



**MINUTES**  
May 8, 2019  
6:30 P.M.

**CITY OF PACIFICA  
LIBRARY ADVISORY COMMITTEE  
SANCHEZ LIBRARY  
1111 TERRA NOVA BLVD., PACIFICA**

**COMMITTEE PRESENT:** Cindy Abbott (CA);  
Caroline Barba (CB);  
Jerry Crow (JC);  
Barbara Eikenberry (BE);  
Anne Evers-Hitz (AH);  
Andy Lie (AL);  
Kathy Long (KL);  
Eric Ruchames (ER);

**CITY COUNCIL LIAISONS  
PRESENT:** Sue Beckmeyer (SB);  
Mary Bier (MB)

**COMMITTEE ABSENT:** Ryan Kraske (RK);  
David Leal (DL);  
Kellie Samson (KS);

**CITY STAFF PRESENT:** Planning Director Tina Wehrmeister (TW);  
City Manager Kevin Woodhouse (KW)

**CONSULTANT TEAM:** Dawn Merkes, Group 4 Architects (DM)  
Daheen Maeng (DMg)

**SMCL STAFF:** Julie Finklang (JF);

**CALL TO ORDER**

Chair Cindy Abbott called the meeting to order.

**1. Approval of March 13, 2019 Meeting Minutes**

Eric moved to approve March 13, 2019 Meeting Minutes, Caroline seconded. Approved.

**2. Oral Communications - None**

**3. Conceptual Design Report and Recommendations**

**a. Review Draft Conceptual Design Report and Consider Recommending that the City Council Approve the Report**

- i. Tina - editing committee met twice prior to this draft
- ii. Cindy requested any comments for the report

1. Eric - appreciate the effort and everyone's work and time, especially to Group 4 to work closely with the committee on their work in progress report
  2. Cindy - somewhere at the beginning explaining the next steps and the synopsis
  3. Dawn - we can move the findings to the front of the report, summarizing the report and the next steps
  4. Cindy - bolding certain words and phrases so that it reads punchier
  5. Kathy - starting off with the vision would make the report stronger
  6. Cindy - at the blank page - maybe explaining and summarizing each section
  7. Dawn - after picking up revisions, will send out another draft to the committee for the last round of the review
  8. Caroline - change PFL to PFOL
  9. Sue - agree with moving the vision to the front of the report. Visuals and new renderings, exhibits make the report stronger and make it very easy to understand
  10. Mary - beautiful report. Thank you.
- iii. Group 4 to bind the report - draft in grey strip (for the city council) and Group 4 to print additional copies on yellow strip (final) after city council has approved it after 5/28

**b. Receive Voter Survey Results and Consider Recommending a Citizen Outreach Program to the City Council**

- i. Poll results more positive than the 2016
- ii. Explained different strategies and questions that were asked for the survey
- iii. Initial polling 64% / after discussion 70%
- iv. Leveraging and focusing the basic needs for the additional community outreach - open access 7 days/week ranked the lowest, highest priority - repairs of the facilities
  1. Targeted community outreach campaign needed – See Tina Wehrmeister's memorandum
- v. Kevin - very positive, significant improvements from 2016
- vi. Cindy - question on the language tested
  1. Today, even though they love the current libraries - they haven't been to the full-service libraries and people are not aware of that. Concerned about only focusing on the repairing, we should also focus on the parts that can't be repaired (making the pitch stronger - understanding of what people have been missing out on, explaining the fully explaining full-service library in depth and its library services). Hoping to convey more information than repairing when it comes to the community campaign
- vii. Tina - limited to 70 words for the survey wording. It was very challenging and constrained in terms of wording and conveying the full message.
- viii. Caroline suggested written materials - a newsletter/writing in PFOL
- ix. Eric and Cindy - HMB library could really help us in conveying the message - full service library
- x. Kathy - hard to describe to people without any knowledge of the full-service library, can't imagine beyond what they haven't experienced
- xi. Mary suggested a podcast and public communications

- xii. Sue agreed with Mary, maybe taking a time-lapse of the people using the HMB library throughout the day and really visualize the usage would help
  - xiii. Jerry - YouTube one minute HMB library - how full-service library runs as an example
  - xiv. Andy - very concerned that this will not pass due to prior experiences, even with the high, 2/3 majority - some cases had trouble passing the bond measures.
  - xv. Caroline - very challenging to get 2/3 of the majority, any additional/outside help needed on this?
  - xvi. Julie - really appreciate Andy's reality check piece.
  - xvii. Eric - last time, city council member led the opposition - it was a devastation, we need all full support from the city council but, seeing the opposition led by the crucial member in the community was really devastating. We should prepare to talk to opposition prior to voting, so that at least that has a chance to put them on the neutral side
  - xviii. Cindy - need to target other groups and have them engaged
  - xix. Julie - is it possible to target new residents (since the last bond measure)?
  - xx. Tina - Home For All participants - about 22% moved recently
  - xxi. Sue – use voter registration data
  - xxii. Kathy - a lot of seniors are in favor of this. Maybe having them involved in the campaign - different voices
  - xxiii. Public comments:
    - 1. Ellen – The concerns from seniors from last bond measure was closing the Sanchez library. HMB and Pacifica's side by side comparisons - providing a visual difference. Seniors benefit from libraries.
- c. Recommendation – motion by Kathy and Caroline seconded / recommendation passed.

#### **4. May 28, 2019 City Council Meeting Preparation**

- a. Eric - it is a good idea to have Cindy, Tina and Dawn involved

#### **5. LAC Member Presentation Outreach Report-out**

- a. One coming up - Julie and Cindy Tuesday (5/14), same day as the pop-up library, congregate lunch - history of the project and progress and addressing automation reducing jobs.
- b. August 7 - Eric presenting to Pacifica School District
- c. Group 4 to update the speaker forum presentation with new graphics and updates

#### **6. Committee and Staff Communication**

- a. Home For All community meeting on housing - 5/21 Tuesday at IBL School
  - i. Kevin – City tried a new way of reaching the crowd - have been experimenting with short videos at the Home For All and potentially could be used for the library project
- b. Caroline - June 14-15 Friends of the Library book sale
- c. Sue - beautification of the community
- d. Eric - visited Ojai, Ventura County library - open plus library - Hillroad Library
- e. Cindy - video - more people engagement

- f. Julie - second American installation, very common in Europe

Eric moved to Adjourn; Caroline seconded.

MEETING ADJOURNED

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Cindy Abbott  
Library Advisory Committee Chair