



**CITY OF PACIFICA  
LIBRARY ADVISORY COMMITTEE**

**January 8, 2020  
6:30 – 8:00 P.M.**

**Sanchez Library  
1111 Terra Nova Blvd.**

**Call to Order**

- 1. Approval of May 8, 2019, June 12, 2019, August 14, 2019, and October 9, 2019 Meeting Minutes**
- 2. Oral Communications**  
This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.
- 3. Summary of Community Survey and City Council Direction**
- 4. Citizen Outreach Program**
  - a. Progress and Analytics**
  - b. Messaging Adjustments and Other Efforts Based on Survey Data**
  - c. Receive Feedback on Building Banner Mockups**
  - d. Sharp Park Neighborhood Meeting(s)**
- 5. LAC Member Presentation Outreach Report-out**  
Democrats Club Presentation
- 6. Committee and Staff Communication**

**Adjourn**

THE CITY OF PACIFICA WILL PROVIDE SPECIAL ASSISTANCE FOR DISABLED CITIZENS UPON AT LEAST 24 HOUR ADVANCE NOTICE TO THE CITY MANAGER'S OFFICE (738-7301). IF YOU NEED SIGN LANGUAGE ASSISTANCE OR WRITTEN MATERIAL PRINTED IN A LARGER FONT OR TAPED, ADVANCED NOTICE IS NECESSARY. ALL MEETING ROOMS ARE ACCESSIBLE TO THE DISABLED.



# DRAFT

**MINUTES**  
May 8, 2019  
6:30 P.M.

**CITY OF PACIFICA  
LIBRARY ADVISORY COMMITTEE  
SANCHEZ LIBRARY  
1111 TERRA NOVA BLVD., PACIFICA**

**COMMITTEE PRESENT:** Cindy Abbott (CA);  
Caroline Barba (CB);  
Jerry Crow (JC);  
Barbara Eikenberry (BE);  
Anne Evers-Hitz (AH);  
Andy Lie (AL);  
Kathy Long (KL);  
Eric Ruchames (ER);

**CITY COUNCIL LIAISONS  
PRESENT:** Sue Beckmeyer (SB);  
Mary Bier (MB)

**COMMITTEE ABSENT:** Ryan Kraske (RK);  
David Leal (DL);  
Kellie Samson (KS);

**CITY STAFF PRESENT:** Planning Director Tina Wehrmeister (TW);  
City Manager Kevin Woodhouse (KW)

**CONSULTANT TEAM:** Dawn Merkes, Group 4 Architects (DM)  
Daheen Maeng (DMg)

**SMCL STAFF:** Julie Finklang (JF);

## CALL TO ORDER

Chair Cindy Abbott called the meeting to order.

### **1. Approval of March 13, 2019 Meeting Minutes**

Eric moved to approve March 13, 2019 Meeting Minutes, Caroline seconded. Approved.

### **2. Oral Communications - None**

### **3. Conceptual Design Report and Recommendations**

#### **a. Review Draft Conceptual Design Report and Consider Recommending that the City Council Approve the Report**

- i. Tina - editing committee met twice prior to this draft
- ii. Cindy requested any comments for the report

1. Eric - appreciate the effort and everyone's work and time, especially to Group 4 to work closely with the committee on their work in progress report
  2. Cindy - somewhere at the beginning explaining the next steps and the synopsis
  3. Dawn - we can move the findings to the front of the report, summarizing the report and the next steps
  4. Cindy - bolding certain words and phrases so that it reads punchier
  5. Kathy - starting off with the vision would make the report stronger
  6. Cindy - at the blank page - maybe explaining and summarizing each section
  7. Dawn - after picking up revisions, will send out another draft to the committee for the last round of the review
  8. Caroline - change PFL to PFOL
  9. Sue - agree with moving the vision to the front of the report. Visuals and new renderings, exhibits make the report stronger and make it very easy to understand
  10. Mary - beautiful report. Thank you.
- iii. Group 4 to bind the report - draft in grey strip (for the city council) and Group 4 to print additional copies on yellow strip (final) after city council has approved it after 5/28

**b. Receive Voter Survey Results and Consider Recommending a Citizen Outreach Program to the City Council**

- i. Poll results more positive than the 2016
- ii. Explained different strategies and questions that were asked for the survey
- iii. Initial polling 64% / after discussion 70%
- iv. Leveraging and focusing the basic needs for the additional community outreach - open access 7 days/week ranked the lowest, highest priority - repairs of the facilities
  1. Targeted community outreach campaign needed – See Tina Wehrmeister's memorandum
- v. Kevin - very positive, significant improvements from 2016
- vi. Cindy - question on the language tested
  1. Today, even though they love the current libraries - they haven't been to the full-service libraries and people are not aware of that. Concerned about only focusing on the repairing, we should also focus on the parts that can't be repaired (making the pitch stronger - understanding of what people have been missing out on, explaining the fully explaining full-service library in depth and its library services). Hoping to convey more information than repairing when it comes to the community campaign
- vii. Tina - limited to 70 words for the survey wording. It was very challenging and constrained in terms of wording and conveying the full message.
- viii. Caroline suggested written materials - a newsletter/writing in PFOL
- ix. Eric and Cindy - HMB library could really help us in conveying the message - full service library
- x. Kathy - hard to describe to people without any knowledge of the full-service library, can't imagine beyond what they haven't experienced
- xi. Mary suggested a podcast and public communications

