



CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE AGENDA

Wednesday, November 13, 2024

6:00 PM

Sharp Park Library, 104 Hilton Way, Pacifica

CALL TO ORDER:

Roll Call:

- a. **Members:** Cindy Abbott, Erin Deis, Anne Hitz, Jennifer Hlavin, Kathy Long, Kathleen Renfroe Johnson, Dave Sikula, Maya Sinapuelas, Tina Wehrmeister
- b. **Ex-Officio Members (non-voting):** Julia Hall (Pacifica School District), Beth Ramos (Pacifica Families Club), Pacifica Friends of the Library, Jefferson Union High School District, Seniors In Action
- c. **City Council Liaisons:** Mayor pro Tem Sue Beckmeyer
- d. **Staff Liaison:** Sarah Coffey, Kevin Woodhouse
- e. **Library and Consulting Staff:** Nate Galvan (BergDavis), Julie Smith (SMCL), Anne-Marie Despain (SMCL), Rachel McDonnell (SMCL)

1. ADMINISTRATIVE BUSINESS:

- a. Approval of Minutes from October 9, 2024 meeting (Attachment 1)
- b. Introduction of New Library Advisory Committee Member: Kathleen Renfroe Johnson

2. PROJECT UPDATES AND INFORMATION:

- a. Presentation – Foundation for San Mateo County Libraries (Anne-Marie Despain)
- b. Pacifica Libraries Modernization Project
 - i. Pacifica Libraries Project Website (www.pacificallibraryproject.com) Update published to add graphic with proposed square-feet or library space per person for Pacifica
 - ii. Update on Photographer engagement October 9 at Sharp Park and Sanchez Libraries
 - iii. Social Media updates – paid boosting of posts week of Nov. 11 (Pacifica Friends of the Library Instagram and Facebook)
- c. Sub-committee Work Group Session: Subcommittees on (1) Collateral Development, (2) Social Media, and (3) Community Outreach to hold break-out sessions to discuss work plans, and will report out to the whole group.
 - i. With the objective to build community awareness and support of the Pacifica Libraries Modernization Project and highlight the need for new / renovated library facilities in Pacifica, sub-committees will discuss their work plans and next step tasks.
 - ii. Identify Collateral Needed for Outreach, Ideas for work products and resources / needs to create the products identified, assign tasks

- iii. Identify Outreach Opportunities, Plan Schedule, assign tasks
- iv. Identify social media opportunities and ideas to build community awareness through social media, assign tasks

3. Sub-Committee Updates

- a. Collateral Development Subcommittee Updates
- b. Social Media Subcommittee Updates
- c. Community Outreach Subcommittee Updates
- d. Discussion on strategically aligning Sub-Committee work and next steps

4. Outreach Opportunity: Rockaway Tree Lighting – Sunday, December 1 from 4pm – 7pm

5. COMMITTEE AND STAFF COMMUNICATIONS

6. 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.

7. POTENTIAL FUTURE AGENDA TOPICS

The Committee will discuss and determine potential future agenda items

- a. Requests for topics

8. NEXT SCHEDULED MEETING DATE – Wednesday, December 11, 2024 (to be rescheduled or cancelled)

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

ADJOURN

NOTICE: The City of Pacifica will provide assistance for disabled citizens upon at least 24 hours advance notice to the City Manager's Office (650) 738-7300, or send request via email to: scoffey@pacifica.gov if you need sign language assistance or written material printed in a larger font or taped, advance notice is necessary. All meeting rooms are accessible to the disabled.





CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

Wednesday, October 9, 2024
6:00 PM

Sharp Park Library, 104 Hilton Way, Pacifica

CALL TO ORDER:

Roll Call:

- a. **Members Present:** Cindy Abbott, Anne Hitz, Jennifer Hlavin, Kathy Long, Tina Wehrmeister
- b. **Members Absent:** Erin Deis, Annabelle Phillips, Dave Sikula, Maya Sinapuelas
- c. **Ex-Officio Members (non-voting) Present:** Julia Hall (Pacifica School District)
- d. **Ex-Officio Members (non-voting) Absent:** 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, SMCL), Rachel McDonnell (SMCL), Nate Galvan (BergDavis), Savanna Schwartz (BergDavis)

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

1. ADMINISTRATIVE BUSINESS:

- a. **Approval of Minutes from August 14, 2024 meeting (Attachment 1)**

Motion to approve Minutes: Cindy Abbott; 2nd: Kathy Long; Vote: 5 – 0 APPROVED
(Absent 4: Deis, Phillips, Sikula, Sinapuelas)

- b. **Library Advisory Committee membership – recruitment for expiring terms October 2024**

City Clerk Coffey advised that the terms for LAC members Maya Sinapuelas and Annabelle Phillips will be expiring October 2024. The City recruited for these and other committee / commission expiring terms and vacancies and held interviews of applicants with the City Council on October 7. There was a very robust applicant pool for Library Advisory Committee. Maya Sinapuelas reapplied, but Annabelle Phillips did not. Appointments will be made at the City Council meeting on October 14.

