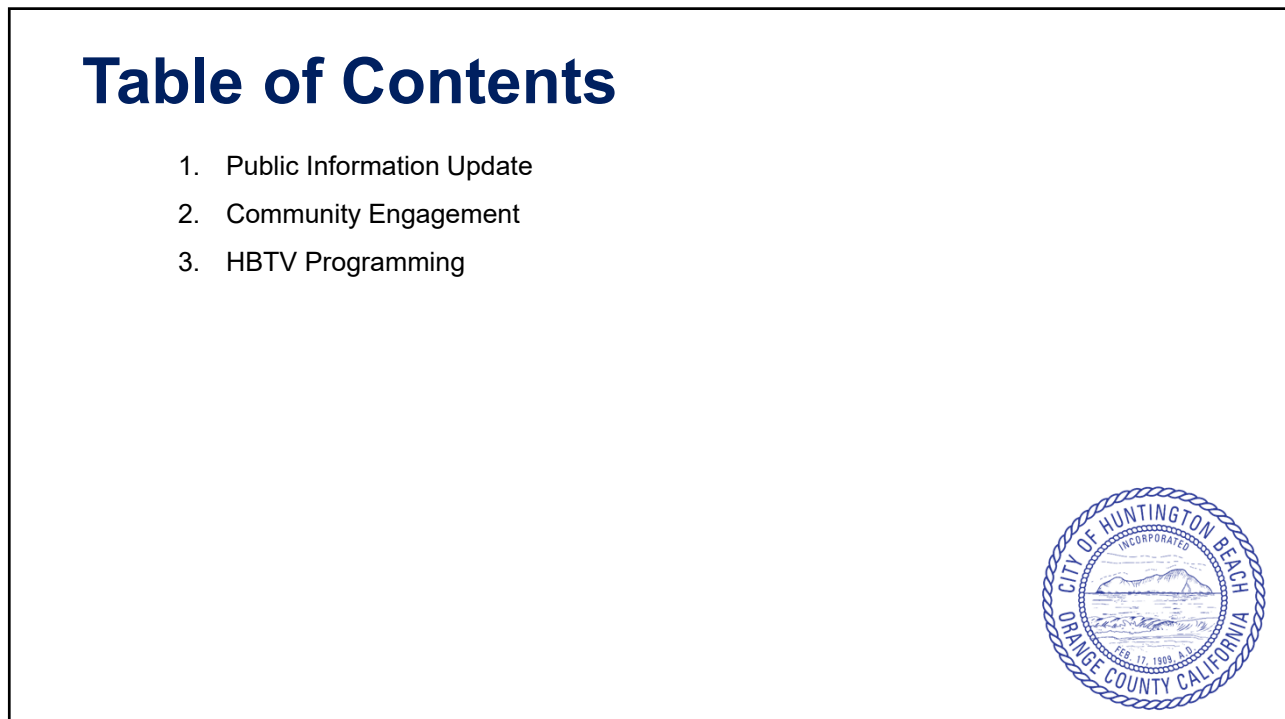
- a) Review of Surf City Break and Social Media reach data - *See attached presentation for detailed update.*

### 2. **Community Engagement:** Community Meetings and Outreach, Resident and Business Recognition Program - *See attached presentation for list of community meetings, outreach events, and Mayor's Spotlight program. At the request of Mayor Strickland, the PIO team will be adding photos of the Mayor's Spotlight Awards to the City's social media outlets periodically.*

### 3. **HBTB Programming:** Review of recurring content, current content, and upcoming content - *See attached presentation for HBTB programming content. Mayor Strickland has requested that the Mayor's Update include persons who are affiliated with upcoming events in Huntington Beach. Councilmember Burns also requested that members of the Kiwanis and Elks be included in the Mayor's Update.*

Adjournment – 4:05pm.

*The next regularly scheduled meeting is set for June 27, 2023 at 3:30PM.*





## Public Information

### Surf City Break



- xx% ↑ Newsletter Signups (xxx)
- xx% ↑ Views in Past 30 Days (xxx)

#### Top 10 Referrals <sup>①</sup>

1. m.facebook.com
2. t.co
3. huntingtonbeachca.gov



## Social Media



## Ongoing Projects/Priorities

- RFP for Video Production
- Standardized Public Comment/Presentation Policy
- Standardized Press/Media Policy
- Social Media Management Platform Migration
- Citywide 311 System
- Email Marketing Audit
- Website Redesign
- Studio Buildout
- Press Conference Kit Buildout





## Community Engagement

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### Community Meetings/Outreach

