



# CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

**Wednesday, August 14, 2024**

**6:00 PM**

**Sharp Park Library, 104 Hilton Way, Pacifica**

## **CALL TO ORDER:**

### **Roll Call:**

- a. **Members Present:** Cindy Abbott, Erin Deis, Kathy Long, Annabelle Phillips, Dave Sikula, Maya Sinapuelas, Tina Wehrmeister
- b. **Members Absent:** Anne Hitz, Jennifer Hlavin
- 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), Rachel McDonnell (SMCL), Nate Galvan (BergDavis)

Chair Tina Wehrmeister called the meeting to order at 6:02 pm.

## **1. ADMINISTRATIVE BUSINESS:**

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

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

## **2. PROJECT UPDATES AND INFORMATION:**

### **a. Sanchez Library Outpost (Informational)**

#### **i. Recap of Sanchez Library Outpost Ribbon Cutting held on July 23, 2024 0210**

Julie Smith informed the committee that there were 176 attendees in person at the ribbon cutting event, with 363 viewers on the live stream hosted on Instagram, and 107 on Facebook. There was a Mr. Softee truck at the event as well as sewing machines and 3D printer machines that advertised the libraries' ability to loan more than books.

Tina Wehrmeister asked Cindy Abbott if there were any questions posed at the ribbon cutting. Cindy Abbott responded yes, the conceptual design storyboards, were a good opportunity to refresh the Pacifica Libraries Project for the community, and they are excited. There were questions about the Sharp Park site and parking and the storyboards were helpful. Some questioned whether the Outpost was going to take over Sanchez, some asked how the new libraries would be paid for. We had a few sign ups for the email interest list for the Pacifica Libraries Project.

**ii. Update on Sanchez Library Outpost from SMCL – usage following going live**

Julie Smith shared that from ribbon cutting date to present (7/23 – 8/11), there were 357 checkouts from the Outpost, with the top circulating categories: 29% Adult Non-fiction, 26% Juvenile Graphic Novels and 10% Adult Fiction.

**b. Pacifica Libraries Modernization Project**

**i. Final Library Project FAQs**

Nate Galvin (BergDavis) shared that the FAQ document was updated based on the LAC feedback from the June meeting, adding dates that each library was built, and stated that the FAQ document could be further updated as more input / feedback / questions from the community are received.

Dave Sikula stated that how much is it going to cost seems to be buried. He also asked about the Proposition 5 ballot measure change to a 55% threshold to pass and how that would affect this project. Cindy Abbott and Kathy Long suggested adding a potential bond measure to the list of potential funding sources for the project, as that seemed to be missing.

**ii. Pacifica Libraries Project Website Update based on prior LAC feedback (BergDavis)**

Nate Galvin showed the committee the new website meant to showcase the Pacifica Libraries Project. It features dates the libraries were built, as well as clarification on what the project is. Additionally, there were more visual and clickable elements. Cindy Abbott brought up that some of the large questions are regarding money, and the FAQ does not make it clear. Nate responds by saying they will clarify they are exploring other funding options than just city funds. City Clerk Sarah Coffey added that the current focus is to build excitement and awareness, since the libraries are currently falling through important cracks.

There are statistics shown on the website that compare Pacifica's libraries to other city's libraries, in order to highlight how Pacifica's simply cannot meet the demands of the community. Tina Wehrmeister suggested the infographic showing square foot per person in the city should be moved up on the page. Additionally, it was suggested that there should be a photo of the Sanchez library instead of the outpost, since that seems to imply the outpost is replacing the library. Erin Deis proposed that the wear on the libraries could be shown through statistics, such as when they were last repaired. Rachel McDonnell added that the Brisbane and Atherton libraries should be noted as new rather than renovated. Cindy Abbott mentioned the need to convey a comparison of number of programs and special events other libraries have and that Pacifica libraries do not have the space for some of these programs and events to highlight one of the needs for new libraries.



On the Sanchez Library page, Kathy Long suggested moving the portion about the Outpost below the renovation layout section.

On the Sharp Park page, Cindy Abbott suggested adding photos showing Sharp Park's limited parking, walkways, accessibility; Dave Sikula agreed that showing what needs to be fixed to a certain extent would be good. Cindy suggested mention in key features of a new Sharp Park library include expansion of physical (not digital) collections. Kathy Long suggested adding a link to the graphic showing comparison of square feet for libraries in the 2<sup>nd</sup> question, "Do we need such a large Sharp Park Library?" Kathy also suggested showing pictures of "Library of Things" to show examples of items aside from books that can be borrowed. Cindy asked about what elements are most important to youth; Maya Sinapuelas responded that a lot of people don't know about the "Library of Things" that can be checked out in addition to books. Annabelle Phillips agreed that more photos and visuals would be good. There were some suggestions made for placement and formatting of the FAQs.

