



CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE AGENDA

Wednesday, February 14, 2024

6:00 PM

Sharp Park Library, 104 Hilton Way, Pacifica

CALL TO ORDER:

Roll Call:

- a. **Members:** Cindy Abbott, Erin Deis, Anne Hitz, Jennifer Hlavin, Kathy Long, Annabelle Phillips, Dave Sikula, Maya Sinapuelas, Tina Wehrmeister
- b. **Ex-Officio Members (non-voting):** Julia Hall (Pacifica School District), Beth Ramos (Pacifica Families Club), Pacifica Friends of the Library, Jefferson Union High School District, Seniors In Action
- c. **City Council Liaisons:** Mayor pro Tem Sue Beckmeyer
- d. **Staff Liaison:** Sarah Coffey
- e. **Library and Consulting Staff:** Nate Galvan (BergDavis), Julie Smith, Rachel McDonnell

1. ADMINISTRATIVE BUSINESS:

- a. Approval of Minutes from January 10, 2024 meeting (Attachment A)
- b. Introduction of Ex-Officio Member from Pacifica Families Club – Beth Ramos

2. PROJECT UPDATES AND INFORMATION:

- a. Sanchez Library Outpost – Construction Update
- b. Social Media Plan / Content – Drafts and Platforms for promoting Pacifica libraries

3. Sub-Committee Assignments (Attachment B)

- a. Review and Finalize Interest / Assignments for LAC Subcommittees
 - i. Collateral Development
 - ii. Social Media
 - iii. Library Tours / Community Outreach

4. Community Group Outreach List (Attachment C)

- a. Input on Community Groups for Potential Outreach / Presentations of Libraries Project Information & Assigning Members to facilitate contact

5. COMMITTEE AND STAFF COMMUNICATIONS

6. PUBLIC COMMENT ON ITEMS NOT ON POSTED AGENDA:

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.

7. POTENTIAL FUTURE AGENDA TOPICS

The Committee will discuss and determine potential future agenda items

- a. Social Media Plan and Toolkit
- b. Pacifica Library Project Website Updates
- c. Planning, Outreach and Information for Sanchez Outpost Ribbon Cutting
- d. Outreach to Community Groups with Library Project Information
- e. Requests for other topics

8. NEXT SCHEDULED MEETING DATE – Wednesday, March 13, 2024

Committee members to advise of any anticipated absences for next meeting.

ADJOURN

NOTICE: The City of Pacifica will provide assistance for disabled citizens upon at least 24 hours advance notice to the City Manager's Office (650) 738-7300, or send request via email to: scoffey@pacificagov if you need sign language assistance or written material printed in a larger font or taped, advance notice is necessary. All meeting rooms are accessible to the disabled.



ATTACHMENT A



CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

Wednesday, January 10, 2024

6:00 PM

Sharp Park Library, 104 Hilton Way, Pacifica

CALL TO ORDER at 6:03 pm by Clerk Coffey.

Roll Call:

- a. **Members Present:** Cindy Abbott, Erin Deis, Anne Hitz, Kathy Long, Maya Sinapuelas, Tina Wehrmeister
- b. **Members Absent:** Jennifer Hlavin, Annabelle Phillips, Dave Sikula, Julia Hall (ex-officio)
- c. **Ex-Officio Members (non-voting):** none present
- d. **City Council Liaison:** Mayor pro Tem Sue Beckmeyer
- e. **Staff Present:** Kevin Woodhouse (City Manager), Sarah Coffey (City Clerk)
- f. **Library and Consulting Staff Present:** Rachel McDonnell (SMCL), Julie Smith (Pacifica Libraries Manager), Nate Galvan (BergDavis), Evette Davis (BergDavis)

1. ADMINISTRATIVE BUSINESS:

- a. **Approval of Minutes from December 20, 2023 meeting**
Motion to approve Minutes: Kathy Long; 2nd: Tina Wehrmeister; Vote: 6-0 (unanimous)
- b. **Selection of Chair and Vice-Chair of the Committee for 2024**
Cindy Abbott nominated Tina Wehrmeister for position of Chair; Kathy Long and Anne Hitz voiced support.
Motion to appoint Tina Wehrmeister as Chair: Cindy Abbott; 2nd: Kathy Long; Vote: 6-0 (unanimous). Wehrmeister appointed as Chair.

