



# CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

Wednesday, May 8, 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, Dave Sikula, Maya Sinapuelas, Tina Wehrmeister
- b. **Members Absent:** Annabelle Phillips
- c. **Ex-Officio Members (non-voting) Present:** Joan Putz (Pacifica Friends of the Library)
- d. **Ex-Officio Member (non-voting) Absent:** Julia Hall (Pacifica School District), Beth Ramos (Pacifica Families Club), Jefferson Union High School District, Seniors In Action
- e. **City Council Liaison Present:** Mayor pro Tem Sue Beckmeyer
- f. **Staff Liaison:** Sarah Coffey
- g. **Library and Consulting Staff:** Julie Smith (Pacifica Libraries Manager), Rachel McDonnell (SMCL), Evette Davis (BergDavis), Nate Galvan (BergDavis), Savanna Schwartz (BergDavis)

Chair Tina Wehrmeister called the meeting to order at 6:00 pm.

## 1. ADMINISTRATIVE BUSINESS:

- a. **Approval of Minutes from April 10, 2024 meeting**  
Motion to approve Minutes: Cindy Abbott; 2nd: Dave Sikula; Vote 6-0 (unanimous; 3 absent: Deis, Sinapuelas, Phillips)

## 2. PROJECT UPDATES AND INFORMATION:

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

Julie Smith provided an update that the Sanchez Library would be closed on Tues. May 14 for the kiosk installation, then would be open the rest of that week (Wed. and Sat.). Sanchez Library would be closed again for the following two weeks: May 19 through June 3 for the concrete pours for ADA access. Library staff training for the Sanchez Library Outpost is scheduled for Friday, May 17 to show staff how to process items into the machine and teach patrons how to use it.

Mayor pro Tem Beckmeyer asked if this information would be in the City's *Connect With Pacifica* e-newsletter. Clerk Coffey responded affirmatively. Mayor pro Tem Beckmeyer asked about a date for the grand opening, and Julie Smith replied that the date has not yet been determined. Mayor pro Tem Beckmeyer asked about getting photos and video of the installation of the Outpost kiosk on Tuesday. Evette Davis said that BergDavis staff can help capture photos / video and emphasized the need to communicate about the temporary

closure of the Sanchez Library on social media in addition to *Connect With Pacifica*. She suggested that SMCL Communications team issue a Press Release. Mayor pro Tem Beckmeyer suggested a large banner at the street, with Evette Davis adding it should say something about the temporary closure for amazing upgrades. Evette mentioned that they got good video of the initial concrete pour from the City's Public Works staff.

[Erin Deis and Maya Sinapuelas arrived 6:07pm]

Tina Wehrmeister asked about the impact to library book holds during the Sanchez Library closure. Julie Smith replied that patrons would need to place holds prior to the closure and schedule the holds for pickup at the Sharp Park Library during that time, as they will pause any deliveries to Sanchez during the closure period. Evette Davis suggested an FAQ about the Sanchez Library temporary closure to address questions about holds and ordering books for delivery once the Outpost is opened, choosing between the branch or the Outpost for pickup, and what would still need to be reserved for pick up at a physical branch. Evette suggested a video on how to use the Outpost and to emphasize the modernity and 24/7 convenience that it offers, say that TikTok is very accessible to teens. Julie mentioned there is a size limit restriction for books for the Outpost; the average children's picture book would not fit.

Jennifer Hlavin asked about closure times and if there are any times between the two Pacifica branches that are not normally covered; Julie replied no, that the Sharp Park Library will be open to cover the times that Sanchez Library is not available. Julie Smith stated that the Sanchez Library would re-open on Tues. June 4.

Members discussed how to inform the community about the temporary Sanchez closure: \* Senior Services / Seniors In Action membership; flyers at Casa Pacifica and Pacifica Oaks bulletin boards via the manager / president, schools / PTO's – JUHSD (through May 31) and PSD (through June 6), Pacifica Families Club members, NextDoor. For Outpost grand opening and how it fits into the larger vision for Pacifica libraries: Pacifica Tribune (possibly have Chris Hunter do a follow up feature to his previous article about the history of the Pacifica libraries), Coastside Magazine. Evette Davis suggested creating one master announcement from SMCL to send to everyone and direct them to the SMCL website for more information.

Julie Smith stated that the Sanchez Library Outpost is the 1<sup>st</sup> library kiosk of this kind in San Mateo County and in the Bay Area; the closest similar kiosk is in Sacramento. Evette suggested adding emphasis that this makes SMCL and Pacifica trailblazers in Bay Area library technologies.

**b. Overview of 2011 Pacifica Libraries Facilities Needs Assessment and Pacifica Libraries Modernization Project Background (Informational)**

Clerk Sarah Coffey provided presentations summarizing the 2011 Pacifica Libraries Facilities Needs Assessment and a background on the Pacifica Libraries Modernization Project, summarizing key findings of deficient areas of the Sharp Park and Sanchez Libraries, recommendations for the community's library needs based on population and suggested square footage of library space per capita, and a timeline of activities and milestones since



1999 in Pacifica's vision for new library facilities with the support and partnership of San Mateo County Libraries JPA, Pacifica Library Foundation and Pacifica Friends of the Library.

A question was asked about Half Moon Bay's new library and how that was funded. Rachel McDonnell stated that Half Moon Bay did not do a bond measure for construction and that not all cities with new libraries passed funding measures for their library construction. She stated that the SMCL JPA provides some funding for furnishings and fixtures for new libraries. Jennifer Hlavin asked why the library buildings were transferred to the city and how much funding was left from Pacifica Library Foundation.

