



# CITY COUNCIL COMMUNICATIONS COMMITTEE

**MINUTES FROM JANUARY 4, 2021**

Huntington Beach City Hall  
4<sup>th</sup> Floor, Administrative Conference Room #2 and ZOOM

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Call to Order at 3:14PM

## Roll Call

- Council Liaisons: (Present) Mayor Carr and Council Members Delgleize and Posey
- Staff Liaisons: (Present) Chi, Blaska, Hopkins, Jun, Toledo, Frakes
- Public: Chris Epting

Public Comments (3 minutes per speaker)

- *None.*

Approve Minutes from November 23, 2020 meeting.

- **APPROVED**

## 1. Administrative Items

Oliver Chi presented the Communications Committee PowerPoint (attached), which included an overview of the following:

- a. HBTB Enhancements since Covid-19.
- b. Distribution Options: presented by Eric Blaska, included YouTube, Cablecast, AppleTV, Roku. Councilmember Delgleize asked about broadcasting live commission meetings over HB3. Blaska is currently working on that, and all live broadcasts are available on the above mentioned mediums.
- c. Budget (copy of the budget included). Mayor Carr inquired as to how the fiber mapping has been chosen, and Travis Hopkins explained that the Downtown Area, City Hall, Public Works Facilities, and Central Library were chosen as having the best “bang for the buck”, and that additional area are currently being added. The plan is to connect all City facilities.
- d. HBTB Marketing (marketing plan attached):
  - *Branding and logo options were presented. Feedback was given by all Council liaisons, and updated designs will be presented next month.*
  - *Advertising will be ramped up on the City's social media accounts.*
  - *Community engagement in the form of contests and public input is forthcoming.*

## 2. Current Content

- a. Hidden Huntington Beach – Season 1 finished in Dec 2020. Currently filming Season 2, and plan to air S2 E1 in Feb 2021. Currently airing:
  - *Episode 12 – Remnants of the Red Cars*
  - *Episode 13 – That Little House on the Corner*
  - *Hidden Huntington Beach Marathon with New Snippets*
- b. Surf City Highlights and Mayors PSAs are currently airing as fillers between scheduled programming.
- c. Songsters – currently airing Episode 6.
- d. Surf Scene – currently airing Episode 1, Corky Carroll.
- e. Legendary Locals – currently airing Episode 1, Dennis Masuda; and Episode 2, Bob Terry.
- f. Women's Suffrage video hosted by prior Mayor Semeta.
- g. Short Videos/PSAs: HBFD Boat Safety, Turkey Fryer Safety, Veterans Day Ceremony Suicide Prevention, Flu Shot Info, COVID-19 Public Health Announcements, Murdy Community Center Ribbon Cutting, OneHB Support Program, Mayor's Monthly Video, Navigation Center Groundbreaking and Ribbon Cutting Events, HBPL Storytime



## CITY COUNCIL COMMUNICATIONS COMMITTEE

3. **Content Under Development for Winter 2020**
  - a. Public Art Video
  - b. Navigation Center Tour
  - c. Surfing Show – Present and Future of HB Surfing
  - d. MyHB App Show
  - e. Chef Show
  - f. Hidden Huntington Beach – Season 2
4. **Reviewed current programming contracts.**
5. **Proposed New Content**
  - a. School Sports. Blaska and Julie Toledo will work on updates from schools as they start up sports programs again after Covid-19. Mayor Carr asked about HBHS “campus update” programming, and would like to start airing these as the school has been producing them all through the pandemic.
6. **Other content ideas?**
  - a. Councilmember Delgleize asked about using the banners on the light poles as a possible marketing idea.
  - b. Mayor Carr would like past town halls to be re-aired. She also asked to be included in the upcoming meeting with Cablecast to review their software capabilities, and help to brainstorm.

Adjournment – 4:00pm

*The next regularly scheduled meeting will be on January 25, 2021 at 3:00PM.*

# Communications Committee

JANUARY 4, 2020



## HBTV Enhancements Since COVID-19

- ▶ Developed a living manual for the operations of HBTV
  - ▶ This ensures backup staff members for every task and situation.
- ▶ Created a consistent TV schedule for viewers to rely on
- ▶ Increased promotion of HBTV and the amount of original content
- ▶ Security improvements
  - ▶ Password manager instituted to protect City assets, social media, and video accounts.
- ▶ New content distribution vehicles for HBTV

