



# CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

Wednesday, June 12, 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, Tina Wehrmeister
- b. **Members Absent:** Annabelle Phillips, Maya Sinapuelas
- c. **Ex-Officio Members (non-voting) Present:** None.
- d. **Ex-Officio Members (non-voting) Absent:** Julia Hall (Pacifica School District), Beth Ramos (Pacifica Families Club), Pacifica Friends of the Library, Jefferson Union High School District, Seniors In Action
- e. **City Council Liaison Present:** Mayor pro Tem Sue Beckmeyer
- f. **Staff Liaison Present:** Sarah Coffey
- g. **Library and Consulting Staff Present:** Julie Smith (Pacifica Libraries Manager), Danae Ramirez (SMCL)

Chair Tina Wehrmeister called the meeting to order at 6:01 pm.

## 1. ADMINISTRATIVE BUSINESS:

### a. Approval of Minutes from May 8, 2024 meeting (Attachment 1)

Motion to approve Minutes: Kathy Long; 2nd: Dave Sikula; Vote 7-0 (unanimous; 2 absent: Phillips, Sinapuelas)

## 2. PROJECT UPDATES AND INFORMATION:

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

#### i. Photos from construction and Outpost installation

City Clerk Coffey shared photos from the concrete pour at Sanchez Library for the installation of the Sanchez Library Outpost kiosk, delivery of the Outpost kiosk on May 14, and the Library staff training day on the Outpost held on May 17.

#### ii. Update on project from SMCL

Cindy Abbott asked how to browse books at the kiosk. Pacifica Libraries Manager Julie Smith answered that the shelves in the kiosk rotates every 9 minutes to 3 different layers, it contains holds as well as browsable materials, books can be returned right at the Outpost as long as they fit into the receptacle window. Danae Ramirez provided an update that glass was being put up today to protect the machine and will be done by early next week, then the cover will be removed. She explained that there will be a testing phase prior to public opening in the next few weeks and select folks will be invited to participate in the testing phase, including Library Advisory Committee

members. Danae Ramirez stated that SMCL is close to setting a date for the ribbon cutting; they are coordinating with availability of the Maker Mobile and elected officials. They are also applying SMCL branding on the machine. Danae stated that the Sanchez branch is open now. She stated that LAC can have a table at the ribbon cutting event to share information and can assist with getting information out to the community about the new Outpost and the ribbon cutting date. She stated that information would come out in the SMCL Newsletter and Blog, posted to the Pacifica community and on SMCL Facebook and social media.

**b. Pacifica Libraries Project Key Messages, FAQs and “Tough Questions” review and feedback from LAC (based on handouts from May 8 meeting)**

Committee members reviewed a draft of “**Key Messages**” drafted by BergDavis that was distributed at the May LAC meeting and provided feedback / suggestions:

The committee generally felt that the first bulletpoint in the basic messages should remove the phrase, “For almost two decades,” and focus on present language for seeking to modernize Pacifica’s libraries. Minor edits were suggested to some of the Key Messages. In referencing when the Sharp Park and Sanchez library buildings were built, it was suggested to add the years to reference instead of just referencing milestone events in history, which may not resonate with a younger demographic. Feedback indicated that the message regarding the County funding “base library service levels” was not clear enough to the community and suggested simplifying the language explaining the hours allocated to each city for libraries.

Dave Sikula asked whether an alternate space has been identified for when the library(ies) would be under construction. Danae Ramirez responded that hadn’t been decided and suggested not committing to specifics regarding construction / alternate spaces at this time. Jennifer suggested having a list of the nearest five libraries to the site that is under construction.

Sarah Coffey clarified that the Key Messages was a document that LAC members could use for reference to provide consistent information to the community, but was not intended to be a published document like the FAQs.

Committee members reviewed the draft **FAQs document** that was distributed at the May LAC meeting and provided feedback / suggestions:

Tina Wehrmeister suggested structuring the FAQ document to highlight and focus on the need to update the libraries due to their current conditions. She also suggested including hyperlinks to the plans and the facilities assessment. Cindy Abbott suggested removing reference to “for almost two decades, Pacifica has been seeking to update and modernize..” and to emphasize that Sharp Park Library cannot be repaired. Erin Deis was concerned about the reference to ADA; others agreed and observed that it is not just ADA but accessibility for age-friendly and stroller-friendly spaces that are needed. Jennifer Halvin suggested changing the wording from ADA to physical accessibility. Julie Smith mentioned that the library staff get comments about the lack of parking spaces and the hill at Sharp Park library.