Evette Davis stated that there was significant outreach done in 2019 towards the libraries modernization project, including citywide mailers, paid / targeted social media campaigns through Hearst media with advertising directed based on zip code, project website. She felt the timeline and presentation were very important. She suggested re-issuing the 2011 Facilities Assessment Report and posting it to the website; photos pulled from this report could be used in social media. She mentioned updating the 2011 Facilities Assessment Report and looking for other non-profit funding sources to help with funding an update. She suggested portraying the library as an important part of city facilities and civic function, an important public building like schools and hospitals, and a functional place, that the need should be treated with urgency rather than a "nice to have". Cindy Abbott thought that there needs to be some balancing of communications about the well-known facility deficiencies so that the public is not deterred from coming into the libraries. Evette suggested communications that show how much money an individual can save monthly by using library services and items to borrow. She mentioned ACA 1 that may be on the November ballot, which could lower the threshold for a library-related bond measure to 50% to pass. Evette suggested outreach such as an "Ask LAC Anything" event and house parties to promote the libraries. Joan Putz recalled that PFOL did a lot of phone banking in 2016 and were very enthusiastic about the ballot measure. Evette recalled that the 2016 bond measure had a 55% vote, but that was below the 2/3 threshold needed to pass. Cindy Abbott reminded that once there is a measure on the ballot, the City and LAC could only provide facts and links to information on the City website.

**c. Outreach and Messaging Strategic Plan (BergDavis)**

- i. Key Messages and FAQs draft review and feedback
- ii. Outreach Timeline

BergDavis distributed draft documents for an FAQ Update and Pacifica Library Project Key Messages 2024 update for LAC member review and comments. Evette Davis and Nate Galvan showed a presentation on the Outreach Strategic Plan developed by BergDavis, explaining it will be a multi-prong, multi-platform approach with digital ads that drive to the project website, social media, grass roots support, events and programming, mailers/postcards, and multi-lingual materials for the Spanish-speaking community based on election and census data. Evette showed examples of reframing previous questions and answers to emphasize the age and current conditions of the buildings in need. BergDavis will work on project website updates with the new strategic approach and emphasis, revive the interest database and suggested a quarterly newsletter that could promote events where LAC will be present and ways project supporters can get involved. She suggested using the City's social media pages, but also having separate social media pages to promote the project that are not City-affiliated such as TikTok and Instagram. Nate Galvan asked Joan Putz of PFOL if the Friends of the Library would host an Instagram account to promote



Pacifica Libraries on social media; Joan indicated that she would need to take that question to the PFOL Board for approval. Tina Wehrmeister said that they could promote their book sale events on social media with the Instagram account. Evette suggested that the teens could run a TikTok account to show their use of the library services. Dave Sikula mentioned his feedback from his college students when asked about TikTok and in one class, about half used TikTok while there were very few on TikTok in another class. Evette mentioned looking at the “undecided” responses from the polling regarding a potential library bond measure and how to communicate with that demographic. Nate Galvan did not recommend use of the X / Twitter platform, as it is hard to grow from scratch to build awareness. Evette said that visually Instagram is the best platform. We can monitor SMCL social media posts and re-post / share them. She also suggested newspaper / print inserts; multi-lingual ads; digital ads by zip code is a powerful tool and was used in the 2019 outreach; grassroots support: op-eds in the local publications, posters in merchant corridors, contests where students can design artwork, local book clubs, local author events / local bookstores, house parties; events such as Pride, FogFest and the Outpost ribbon cutting.

Evette suggested to first get all of the assets set up now through the summer: messaging, FAQs, project website, basic social media, photo library and stock assets (images from the existing Facilities Assessment can be used). Basic A/B testing can be done to test what makes people click through to the website.

#### **d. Upcoming Events – Pacifica Pride June 1, Sanchez Outpost Ribbon Cutting**

Tina Wehrmeister asked about tabling at events and having available updated cost estimates for the library project and funding sources, which could be part of the “tough questions” to address. Evette Davis said that input from the City is needed for how to answer the funding and cost questions. She asked LAC members to send in what they thought could be the toughest questions.

Jennifer Hlavin asked about the postcard residents recently received asking what is the most important thing to fix in Pacifica – streets or sea wall. She asked about competing priorities with the library needs, suggesting that we need to tell the public why there is a need for the library facilities. Erin Deis asked when the cost estimates were updated. Evette replied that there was an update in 2019 and Sarah Coffey indicated that Group4 Architects reviewed that cost estimate when the City and SMCL submitted in 2023 the application for California State Library Building Forward Grant for library construction funding.

Tina Wehrmeister mentioned Fog Fest is September 28 – 29. The Pride event in Pacifica is June 1<sup>st</sup> and SMCL will have a table at that event. Evette mentioned that they could have a sign-up sheet at the SMCL table for interest in the library project.

### **3. Sub-Committee Updates**

- a. **Collateral Development Subcommittee Updates** – no updates; awaiting guidance on next steps; collateral committee can be involved in setting up a library photo tour and connect with BergDavis photographer to take photos
- b. **Social Media Subcommittee Updates** – no updates



c. **Community Outreach Subcommittee Updates** – no updates

**4. COMMITTEE AND STAFF COMMUNICATIONS**

Mayor pro Tem Beckmeyer mentioned the San Mateo County Libraries Strategic Plan Surveys underway and encouraged LAC members to pick up a flyer with QR code at the back table to take the survey. Julie Smith advised that the online survey deadline was extended as they wanted to hear from more voices; they reached their goal with the in-person surveys.

Dave Sikula mentioned the John Oliver show this week is about Library Boards and will be on YouTube tomorrow.

**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: Maya Sinapuelas (June + July), Dave Sikula (may be absent for June)

**ADJOURN**

Chair Tina Wehrmeister adjourned the meeting at 8:16pm.

**APPROVED 6-12-2024 by COMMITTEE VOTE – Unanimous 7-0 (Absent: 2)**