Kathy Long expressed interest in the position of Vice-Chair.
Motion to appoint Kathy Long as Vice-Chair: Tina Wehrmeister; 2nd: Erin Deis; Vote: 6-0 (unanimous). Long appointed as Vice-Chair.
- c. **Selection of Secretary for the Committee for 2024**
Maya Sinapuelas expressed interest in the position of Secretary.
Motion to appoint Maya Sinapuelas as Secretary: Kathy Long; 2nd: Erin Deis; Vote: 6-0 (unanimous). Sinapuelas appointed as Secretary.

2. PROJECT UPDATES AND INFORMATION:

a. New Pacifica Library Project

- i. Public Information and Outreach Materials Regarding future Libraries Project
 1. Review of FAQ's and Other Existing Materials for Updates
 2. Suggestions for Additional Materials / Content

Committee members reviewed and discussed the PacificaLibraryProject.com website content. Suggestions were made for the following:

- Clarify the distinction between the Outpost and the Open-Access model.
- Need for a tagline, something fresh and to convey an urgency / call-to-action.
- Emphasize the importance and relevance of libraries & their benefits to the community – add perspectives from the benefits libraries provided during the pandemic and post-pandemic, items and services provided to the public in addition to book lending.
- Update “By the Numbers” information
- Updated photos from Pacifica libraries showing activities and patrons enjoying library services / activities.
- Emphasis on photos and infographics. FAQ is too “wordy” – find a different way to convey the information through photos, numbers and visuals / infographics.
- Incorporate video content.
- Compare to other communities with updated libraries (e.g. Brisbane, Atherton, HMB) showing Pacifica as the outlier and it is time for Pacifica to have updated library facilities.
- Get video testimonials from youth & seniors & a wide range of patrons to hear directly from the voices of library patrons. Maya Sinapuelas suggested short, TikTok style video format that people are familiar with. Cindy Abbott mentioned an NPR article today that featured a librarian in Solano County that has hundreds of thousands of followers on TikTok. City Manager Woodhouse suggested that a video and social media task could be assigned for an idea for a potential ad-hoc subcommittee to work on.

Evette Davis (BergDavis) requested pictures of the Sanchez Outpost progress and to explain what is happening during the progress. She suggested the need for a banner on the fence to show that the library is open during construction.

Committee members reviewed and discussed the existing project FAQs. Suggestions were made, including:

- Update the cost (currently shows \$54M estimate from 2019). City Manager Woodhouse stated that the current preliminary cost estimate from Group4 Architects that was submitted for the State Libraries Grant application was \$60M.
- Address concerns about Sharp Park location and Sea Level Rise
- Address perspective from some people who feel that libraries are no longer needed
 - Emphasize the function of libraries as a community gathering space



- Incorporate the “by the numbers” information into an opening statement to show how many people use the libraries
- City Manager Woodhouse mentioned adding a link to the video that SMCL created with their annual report showing data on library usage, how the importance of the libraries has grown and the various programs provided.
- Evette Davis (BergDavis) shared that SF libraries showed a significant increase in patronage at the new libraries. Kathy Long suggested referencing American Library Association statistics.
- Maya Sinapuelas shared her perspective on the current lack of teens and dedicated teen space and limited collections for teens at the Pacifica libraries. Julie Smith (Pacifica Library Manager) stated that there is not enough space at the current facilities to house a more diverse collection. Kathy Long remembered that the feedback from prior community outreach showed that interest in teen spaces was a very high priority. She mentioned looking into statistics for teen usage of the Half Moon Bay library to show teens’ interest / use. Julie Smith mentioned that Pacifica libraries are inundated with middle schoolers every day after school.
- Evette Davis brought up the expense of books. Including information on how much money a family could save by using the library for books and other services / lending materials the library offers for free. There may be an American Library Association statistic that can be referenced. Mayor pro Tem Beckmeyer mentioned some examples of other materials / services available at Pacifica libraries: 3D printers, bike check outs, Park passes, streaming services such as Hoopla, etc.
- Cost impact to property taxes for a revenue measure
 - City Manager Woodhouse stated that information will be available in the future after Council is presented information about feasibility of ballot measures.
 - Evette Davis suggested that the message about cost impact should include the fact that there is a need to invest in buildings that will serve several generations.

b. Sanchez Library Outpost

- i. Construction Timeline and Update
- ii. Community Engagement & Outreach
- iii. Ribbon Cutting Planning –target date?