## HBTV Distribution Options

- ▶ Before COVID-19, HBTV primarily aired on cable, which excluded viewers who are not cable subscribers
- ▶ In the past few months, staff has added or enhanced HBTV distribution options to expand viewership:
  - ▶ Apple TV and Roku via [the Screenweave app](#)
  - ▶ Live streaming and on-demand video via [Cablecast](#)
  - ▶ [YouTube](#) branded account, searchable descriptions
    - ▶ Increased Subscription Rate by 536%
    - ▶ Increased Viewing by 1,420%
  - ▶ Facebook, Instagram, Twitter and NextDoor promotions for shows

## HBTV Budget

PEG BUDGET TO ACTUAL REPORT (FUND 243)			
	Object Account	FY 19/20	Budget FY 20/21
<b>REVENUES</b>			
	Beginning Fund Balance	-	1,165,526
	Interest	13,313	-
	PEG Fees	438,491	575,000
	Settlement Funds	1,000,000	-
	REVENUES SUBTOTAL	1,451,804	1,740,526
<b>EXPENDITURES</b>			
	Personnel	-	50,000
	General Expenses	3,734	-
	Professional / Contract Services	163,690	250,000
	Equipment / Repairs	20,146	20,000
	EXPENDITURES SUBTOTAL	187,570	320,000
<b>CAPITAL</b>			
	Capital Outlay	-	428,648
	Equipment	98,708	-
	CAPITAL EXPENDITURES	98,708	428,648
	ENDING FUND BALANCE	1,165,526	991,878

## HBTV Budget Breakdown

- ▶ Ongoing estimated PEG fee revenues of **\$575K / year**
- ▶ Base content creation budget of at least **\$250K / year**, subject to increase / adjustment depending on content creation schedule
- ▶ **\$429K** in FY 20/21 capital expenses for fiber installation project
- ▶ Current "savings account" fund balance of **\$1M** from PVTA settlement

## HBTV Marketing

- ▶ Staff has been working to develop marketing efforts for HBTV to reach a wider audience, positioning the channel as a reliable source of Huntington Beach news and information
  - ▶ Marketing plan will publicize the various new ways to access the station, apart from traditional cable
  - ▶ Working to establish a consistent logo to identify HBTV as recognizable brand that can be used for future marketing efforts
    - ▶ Several draft logos are below for your feedback



## Current Content on HBTV

- ▶ **Hidden Huntington Beach – Season 1**
  - ▶ By Chris Epting and Goal Productions
    - ▶ Epi. 11 – Remnants of the Red Cars
    - ▶ Epi. 12 – When the War Hit Home
    - ▶ Epi. 13 (Final) – That Little House on the Corner
  - ▶ Hidden Marathon with 13 new bonus features



## Current Content on HBTV

- ▶ **Surf City Highlights**
  - ▶ By Matt Liffreing
    - ▶ Santa Claus Ride
    - ▶ Virtual Surf City Splash
    - ▶ Rockin' Flg's Vintage Surf Festival
    - ▶ Navigation Center Ribbon Cutting and more events...



## Current Content on HBTV

### ► Songsters

- By Matt Liffreing
  - Epi. 6 (Final) – Doug Sanborn, James Blackburn, Surf City Strummers



## Current Content on HBTV

### ► Surf Scene with PT Townend

- By Matt Liffreing
  - Epi. 1 – Guest Corky Carroll



## Current Content on HBTV

### ► Legendary Locals

- By Matt Liffreing and Chris Epting
  - Epi. 1 – Featuring Dennis Masuda
  - Epi. 2 – Featuring Bob Terry



## Current Content on HBTV

### ► Women's Suffrage Video

- By Matt Liffreing



## Current Content on HBTV

### ► PSAs and Short Videos

- By City and Other Agencies
  - HBFD Boat Safety and Turkey Fryer Safety
  - Veterans Day
  - PSAs: COVID-19, flu shot, suicide prevention
  - Navigation Center Groundbreaking and Ribbon Cutting
  - OneHB Support Program
  - Murdy Community Center Ribbon Cutting
  - HBPL Storytime
  - Mayor's Monthly Video