Cindy Abbott brought up that the Outpost and Open Access model seem confusing. She mentioned the concerns with automation implying that the Sanchez Library would not have library staff available there. Tina Wehrmeister agreed that the information needs to be clear that we are keeping the physical library building, but the Open Access model would allow for more programming. Kathy Long asked since the Outpost is opening next month, why do we need an FAQ about the Outpost, as it could be confusing in the document that focuses on a new library. Dave Sikula suggested an emphasis on “3<sup>rd</sup> space” opportunities, emphasizing the library and its space as a social “hub”. Mayor pro Tem Beckmeyer commented about the neighborhood’s dependence on the Sanchez Library. Jennifer Hlavin questioned the information included about the Open Access model and security / policing, and Kathy Long suggested moving the security information to a “Tough Questions” list for reference to address if questions come up or in talking points rather than inclusion in the FAQ. Erin Deis suggested adding photos / visuals and hyperlinks, putting the FAQs in a format that speaks to the heart as much as to the head, as people balance both in making decisions. Tina Wehrmeister suggested including “before and after” or comparison photos.

Cindy Abbott suggested that the FAQs need to better address financing, e.g. a bond is not stated, it only references a ballot measure. Jennifer Hlavin and Cindy Abbott felt that more information is needed about what the City funds and what the County funds / pays for. Erin Deis suggested a graphic / visuals that more easily can convey information. Committee members discussed how to include more information about what the County contributes to emphasize that Pacifica is getting more library staffing hours than others, how to understand the SMCL JPA model (such as adding a hyperlink), how to address questions / concerns about the cost of the funding needed for the proposed libraries (e.g. how much will it cost per month). Tina Wehrmeister suggested responding that the City still needs to do analysis to determine the cost to a homeowner for a bond measure, but can say that it would be based on assessed property value, and could refer to the 2016 bond measure as an example. Sarah Coffey suggested that this question could be handled as one of the “Tough Questions” or “Key Messages” for reference and could be an opportunity to ask the person what they would be willing to pay. Mayor pro Tem Beckmeyer suggested a salesperson approach in starting with, “Not as much as you might think...” and explaining that it depends on the assessed property value.

The committee suggested formatting the FAQs in a way that one can more easily skip to an area of interest and not have to read information from top down.

Tina Wehrmeister suggested adding an analogy in the question about “Why does Pacifica need to modernize its libraries” to a homeowner and the needs for regular maintenance and investment in a house.

Cindy Abbott thought that there needed to be more compelling examples provided of social services provided by the library such as attorneys in the library, wi-fi access and hotspots, laptops, career assistance, job opportunities, etc. Julie Smith mentioned that the Half Moon Bay library partners with Coastside Hope and the Pacifica libraries partner with the Pacifica Resource Center. Danae Ramirez confirmed that the diaper distribution that was mentioned in the examples was just a one-time event.

Committee members brought up that the FAQs did not have questions / information about sea level rise concern related to the Sharp Park Library site, and thought some information needed to be added to address that.



**c. Pacifica Libraries Project Website updates**

Committee members reviewed the current PacificaLibraryProject.com webpage and provided feedback and suggestions:

Homepage photo(s) need to be updated. Suggestions were made to show a photo comparison of the current libraries and have a fly in photo to compare to another library space of what it could be. Use real photos; no stock photos.

Sarah Coffey mentioned that BergDavis could engage a photographer to capture updated photos of the current library facilities and photos from events / programming at the library. Julie Smith stated that the entrance door at each library has a photo release statement, but they could put up extra signage at an event if there will be a photographer present. She mentioned that the toddler storytime on Mondays at Sharp Park Library can have about 75 participants and is held in the downstairs community room because the childrens area upstairs is not enough space. Erin Deis asked who is the demographic / target audience for the website.