- xii. Sue agreed with Mary, maybe taking a time-lapse of the people using the HMB library throughout the day and really visualize the usage would help
  - xiii. Jerry - YouTube one minute HMB library - how full-service library runs as an example
  - xiv. Andy - very concerned that this will not pass due to prior experiences, even with the high, 2/3 majority - some cases had trouble passing the bond measures.
  - xv. Caroline - very challenging to get 2/3 of the majority, any additional/outside help needed on this?
  - xvi. Julie - really appreciate Andy's reality check piece.
  - xvii. Eric - last time, city council member led the opposition - it was a devastation, we need all full support from the city council but, seeing the opposition led by the crucial member in the community was really devastating. We should prepare to talk to opposition prior to voting, so that at least that has a chance to put them on the neutral side
  - xviii. Cindy - need to target other groups and have them engaged
  - xix. Julie - is it possible to target new residents (since the last bond measure)?
  - xx. Tina - Home For All participants - about 22% moved recently
  - xxi. Sue – use voter registration data
  - xxii. Kathy - a lot of seniors are in favor of this. Maybe having them involved in the campaign - different voices
  - xxiii. Public comments:
    - 1. Ellen – The concerns from seniors from last bond measure was closing the Sanchez library. HMB and Pacifica's side by side comparisons - providing a visual difference. Seniors benefit from libraries.
- c. Recommendation – motion by Kathy and Caroline seconded / recommendation passed.

#### **4. May 28, 2019 City Council Meeting Preparation**

- a. Eric - it is a good idea to have Cindy, Tina and Dawn involved

#### **5. LAC Member Presentation Outreach Report-out**

- a. One coming up - Julie and Cindy Tuesday (5/14), same day as the pop-up library, congregate lunch - history of the project and progress and addressing automation reducing jobs.
- b. August 7 - Eric presenting to Pacifica School District
- c. Group 4 to update the speaker forum presentation with new graphics and updates

#### **6. Committee and Staff Communication**

- a. Home For All community meeting on housing - 5/21 Tuesday at IBL School
  - i. Kevin – City tried a new way of reaching the crowd - have been experimenting with short videos at the Home For All and potentially could be used for the library project
- b. Caroline - June 14-15 Friends of the Library book sale
- c. Sue - beautification of the community
- d. Eric - visited Ojai, Ventura County library - open plus library - Hillroad Library
- e. Cindy - video - more people engagement

- f. Julie - second American installation, very common in Europe

Eric moved to Adjourn; Caroline seconded.

MEETING ADJOURNED

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Cindy Abbott  
Library Advisory Committee Chair

**DRAFT****MINUTES**

June 12, 2019

6:30 P.M.

**CITY OF PACIFICA  
LIBRARY ADVISORY COMMITTEE  
SHARP PARK LIBRARY  
104 HILTON WAY, PACIFICA**

**COMMITTEE PRESENT:**

Cindy Abbott (CA);  
Caroline Barba (CB);  
Anne Evers-Hitz (AH);  
Ryan Kraske (RK);  
Jeannie Mecorney (JM);  
Eric Ruchames (ER);

**CITY COUNCIL LIAISONS  
PRESENT:**

Mary Bier (MB)

**CITY COUNCIL LIAISONS  
ABSENT:**

Sue Beckmeyer (SB)

**COMMITTEE ABSENT:**

Jerry Crow (JC);  
David Leal (DL);  
Andy Lie (AL);  
Kathy Long (KL);  
Kellie Samson (KS);

**CITY STAFF PRESENT:**

Planning Director Tina Wehrmeister (TW);  
Parks, Beaches & Recreation Director Mike Perez (MP);  
Helen Gannon (HG);  
Sarah Coffey (SC)

**SMCL STAFF:**

Rachel McDonnell (RM)

**CALL TO ORDER**

Chair Cindy Abbott called the meeting to order at 6:30PM.

No quorum present, so meeting will be discussion only.

Cindy introduced new LAC member Jeannie Mecorney, who was appointed to fill the vacancy left by Barbara Eikenberry's resignation. LAC members present briefly introduced themselves to Jeannie Mecorney.

**1. Approval of May 8, 2019 Meeting Minutes**

Approval of May 8, 2019 Minutes will be pushed to next meeting due to no quorum present to take action.

