



# CITY COUNCIL COMMUNICATIONS COMMITTEE

## MINUTES FROM FEBRUARY 27, 2024 Huntington Beach City Hall

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Call to Order at 3:30 PM

Roll Call

- Council Liaisons: *(Present) Mayor Gracey Van Der Mark; Mayor Pro-Tem Pat Burns; Council Member Tony Strickland*
- Staff Liaisons: *J. Carey, J. Toledo, S. Frakes*
- Public: *Matt Liffreing, Amory Hanson, PT Townend*

Public Comments (3 minutes per speaker)

- *PT: announced upcoming Surfing Museum Olympics event on March 21, 2024.*

Approve Minutes from February 27, 2024 meeting.

- **APPROVED**

### ADMINISTRATIVE ITEMS

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

- a) Surf City Break: 5% increase in newsletter sign ups; 13% increase in page views.
- b) Social Media: Facebook engagement up 134%; Instagram engagement up 23.4%; "X" engagement was at 42.8k.

#### **2. Ongoing Projects**

- a) Website training will begin Monday, March 4<sup>th</sup>, and staff updating to the site will begin at that time.
- b) Branding guide roll out with several city departments.
- c) Opioid messaging is in the works per the request of the County.
- d) Water & wastewater rate study messaging will be going out related to Prop 18. Will include in Surf City Break. Council Liaisons have requested talking points, which Jennifer will provide.
- e) Mayor's Breakfast with Chamber on March 21. Will be business centered panel with the Mayor as host.
- f) Celebration Calendar for March will include Women's History, Read Across America Day, and City Hall 50<sup>th</sup> Anniversary.

#### **3. Upcoming Events:**

- a) Feb. 28 Oakview Beautification Event
- b) March 1 Read Across America – Peterson Elementary
- c) March 2 & 3 The Revolution – HB Historical Society
- d) March 6 Norma Gibbs Park Event – Plaque Unveiling
- e) March 14 HBPD Employee Awards
- f) March 15 Arbor Day Event
- g) March 21 Mayor's Breakfast
- h) March 26 Mayor's Spotlight Awards

#### **4. HBTV Programming:**

- a) HBPL Storytime
- b) Mayor's Spotlight Awards
- c) We Love Our Libraries Series
- d) Library Time Capsule (Archival Footage) - Lollipop Story Hour ('91), Library Tour ('95) Library and Central Park footage ('76)
- e) Dion Neutra – Bearer of the Legacy (Library architect live event)
- f) Surf Scene with PT
- g) Hidden Huntington Beach
- h) E-bike Town Hall
- i) Surf City Marathon
- j) Centered on the Center
- k) HBFD Fire Escape Plan
- l) FlasHBack – John Erskine
- m) City Council & Planning Commission Meetings



## **CITY COUNCIL COMMUNICATIONS COMMITTEE**

n) HBPD MEU Partners with Rick Baer Training Stables

Adjournment – 3:55pm.

*The next regularly scheduled meeting is set for March 26, 2024 at 3:30PM.*



# Communications Committee

February 27, 2024

# Table of Contents

1. Public Information Update
2. HBTV Programing





# Public Information

# Surf City Break



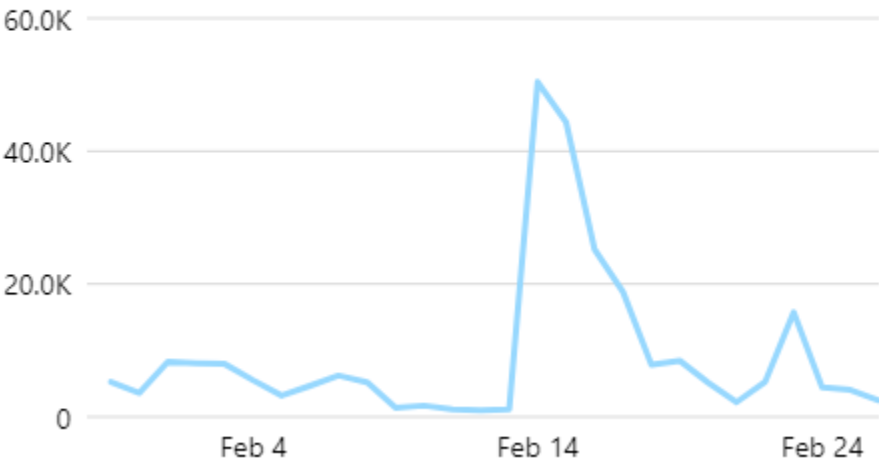
- 5% ↑ Newsletter Signups (7,127)
- 13% ↑ Views in Past 30 Days (10,582)



