



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM MARCH 26, 2024
Huntington Beach City Hall

Call to Order at 3:32 PM

Roll Call

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

Public Comments (3 minutes per speaker)

- *Kathie: Reported on hundreds of historical City films have been digitized by California State Library grant.*
- Approve Minutes from February 27, 2024 meeting.
- **APPROVED**

ADMINISTRATIVE ITEMS

1. Public Information Update

- a) Surf City Break: 2% increase in newsletter sign ups; 36% decrease in page views.
- b) Social Media: Facebook engagement down 33%; Instagram engagement down 21%; "X" engagement was at 22.7k.
- c) Website: City departments have until 3/28 to complete their pages, and after final review will be ready to go live by 4/8.
- d) Branding guide: Continuing to roll out. Off-site departments and facilities will be required to follow branding guide as well.
- e) Fentanyl/Opioid messaging: Per the request of the County, we are running PSAs, and would like to include interview with Ralph in Mayor's Round Table. Would like to film 3-4 more PSAs, possibly including affected families, with the idea to approach from parent's standpoint, what to look for, to communication with their kids.
- f) Water & wastewater rate study: Messaging out on all outreach platforms.
- g) Celebration Calendar:
 - i) *April – Rails & Waves: Refer people interested in historical footage to Pacific Railway videos.*
 - ii) *Edison Park Community Center 50th – Jubilee*
 - iii) *National Volunteer Week*
 - iv) *Earthquake Preparedness*
 - v) *National Distracted Driving*
 - vi) *Autism Awareness*
 - vii) *Public Safety Telecommunicators Week*
 - viii) *Earth Day*
 - ix) *National Library Week*
 - x) *National Arbor Day*
- h) Upcoming Events:
 - i) *March 28 - Seely Park Playground Reopening*
 - ii) *March 30 - Egg Hunt Family Fun Day*
 - iii) *April 6 - HBPD Mounted Unit Nick Vella Memorial Rid*
 - iv) *April 9 - Section 612 Open House*
 - v) *April 9 - Fire Explorers Graduation*
 - vi) *April 11 - Citizens Academy Begins*
 - vii) *April 12 - 120th Annual Chamber Gala*
 - viii) *April 20 - 100 Year Anniversary of Lake Park Cabin: Annual Day of Service*
 - ix) *April 25 - Homeless Veterans Town Hall*

2. HBTV Programming:

- a) Current:
 - i) *HBPL Storytime*
 - ii) *Mayor's Spotlight Awards*
 - iii) *California History with Bill Hoffman*
 - iv) *History of Beer and Wine Making in California*



CITY COUNCIL COMMUNICATIONS COMMITTEE

- v) Faded Memories by Dave Wentworth
- vi) My Huntington Beach by Duane Wentworth
- vii) Surf Scene with PT
- viii) Hidden Huntington Beach
- ix) Arbor Day in Central Park
- x) HBPD Crime Prevention Series
- xi) FlashBack
- xii) City Council & Planning Commission Meetings
- xiii) HBPD in Action – Sinkhole
- xiv) Mayor's Breakfast 2024
- b) Upcoming:
 - i) Surf Scene with PT (Two more episodes due)
 - Season Featuring Local Surfers, Students, etc.
 - ii) FlashBack
 - Five more episodes forthcoming
 - iii) Monthly City Celebratory Themes
 - Rails and Waves
 - iv) Event Highlights
 - Civic Center 50th Anniversary, Easter Hunt, Fire Explorer Academy, Surf Museum Exhibit, Vietnam Veteran's Event
 - v) Public Works in Action
 - Edinger Sewer
 - PD Comms

Adjournment – 3:55pm.

The next regularly scheduled meeting is set for April 23, 2024 at 3:30PM.



