



# CITY COUNCIL COMMUNICATIONS COMMITTEE

**MINUTES FROM MAY 24, 2022**

Huntington Beach City Hall

ZOOM

Call to Order at 3:35PM

## Roll Call

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

Public Comments (3 minutes per speaker)

- *NONE*

Approve Minutes from April 26, 2022 meeting.

- *APPROVED*

## ADMINISTRATIVE ITEMS

### 1. **PIO Update**

- SurfCityBreak.com
  - 5% more newsletter sign ups in last month
  - 29% fewer views in last month. First time dip, will monitor. Considering adding analytics to website monitoring.
- Ongoing Projects
  - Meltwater: In process of getting media monitoring set up. Expect to have reports built by the end of the week. Hoping to send a data dashboard to staff and Council, so a more detailed focus can be made for future press releases.
  - Strategic Session video in production. Script is ready, now looking for locations.
  - Social Media Audit: Would like to sign on with Sprout Social, but might need to wait for next year's budget.
  - New Website/Redesign: Ongoing, working through 2<sup>nd</sup> round of design options, and have requested a new designer from their team.
  - Senior Center Services: Have a meeting scheduled with Randy Pesqueira to work on ideas of featuring all of the services offered at the Sr. Center.
  - Edison Park redesign has been one of the most publicized items on the City social media outlets.
  - Mobility Bike Ride: just posted video on YouTube covering the event.
- Social Media
  - Facebook reach is up
  - Instagram reach is down this month. Will be drilling deeper into IG slump.
  - Twitter reach is up. Huntington Beach is discussed a lot on Twitter, so we will be using the platform for more promotion since there seems to be more eyes on us there.
- Email Newsletter: Sent out the first newsletter to email database, and currently drafting the 2<sup>nd</sup> now. Goal is to send weekly.

### 2. **HBTV Programming**

- Current Content: Contract renewals: Working on shifting focus and modifying schedule. Also working towards filming in lower level studio. Trying to look forward by adapting to shortened viewing patterns.
- Legendary Locals: Shooting last episode, and will go in hiatus.
- Chefs of HB: Receiving lots of pushback on social media, so we will be ending this series after Wet Dog Tavern episode.



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- Made in HB: Will be tailoring the series to be more historic in nature, with a focus on “types” or categories of businesses instead of promotion of individual businesses. Would like to involve Community Development in this process going forward
- Shorts/PSAs
- Rodgers/Block 417 Documentary is almost complete. Will be done in June.
- Looking for content from GWC and HBHS.

### **3. Review of Upcoming Events**

- Council Member Carr inquired about live streaming events. Currently infrastructure is not set up for this, but working with IS to be able to do this in the future.

Adjournment – 4:24pm. *The next regularly scheduled meeting will be on June 28, 2022 at 3:30PM.*