## Content Under Development and Air Dates

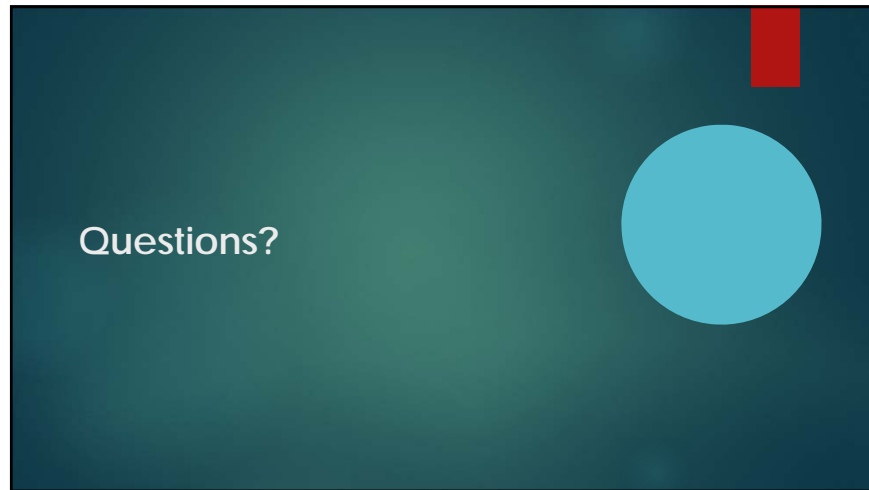
- **Public Art Video** (January, Dakota)
- **Navigation Center Tour** (January, Dakota)
- **MyHB App Show** (February-March, Matt Liffreing)
- **Chef Show** (March-May, Matt Liffreing)
- **Hidden Huntington Beach – Season 2** (February-August, Chris Epting and Goal Productions)
- **Surfing Show – Present/Future of HB Surfing** (March-May, Creator Up)

## HBTV Contractors

FY 20-21 HBTV Video Contracts		
Marketworks	\$	60,800
Chris Epting	\$	31,600
Goal Productions	\$	70,771
Creator Up	\$	9,000
Dakota	On Call Contract	
CommLabs	On Call Contract	
	\$	172,171

## Proposed New Content

- **School Sports and Programs**
  - Connect with the local school districts, including Goldenwest College, to develop original sports footage and other programs developed by students
- **Other content ideas from Communications Committee?**



# **HBTV Channel 3 Marketing Plan November 2020**

## **Background**

HBTV has the potential to be a great source of news and entertainment to supplement the City's other media outlets (social media, websites, and the City Manager's Report). However, viewership is limited due to various factors, including high-quality on-demand streaming services and internet news sites. In addition, there is lack of awareness about the options to livestream HBTV or watch programs on demand via YouTube, Apple TV, or Roku.

This marketing plan will raise HBTV's profile among current and potential viewers as a source of hyper-local programming. The plan aims to increase viewership by creating an identifiable HBTV brand, developing content that is unique to Huntington Beach, and strategically advertising it throughout the City's existing media outlets. Staff will also streamline our current HBTV webpage to be more user friendly, so visitors can quickly access our internet based livestream, TV schedule, and on-demand programs.

This plan will be paired with the work that the Public Information Office and the Communications Committee are already doing to develop high quality, local programming to attract a wider audience to HBTV.

## **Audiences**

The general Huntington Beach community (residents, schools, businesses, visitors)

## **Key Messages**

- HBTV allows viewers to learn about Huntington Beach culture, issues, and news. It also provides another tool for the PIO to disseminate official City information and positive programming in support of the City's missions.

## **Action Items**

- Create and advertise an identifiable HBTV brand to increase viewership.
- Improve the functionality of HBTV's webpage, streaming, and on-demand services.

## **Timeline**

- Complete all items before January 31, 2021.



## Marketing Plan

### Website

- Embed an HBTV logo/button (see page 3) on the City's home page to take viewers directly to our livestream and on-demand viewer. This will be much more intuitive than the current process, which requires multiple clicks.
- [Redo the HBTV webpage](#) to include the TV schedule and provide direct links to all HBTV viewing options (YouTube, Roku/Apple TV instructions, live stream viewer). Use creative elements to grab the visitor's attention.
  - Remove all videos and upload onto our on-demand viewing platforms.
  - Re-title all videos per one naming convention to be more searchable and easy to categorize.

### Branding

- Embed the circular HBTV logo (page 3) in the lower right hand corner of all original programming to create a more professional appearance and a recognizable brand among viewers.

### Advertising

- Create tutorials showing viewers how to stream HBTV on their Roku and Apple TV device (YouTube, Social Media).
- Create posts/stories on social media and the City Manager's Report, promoting "new and improved" HBTV.
  - Continue to advertise our new website and our shows, much like Hidden Huntington Beach.
  - Post behind the scenes editing of shows.

### Engagement

- Use the Cablecast bulletins to post trivia questions about our shows, every Monday. Viewers can email their answers and be chosen randomly for prizes or a personalized message that can be posted on HBTV for a week.
- Conduct a social media poll to gather ideas for future shows. This will also encourage the community to check out HBTV and our website.

## Logos