## 2. Oral Communications

CB – Friends of the Library Book Sale is this weekend: Friday – Saturday 11:00am – 6:00pm and Sunday 10:00am – 4:00pm. \$3 / bag sale at 3:00pm on Sunday.

## 3. May 28, 2019 City Council Meeting Debrief

CA – presented at the City Council Meeting on May 28 on the library project progress and received approval from Council to move forward. Vote was 4 – 0, with one Councilmember absent.

TW – The Council meeting was on the Tuesday after the holiday weekend. Cindy and Dawn gave excellent presentations. Vote was unanimous to approve the conceptual design for the libraries. Polling firm FM3 gave a presentation to Council similar to the presentation given to the LAC. Council agreed with staff recommendation for more outreach about the library project and re-polling at a later date and for later discussion regarding a potential ballot measure in 2020 – March or November.

CA – Outreach will include talking about the library project – what it is about, confirming 2 locations to include renovations to Sanchez. Polling results were higher than the poll conducted prior to the 2016 ballot measure. Messaging is important.

AL – Shared information about the library project at the last JUHSD board meeting.

MB – There is a line item in the City budget for a potential ballot measure.

CA – concern about the timeframe for outreach (summer).

TW – City had a kick-off meeting with Evette Davis from public relations firm Berg Davis to discuss community outreach. They are putting together a work plan and schedule for outreach, and are sensitive to the timing aspect to not spend too much budget on summer outreach. We want to make sure that March is still an option for a ballot measure consideration for Council. We are reviewing all available communication channels in Pacifica.

AH – When is a decision needed for March ballot measure?

SC – Need a resolution by Council decision sometime around November for a March ballot measure.

ER – When would the poll go out? TW – Don't know yet.

CA – How long will the polling itself take? TW – Polling was quick. Had all responses in about 1.5 weeks.

## 4. Citizen Outreach Program Update

CA – Is outreach planned for 4<sup>th</sup> of July event?

TW – There is not a lot of material prepped yet and we don't have Group4 anymore. Could Library Foundation assist?

CA & CB noted that in past 4<sup>th</sup> of July event was one of the most active outreach times.

CA – willing to staff the booth at 4<sup>th</sup> of July. We can get from the community what questions they have.

Library Advisory Committee Minutes

June 12, 2019

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MB – This would be a good opportunity to share information about the library project. There are still people that don't know much about it.

CA – Can share fabulous images & concepts. The nighttime renderings are a nice addition.

ER – Can put out a request to LAC members to help staff booth in 1 – 2 hour slots.

TW – We may be able to put together a survey. FAQ's need to be updated. We have a printing budget for materials.

CA – We still have business cards for take-away info.

TW – People gravitate toward something to do – plan an activity. CB – Maybe a poster with check-offs? AH agreed – something interactive.

CA – spoke at the Community Center during the Senior Lunch Program, and the questions that they had were still valid.

ER – suggested something to show about what the Council has approved with unanimous support & focus on the project moving forward.

CA – emphasize that popular library programs are not going away, staff is not going away, and there will be additional library hours.

CB – emphasize that no one will lose jobs with the open access model.

CA – highlight library staff's excitement about the concept.

MP – agrees with ER's comment about wanting people to know where we are at in the project. Provide a timeline with brief bulleted milestones noted & a creative way to show the journey.

Prepare an "elevator pitch". Ask questions with a set of answers as options.

CA – highlight positives – extra hours, still providing library services & programs, and an innovative model at Sanchez that other cities can look towards as an example. Mention other cities with a similar model, such as Ventura.

RM – Came back from the Calgary Library recently. They have a system partnered with youth and family programs that is low-staffed, out in the open, no locks. It was fascinating to see. It opened last fall and is fairly new. Excited that Pacifica will be the County library system's try-out for this a new open access model.

ER – asked about selecting vendors / systems for the open-access model.

RM – heard about Biblioteca

TW – polling showed that specifics of the technology itself is not restricting. Extra hours has an impact on public feedback.

RM – we can learn from other libraries' challenges and positives.

MP – At 4<sup>th</sup> of July event, PB&R booth will be giving out tote bags.

Ellen Ron (public) – asked about the Library handing out books at the 4<sup>th</sup> of July event.

RM – There was a book giveaway as part of the County Library's summer program. She can check with Julie about books for 4<sup>th</sup> of July.

TW – Library staff cannot be at the 4<sup>th</sup> of July booth due to the holiday.

Ellen Ron – asked about the hours of the 4<sup>th</sup> of July event.

MP – Event is from 11:00am – 4:00pm

CB & CA volunteered for the booth at 4<sup>th</sup> of July.

TW – can reach out to LAC members for more volunteers.