# Social Media - Facebook

Facebook reach ⓘ

168,982 ↑ 134%



Tomorrow (2/15) from 11am-1pm, please expect low flyi...  
City of Huntington Beach - Government

Boost post

Wed Feb 14, 1:27pm

128.9K  
Reach



February is We Love Our Libraries Month! Tune in all mo...  
City of Huntington Beach - Government

Boost post

Thu Feb 1, 9:48am

17.8K  
Reach



To celebrate We Love Our Libraries month, Chief Parra, ...  
City of Huntington Beach - Government

Boost post

Fri Feb 23, 8:46am

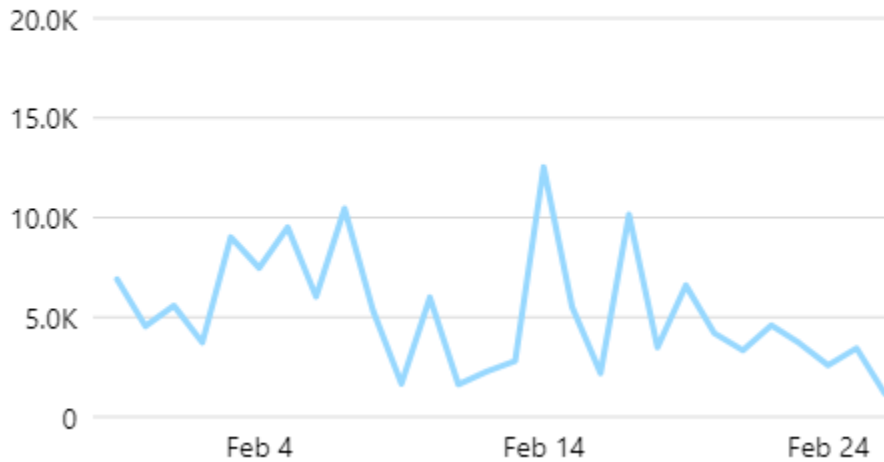
16.7K  
Reach



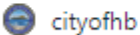
# Social Media - Instagram

Instagram reach ⓘ

24,256 ↑ 23.4%



Tomorrow (2/15) from 11am-1pm, please expect low flyi...



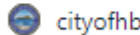
Boost post

Wed Feb 14, 1:28pm

15.7K  
Reach



At this time, our beaches are not impacted as a r...



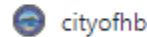
Boost unavailable

Wed Feb 7, 4:32pm

12.8K  
Reach



Happy birthday, Huntington Beach! Join us in celebratin...



