



CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

Wednesday, March 13, 2024

6:00 PM

Sharp Park Library, 104 Hilton Way, Pacifica

CALL TO ORDER at 6:05 PM

Roll Call:

- a. **Members Present:** Cindy Abbott, Erin Deis, Anne Hitz, Jennifer Hlavin, Kathy Long, Annabelle Phillips, Dave Sikula, Maya Sinapuelas
- b. **Members Absent:** Tina Wehrmeister
- c. **Ex-Officio Members (non-voting) Present:** Julia Hall (Pacifica School District), Beth Ramos (Pacifica Families Club)
- d. **Ex-Officio Members (non-voting) Absent:** Caroline Barba (Pacifica Friends of the Library), Jefferson Union High School District, Seniors In Action
- e. **City Council Liaison Present:** 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)

1. ADMINISTRATIVE BUSINESS:

- a. **Approval of Minutes from February 14, 2024 meeting**
Motion to approve Minutes: Jennifer Hlavin; 2nd: Erin Deis; Vote 8-0 (unanimous)
- b. **Introduction of Ex-Officio Member from Pacifica Families Club – Beth Ramos & Pacifica School District – Julia Hall**

2. PROJECT UPDATES AND INFORMATION:

- a. **Staff Update on Timeline for Potential Revenue Measure for Library Construction Funding (Informational)**

Staff Liaison Sarah Coffey displayed the poll results from FM3 polling conducted for Pacifica Voter Attitudes Toward Infrastructure Funding Measures. The survey was held in January 2024. The committee looked at the poll results, found [here](https://www.cityofpacifica.org/home/showpublisheddocument/17518/638457657700100000): <https://www.cityofpacifica.org/home/showpublisheddocument/17518/638457657700100000>. The poll tested ballot language for potential Infrastructure Bond Measure and potential Library Bond Measure for November 2024 ballot. Poll showed a lower percentage of people are concerned about the condition of libraries. Therefore, the City is not anticipating moving forward with a potential Library Bond Measure for November 2024 and this puts the committee on a longer-term plan for community outreach regarding the Pacifica Libraries Project. The next potential election for consideration of a bond measure for the libraries would be November 2026.

Because of this, the committee should educate the community about what is lacking in our libraries. This would show the public what they should be concerned about.

Anne Hitz asked what the sample size was, and Cindy Abbott asked what the methods of outreach were. Sarah Coffey answered that the sample size was 580, and telephone calls, email/text invitations, and online interviews were methods of outreach.

Jennifer Hlavin confirmed that we should be raising awareness. Sarah said yes, and that the main concerns were size of libraries and accessibility. Both libraries have issues with size.

b. Social Media Plan and Messaging Related to Pacifica Libraries Project (Informational)

Nate Galvin (BergDavis) mentioned that it would be good to nail down Social Media messaging. Sarah Coffey asked for more specific ideas for what messages should be broadcasted. Nate said that highlighting the library buildings infrastructure current needs and deficiencies would be a good idea, since that would invoke concern. He suggested showing where Pacifica's library facilities fall short as compared to other libraries. There could be photos or videos posted on the city's existing web and social media pages, instead of making a new one. The FAQ's need to be updated as well.

Cindy Abbott suggested that the committee should message that rebuilding would be more cost-effective than renovation. She also mentioned that in the past, there was an infographic showing that Pacifica's libraries had the lowest usage due to issues with space. Pacifica Libraries are one of two libraries in San Mateo County that has not been renovated.

Anne Hitz suggested an outreach master plan and timeline for when to start doing outreach to community groups.

Mayor pro Tem Sue Beckmeyer asked if the committee could get stories from the public to post on social media. She also suggested a specific focus on teens to be included.

Julie Smith pointed out that during the large storms, the libraries did not lose power, so people used the Sharp Park Library to charge up, use wi-fi during the power outage and there were not enough electrical outlets for the demand. This could be highlighted in a post as well.

Cindy Abbott mentioned a question from the community may be about how the Sanchez Outpost will get us to a new Sharp Park Library or renovated Sanchez Library. Julie Smith suggested that it shows that SMCL is supporting Pacifica in the Sanchez area by bringing the first of its kind Outpost to our area, as the closest outpost is in Sacramento area. Julia Hall added that the Outpost operates 24/7 and can target patrons who commute, work during the weekday and night owls; it helps to expand library access. Cindy Abbott added that it would help to allow for more programming space in the library by adding the open access outpost to the outside.

Mayor pro Tem Beckmeyer added that it is important to show the community what opportunity the Outpost brings and that it shows that collaboration will continue with SMCL. She thought it is important to message that we are not closing Sanchez Library.



Julie Smith added that patrons may question if Sanchez is closing or if they are laying off library employees. She added that East Palo Alto just approved funding for the conceptual design for their new library.

c. Sanchez Library Outpost – Construction Update

Julie Smith confirmed that the plan for the concrete pour should have been confirmed by March 18th. After the concrete pour, the actual book kiosk would be installed, hopefully by April 11th/15th.

3. Sub-Committee Updates

a. Collateral Development Subcommittee Updates

Anne Hitz provided an update that the Collateral Subcommittee met this week, and indicated that the 2026 timeline changes their work plan.

b. Social Media Subcommittee Updates

Maya Sinapuelas and Annabelle Phillips on the Social Media subcommittee have not yet met. Nate Galvan indicated that they can meet via Zoom prior to the next LAC meeting and after BergDavis has developed the outreach strategy.

Erin Deis stated that she would continue her involvement on the Collateral Development Subcommittee instead of participating in the Social Media Subcommittee.

c. Community Outreach Subcommittee Updates

Cindy Abbott provided an update that she, Jennifer Hlavin and Tina Wehrmeister met via Zoom. They were seeking Powerpoint materials from past outreach. Tina Wehrmeister reached out to the farmers market. Cindy Abbott asked about the conditions of the old poster boards. She mentioned an event at the Sharp Park Library on April 6 that may be a good tabling opportunity. Nate Galvan said that BergDavis would be available to re-create or add information to the poster boards that Group 4 created showing the conceptual designs.

Cindy Abbott suggested providing a walking tour of the Sharp Park Library to point out key areas and developing visuals / poster boards to highlight photos of comparable places in other libraries showing what we could have.

Jennifer Hlavin will continue with the Collateral Development Subcommittee instead of the Community Outreach Subcommittee.

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. Requests for other topics – Jennifer Hlavin thought about ways to reach the public, maybe feature a Library Patron of the Month to highlight personal stories of how people are using



our libraries. Mayor pro Tem Beckmeyer suggested developing outreach plans to include tabling at specific events such as EcoFest and Pride.

6. NEXT SCHEDULED MEETING DATE – Wednesday, April 10, 2024

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

Anticipated Absences: Kathy Long, Dave Sikula

ADJOURN @ 7:30 PM

APPROVED 4-10-2024 by COMMITTEE VOTE – Unanimous 6-0 (Absent: 3)