Feedback generally was that there was a lot a words on the page and too much scrolling; suggested formatting to use hyperlinks, tabs, or left side navigation menus. Add a link to jump to the timeline. Focus on the word “Transform” instead of “rebuild”. All agreed that the information about the Open Access model and that terminology is confusing; it needs to be explained or shown in a way to highlight more space for programming and access to the space during non-library hours. The “By the Numbers” infographic was received positively, but the there needs to be some frame of reference – a numbers comparison of Pacifica libraries compared to other libraries in the system (see the SMCL Annual Report) and include a timeframe (there is not a frame of reference to indicate are these numbers “good” or “bad”). One suggested an infographic to compare the ages of the library buildings in the system; one suggested a comparison to show the number of visits before and after for the Half Moon Bay library old / new library. Add more hyperlinks in the Timeline (e.g. the “A Great Community Deserves a Great Library Report”, Library Advisory Committee webpage, Conceptual Design Report).

On the Projects page, the Committee agreed that the information about Sanchez Library should be moved lower and the Sharp Park Library information should appear first. The graphic for the Sanchez Library layout will need to be updated to depict the area where the Outpost is located. Emphasize that Sanchez Library will remain open and programming will continue to be offered at Sanchez Library. All felt that the “Open Access model” is confusing and may imply changes to library staffing. Tina Wehrmeister pointed out the link to the Ventura County Library Open Access model video and said that they are now using the term “Open+ Express” and San Jose Libraries have an Open+ now, too. Erin thought the video was helpful to demystify the idea. Tina Wehrmeister pointed out that the model would provide the community more access to the facility through additional Parks, Beaches & Recreation programming and rentable space that does not require library staffing. Feedback supported adding hyperlinks where more information can be found, where applicable and encouraged use of images / visuals that can be clicked for more information, formatting to reduce the need for scrolling by using columns, bulletpoints, images, sidebars, etc.

Erin Deis and Tina Wehrmeister suggested the use of social media for visuals and having social media drive attention to the website for more information. Cindy Abbott recalled that past LAC members had business cards with the project website on it, and a QR code could



be added to link to the website. Mayor pro Tem Beckmeyer also recalled that there were paid Facebook ads that drove attention to the project website.

**d. Upcoming Events – Sanchez Outpost Ribbon Cutting**

Sarah Coffey indicated that the date for the Sanchez Outpost Ribbon Cutting has not yet been finalized by SMCL, but information on the date would be forwarded to LAC members once it is confirmed.

Erin Deis asked about different groups for the Outpost test launch, and Cindy Abbott mentioned that there are members of Seniors In Action that live in the building across the street. Jennifer Hlavin asked if there would be volunteers in the library to assist patrons with the Outpost. Julie Smith replied that there will be library staff at the Outpost during the first hour on the opening days to assist patrons and library staff could assist with questions, but that they would not have community volunteers staffed for the Outpost.

**3. Sub-Committee Updates**

- a. Collateral Development Subcommittee Updates - NONE
- b. Social Media Subcommittee Updates - NONE
- c. Community Outreach Subcommittee Updates – NONE

**4. COMMITTEE AND STAFF COMMUNICATIONS**

Sarah Coffey announced that the Civic Center Ribbon Cutting event will take place on Thursday, June 27, 2024 at 3:00pm.

Julie Smith stated that the SMCL Strategic Planning initiative is seeking participants for focus groups: (1) Teens 13- 17 yrs on Monday, July 8 at Half Moon Bay Library from 5 – 7pm; (2) Seniors 60+ yrs on July 9 at Atherton Library from 2 – 4pm; and (3) Parents of Children 0-13 yrs on Saturday, June 29 at Foster City Library from 12 – 2pm. They would like a mix of users, non-users of the library and a mix of genders and ethnicities and are offering a \$100 gift card for 90-minute participation. Refer anyone interested to Julie Smith.

**5. PUBLIC COMMENT ON ITEMS NOT ON POSTED AGENDA:**

Sue Digre commented to keep up the good work on the committee and would like to see the library offer a walk-thru of the new Sanchez Outpost to show the patrons how it is done.

**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, July 10, 2024**

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

Anticipated Absences: For July meeting – Maya Sinapuelas (as noted from May meeting); For August meeting – Kathy Long

**ADJOURN** - Chair Tina Wehrmeister adjourned the meeting at 8:04pm.

**APPROVED 7-10-2024 by COMMITTEE VOTE – Unanimous (Absent: Deis)**

