



CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

Wednesday, February 14, 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, Jennifer Hlavin, Kathy Long, Annabelle Phillips, Maya Sinapuelas, Tina Wehrmeister
- b. **Members Absent:** Dave Sikula
- c. **Ex-Officio Members (non-voting) Present:** Caroline Barba (Pacifica Friends of the Library)
- d. **Ex-Officio Members Absent:** Julia Hall (Pacifica School District), Beth Ramos (Pacifica Families Club), 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 and Consulting Staff Present:** Nate Galvan (BergDavis), Julie Smith (Pacifica Libraries Manager), Rachel McDonnell (SMCL)

1. ADMINISTRATIVE BUSINESS:

- a. **Approval of Minutes from January 10, 2024 meeting (Attachment A)**
Motion to approve Minutes: Cindy Abbott; 2nd: Kathy Long; Vote 8-0 (unanimous)
- b. **Introduction of Ex-Officio Member from Pacifica Families Club – Beth Ramos**
City Clerk Sarah Coffey stated that Beth Ramos had been appointed by the Pacifica Families Club as the ex-officio member to the Committee for that group.

2. PROJECT UPDATES AND INFORMATION:

- a. **Sanchez Library Outpost – Construction Update**
Julie Smith explained that construction on the Outpost has been put on hold due to weather. It is still on track to finish Spring 2024.
- b. **Social Media Plan / Content – Drafts and Platforms for promoting Pacifica libraries**
City Clerk Sarah Coffey showed the City Manager's introduction in the *Connect With Pacifica* e-newsletter that discusses the Outpost construction, including a description for the Outpost. It also discusses temporary closure of the Sanchez Library being pushed back. The Outpost is the first step in the open-access model proposed for the Sanchez Library. Drafts for social media posts from BergDavis are shown, which provides information about the Outpost.

Jennifer Hlavin expressed concern for wording in draft social media posts. It reads as the library is being replaced, not being upgraded. Nate Galvan (BergDavis) agreed, it can be changed.

Maya Sinapuelas asked what social media platforms the city has. City Clerk Coffey replied that YouTube, Facebook, Instagram, Nextdoor, and Twitter/X are platforms the city uses.

Annabelle Phillips recommended adding TikTok since it would appeal to the younger audience and gather more engagement. Cindy Abbott asked if committee members are allowed to respond to comments. City Clerk Sarah Coffey stated that committee members may clarify misinformation. She stated that the City's social media platforms primarily are used to push information out as they are not monitored regularly for replying to comments due to limited City staffing.

Nate Galvan mentioned that the comment section can either be good or bad, depending on who interacts. We should respond to comments, but don't always engage. There should also be pre-set responses to questions we get a lot, so that the answer is consistent.

Cindy Abbott recalled that last year, committee members were given talking points so they had consistent information. Nate stated that they can re-use some of that information.

Nate suggested providing links in social media bio's that connect back to the Pacifica Library Project Page. He also suggested adding interaction with the community by giving them things to do. Tina asked what he means by that. He clarified that he means we should ask the community things like what they think in the comments. Jennifer Hlavin suggested directing people to an outside website. Nate stated that requires too much effort from the community, therefore they probably won't do it.

Maya Sinapuelas asked how we are going to target people in Pacifica. Nate Galvan explained that we could boost posts to target people within a certain area.

Videos from BergDavis were shown. Jennifer Hlavin suggested changing wording in the videos, due to it sounding like the library is being replaced and not upgraded.

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



Jennifer Hlavin expressed interest in Collateral Development and Library Tours / Community Outreach. Tina Wehrmeister expressed interest in Library Tours / Community Outreach. Annabelle Phillips expressed interest in Social Media.

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

Tina Wehrmeister pointed out a list of potential groups we could meet with for outreach. City Clerk Sarah Coffey stated that last year, there were presentations, we could re-use content from them. Jennifer Hlavin asked if we ever interacted with the community, or if we just held presentations. Cindy Abbott confirmed that there were Q & A's. Sarah Coffey mentioned an event focused on Seniors last year was successful, as it was a pop-up library held during the senior lunch program and interactive.

Cindy Abbott suggested that meeting with Parent Teacher Organizations would be more beneficial than school boards. School boards are busy and presenting to them would be very rushed, whereas PTO's may have more time.

Anne Hitz asked if we are going to present to clubs in Pacifica. Cindy brought up that those groups are very small, and we should look into meeting with multiple groups at once instead of small, exclusive meetings. Anne suggested the Pacifica Families Club as a good ally.

Cindy mentioned the high school fair as a good place to spread awareness. Jennifer Hlavin asked Annabelle Phillips if there is a class that discusses how local governments work, since they may be interested in what we are doing. Annabelle replied that yes, the Student Council kids may be interested.

Maya Sinapuelas stated that the youth members in the council could talk to the high schoolers, because having them see kids their age may gain more interest.

Sarah Coffey proposed advertising at the farmers market.

Tina Wehrmeister stated that the Collateral Development and Library Tours / Community Outreach need more material to work with. Cindy Abbott reminded everyone that the FAQ needs to be updated. Kathy Long brought up updates on the visuals. We should add pictures of what is really happening, not the plan, and statistics. Cindy added that we could have visuals of what we are aiming for and where we are in that plan.

Cindy brought up that we need a better answer to questions about the budget and sea level rise. Sarah Coffey explained that while we need to stick to the regular election dates for the ballot for a bond measure, and if it does not happen this year, it will have to happen in November 2026. The polls are being analyzed right now, so that decisions for the ballot can be made.

Kathy Long asked if the city vans will be available for tours to other libraries. Sarah replied she will check with Parks, Beaches & Recreation Department, and Julie Smith can contact others for outreach.



5. COMMITTEE AND STAFF COMMUNICATIONS – NONE.

6. PUBLIC COMMENT ON ITEMS NOT ON POSTED AGENDA – NONE.

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 - Chair Tina Wehrmeister adjourned the meeting at 7:07 pm.

APPROVED 3-13-2024 by COMMITTEE VOTE – Unanimous 8-0 (Absent: 1)

