



CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE AGENDA

Wednesday, February 11, 2026

6:00 PM

Sharp Park Library, 104 Hilton Way, Pacifica

CALL TO ORDER:

Roll Call:

- a. **Members:** Cindy Abbott, Erin Deis, Stephanie Hartwell-Mandella, Jennifer Hlavin, Kathy Long, Brianne Murphy Miller, Tina Tracy (Wehrmeister), Parker Witte, Grace Zaheed
- b. **Ex-Officio Members (non-voting):** Bridget Hardt (Pacifica School District), Melissa Ng (Pacifica Families Club), Pacifica Friends of the Library, Jefferson Union High School District, Seniors In Action
- c. **City Council Liaison:** Councilmember Sue Beckmeyer
- d. **Staff Liaison:** Sarah Coffey
- e. **Library and Consulting Staff:** Hillary Ake (SMCL), Rachel McDonnell (SMCL), Nate Galvan (BergDavis), Savanna Schwartz (BergDavis)

1. ADMINISTRATIVE BUSINESS:

- a. Introductions: LAC Youth Member Parker Witte
- b. Approval of Minutes of January 14, 2026 Regular Meeting (Attachment A)
- c. Selection of Vice Chair for 2026

2. PROJECT UPDATES AND INFORMATION:

- a. Outreach and Communications Updates
- b. Highlights from San Mateo County Libraries Annual Report presented at Jan. 26, 2026 City Council Meeting
- c. Distribution of "Before the Ballot" book

3. 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.

4. COMMITTEE AND STAFF COMMUNICATIONS

- a. City Clerk Updates
- b. Council Liaison Updates
- c. Pacifica Libraries / SMCL Updates
- d. Committee Member Updates

5. POTENTIAL FUTURE AGENDA TOPICS

The Committee will discuss and determine potential future agenda items

- a. "Book Club" topic assignment / discussion prompt – "Before the Ballot"
- b. Preparation for May Committee / Commission Annual Reports to City Council
- c. LAC Workplan and Communications / Outreach Plan for 2026
- d. New Ad-Hoc Subcommittees formation for 2026
- e. Requests for other topics

6. NEXT SCHEDULED MEETING DATE:

Wednesday, February 11, 2026

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@pacificagov 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.



DRAFT

CITY OF PACIFICA LIBRARY ADVISORY COMMITTEE MEETING MINUTES

Wednesday, January 14, 2026

6:00 PM

Sharp Park Library, 104 Hilton Way, Pacifica

CALL TO ORDER at 6:03pm by Chair Tina Tracy.

Roll Call:

- a. **Members Present:** Cindy Abbott, Stephanie Hartwell-Mandella, Jennifer Hlavin, Kathy Long, Brianne Murphy Miller, Tina Tracy (Wehrmeister), Grace Zaheed
- b. **Members Absent:** Erin Deis, Parker Witte
- c. **Ex-Officio Members (non-voting) Present:** Melissa Ng (Pacifica Families Club)
- d. **Ex-Officio Members (non-voting) Absent:** Bridget Hardt (Pacifica School District), Pacifica Friends of the Library, Jefferson Union High School District, Seniors In Action
- e. **City Council Liaison Present:** Councilmember Sue Beckmeyer
- f. **Staff Liaison Present:** Sarah Coffey
- g. **Library and Consulting Staff Present:** Hillary Ake (SMCL), Rachel McDonnell (SMCL), Nate Galvan (BergDavis), Savanna Schwartz (BergDavis)

1. ADMINISTRATIVE BUSINESS:

a. Introductions:

- i. New LAC Members: Brianne Murphy Miller and Parker Witte (Stephanie Hartwell-Mandella and Grace Zaheed introductions were made in December)
Parker Witte was absent from the meeting. New member Brianne Murphy Miller introduced herself as a 25-year resident of Pacifica with 20-years in the publishing industry and currently works for a marketing / PR agency with book-oriented clients in the publishing industry such as the Antiquarian Book Sellers Association of America and the Mechanics Institute, a private library in downtown San Francisco. She added that she is a big fan of libraries. Other committee members and attendees present continued with brief introductions.
 - ii. City Council Liaison(s) to LAC as determined at January 12, 2026 City Council meeting
- b. Approval of Minutes for the following meetings** – motion for approval: Jennifer Hlavin;
2nd: Kathy Long; Vote: Unanimous (7-0; Absent: Deis, Witte)
- i. November 5, 2025 Special Meeting and
 - ii. December 10, 2025 Regular Meeting

2. PROJECT UPDATES AND INFORMATION:

- a. Outreach and Communications Updates

- i. December Outreach– “Merry Manor Art Walk” Sat. December 20 (Jennifer Hlavin and Sarah Coffey)

City Clerk Sarah Coffey provided an update on the outreach done by Jennifer Hlavin, Kathy Long and her on Saturday, December 20 as part of the “Merry Manor Art Walk” event, tabling at the driveway at Jennifer Hlavin’s house along the route. Since LAC had the sticker and bookmark contest for the Library Project, which was a good intersection with the art themed event, free bookmarks and stickers with the winning designs were given out to passersby walking the event route. Despite the rainy weather, there were several groups of people walking by checking out the art event participants in the neighborhood, and it was a worthwhile outreach opportunity to inform a mix of people about the Library project, some were aware while others were not yet aware of the project and all were enthusiastic, positive and expressed support for the new library project. A few signed up to receive more information by email.

