



## **MINUTES**

October 9, 2019

6:30 P.M.

**CITY OF PACIFICA  
LIBRARY ADVISORY COMMITTEE  
SHARP PARK LIBRARY  
104 HILTON WAY, PACIFICA**

**COMMITTEE PRESENT:** Cindy Abbott (CA);  
Caroline Barba (CB);  
Jerry Crow (JC);  
Kai Doggett (KD);  
Jean Mecorney (JM);  
Ellen Ron (ER)

**CITY COUNCIL LIAISONS  
PRESENT:** Sue Beckmeyer (SB)

**CITY COUNCIL LIAISONS  
ABSENT:** Mary Bier (MB)

**COMMITTEE ABSENT:** Anne Evers-Hitz (AH);  
David Leal (DL);  
Kathy Long (KL);  
Ryan Kraske (RK);  
Andy Lie (AL);

**CITY STAFF PRESENT:** Planning Director Tina Wehrmeister (TW);  
Helen Gannon (HG);  
Josh Montemayor (JM)

**SMCL STAFF:** Julie Finklang (JF)  
Carine Risley (CR)

**CONSULTANTS:** Rachel Howard (RH)

### **CALL TO ORDER**

Chair Cindy Abbott called the meeting to order at 6:30PM.  
No quorum present, so meeting will be discussion only.

**1. Approval of May 8, 2019, June 12, 2019, and August 14, 2019 Meeting Minutes**

CA continued the item for approval of minutes to the next meeting, as no quorum is present.

**2. Oral Communications – None.**

**3. Citizen Outreach Program**

### **a. Report Out on Progress and Analytics**

Tina Wehrmeister provided an update on citizen outreach for the newer Library Advisory Committee members. She stated that we are now in the outreach phase of the entire project to inform the public of the new project description, and after this phase we will be going to polling and eventually voting for funding.

Rachel Howard provided a PowerPoint presentation on the citizen outreach efforts.

What we've done:

- Library Project specific website
- Heart media advertising (paid)
- Social media advertising (paid)

Cindy asked what the Hearst advertising was about. Rachel responded that it was casted widely throughout the web to target people anywhere they went on the web. These were advertising campaigns to drive people to the website.

Rachel continued with the following updates. Mailers went out to mailboxes week of September 14. Outreach timeline and results was shared. Project webpage analytics were shared: There was a spike when Heart advertising went out, at which point most traffic was driven to the website. Another spike occurred around September 16 when mailer hit mailboxes. There were smaller spikes in October. Numbers to-date were shared.

Kai brought up a point that the library usage numbers are not as high as the website analytic numbers. She asked "what's the target?" because these are small numbers.

Rachel responded that we are testing targeting specific people. Rachel said we don't have a target goal.

### **b. Receive Feedback on Messaging and Outreach Opportunities**

Rachel provided next steps recommendations for re-launching advertising campaigns and paid Facebook advertising.

Jean asked why we don't have a banner at the libraries with the website address directing traffic to the website. Tina responded that we will explore the cost. Committee was supportive of Jean's suggestion.

Tina explains next steps in public outreach: a poll will be conducted within the next two weeks. Consultant will tabulate the responses. At this point, this is a tracking poll in determining if we are on the right track with outreach and education. This will be a 10 minute poll vs. a 20 minute poll where we are not asking people right now to put the bond on ballot. Tentatively reporting back to Council on October 28 or November 12.

Cindy asked what the potential election date is. Tina affirmed we are considering November 2020 and potentially into 2021.

Tina asked the committee members to share with staff if they hear anything locally that may affect the project and that staff needs to address.

**c. Receive Feedback on Additions to FAQs**

Committee reviews the supplementary FAQs and Tina asks committee to let staff know if there is anything that we should address that might be confusing, questions out there, etc. Asking for collective eyes and ears.

Jean's suggestions/comments for the website. She loves the FAQs additions and to have that on the website. She wants to know if we can put event announcements such as "We will be out at Family Fest" and to also have a list of places where we've appeared such as listing out Fog Fest, etc.

Kai said the more content you post, the more people will be attracted to it. Keep people excited by keeping things fresh and offering new content.

Jean heard on Nextdoor that fixing the roads are more important. Tina said we address that under the umbrella of priorities on the first question of the draft FAQ additions.

Sue says we need to put out the message that things are happening and reiterate.

Jean said on the website, make the numbers more clearly like how many books were checked out (in a week, month, year?) Jean said also list out the potential programs such as the people who are using the community room.

Julie says that there are two distinct groups that use the community rooms: the library themselves, and then the community (non-profit).

Jean says we need to highlight features like work rooms that and study rooms this library will have.

Kai says draft up a blog, post it on a social media platform so that it gives a reason to drive people to the website. So it is important to link useful content. LAC members agree to want to write up blog posts.

Jean says she is happy to post a blog from time-to-time. Sue thinks that a sub-committee is starting to form. Cindy says we don't need a sub-committee. LAC will use the social media toolkit. Rachel to provide that toolkit soon.

Tina commented further on the FAQs—we will supplement the existing FAQs that we have with the additions that we showed tonight

Comments:

- Bullet points would be great
- Keep the FAQ clean and simple
- Make it more reader friendly
- Get the points quickly and simply and uncluttered
- Don't burry the points in the words
- Make it concise and tighten it
- Find opportunities to hyperlink
- Other hot topics: roads, seawall, homeless
- Make it very clear that the open-access model is very successful – state the facts of what's happening at the other cities that are using open-access

Public comments on the FAQs:

- FAQ needs to address parking
- FAQ needs short and to the point about timing
- Address managed retreat
  - o Will a project like this be green lighted?
  - o Address the regulatory and feasibility from Coastal Commission
  - o Can a project like this be approved by the Coastal Commission?
  - o The question is about approval and insurance
- Talking anything about money at this point is dangerous – it is a mistake to say any numbers because we really don't know; be more vague

Tina says it is helpful for the LAC to identify upcoming community events that staff can give fliers to:

Boofest – October 26

Kia will look and give more

Spark Poetry Slam

Spookathon??

Book sale coming up on the 19<sup>th</sup>

Parent resource night on the 16<sup>th</sup>

#### **d. City Council Update**

Tina will send out when we will go to council for an update

**4. LAC Member Presentation Outreach Report-out** -- Nothing to report

**5. Committee and Staff Communication** -- Nothing to report

MEETING ADJOURNED 7:55 p.m.

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Cindy Abbott  
Library Advisory Committee Chair