



**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?

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.

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”.

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

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