- Various Chamber Ribbon Cuttings
- April 26 – Citizen's Academy Kick Off
- April 27 – Mayor's Town Hall
- May 10 - Coffee with Mayor
- May 11 – Mayor's Town Hall

### April 24 & May 22 Presentation Program

- Mayor's Spotlight Awards – More than 300 Certificates
- Mailed & Other – Approximately 75 Certificates



## HB June Events

2	International Volkswagen Bus Day, Beach City Lot
3&4	37th Annual Concours D'Elegance, Central Park
3&4	Surf City Artisan Fair
11	HBFD Marine Safety Water Safety Day, Pier Plaza
11	Surf City Salute to Veterans, Pier Plaza
17	Chili at the Beach, Main Street & Pier Plaza
22	Coffee with the Mayor, TBD
22	Mayor's Town Hall, Huntington Harbour
24&25	Surfin' Sundays, Pier Plaza
30	4 <sup>th</sup> of July Block Party, Main Street



## HBTV Programming

## Current Content on HBTv

- Hidden Huntington Beach – Season 4 (completed)
- Surf Scene with PT
- Made in HB Legacy
- FlasHBack
- HBPL Storytime
- HBHS Campus Update



## Current Content on HBTv

- Mayor's Town Hall at Edison
- Mayor's Town Hall at Senior Center w/ Gates
- Mayor's Roundtable with Chief Parra
- Mayor's Spotlight Awards –March & April
- Pacific Airshow Press Conference
- AAPI Month Film Showcase
- Art Unveiling at Central Park
- HBFD Graduation



## Current Content on HBTV

### Short Highlights

- Community Day of Service
- Earth Day Beach & Park Clean Up
- HBFD Food Allergy Awareness Week
- Easter Highlights (ran in April)
- National Volunteer Month (ran in April)
- Volunteer Appreciation Day at the Senior Center

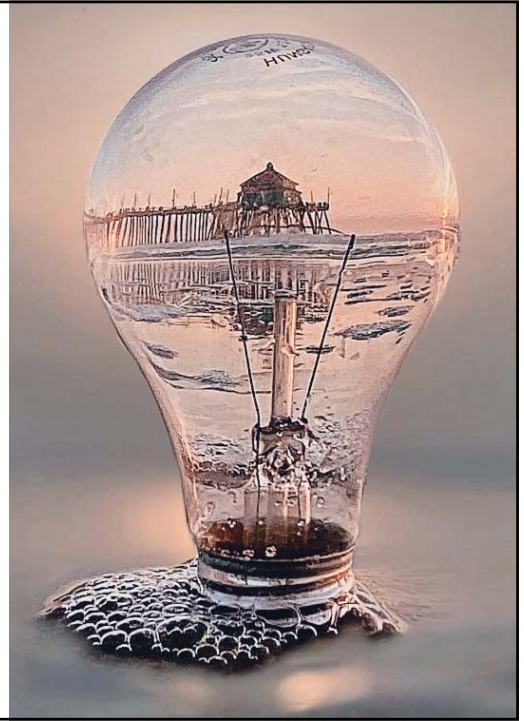


## Upcoming Content on HBTV

- One-on-one interviews with new Council Members (Deadline: May 30)
- Mayor's Roundtable with Chief Haberle (TBD)
- Selected PSA's – Pet Adoption and Others
- FlasHBack: 4<sup>th</sup> of July
- Made in HB
  - Downtown series (Final episode; Deadline May 28)
- Queen's Rose Garden Event
- Landmark Wood Shop Feature



# Questions?





**2023 FULL VIDEO PARADE COVERAGE**

**OUTLINE/PROPOSAL**

**MATT LIFFREING, producer**



## **OBJECTIVE**

To go back to include a localized videotaped parade coverage for documentation and playback on HBTv3 and City's YOUTUBE.

## **HOW**

To stage multi-cam coverage further up Main Street near the Art Center

## **WHO**

Team consists of parade hosts, Matt Liffreing & Alyssa Welfringer, both with parade experience; Greg T Furlong (Camera) & Jeff Highbaugh (Camera), associated aerial spot coverage by Joe Anello and some taped roll ins from local influencers along the parade route is what is needed, including a few production assistants and requested RACES member to keep us informed





**The coverage is taped, not live. The production is requesting Mayor to give opening message, along with Parade Grand Marshall.**



**Team could park at Art Center parking lot, arriving through the Lake Street back alley, assists with ease of set up and tear down.**



**The result is to capture the fullest parade possible for our residents with hosts using the same parade script as the other street announcers.**

**Budget Ask:**

**\$1,500.00**