## **5. LAC Member Presentation Outreach Report-out**

CA – asked if we are continuing with the existing outreach or doing meetings. The presentation has changed with additional progress since past meetings – updated images / models, additional actions accomplished. Modified the presentation given at the Senior Lunch Program; it was a 15-20 minute presentation. They were listening. Heard them ask to promise not to stop the pop-up

libraries. They would like to see more coordination with other departments to offer Parents Night Out, fitness activities, etc. Mentioned Parkeon – paid parking – a parking kiosk app with parking linked to patron's library card to swipe for access to the library parking lot.

ER – asked CA for the updated presentation, as he will be presenting to the school board.

CB – was surprised at how many people were at the Touch-a-Truck event.

MP – thought she was thinking of the Kops & Kids event. PB&R had a booth there.

ER – LAC had a booth there last year.

JM – asked about a list of potential places for outreach.

RK – mentioned Fog Fest.

TW – Fog Fest is good. The people that visit the City booth are locals.

CA – suggested if you know of a venue for outreach to share. We rely on the LAC members to share about events / groups for outreach. We had a list over the past year-and-a-half and prepared a Powerpoint presentation to deliver at community organizations. There are still some presentations / groups to present to.

TW – mentioned major events for outreach activities including 4<sup>th</sup> of July, Fog Fest, Rockaway Tree Lighting.

CA – Farmers Market was good for collecting community input. School events could be good, too.

MB – What about Back-To-School-Night at the schools?

ER – We had a library outreach event at Ingrid B. Lacy School.

Ellen Ron – not sure how effective that was.

MP – Also had a library outreach at the High School Fair.

ER – is interested in what Evette Davis has to say about effective use of events for outreach.

JM – suggested sharing information at the 2 libraries

CA – mentioned that there were information boards placed at the library and we had some outreach previously.

TW – will talk to Anne-Marie about additional outreach at the libraries.

JM – perhaps have some information about it where you are checking out your books. Even if it is information about where to find more on the website.

CB – will promote library project information at the Book Sale.

TW – will check to see if more business cards need to be placed at the library.

ER – make sure library staff has the most current information and updates, too.

CA – placed a business card at each setting at the Senior Lunch, and all were taken.

## **6. Committee and Staff Communication**

MP – will be happy to have the LAC booth at the 4<sup>th</sup> of July event at Frontierland Park.

JM – happy to be here part of the LAC and see things moving forward with the library project. It is important for people to know about what is happening with the project.

MB – Pleased to see a budget line item for a ballot measure.

RM – thanked LAC members and City staff for their time, effort and keeping the project moving forward. County Library staff is here to support this project.

MEETING ADJOURNED

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Cindy Abbott

Library Advisory Committee Chair



# DRAFT

## MINUTES

August 14, 2019

6:30 P.M.

**CITY OF PACIFICA  
LIBRARY ADVISORY COMMITTEE  
SHARP PARK LIBRARY  
104 HILTON WAY, PACIFICA**

**COMMITTEE PRESENT:**

Cindy Abbott (CA);  
Caroline Barba (CB);  
Anne Evers-Hitz (AH);  
David Leal (DL);  
Kathy Long (KL);

**CITY COUNCIL LIAISONS  
PRESENT:**

Mary Bier (MB);  
Sue Beckmeyer (SB)

**COMMITTEE ABSENT:**

Jerry Crow (JC);  
Ryan Kraske (RK);  
Andy Lie (AL);  
Jeannie Mecorney (JM);  
Kellie Samson (KS);

**CITY STAFF PRESENT:**

Planning Director Tina Wehrmeister (TW);  
Helen Gannon (HG);  
Josh Montemayor (JM);  
Sarah Coffey (SC)

**SMCL STAFF:**

Julie Finklang (JF)

**CONSULTANTS:**

Rachel Howard (RH)

**CALL TO ORDER**

Chair Cindy Abbott called the meeting to order at 6:37PM.  
No quorum present, so meeting will be discussion only.

SB noted a correction needed to the draft meeting minutes from May 8, 2019 to change “voter registered data” to “voter registration data” on p.3.

**Order of Agenda** – CA moved that Agenda Item 1 – Approval of Minutes to the end of the Agenda in case of arrival of additional members to make quorum.

**2. Oral Communications** – None.

**3. Citizen Outreach Program**

TW – Introduced Rachel Howard (RH), the City’s consultant with the firm BergDavis, engaged for citizen outreach and communications. This expertise in communications was engaged to reach

“people on the bubble” per the last poll on the library project. Will plan to re-poll in late September / early October.

RH – Photographer took photos at children’s storytime at the library last week. The photos will be used in an effort to educate people in Pacifica about the needs for Pacifica libraries. There will be a new, dedicated project website, and City will engage in activities to drive people to the new website – advertising online, a postcard mailer to residents, handouts at library branches and community events, social media unpaid organic engagement. We will then re-poll.

CA – Is October 28 the last date to make a decision for the March ballot?

TW – Yes. The poll will provide data on which election looks better per likely voter demographics. The Council can use this information to make a decision on when to place a measure on the ballot. Once a measure is on the ballot, the City is restricted with respect to communications and cannot advocate for a measure on the ballot.