Jennifer Hlavin added that it was exciting to be able to offer the participants something for FREE, which was different from other participating vendors that were selling artwork. Kathy Long added that the kids particularly liked the stickers.

b. 2026 Library Advisory Committee Goals

City Clerk Sarah Coffey provided a recap of the update from the City Council’s Revenue Generation Study Session held in November 2026, indicating that the Council decided not to pursue a ballot measure for library facility construction funding due to the short-term immediate need to close a revenue gap for the projected operating deficit. She added that pushes out the horizon for community outreach done by the Library Advisory Committee to get support of the community for a future bond measure. The next opportunity after 2026 for a bond measure would be November 2028. She added that the LAC’s primary focus would be community outreach, engagement, education about the plans for the library facilities, the community needs for new library facilities and the gap between the community needs and current library facilities. She added that this agenda item is to kick off discussion on developing the LAC’s 2026 work plan and goals to accomplish getting community awareness and support for new library facilities.

Cindy Abbott asked if that was if LAC agrees to it. Sarah Coffey replied that the LAC would define its work plan and goals that are consistent with the scope of the LAC’s charter as defined by City Council.

Tina Tracy asked if committees were still presenting annual work plans to City Council. Sarah Coffey replied affirmatively, that those are typically done at the 2nd City Council meeting in May as informational items and the Council may have questions and provide direction and/or a special charge to the committee at that study session.

Sarah Coffey provided a handout with information from the outreach communications plan / timeline that BergDavis assisted with previously for the Library Advisory Committee / project as a basis for reference to strategize future outreach plan.

Jennifer Hlavin asked to look at the LAC purpose / scope as outlined in the Resolution. She also asked about the relationship between the City and the School District and school district property, asking if there are other sites to consider / re-examine as possible locations (e.g. former Ocean Shore School site) for a new library. Councilmember Beckmeyer replied that the City and School District are separate entities and governed by separate elected boards, any school district properties are their properties, however, there may be some cooperation / collaboration typically in the form of an agreement such as a lease agreement for summer adventure camp run by the City’s Park & Rec at a school site. She added, in reference to the



question about going back to re-visit other sites and locations, there was already a thorough process after the last bond vote, referencing the document on the LAC webpage with the conceptual design information presented to City Council in January 2018 showing the 20 sites that were examined for potential library sites. She discussed the three elements of the purpose / objectives of the LAC as detailed in the charter resolution.

Jennifer Hlavin was concerned about whether Pacifica has enough of a tax base, if it will be always underfunded, and suggested considering other possibilities besides a tax / bond measure for funding new library facilities.

Tina Tracy stated that 2028 will be almost 10 years from when the conceptual design was adopted, adding that there may be questions from the community about whether we have re-validated the design and whether this is the right path. She suggested that there needs to be some engagement to get feedback from the community, not just providing information out. She is not sure what exactly that feedback request would be at this time, and we need a lot more conversation about this.

Cindy Abbott thought that we need to pause outreach and re-group to determine the work plan and LAC's direction. She suggested reading the book, "Before the Ballot", and possibly for LAC to read and discuss, do research on what to do for outreach / strategy. She referenced a study that showed a reduction from just over 55% to 42% in 2018 for people that would vote for / support a new library, and thought now the number would be even lower. Kathy Long agreed and added that one of the frustrations with the recent outreach was that we didn't have any action items for the community; she thought that everybody thinks that libraries are wonderful, but they don't necessarily want to pay for them. She thought the book could help frame the path forward. Tina Tracy asked about the LAC role versus the City's and Council's role and at what point the LAC needs direction from Council first. Cindy Abbott thought the book was written from the perspective that the library folks are doing all the outreach, not necessarily the City; she questioned who is the group that does the outreach / advocacy, adding that the dynamic changed as there is the Friends of the Library then the Pacifica Library Foundation turned over to the San Mateo County Library Foundation.

