



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM JUNE 28, 2022

Huntington Beach City Hall

ZOOM

Call to Order at 3:32PM

Roll Call

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

Public Comments (3 minutes per speaker)

- *NONE*

Approve Minutes from May 24, 2022 meeting.

- *APPROVED*

ADMINISTRATIVE ITEMS

1. **PIO Update**

- SurfCityBreak.com
 - 11% more newsletter sign ups in last month
 - 29% more article views in last month.
- Ongoing Projects
 - Social Media Audit: Standardizing all social media platform management, and have eliminated a few accounts. Working on moving everyone to standard tool as of next budget year.
 - New Website/Redesign: Working with departments on content redesign. Anticipating 50% fewer pages overall. Currently working on mapping of all content. The new designer is working on a mock up, and so far we've been happy with new design ideas. Hoping to have examples for next meeting.
 - Senior Center Services: Developing "Hot Reels" video of all services available. Should start shooting within 1-2 weeks, with video completed in July.
 - Downstairs Studio: Equipment ordered.
 - Livestream: Working out processes with IS department. Carr inquired about streaming issues for last meeting. Carey reported that we're working with Tripepi to identify source of issues in order to correct them.
- Homelessness Services Rebranding: Completed. Working on combining Homelessness Services branding with City website, etc. Also, working on new successes video in coming weeks

2. **HBTV Programming**

- Hidden HB renewal with 10 episodes.
- Rodgers/Block 417 Documentary is complete (25 minutes long).
- Looking for content from GWC and HBHS.

3. **Review of Upcoming Events**

Adjournment – 3:57pm. *The next regularly scheduled meeting will be on July 26, 2022 at 3:30PM.*