RH – It is a compressed time schedule. Next week will launch the website. There will be social media posts a few times per week. Postcards will be in the mail the week of September 9. Polling will be done in late September. It will take 4 – 6 weeks to develop the poll, put it in the field and analyze the data.

CA – It is a very compressed timeframe and we need to move the needle quite a bit. Will this be enough?

RH – It will be about 1 month of outreach.

CA asked what is the last date to place a ballot measure for November 2020? SC will check for that deadline – June & July 2020 will be the deadlines for Council actions for placing a measure on the ballot for November 2020. CA – What if LAC felt uncomfortable with moving forward for a March ballot measure?

TW – Staff was directed by Council to leave March as an option. We can take the feedback from LAC to the City Manager.

MB – Will there be a chance to poll again?

CB – What is the cost of the poll?

TW – The last poll cost approx. \$30,000. We anticipate this next poll to cost a little less, likely around \$25,000, but we have not seen the Statement of Work yet. We will need to double-check Planning funds to see if we can do 2 polls or to see if the campaign can fund a poll.

KL – If it doesn’t move enough to recommend to a March ballot measure, will there be funding to continue outreach?

DL – If the poll shows it doesn’t move the needle enough (to support a measure), Council could still choose to go with a March ballot measure.

KL – asked if it restricts what you can do as far as outreach once it is on the ballot.

TW – Yes, it would restrict the outreach, too.

CA – Once approved to place on the ballot, the City steps back and a campaign would take over the outreach.

TW – The City cannot engage in advocacy for the measure; it can only provide factual information.

JF – A committee can form simultaneously with outreach.

SB – Will there be consideration of what else may be on the March or November ballots?

RH – We will look into that. Should we look at statewide?

Library Advisory Committee Minutes

August 14, 2019

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SB – There is a regional transportation measure planned

CB – For March?

SB – Yes. Then for the November election, the split roll Prop 13 measure.

RH – provided a handout showing a draft of the website landing page titled, “Better Libraries of Pacifica,” for review. The messaging on the webpage was influenced by the poll results, what seemed to resonate with most people. The top influential messages were that the libraries need to be repaired, how they compare to other libraries in the county, and services to seniors and children.

CA asked if she was looking for feedback from LAC tonight.

TW – Yes.

AH – It looks like strong messaging, making strong points. The website looks professional.

JF – What is the webpage?

RH – It is “PacificaLibraryProject.com”

CA suggested adding a visual of Sanchez Library to the cover page.

RH – It will be a scrolling image. We can add Sanchez to the images, but we don’t have a rendering of Sanchez showing how it will change.

TW – The outside of Sanchez won’t change.

RH – What about the floor plan? Are there images from Group 4 that show a more visually pleasing interior of Sanchez?

CA – On the webpage, people should see Sanchez right away. Showing the existing building is fine.

SB – Could the images be split to show both Sharp Park and Sanchez?

RH – We could alter the text at the top to read, “Explore Sharp Park and Sanchez.”

JF – suggested “Two Better Libraries for Pacifica”. In the last ballot measure, there was concern about there being only one library for Pacifica.

KL – concerned about adding a picture of Sanchez below making the page look more crowded and then Sanchez doesn’t seem to get equal focus.

AH – likes the clean look of the webpage, but agrees that Sanchez should be moved to a more top-of-the line position.

TW suggested the text in the first header underneath mention, “transform both of its libraries...”

JF – suggested an expansion of the focus on ADA accessibility for the Sharp Park Library.

CA – noted that accessibility is not just a concern for ADA, but also for access for strollers, too.

CB – liked the emphasis on, “Both buildings will become unusable.”

DL – The libraries are also not keeping up with economic needs. We ARE looking for state-of-the-art. We are used to having state-of-the-art at work and at home. We need to engage that demographic. Unusable implies non-functional to the growing needs of a world economy.

RH – mentioned that technology was not one of the top needs that resonated with people based on the poll feedback. That is why this messaging was not on the landing page of the website.

CA – functionality is a broader word, which relates not just to technology, but to space, also.

SB – To DL’s point, we could use targeted messaging in social media / ads to different audiences.

KL – People in the tech fields say of course we need better technology, but other people may think it is just fine. They may feel, I use it and I don’t want to spend more money for more. In emphasizing a state-of-the-art library, some people will say that we just don’t need that.

DL – Is the website mobile-friendly? What information is below the fold? He likes the idea of a combined Sharp Park and Sanchez image at the top. Suggested that the Pacifica Library, Library Foundation and Friends of the Library websites should have the link to the new website, too.

TW – agreed that all the library sites need to have consistent messaging. It is better to have no information and just have a link to the library project website than to have inconsistent or outdated information. We should wipe the City website of the old content, and work with the library partners to do the same. The new webpage will have its own URL and the design is consistent with the City website and uses a similar color scheme.