Nate Galvan mentioned that the site would be mobile friendly.

### **iii. Outreach – Social Media update**

1. City of Pacifica social media
2. Pacifica Friends of the Library Instagram and Facebook
3. Objectives – build a following, share posts, build photo library, schedule of weekly content / posts

By working with Pacifica Friends of the Library, BergDavis were able to get an Instagram page started. There is a Facebook page being worked on. The pages will mirror each other, and have the same content uploaded to each.

The first post would talk about the outpost and ribbon cutting event, then a general post on the modernization project. More posts are in construction. The account would not be automated, and would be reviewed once more before being posted, to ensure the content hasn't become offensive.

### **c. Preparation for Outreach at FogFest**

- i. Collateral – FAQs, Key Talking Points, handouts
- ii. Social Media activity
- iii. Collaboration with SMCL

Nate Galvan (BergDavis) has been working on social media to promote through Pacifica Friends of the Library Instagram and Facebook with a City-approval process for the posts. Instagram is: Pacifica\_FriendsoftheLibrary. The first post will be a video recap of the Sanchez Outpost ribbon cutting. There will be a general post about the Libraries Modernization Project to pin to the top of the page. Kathy Long expressed the Friends of the Library excitement for BergDavis handling social media. Nate suggested convening the social media subcommittee once a month to help build



content for social media for the month with 1 – 2 posts per week. Cindy asked about ways to grow a social media following; Nate replied that the fastest way is through paid advertising which can geotarget Pacifica only, but can build organically in the beginning. Annabelle Phillips stated that youth follow a lot on TikTok and Instagram; her mom used Facebook. She suggested using TikTok to help grow a following on Instagram. Maya suggested for social media, video content should enable captions. Nate suggested that the social media subcommittee (Maya and Annabelle) can capture video content for use on social media posts.

City Clerk Sarah Coffey stated that the city is set to have a booth at Fog Fest September 28 - 29, and the LAC can share information there. Cindy Abbott thought that we do not have enough information and asked for a timeline for ramping up information; she thought that the FAQs would lead to a lot of questions that members might not be ready to answer. A few members mentioned schedule conflicts that would prevent them from volunteering at the City booth for Fog Fest.

Cindy suggested business cards for LAC members with a link to the project website. Kathy suggested also adding the Friends of the Library Instagram information.

Julie Smith stated that the SMCL Maker Mobile will be in the Fog Fest Parade on Saturday and the Imagination Playground will be at the Family Fun Fest on Sunday, but SMCL will not have a booth at Fog Fest.

### **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**

City Clerk Sarah Coffey stated that Election season is coming up and the November 5<sup>th</sup> election will include city council elections for districts 1 and 4 and ballot measure for transient occupancy tax increase.

Cindy Abbott stated that SMCL is hiring a Development Officer and thought that it is important for the City to have a relationship with that position.

### **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. Requests for topics

Cindy Abbott asked if the LAC could get a presentation on other financing opportunities, such as public-private partnerships, the Library Foundation help and presentations on running a capital campaign as part of the funding. Tina suggested providing information on how many



people have donated, with Cindy adding providing information on how much is earmarked for Pacifica libraries in the Library Foundation funds, who can join the Library Foundation and add to the donations.

Cindy also suggested a presentation from San Mateo County Libraries, and a timeline for outreach including peak communications and presentations to the community working back from November 2026. Tina Wehrmeister suggested a primer on the Local Coastal Plan as it relates to the Sharp Park site. Tina suggested information on how much has been spent on the conceptual designs and what goes into the next step of construction documents.

**7. NEXT SCHEDULED MEETING DATE – Wednesday, September 11, 2024**

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

Anticipated Absences: Tina Wehrmeister, Mayor pro Tem Sue Beckmeyer, Nate Galvan (BergDavis) (Sept. 11 meeting).

**ADJOURN**

Motion to Adjourn: Long; 2<sup>nd</sup>: Sikula.

Chair Tina Wehrmeister adjourned the meeting at 7:30pm.

**APPROVED 10-09-2024 by COMMITTEE VOTE 5-0 (Absent 4: Deis, Phillips, Sikula, Sinapuelas)**