Boost post

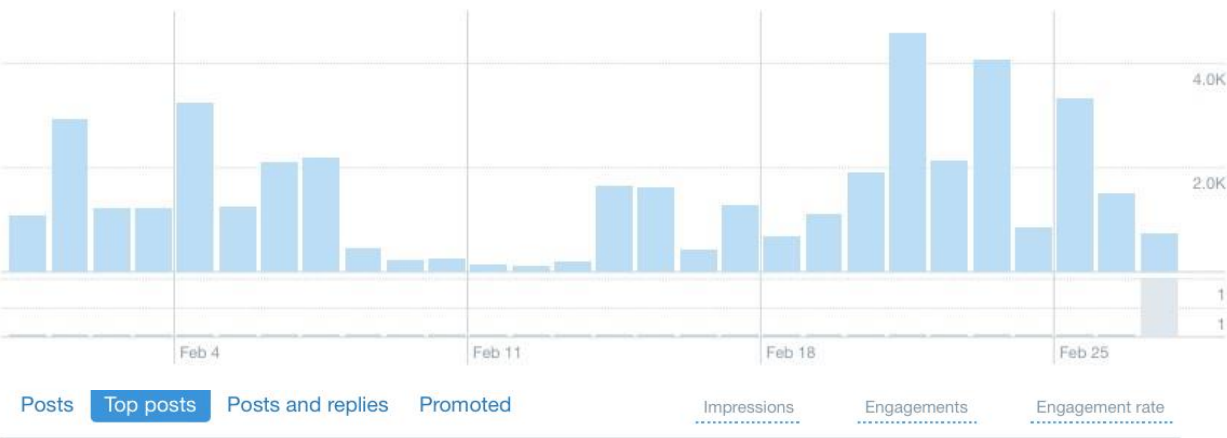
Sat Feb 17, 8:26am


11.7K  
Reach



# Social Media – X

Your posts earned **42.8K impressions** over this **28 day** period



	<b>City of Huntington Beach</b> @CityofHBPIO · Feb 22	8,112	127	1.6%
<p>The March 1st deadline to update library cards for minors has been extended. A new date for this change has not yet been selected. We will be sending out additional information &amp; the new date as it becomes available.</p> <p><a href="https://pic.twitter.com/RZd0knXe1k">pic.twitter.com/RZd0knXe1k</a></p> <p><a href="#">View post activity</a></p>				
	<b>City of Huntington Beach</b> @CityofHBPIO · Feb 20	3,444	95	2.8%
<p>Due to flooding caused by the rain, PCH is closed in both directions btwn Warner &amp; Seapoint.</p> <p><a href="https://pic.twitter.com/AVhAomzLsl">pic.twitter.com/AVhAomzLsl</a></p> <p><a href="#">View post activity</a></p>				
	<b>City of Huntington Beach</b> @CityofHBPIO · Feb 21	2,286	49	2.1%
<p>As of 6:15am on Wednesday (2/21), PCH btwn Warner &amp; Seapoint remains closed in both directions due to flooding. <a href="https://twitter.com/cityofhbpio/st...">twitter.com/cityofhbpio/st...</a></p> <p><a href="#">View post activity</a></p>				



# Ongoing Projects

- City Website
- City Branding Rollout
- County Opioid Messaging
- Water & Rate Study
- Mayor's Breakfast
- Celebration Calendar Content



# City Celebration Content

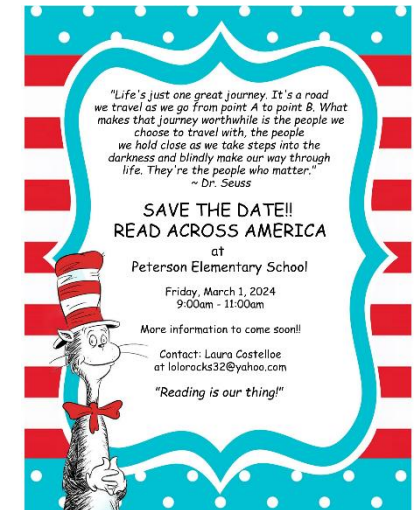
March – California's History & What it Means to be a Charter City

- Women's History
- Read Across America Day
- City Hall 50<sup>th</sup> Anniversary – Jubilee



# Upcoming Events

Feb. 28	Oakview Beautification Event
March 1	Read Across America – Peterson Elementary
March 2 & 3	The Revolution – HB Historical Society
March 6	Norma Gibbs Park Event – Plaque Unveiling
March 14	HBPD Employee Awards
March 15	Arbor Day Event
March 21	Mayor's Breakfast
March 26	Mayor's Spotlight Awards





# **HBTV Programming**

# Current Content on HBTV

- HBPL Storytime
- Mayor's Spotlight Awards
- We Love Our Libraries Series
- Library Time Capsule (Archival Footage) - Lollipop Story Hour ('91), Library Tour ('95) Library and Central Park footage ('76)
- Dion Neutra – Bearer of the Legacy (Library architect live event)
- Surf Scene with PT
- Hidden Huntington Beach
- E-bike Town Hall
- Surf City Marathon
- Centered on the Center
- HBFD Fire Escape Plan
- FlashBack – John Erskine
- City Council & Planning Commission Meetings
- HBPD MEU Partners with Rick Baer Training Stables



# Upcoming Content on HBTv

- Surf Scene with PT (Three more episodes due)
  - Season Featuring Local Surfers, Students, etc.
- FlashBack
  - Five more episodes forthcoming
- Monthly City Celebratory Themes
  - Continued We Love Our Libraries videos
  - Charter City (March Celebration)
- Event Highlights
  - Oakview Groundbreaking, Gibbs Park Plaque Unveiling
- Crime Prevention Video Series
  - Wet Road Conditions Safety Tips



# Questions?