Library Advisory Committee Minutes

August 14, 2019

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JF – asked if there will still be access to some of the old reports from the library project, as they still access those reports.

TW – we can archive those reports so they can still be accessed.

RH – The Project Page of the website will provide a high level overview of what the projects entail for both Sharp Park and Sanchez.

JF – suggested the subheading for the top read, “Pacifica needs 2 libraries.”

RH – We will emphasize that there are 2 projects going on.

SB – suggested, “Pacifica Wants 2 Libraries” instead of “needs”.

TW – that would reflect what the majority of the voters said.

RH – will collect any notes on the handouts at the end of the meeting to review and incorporate feedback from the comments on those notes.

CB – Since there are 2 libraries, the blue buttons should say, “Explore the Projects” and “The Projects”.

CA – asked about using bullet points instead of sentences to summarize / emphasize points. MB agreed.

CA – asked about the video should an “open access” model. Will it link to the Ventura video?

TW – we wanted to be sensitive to potential vendors, and not show a specific system. Will need to check SMCL purchase policy.

JF – would assume we need to go through an RFP process

TW – The Ventura library used Bibliotech. We can try to find a neutral source.

CA – In the text for the Sharp Park Library, the word “prudent” is not very striking. Could we use a different term, such as “cost-effective”, “logical”, “efficient”?

KL – likes “cost effective”.

TW – suggested “cost effective and efficient”

CA – liked “beneficial”

KL – It says that our libraries are the oldest in the County. Are they also the smallest?

JF – They may not be the smallest per capita.

CA invited public comments.

Ellen Ron – suggested adding another line such as every other library in our system is newer. Does East Palo Alto have a new library yet?

JF – No. JF mentioned the County building.

Ellen – Every other city has a new library.

JF – Yes, or they are in the process of planning one.

Ellen – Are these the specific pictures the ones that are planned to use for the outreach / website materials? There is one where the gentleman is not at a library – it is the Community Center for the pop-up library.

RH – The seniors story hour was cancelled, so the photographer was sent to the pop-up library at the Community Center. We have photos of seniors holding up books.

RH – mentioned the FAQ page on the website, and will apply the suggested edits to those, also.

CA – asked if the FAQ’s are available to be downloaded.

RH – Yes, they are on an 8 ½ x 11 sheet, also.

RH – handed out a mock-up of the 5 x 7 postcard / mailer that will have a more condensed form of information similar to the website.

AH – Likes that it says Sharp Park and Sanchez.

CA – suggested “rebuild and transform” instead of “repair”

CB – likes “transform”

RH – agrees personally, but the #1 most persuasive argument per the polling was focused on the need to repair. Suggested using, “A Vision to Transform & Repair”.

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TW – suggested using a group picture featuring children at the library instead of a photo that features one child prominently – as sensitivity to parents that may not wish to see their child featured on outreach materials / postcard / mailer.

JF – mentioned that libraries are considered a public space. The librarians / photographer announced what they were doing at the storytime, and the caregivers were all enthusiastic.

MB – agreed with TW.

RH – can reach out to the parents of the child for the selected photo before using it

CA – mentioned that the card is intended to drive people to the website.

RH – The website was built in WordPress. They have good built-in analytics and can track advertising analytics.

SB – referred to the wording “locations” in the text of the postcard and suggested just using the term “libraries”.

Ellen – suggested mention of “all Pacificans” in addition to children, seniors, etc.

RH – that was also driven by the polling, but if we can add in a few additional words that would be good – maybe state it as “all Pacificans, including children, teens, ...”

Ellen – asked about other websites, such as the Library Foundation website. They still have information up from the last go-around. Should we close it?

TW – It would be better to close it than to have inconsistent information or have a landing page that links to the new website.

JF – suggested replacing with a simple page that redirects to the new website.

SB – mentioned that Kim did the Library Foundation website.

RH – Kim is the designer from BergDavis. Will get in touch with her.

TW – will use Constant Contact to collect emails for a email distribution list

CB – will put the new website in the Pacifica Friends of the Library newsletter and email

RH – there will also be online ads

AH – will that include NextDoor, social media?

RH – we got a quote through Hearst advertising with the parameters

DL – asked if certain parts of the City are targeted more than others.

RH – it is targeting residents in Pacifica. We can target areas with swing voters if we know of those areas.

CA – asked if there are more images. Didn't see one showing Sanchez.

RH – did not include one of Sanchez from the outside, only 1 rendering was used. People are more likely to interact with an image with a person / face on it. We may do something similar with the front of the postcard.

CA – Seniors are not looking for images with kids. Seniors wanted to keep Sanchez. For them, seeing no change to Sanchez is good in this case.

DL – Can we go more granular and target the Sanchez area with mailers that show the Sanchez image?

RH – We have great senior photos.

KL – Yes, we need some other audience photos, not just kids.