Communications Committee

March 26, 2024

Table of Contents

1. Public Information Update
2. HBTV Programing





Public Information

Surf City Break

- 2% ↑ Newsletter Signups (7,297)
- 36% ↓ Views in Past 30 Days (7,977)



Social Media - Facebook

Facebook reach ⓘ

33.4K ↓ 80.2%



- February 2024 – 167K
- January 2024 – 50.6K
- November 2023 – 12.5K

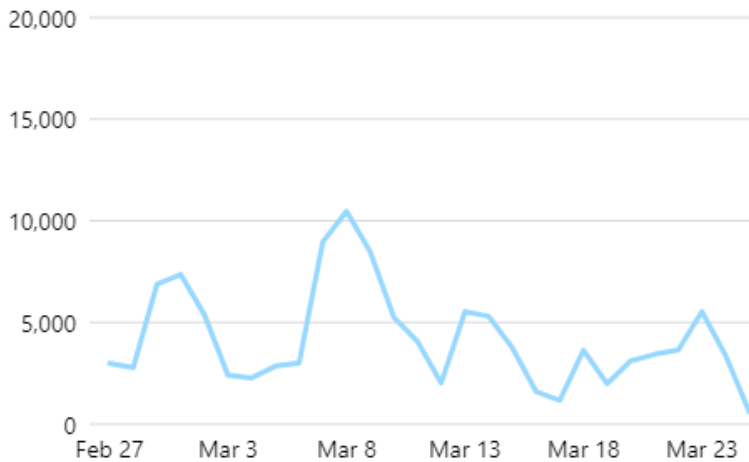
	Kick off Spring Break with the Huntington Beach Junior Lifegu...	Boost	Wed Mar 13, 7:06pm	9.4K Reach
	City of Huntington Beach - Government			
	For the month of March, the City of Huntington Beach is cele...	Boost	Fri Mar 1, 8:42am	8.5K Reach
	City of Huntington Beach - Government			
	Today, City Attorney Michael Gates issued a response in defe...	Boost	Thu Mar 7, 12:09pm	8.4K Reach
	City of Huntington Beach - Government			






Social Media - Instagram

Instagram reach ⓘ

20.7K ↓ 14.6%



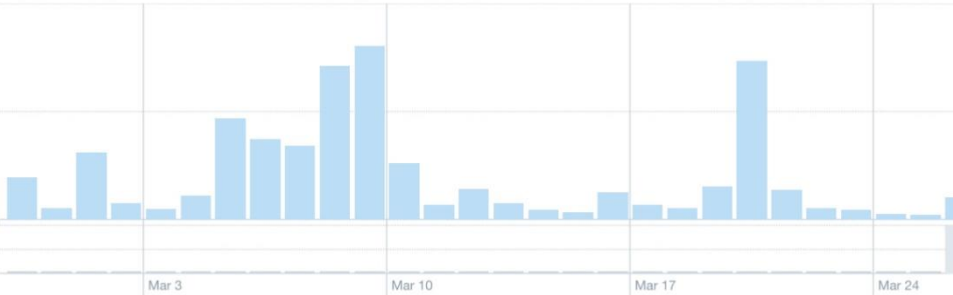
- February 2024 – 24.3K
- January 2024 – 23.4K
- November 2023 – 11K





Title		Date published ↑↓		Reach ⓘ ↓
	We continue to work with the US Coast Guard, Department o... cityofhb	Boost	Fri Mar 8, 2:30pm	12K Reach
	Today, City Attorney Michael Gates issued a response in defe... cityofhb	Boost	Thu Mar 7, 12:15pm	11.1K Reach
	In response to reports of oil off the coast, our M... cityofhb	Boost unavailable	Fri Mar 8, 9:23am	9.7K Reach