2. PROJECT UPDATES AND INFORMATION:

- a. **Pacifica Libraries Modernization Project**

- i. **Pacifica Libraries Project Website (www.pacificalibraryproject.com) Updates published early September, includes updated FAQs**

City Clerk Coffey stated that the project website updates reviewed by LAC with LAC feedback went live prior to the outreach done at Fog Fest. Outreach materials provided at the Fog Fest referenced the project website.

ii. Outreach

1. Social Media updates - Pacifica Friends of the Library Instagram and Facebook

Nate Galvan (BergDavis) stated that he and Savanna have been working with Sarah weekly to post to social media weekly. At the photography event today, they got content for anchoring posts to future dates / events like Halloween or Thanksgiving as well as some evergreen content. He added that being able to capture photos and video on site was helpful. He suggested that in the future they will consider doing boosted posts. Nate added that it would be helpful to have the LAC social media subcommittee members to capture content for social media posts.

2. Fog Fest September 28 – 29 Outreach recap

Clerk Coffey stated that the City of Pacifica had a booth at the Fog Fest, she staffed the booth on Saturday and other City staff hosted the booth on Sunday. The San Mateo County Libraries Maker Mobile was in the parade on Saturday. Group 4, the architect for the conceptual design of the library project, reprinted the three large posters on the hard-backed boards for outreach focused on visualizing library spaces we could have with larger more modernized libraries, the conceptual design of the new Sharp Park Library and one focused on the conceptual design of the renovated Sanchez Library. These boards were displayed at the City booth at Fog Fest as well as the Sanchez Outpost Ribbon cutting and generated attention from the attendees, with people asking questions and varying levels of knowledge about the library project from new residents with no knowledge of the project yet to some residents who have been following the project over the years. There was a lot of library excitement. Thirty people signed up for the interest list for more information about the library project. Postcards with a link to the PacificaLibraryProject.com website and a few copies of FAQs were also available at the booth.

Nate Galvan added that Sarah was working on an email blast through Constant Contact to the library interest list.

3. Outreach timeline and near-term objectives

a. Major objective milestone: End of Calendar Year 2025 baseline polling

Chair Tina Wehrmeister provided an update that she met with Clerk Coffey and the City Manager to review the timeline and milestones. There are 3 – 4 major milestones towards a potential bond measure in November 2026: the first at the end of calendar year 2025 a baseline survey to the community to get the pulse of the community, then targeted round of outreach to the community, then a tracking poll in the early part of calendar year 2026 that would inform the City Council's decision and more activities on putting a measure on the ballot for November 2026. Where we are now is pre-baseline poll and the focus should be on looking towards the baseline poll milestone to build awareness and excitement about the library project. She thought it was too early to have speaking engagements, but we are at the



point to target community events for more generalized communications and meet people where they are and build awareness of the goal of the project. She thought there will be specific questions about a measure, but the goal at this point is to build excitement about the library project and to get our talking points and collateral together.

Cindy Abbott asked if spring to winter of 2025 to set the timeline, as she didn't see us doing anything from now to around February of next year. Clerk Coffey responded that the Rockaway Tree Lighting in December could be a good touchpoint with the community. Cindy Abbott asked if we need that, feeling that we did not have a lot of information to share aside from the boards we have been sharing for a long time, concerned about that getting tiring if we are not showing anything new. Clerk Coffey shared that from Fog Fest there were enough people that were not aware of the project due to the hiatus period where no active outreach was being conducted from the start of COVID until now. Kathy Long suggested that the people attending Fog Fest are not going to be the same people that are attending the Rockaway Tree Lighting, and 2016 was a long time ago, so there would be enough people that it is new for and we should probably take advantage of the outreach opportunity.