CA – agreed that would add variety

TW – discussed presence at upcoming community events. At Fog Fest, the City will have a booth. Information about the library will be front-and-center. We probably won't have room for LAC members to help staff the City booth.

JF – The Library table will be at the Fun Fest. Have had the Lookmobile on Palmetto in the past.

TW – asked about giving materials to JF for the table at the Fun Fest.

JF – mentioned that the Fun Fest usually has a higher percentage of locals.

TW – mentioned that the City booth does, too. Asked about any other upcoming community events.

CA – suggested an announcement in the City newsletter about the launch of the website

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CB – asked about the date of the launch to put it on the Friends website.  
 AH – asked about how many subscribers to the City newsletter (Connect With Pacifica)  
 TW – over 3,000. Asked about any other groups where we can be supportive.  
 MB – mentioned that her organization Pacifica Prevention Partnership constantly tables at events.  
 KL – Book club meeting in early September.  
 TW – mentioned a social media toolkit  
 RH – has 10 posts that can be distributed to everyone on LAC to share in their social media circles.  
 JF – What about the Coastal Cleanup day?  
 DL – mentioned the Butt Blitz Pacifica Beach Coalition event  
 Ellen – suggested setting up tables outside of Safeway locations with information  
 CA – mentioned Farmers Market  
 TW – will connect with Safeway  
 CA – Bike & Pedestrian Committee were going to go to Safeway. It was successful at the Manor Safeway. Talk to Ryan in Engineering.  
 RH – asked about community bulletin boards  
 CA – can have information at the Art Center by the credit union  
 TW – mentioned Josh Montemayor was instrumental in the Home For All outreach, and asked about Starbucks  
 JM – Starbucks was not so much of a draw for people. Social media was the biggest success. E-newsletter, videos were very effective.  
 DL – what about an electronic chat board – a mobile one  
 JF – suggested banners on pedestrian walkways / overpass  
 TW – asked about cost for banners  
 CB – John the Sign Guy can do some. The 5 ft one was relatively cheap - \$80.  
 KL – The banner for the chili cook off was under \$100  
 SB – it may be hard to put a URL on a banner and tie it in graphically. SB mentioned the Kimco Halloween event in Linda Mar Shopping Center 4 – 6pm  
 DL – asked if that would be too late  
 CA – asked if staff could send the social media toolkit by email to LAC members  
 Ellen – The Pacifica Democrats are having Jackie Speier at the next meeting, and asked if we could have information there.  
 SB – reach out to Susan Getchell Wallace for the Democrats  
 CB – It is on Aug. 24  
 DL – Police Department Open House is Sept 7.  
 MB – High School Fair  
 SB – suggested something at Frontierland  
 CA – maybe a banner only  
 AH – can we place brochures in a plastic box?

**4. LAC Member Presentation Outreach Report-out** -- Nothing to report

**5. Committee and Staff Communication**

CB – mentioned having a great time at the End of Summer Reading Party at Sanchez Library.

**1. Approval of May 8, 2019 and June 12, 2019 Meeting Minutes**

Approval of Minutes will be pushed to next meeting due to no quorum present to take action.

KL moved to adjourn the meeting, seconded by CB.

MEETING ADJOURNED 8:13pm

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Cindy Abbott  
Library Advisory Committee Chair



# DRAFT

## MINUTES

October 9, 2019

6:30 P.M.

**CITY OF PACIFICA  
LIBRARY ADVISORY COMMITTEE  
SHARP PARK LIBRARY  
104 HILTON WAY, PACIFICA**

**COMMITTEE PRESENT:** Cindy Abbott (CA);  
Caroline Barba (CB);  
Jerry Crow (JC);  
Kai Doggett (KD);  
Jean Mecorney (JM);  
Ellen Ron (ER)

**CITY COUNCIL LIAISONS  
PRESENT:** Sue Beckmeyer (SB)

**CITY COUNCIL LIAISONS  
ABSENT:** Mary Bier (MB)

**COMMITTEE ABSENT:** Anne Evers-Hitz (AH);  
David Leal (DL);  
Kathy Long (KL);  
Ryan Kraske (RK);  
Andy Lie (AL);

**CITY STAFF PRESENT:** Planning Director Tina Wehrmeister (TW);  
Helen Gannon (HG);  
Josh Montemayor (JM)

**SMCL STAFF:** Julie Finklang (JF)  
Carine Risley (CR)

**CONSULTANTS:** Rachel Howard (RH)

### **CALL TO ORDER**

Chair Cindy Abbott called the meeting to order at 6:30PM.  
No quorum present, so meeting will be discussion only.

**1. Approval of May 8, 2019, June 12, 2019, and August 14, 2019 Meeting Minutes**

CA continued the item for approval of minutes to the next meeting, as no quorum is present.

