



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM SEPTEMBER 28, 2020

Huntington Beach City Hall
4th Floor, Administrative Conference Room #2 and ZOOM

Call to Order at 3:08PM

Roll Call

- Council Liaisons: (Present) Mayor Semeta and Council Members Brenden and Peterson
- Staff Liaisons: (Present) Blaska, Chi, Hopkins, Jun, Frakes

Public Comments (3 minutes per speaker)

- *Amory Hanson praised the new Roku/Apple apps that allow for Surf City 3 streaming/on-demand on TV; he hopes it will become available for all boards and commissions to use for public meetings.*

Approve Minutes from September 28, 2020 meeting

- *The minutes will be tabled until the next meeting for approval, to provide Council Liaisons sufficient time to review them.*

Administrative Items

1. Update on Digital Distribution Options:

- *Blaska shared that Apple TV and Roku are now streaming Surf City 3 programming through their apps, and staff is in the process of looking at prices for streaming on YouTube as well. The public will be notified of these new streaming services through social media and on the City's website.*
- *Technical problems with Frontier and Spectrum Surf City 3 that had been occurring have been resolved.*

2. Content / Programming Plan Update

A. Current Content Airing during September 2020

1. *Hidden Huntington Beach (Epting) – final three episodes are airing every other Wednesday until the end of the year.*
2. *Songsters (Liffering) will be producing 2 additional episodes, bringing the total of 6 episodes for the year. Liffering has 7-8 new artists he can make 2-3 more new episodes.*
3. *Surf City Highlights also continues to air monthly.*
4. *Various events that were filmed include the _____*
5. *PSAs include weekly updates from Mayor Semeta and mask PSAs.*

B. Discussion of Content Under Development for Fall 2020

1. *MyHB App Show with Matt Leffreing is going to be aired with three 15-minute episodes focusing on the MyHB app, and staff showing how it works, and answering some of the questions received through the app.*
2. *Chef Show (Liffering) will cover, 2 restaurants per episode. Staff and Marketworks are working on selection of restaurants, which will be provided next meeting*
3. *Women's Suffrage Video (Leffreing) on the 19th Amendment/Huntington Beach Female Mayors is in the works, with 8 of the 10 past Mayors interviewed to date..*
4. *Legendary Locals (Epting/Leffreing) – a new production focusing on 2 legendary locals per episode. The cost will be \$2,200 per episode, and they have planned on 4 episodes to date. APPROVED*



CITY COUNCIL COMMUNICATIONS COMMITTEE

C. Discussion of New Content

1. *Blaska and HBFD are preparing 16 videos on emergency preparedness for the upcoming HBFD Virtual Open House event. These videos will be presented on Surf City 3 to fill.*
2. *Public Art Video – staff can get quotes for productions to work with Semeta on this programming. APPROVED*
3. *School Sports – There are currently no local school sports being played, but staff has reached out to local schools to let us know when things start up so games can be broadcast.*
4. *2nd Surfing Show featuring current and future surfing content, potentially including new surfing technology, wind surfing, and the catamaran program. Would product three 20-minute episodes. APPROVED to explore further.*
5. *Potential continuation of Hidden Huntington Beach, Season 2 (epting) – Would like to product thirteen new 15-minute episodes. The cost structure would be the same as last season, spread out over two fiscal years. Potential ideas for new content include walking tour of downtown HB, haunted boiler room at Dyer Middle School, Golden Bear, historic Newland House, old theaters in the City, oil discovery in HB, the Pacific Beach Club, treasures and lost artifacts in the City Yard, the true origin if strips and cheese, the encyclopedia lots, punk music in HB, and the hidden history of Sunset Beach. APPROVED*
6. *Council Candidate Statements – 3 minute statements from each of the 2020 City Council Candidates, to be filmed by staff.*

D. Review Surf City 3 Operating Budget

The budget is sufficient for new programming, and surplus can be used to support new content. .

Adjournment – 3:58pm

The next regularly scheduled meeting will be on October 26, 2020 at 3:00PM.

Cc: City Manager Oliver Chi