Social Media – X

Your posts earned **22.7K impressions** over this **28 day** period



Posts	Top posts	Posts and replies	Promoted	Impressions	Engagements	Engagem
	City of Huntington Beach @CityofHBPIO · Mar 19 Huntington Beach City Council Regular Meeting, March 19, 2024 twitter.com/i/broadcasts/1... View post activity			2,605	278	
	City of Huntington Beach @CityofHBPIO · Mar 19 Huntington Beach City Council Study Session, March 19, 2024 twitter.com/i/broadcasts/1... View post activity			842	68	
	City of Huntington Beach @CityofHBPIO · Mar 21 Mayor's Breakfast 2024 twitter.com/i/broadcasts/1... View post activity			597	57	
	City of Huntington Beach @CityofHBPIO · 6h Join us March 30th for the annual Easter Hunt & Family Fun Day! Come to the Huntington Sports Complex to hunt for candy, take a picture with the Easter Bunny, dunk a public official, & enjoy live music! Don't forget to stop by one of our food vendors to enjoy a treat. pic.twitter.com/t03RHGnnTD View post activity			344	9	



Ongoing Projects

- City Website
- City Branding Rollout
- Fentanyl/Opioid Messaging
- Water & Rate Study
- Celebration Calendar Content



City Celebration Content

April – Rails & Waves

- Edison Park Community Center 50th – Jubilee
- National Volunteer Week
- Earthquake Preparedness
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- Autism Awareness
- Public Safety Telecommunicators Week
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Upcoming Events

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April 25	Homeless Veterans Town Hall



Kiwanis
Huntington Beach

KIWANIS OF HUNTINGTON BEACH & CITY OF HUNTINGTON BEACH PRESENT

EASTER HUNT FAMILY FUN DAY 2024

SATURDAY MARCH 30, 2024
8:30AM - 3:00PM

FREE ENTRY
FOOD WILL BE AVAILABLE FOR PURCHASE

HUNTINGTON SPORTS COMPLEX
18100 GOLDENWEST ST.
HUNTINGTON BEACH, CA 92648

FUN ACTIVITIES FOR ALL AGES!

EASTER EGG HUNT TIMES SUBJECT TO CHANGE

CHILDREN WITH DISABILITIES 9AM

3 YEARS & UNDER 9:20AM, 10:20AM, 12PM, 1PM

4-6 YEARS 9:40AM, 10:40AM, 12:20PM, 1:20PM

7-10 YEARS 10AM, 11:40AM, 12:40PM, 1:40PM

VISUALLY IMPAIRED EGG HUNT 11AM, 11:20AM

ASAP THIS YEAR!
Sound-assisted eggs for visually-impaired children.


HB CELEBRITY DUNK TANK **LIVE MUSIC**

FIRE & POLICE VEHICLES DISPLAY **FOOD VENDORS**

LEARN MORE
Call or email:
Shawn Wood
714-960-8895
shawn@thestudentmovers.com
or
Dr. Van Vu
714-713-9999
vanvu.mel@yahoo.com

SPONSORSHIP & BOOTHS AVAILABLE

IF ONLY 7 CHILDREN ALLOWED IN THE HUNT AREA FOR THIS WAVE



Troop 1 Huntington Beach cordially invites you!

PAXSON CABIN 100TH YEAR ANNIVERSARY

CELEBRATION AND FUNDRAISER

April 20th, 2024 | 10AM-1PM

Pancake Breakfast, Scouting Activities, Entertainment, & More!

ABOUT TROOP 1 AND THE PAXSON CABIN
BSA Troop 1 Huntington Beach was founded in 1917, and is widely recognized as the "oldest United States Troop West of the Mississippi River". With over a century of excellence, Troop 1 and the "Log Cabin at Lake Park" have been a staple in the Southern California Scouting Community, and the City of Huntington Beach as a whole. Founded in 1924, the Paxon Cabin remains one of last true Scout Houses to grace the scouting community. In 1974, the Lions Club of HB helped to renovate the cabin. As we now embark on the 100th Year Anniversary of the Paxon Cabin, what better way to celebrate than to raise funds to renovate the cabin once more! Please join us in helping the Troop 1 Paxon Cabin be a home for another 100 years of scouting!

OFFICIAL SPONSORS

BOY SCOUTS OF AMERICA



HBTV Programming

Current Content on HBTV

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Questions?