**2. Oral Communications – None.**

**3. Citizen Outreach Program**

**a. Report Out on Progress and Analytics**

Tina Wehrmeister provided an update on citizen outreach for the newer Library Advisory Committee members. She stated that we are now in the outreach phase of the entire project to inform the public of the new project description, and after this phase we will be going to polling and eventually voting for funding.

Rachel Howard provided a PowerPoint presentation on the citizen outreach efforts.

What we've done:

- Library Project specific website
- Heart media advertising (paid)
- Social media advertising (paid)

Cindy asked what the Hearst advertising was about. Rachel responded that it was casted widely throughout the web to target people anywhere they went on the web. These were advertising campaigns to drive people to the website.

Rachel continued with the following updates. Mailers went out to mailboxes week of September 14. Outreach timeline and results was shared. Project webpage analytics were shared: There was a spike when Heart advertising went out, at which point most traffic was driven to the website. Another spike occurred around September 16 when mailer hit mailboxes. There were smaller spikes in October. Numbers to-date were shared.

Kai brought up a point that the library usage numbers are not as high as the website analytic numbers. She asked "what's the target?" because these are small numbers.

Rachel responded that we are testing targeting specific people. Rachel said we don't have a target goal.

**b. Receive Feedback on Messaging and Outreach Opportunities**

Rachel provided next steps recommendations for re-launching advertising campaigns and paid Facebook advertising.

Jean asked why we don't have a banner at the libraries with the website address directing traffic to the website. Tina responded that we will explore the cost. Committee was supportive of Jean's suggestion.

Tina explains next steps in public outreach: a poll will be conducted within the next two weeks. Consultant will tabulate the responses. At this point, this is a tracking poll in determining if we are on the right track with outreach and education. This will be a 10 minute poll vs. a 20 minute poll where we are not asking people right now to put the bond on ballot. Tentatively reporting back to Council on October 28 or November 12.

Cindy asked what the potential election date is. Tina affirmed we are considering November 2020 and potentially into 2021.

Tina asked the committee members to share with staff if they hear anything locally that may affect the project and that staff needs to address.

**c. Receive Feedback on Additions to FAQs**

Committee reviews the supplementary FAQs and Tina asks committee to let staff know if there is anything that we should address that might be confusing, questions out there, etc. Asking for collective eyes and ears.

Jean's suggestions/comments for the website. She loves the FAQs additions and to have that on the website. She wants to know if we can put event announcements such as "We will be out at Family Fest" and to also have a list of places where we've appeared such as listing out Fog Fest, etc.

Kai said the more content you post, the more people will be attracted to it. Keep people excited by keeping things fresh and offering new content.

Jean heard on Nextdoor that fixing the roads are more important. Tina said we address that under the umbrella of priorities on the first question of the draft FAQ additions.

Sue says we need to put out the message that things are happening and reiterate.

Jean said on the website, make the numbers more clearly like how many books were checked out (in a week, month, year?) Jean said also list out the potential programs such as the people who are using the community room.

Julie says that there are two distinct groups that use the community rooms: the library themselves, and then the community (non-profit).

Jean says we need to highlight features like work rooms that and study rooms this library will have.

Kai says draft up a blog, post it on a social media platform so that it gives a reason to drive people to the website. So it is important to link useful content. LAC members agree to want to write up blog posts.

Jean says she is happy to post a blog from time-to-time. Sue thinks that a sub-committee is starting to form. Cindy says we don't need a sub-committee. LAC will use the social media toolkit. Rachel to provide that toolkit soon.

Tina commented further on the FAQs—we will supplement the existing FAQs that we have with the additions that we showed tonight

Comments:

- Bullet points would be great
- Keep the FAQ clean and simple
- Make it more reader friendly
- Get the points quickly and simply and uncluttered
- Don't burry the points in the words
- Make it concise and tighten it
- Find opportunities to hyperlink
- Other hot topics: roads, seawall, homeless
- Make it very clear that the open-access model is very successful – state the facts of what's happening at the other cities that are using open-access

Public comments on the FAQs:

- FAQ needs to address parking
- FAQ needs short and to the point about timing
- Address managed retreat
  - o Will a project like this be green lighted?
  - o Address the regulatory and feasibility from Coastal Commission
  - o Can a project like this be approved by the Coastal Commission?
  - o The question is about approval and insurance
- Talking anything about money at this point is dangerous – it is a mistake to say any numbers because we really don't know; be more vague

Tina says it is helpful for the LAC to identify upcoming community events that staff can give fliers to:

- Boofest – October 26
- Kia will look and give more
- Spark Poetry Slam
- Spookathon??
- Book sale coming up on the 19<sup>th</sup>
- Parent resource night on the 16<sup>th</sup>

**d. City Council Update**

Tina will send out when we will go to council for an update

**4. LAC Member Presentation Outreach Report-out** -- Nothing to report

**5. Committee and Staff Communication** -- Nothing to report

MEETING ADJOURNED 7:55 p.m.

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Cindy Abbott  
Library Advisory Committee Chair