



**CITY OF PACIFICA
LIBRARY ADVISORY COMMITTEE**

**October 9, 2019
6:30 – 8:00 P.M.**

**Sharp Park Library
104 Hilton Way**

Call to Order

- 1. Approval of May 8, 2019, June 12, 2019, and August 14, 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. Citizen Outreach Program**
 - a. Report Out on Progress and Analytics**
 - b. Receive Feedback on Messaging and Outreach Opportunities**
 - c. Receive Feedback on Additions to FAQs**
 - d. City Council Update**
- 4. LAC Member Presentation Outreach Report-out**
- 5. 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

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 4th 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 4th of July event was one of the most active outreach times.

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

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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 4th of July event, PB&R booth will be giving out tote bags.

Ellen Ron (public) – asked about the Library handing out books at the 4th 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 4th of July.

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

Ellen Ron – asked about the hours of the 4th of July event.

MP – Event is from 11:00am – 4:00pm

CB & CA volunteered for the booth at 4th 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

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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 4th 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 4th 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

Cindy Abbott

Library Advisory Committee Chair