



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM JANUARY 25, 2022

Huntington Beach City Hall
ZOOM

Call to Order at 3:33PM

Roll Call

- Council Liaisons: (Present) Council Member Carr, Council Member Kalmick, Council Member Moser
- Staff Liaisons: (Present) Toledo, Hopkins, Carey, Frakes
- Public: Matt Leffering, Chris Epting

Public Comments (3 minutes per speaker)

- *NONE*

Approve Minutes from October 26, 2021 meeting.

- *APPROVED*

ADMINISTRATIVE ITEMS

1. **History of HBTB**

- Began as HB3 under the PCTA (Public Cable Television Association) with neighboring cities
- Left PCTA officially in 2019, and started creating and airing our own scheduled content
- Over 600 videos on file
- Viewership on cable reaches over 100,000 subscribers, and we have over 6,500 views in the last 28 days on YouTube, with over 2,200 subscribers. Julie will look into number of viewers via Cablecasting Apps.

2. **Today's Programming**

- Reviewed current programming schedule

3. **Budget**

- Budget for 2022-23 Fiscal Year is \$491,000, which is \$10,000 less than last year due to loss of cable subscription fees: \$370k in professional services (mostly production costs), \$77,500 in other contract services (closed captioning for council and commission meetings, etc), \$42,000 in repairs and maintenance, and \$1,500 in general supplies and training.

4. **Future Programming**

- Reviewed future programming
- Kalmick suggested creating "counter programming" to HB33 on YouTube. Carey suggested Surfcity Break, and reopening HB3 studio in Lower Level of City Hall, and producing a weekly program to direct people there.
- Moser would like to expand the Communications Committee to be an all encompassing committee involved in all City communications to the public, not only HBTB programming. Hopkins explained how the committee was formed with the intent to program HBTB after leaving PCTA. Moser would like to see changes to the committee's duties based on how citizens are using to get their data, as many are using other methods besides television.
- Kalmick interested in adding a "crawl" at the bottom of the screen about what's going on in the City at the moment.
- Kalmick would like to see some programming of live "SurfCams".
- Carey asked about a community survey about what the citizens would like to see. There was a survey done in 2018 when programming was taken back from PCTA, and only had about 40 respondents.
- Carr would like to see local school sports included in programming. Toledo is currently awaiting programming from GWC on sports, and other curriculum.



CITY COUNCIL COMMUNICATIONS COMMITTEE

- Moser would like to take a closer look at how citizens are accessing information about the City, and why they are choosing those resources.
- Kalmick suggested including information on emailed water bills, not only posted water bills.

Adjournment – 4:12pm. *The next regularly scheduled meeting will be on February 22, 2022 at 3:30PM.*