Pacifica Libraries Manager Julie Smith refreshed the committee on the construction progress for the Sanchez Library Outpost, and stated that it will hopefully be open in early spring. She stated that they will be pouring the concrete soon, which will require a few days of closure of the Sanchez Library. Rachel McDonnell added that while March is the expected date for opening, weather affects construction.

City Manager Woodhouse asked about a ribbon cutting date. Rachel McDonnell stated that once they have enough information they will report back. City Manager Woodhouse



says that a month's notice would be nice, and we should pick a date slightly further than the expected finish date. This would allow for flexibility in case construction does not finish, and we could advertise the day.

Evette Davis mentioned that we should spread the word about the Outpost. Since the public is able to see the library is being worked on, but will not necessarily know where to go to find information about it, we should advertise what is going on. She stated that BergDavis will help with creating an editorial calendar and getting social media work plan to document the progress of the Outpost and connect it with the City's vision.

A committee member asked if the name "The Outpost" is final. City Manager Woodhouse stated that it is the official name.

Nate Galvan asked how the kiosk will work. Julie Smith explained that it will be like a vending machine, where holds or e-books could be kept to be checked out at any hour.

City Manager Woodhouse mentions the need for a vote to fund construction for the libraries. Staff will bring information to City Council to determine the timeline for a potential November 2024 or November 2026 bond measure, which will determine if we are on either a short or long timeline.

Cindy Abbott asks if we are advertising the libraries so that people will be aware and excited for it. City Manager Woodhouse responded that the purpose is to reinvigorate excitement about the libraries. City Manager Woodhouse suggested that tours of other libraries in San Mateo County might be useful.

Evette mentioned that we need to get people that support the library project, and to keep increasing that number. We need the public to be aware that we are making progress and are taking action and the City is working on this goal with clear vision and responsiveness. Based on the timeline for placing a measure on the ballot for November, Evette suggested strategically planning social media outreach from February through July.

c. Committee Input on Ideas for Potential Sub-Committees

Tina Wehrmeister asked how many people can be on a sub-committee. City Clerk Coffey stated that less than five is ok. Cindy Abbott suggested a sub-committee dedicated to campaign outreach. This would include tours, to show why we need libraries.

City Manager Woodhouse asked who would like to be on each of the different sub-committees: Tours of Libraries, Collateral Development (messaging, written materials, FAQs, consistency and branding), and Social Media.

The following members volunteer for a sub-committee volunteer for Tours: Cindy Abbott and Kathy Long.



The following members volunteer for a sub-committee volunteer for Collateral development: Erin Deis, Anne Hitz.

The following members volunteer for a sub-committee volunteer for Social Media: Erin Deis, Maya Sinapuelas.

Cindy Abbott suggested brainstorming for a tagline for collateral and social media outreach. City Manager Woodhouse stated that outreach to community groups such as the Pacifica Democrats had been done in prior outreach efforts. Anne Hitz mentioned developing a list of groups which members could provide information / presentations to those groups. Cindy Abbott agreed, mentioning the previous speakers bureau that included presentations to the Pacifica Democrats, Rotary, AAUW, Pedro Point Community Association. Evette Davis suggested including outreach to student governments and engaging the Chamber of Commerce with messaging on how libraries are important to local businesses. Mayor pro Tem Beckmeyer suggested other partners for outreach to businesses – The Peninsula and San Mateo County / Santa Clara Visitors Bureau.

Cindy Abbott also agreed that tours of libraries was a good idea.

City Clerk Sarah Coffey stated that sub-committees could work together offline, then bring updates to the monthly meetings or email updates directly to her.

3. COMMITTEE AND STAFF COMMUNICATIONS – None.

4. PUBLIC COMMENT ON ITEMS NOT ON POSTED AGENDA – None.

5. POTENTIAL FUTURE AGENDA TOPICS

The Committee will discuss and determine potential future agenda items

- a. Planning, Outreach and Information for Sanchez Outpost Ribbon Cutting
- b. Outreach to Community Groups with Library Project Information
- c. Requests for other topics

6. NEXT SCHEDULED MEETING DATE – Wednesday, February 14, 2024

Committee members to advise of any anticipated absences for next meeting – None.

ADJOURN - Chair Tina Wehrmeister adjourned the meeting at 7:30 pm.



ATTACHMENT B

Library Advisory Committee – Subcommittees

Subcommittee: Collateral Development

Erin Deis
Anne Hitz

Subcommittee: Social Media Content

Erin Deis
Maya Sinapuelas

Subcommittee: Library Tours / Community Outreach

Cindy Abbott
Kathy Long

