



MINUTES

COMMUNICATIONS COMMITTEE

Tuesday, August 4, 2020
Conference Room 2, 4th Floor
2000 Main Street
Huntington Beach, CA 92648

Study Session -
Regular Meeting - 4:00 PM

STAFF

MEETING ASSISTANCE NOTICE: In accordance with the Americans with Disabilities Act, services are available to members of our community who require special assistance to participate in public meetings. If you require special assistance, 48-hour prior notification will enable the City to make reasonable arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas. Please contact the City Clerk's Office at (714) 536-5227 for more information, or request assistance from the staff or Sergeant-at-Arms at the meeting.

PUBLIC COMMENTS: To address the legislative body on items of interest not scheduled for public hearing, *Request to Speak* forms will be made available at the meeting and are collected by the staff or Sergeant at Arms. Some legislative bodies may provide different *Request to Speak* forms for public hearing items.

AUDIO/VIDEO ACCESS TO BROADCASTED MEETINGS: City Council and Planning Commission meetings are televised live on HBTV-3 Channel 3, and can be viewed via live or archived website at <https://huntingtonbeach.legistar.com>.

CALL TO ORDER

Call to Order at 4:10PM

ROLL CALL

Present: Brenden, Peterson, Semeta

Staff Liaisons: Blaska, Chi, Hopkins, Jun

PUBLIC COMMENTS

- None

APPROVAL OF MINUTES

- Approved with changes made by Pat Brenden to correct the spelling of his name in the minutes and the inclusion of initial estimates for the Hidden Huntington Beach series; another note was added that Council requested staff to negotiate for lower estimates. The motion to approved was made by Erik Peterson and seconded by Patrick Brenden.

ADMINISTRATIVE ITEMS

1. HDTV Channel 3 Infrastructure Update

A. Content Distribution Options

Staff continues to air a combination of regular programming and PSAs on Surf City 3. Current content includes Surf City Highlights and Songsters (monthly), Hidden Huntington Beach (bi-monthly), Mayor's COVID-19 updates (weekly), Feelin' Fit (daily).

Apple TV and Roku distribution system is built and ready for implementation through Screenweave Cablecasting. Eric Blaska is finetuning the system to prepare it for launch in less than 60 days. Eric is also working to stream Surf City TV through YouTube.

PIO is developing a manual to manage and operate this system, providing much needed organization to consolidate key information in one location. This will allow the current team's successors to learn about and operate the Office without any disruption.

B. Content / Programming Capabilities

Staff still has its 7 on-call contractors plus Chris Epting and Bad Fish to develop various types of content. Staff will continue to utilize them throughout the fiscal year.

2. Content / Programming Plan Update

A. New Content / Programming Needs

The Committee would like staff to develop 1-2 major programs every month. CM Brenden requested a planning document that includes a list of these pending shows (90 days out). Staff will review past ideas proposed by the Committee and conduct a general call for content from the public.

Past ideas include:

- History with the Historical Resources Board
- American Legion stories
- Youth sports
- Online genealogy
- Intro videos prior to airing CC meetings. Topics include participating in public comments, emergency preparedness, shutting off the gas, etc.

Mayor Lyn Semeta requested a monthly financial report going forward. She also requested staff to prepare content proposals on a monthly basis.

B. Content Creation

The following new content ideas include and should be bid on by contractors:

- Chef Show (City will create a fair process to select the restaurant participants)
- Surfing history (Peterson recommended using a well-known surfer to develop and host the show)
- Legendary Locals – Features unsung individuals who are well-known for their contributions to the City

Matt Leffreing should begin developing the MyHB series on navigating city services and the MyHB app.

Erik Peterson recommends all historical facts be doublechecked by the Historical Resources Board. Peterson also recommends using the City Archivists to add historical info to these shows.

ADJOURNMENT

The next regularly scheduled meeting of the Communications Committee is on August 24, 2020 at 3:00 PM.

INTERNET ACCESS TO THE COMMUNICATIONS COMMITTEE AGENDA AND STAFF REPORT MATERIAL IS AVAILABLE PRIOR TO THE MEETING AT:

<https://huntingtonbeach.legistar.com/>

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