



CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE AGENDA

Wednesday, May 8, 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, Kevin Woodhouse
- e. **Library and Consulting Staff:** Nate Galvan (BergDavis), Julie Smith, Rachel McDonnell

1. ADMINISTRATIVE BUSINESS:

- a. Approval of Minutes from April 10, 2024 meeting (Attachment 1)

2. PROJECT UPDATES AND INFORMATION:

- a. Sanchez Library Outpost – Construction Update (Informational)
- b. Overview of 2011 Pacifica Libraries Facilities Needs Assessment and Pacifica Libraries Modernization Project Background (Informational)
- c. Outreach and Messaging Strategic Plan (BergDavis)
 - i. Key Messages and FAQs draft review and feedback
 - ii. Outreach Timeline
- d. Upcoming Events – Pacifica Pride June 1, Sanchez Outpost Ribbon Cutting

3. Sub-Committee Updates

- a. Collateral Development Subcommittee Updates
- b. Social Media Subcommittee Updates
- c. Community Outreach Subcommittee Updates

4. COMMITTEE AND STAFF COMMUNICATIONS

5. 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.

6. 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. Requests for other topics

7. NEXT SCHEDULED MEETING DATE – Wednesday, June 12, 2024

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

Anticipated Absences: _____

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@pacifica.gov 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.





CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

Wednesday, April 10, 2024

6:00 PM

Sharp Park Library, 104 Hilton Way, Pacifica

CALL TO ORDER:

Roll Call:

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

1. ADMINISTRATIVE BUSINESS:

- a. **Approval of Minutes from March 13, 2024 meeting (to be provided separately)**
Motion to approve Minutes: Cindy Abbott; 2nd: Anne Hitz; Vote 6-0 (unanimous; 3 absent)

2. PROJECT UPDATES AND INFORMATION:

- a. Sanchez Library Outpost – Construction Update (Informational)

Julie Smith informed the committee that the concrete pour will take place soon, and electrical will be set up as well. The library will be not be closed without there being a week's advance notice.

- b. Collateral Development and Photo Gathering for Use in Outreach and Messaging
 - i. Highlighting conditions and needs of current facilities
 - ii. Compare / contrast photos with other libraries in SMCL
 - iii. Gathering questions / feedback from the community for FAQ updates

BergDavis is requesting photos and videos regarding the construction on the outpost. Sarah Coffey informed the committee that BergDavis is working on an overall outreach plan with focusing on needs for the library facilities. The committee is tasked with finding photos of areas in the library that need improvement: anywhere that is cramped/hard to access, or places that need general maintenance. Messaging needs to be developed to give to the community that would draw concern, particularly regarding more space or adequate facilities.

Cindy Abbott asked if it would make sense to have a professional come in to take photos, or if the committee themselves should do it. Sarah replied that perhaps it could be done similar to

the photos taken in 2011. Tina Wehrmeister had spoken to the Group 4 consultant, and she may have photos of these issues. Cindy added that it would not be hard to find the issues in the library, and a professional might be able to highlight the issues. She suggested starting from the outside and capturing photos showing access from Palmetto, ADA space, etc. Cindy suggested a team of library staff, LAC Collateral Subcommittee members, Public Works staff to accompany the photographer. Tina suggested also including someone from the Building Department as well as the City's ADA Coordinator. Tina asked if anyone from the building department would have a list of all the deficiencies. Sarah pointed out that BergDavis has a photographer, so the Collateral Development subcommittee could work with them. There is a need to highlight to the community that rebuilding the library would be more cost effective than remodeling.

Tina Wehrmeister reminded the group that if the library is going to be rebuilt, its historical significance has to be reviewed due to its age. This may cause issues.

Sarah brought up looking at feedback from the community in order to improve the FAQ. It would be good to address concerns such as security, the Sanchez Outpost, and sea level rise. Julie Smith mentioned feedback from the Sanchez Outpost construction, referring to a complaint from a person regarding the hours at Sanchez Library and asking whether the Outpost will result in Sanchez Library closing or changing hours. Julie provided an explanation of the hours allotted under the Joint Powers Agreement (JPA) which allocates a certain number of operational hours for each member city. Pacifica is the exception and is allotted more hours (increased from 61 hours to 77 hours) due to having two libraries instead of one. As a result, Sanchez Library is open 3 days per week with the supplemented hours and Sharp Park Library receives the same full service hours that are allotted to other cities under the JPA as each city needs one main library.

Cindy Abbott said that it would be good to have an overview of all the work the committee has done previously and see what can be used from the previous information gathered. She also asked for a timeline for outreach. Tina Wehrmeister mentioned concern with a long-term planning to find the right cadence of outreach to build excitement and avoid a fatigue of seeing too much of the same information. Anne Hitz agreed that we need a master plan for outreach, with Tina adding that it should incorporate tours and community events. Anne suggested a booth at Fog Fest; Julia Hall suggested the Pride event. Julie Smith added that SMCL will be participating in the Pride event on June 1..

Tina Wehrmeister pointed out that there are already people critical of the libraries. Julia Hall suggested doing outreach through the schools. Annabelle mentioned that she could talk at the high schools in order to gain attention from teens. Julia suggested advertisements could be placed on the Sanchez Outpost screen, which might boost engagement.

3. Sub-Committee Updates

- a. Collateral Development Subcommittee Updates – None.
- b. Social Media Subcommittee Updates – None.
- c. Community Outreach Subcommittee Updates – Cindy Abbott mentioned that the subcommittee met at Sharp Park Library on planning a tour. Kathy Long thought that the Half Moon Bay library is the best in Pacifica's proximity to compare to. Cindy suggested needing pictures of areas that may not be publicly accessible. Tina Wehrmeister



mentioned that there may need to be permissions to take photos if showing library patrons at the libraries.

4. COMMITTEE AND STAFF COMMUNICATIONS – None.

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

6. 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 and Messaging Strategic Plan (BergDavis) – Anne Hitz mentioned the need for a NextDoor strategy. Julia Hall suggested a library representative coming to all schools to promote Summer Reading Programs and could have information about the Sanchez Outpost. Cindy Abbott suggested posing questions about what books you would like to see in the Outpost. Erin Deis suggested highlighting all the things besides books that can be checked out from the libraries: parks passes, bikes, etc.
- c. Requests for other topics:
 - i. Tina Wehrmeister suggested a primer on responses for when people ask how the libraries are funded, costs, sea level rise and local coastal plan.
 - ii. Cindy Abbott suggested an overview on how we got to this point in the project, including the sites identified for new library and why they would work / not work.

7. NEXT SCHEDULED MEETING DATE – Wednesday, May 8, 2024

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

Anticipated Absences: Julia Hall and Maya Sinapuelas may be absent for May 8..

ADJOURN

Chair Tina Wehrmeister adjourned the meeting at 6:58pm.