b. Objective: Building awareness, excitement and understanding of need for the Pacifica Libraries Modernization Project

c. Identify Collateral Needed for Outreach

Cindy Abbott said that she was unclear about the subcommittees, how they are structured and what work they were to take on or would we work together on those objectives for awhile. Chair Wehrmeister thought that the group needed a better understanding of the timeline that she described, and then we can break into the subcommittees for developing collateral, social media support and brainstorming outreach opportunities and schedule. Clerk Coffey ask if the group wanted to reconsider the make-up of the subcommittees and reform them in January, if desired. Chair Wehrmeister thought that the tasks allocated to the subcommittees still seem relevant. Anne Hitz mentioned that the collateral subcommittee was waiting for the timeframe and green light to begin work. Chair Wehrmeister thought that the graphic from the webpage showing the comparison showing how small our library is would be good on a postcard. Mayor pro Tem Beckmeyer suggested adding to the graph a depiction of what it would look like if we did the project – the difference in size compared to population size. Half Moon Bay Library was mentioned and it was brought up that it does not just serve the city of Half Moon Bay but areas all the way to Pescadero. Kathy Long suggested showing population served by each library. Mayor pro Tem ask if Millbrae was doing any updates to the library and Rachel McDonnell (SMCL) replied that it is not. Nate Galvan (BergDavis) offered to let them know if any help was needed to create poster boards, presentations or other materials.



Chair Wehrmeister asked if the photos from the photo session could be shared ahead or at the next meeting with the collateral subcommittee.

d. Photographer Engagement – October 9

Nate Galvan (BergDavis) informed the group that we had a great photo session today at Sharp Park and Sanchez Libraries. At Sharp Park, the photographer captured photos from a Baby Bounce Storytime with great attendance showcasing children having fun at the library. At Sanchez, the photographer captured a Tai Chi class taking place. The photographer also captured overall photos of the building as well as people utilizing the space and balancing showing spaces that are cramped and dated. Clerk Coffey added that the photographer was able to capture a broad cross-section of patrons from babies to seniors as well as drone aerial photos and video around the Sharp Park Library and area. Cindy Abbott asked if there were photos taken of the current deficiencies; Clerk Coffey replied affirmatively adding that photos were taken of cramped spaces including the staff space that is too small for needs, cramped restroom space, exterior photos and showing challenges of access, and the needs of the libraries. Nate Galvan added that in asking patrons about permission for taking photos, they had a lot of positive feedback about the libraries and there were various levels of awareness of the Pacifica library project and comparison to libraries in neighboring communities, like Half Moon Bay.

e. Identify Outreach Opportunities, Plan Schedule

Mayor pro Tem asked about putting together a calendar of outreach events. Chair Wehrmeister replied that is what the outreach subcommittee will work on. She added that we should also think about outreach to people who are not just library supporters, but how to reach other segments of the community, such as at the Car Show. Mayor pro Tem Beckmeyer mentioned an event in another city that had an entire promotion around bars, thinking outside of the box about something a little different. Kathy Long brought up the banned book pub crawl event that the Redwood City Library has done that is very popular. Jennifer Hlavin mentioned that Table Wine hosts pop up events.

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

Clerk Coffey mentioned visiting the Maker Extravaganza at the Sanchez Library on October 2, and some of the activities they had at that event. She mentioned that with elections coming up, the local libraries have some events and activities with election / voting themes.



Chair Wehrmeister mentioned attending a conference in Riverside and checking out the main branch library there that was being used as a cooling center in the 100-degree heat.

Anne Hitz mentioned that Kathy Long is a tour guide for the San Francisco main library branch, and she took the tour for the first time which was really great and suggested others to do the tour. Kathy Long added that one of the staff members won an award for a TikTok campaign with love letters to the library and thought that is something that we could do, too, for a social media campaign.

Mayor pro Tem Beckmeyer asked about what is happening with the Foundation. Are there specific initiatives they are working on now? Rachel McDonnell (SMCL) did not have that information now, but is working with Clerk Coffey to coordinate a presentation by the Foundation for San Mateo County Libraries for the LAC.

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 for the presentation from the Foundation for San Mateo County Libraries and also suggested a presentation on funding options such as public / private partnerships, etc. to help with putting together materials.

7. NEXT SCHEDULED MEETING DATE – Wednesday, November 13, 2024

Committee members to advise of any anticipated absences for next meeting.
Anticipated Absences: Anne Hitz (Nov. 13),

ADJOURN

Chair Wehrmeister adjourned the meeting at 6:47pm.