Cindy Abbott referred to LAC charge #2, "assist City staff by providing feedback on elements of the project, priorities, direction, selection of consultants" is within LAC's current work that can be done. She thought that should be the focus of the next steps. She agreed that the outreach is not about whether you love libraries, but are you willing to pay for a library. Tina Tracy added that you want to get outreach out as far ahead of when you are asking for money, as when you begin asking for money there is some skepticism. She thought that Every Library assists with guidance on outreach and campaigning strategy; Cindy Abbott agreed and thought we should look into Every Library resources or consulting. Councilmember Beckmeyer reminded the committee that campaigning would be out of bounds of the committee's purview, but Every Library is a non-profit 501c(3) organization and stated that John Chrastka of Every Library came to the Pacifica Library Foundation and Pacifica Friends of the Library to present previously and was really good. Tina Tracy thought we could use them to assist with strategizing communication efforts. Stephanie Hartwell-Mandella mentioned Patrick Sweeney of Every Library. Rachel McDonnell added that Patrick Sweeney used to work with San Mateo County Libraries. She didn't recall him making any presentations in the effort for the new Half Moon Bay Library; she spoke about funding of the new Atherton Library and Brisbane Library. She stated that every project is different and each has its own challenges. Brianne Murphy Miller stated that South San Francisco benefitted from funding from the biotech firms to get their City library built.



Cindy Abbott concluded that we know about the need of a new library and the community wants a new library in Pacifica, but our goal is to find out how to do that and what is the messaging before it goes to the ballot.

Brianne Murphy Miller stated that to go out to the community without a call to action is really rough. It is vital to create a timeline in addition to the research, and people like to take an action and do something, so as reading the book and research is going on consider what 4 actions we can ask the community to take action on in our messaging. Nate Galvan stated that currently the call to action is to sign up for a mailing list; Brianne Murphy Miller thought that is a good low-barrier to entry action. Nate Galvan thought there could be an “I Support the Library” bumper sticker or a button on the website, or maybe it is the right time to seek ideas about how to make the cost of building the new library lower, like adjusting the parking garage. Cindy Abbott pointed out that the design has already been scaled back in size. Tina Tracy thought that there may be opportunity to explore shared parking or temporary parking at 2212 Beach Blvd site or areas adjacent to the library site. Brianne Murphy Miller mentioned that they did that with the Half Moon Bay Ritz-Carlton where they conditioned that they would need to provide parking spaces set aside for access to the coastal trail. Rachel McDonnell mentioned that there was a similar agreement with the Half Moon Bay Library in an MOU with the school district for shared parking. Kathy Long thought that re-engineering the parking garage for the Sharp Park Library could mitigate some cost. Cindy Abbott emphasized the need to drive understanding of who a library can be an economic driver to an area and to bring the library to the forefront of the City Council’s focus.

City Clerk Sarah Coffey will check on budget to order the “Before the Ballot” book for the LAC members.

Tina Tracy suggested looking into possibly getting guest speakers from Every Library at a future LAC meeting. She suggested looking for grant funding and incremental funding for the library, and mentioned that more work still needs to be done and there will be a cost for permitting, Coastal Development Permit, environmental review documents, etc for the library project, so there will need to be funding for those costs. City Clerk Sarah Coffey mentioned the potential to reach out to the San Mateo County Library Foundation to engage a private funding feasibility study such as the one that was done for East Palo Alto that Masha Kennedy presented about at a past meeting.

3. SPECIAL ORDER OF BUSINESS:

a. Selection of Chair and Vice Chair for 2026

Kathy Long nominated Jennifer Hlavin for Chair; Jennifer Hlavin accepted the nomination. Kathy Long moved to appoint Jennifer Hlavin as Chair for 2026; seconded by Brianne Murphy Miller; Vote: Unanimous.

Cindy Abbott was going to nominate Erin Deis as Vice Chair, but she is absent. She suggested tabling the selection of Vice Chair to the next regular meeting. All concurred.

4. PUBLIC COMMENT ON ITEMS NOT ON POSTED AGENDA – None.

5. COMMITTEE AND STAFF COMMUNICATIONS



a. City Clerk Updates

i. San Mateo County Libraries Annual Report to City Council scheduled for January 26, 2026 City Council meeting.

Hillary Ake will present the SMCL Annual report to City Council at the meeting on January 26, 2026.

ii. Compilation of Brown Act provisions in effect as of January 1, 2026 (distributed pursuant to Senate Bill (SB) 707) – This document was sent out via email to all committee / commission members and City Council members and hard copies were made available at the meeting.

b. Council Liaison Updates – None.

c. Pacifica Libraries / SMCL Updates

Hillary Ake stated that Pacifica Sharp Park Library now has a permanent memory lab, which is equipment to digitize obsolete and all formats of media such as VHS, floppy disks, 8mm film, etc and patrons can make appointments on Wednesdays and Sundays in 2-hour blocks to use it and get assistance from librarians. As a collections update, the platform Boundless for e-books is no longer available, but all of the e-licenses have been transferred to the Libby platform.

Brianne Murphy Miller asked if the SMCL Annual Report presentation will include data on usage over time; Hillary Ake replied affirmatively and added

Rachel McDonnell stated that for project updates, SMCL is excited to start construction on the Atherton Library Children's Garden, hoping to open up in Spring, and next week a small renovation on the North Fair Oaks Branch Library for family restrooms at that location.

d. Committee Member Updates

Councilmember Beckmeyer stated that the City Council received an update on the Beach Boulevard Infrastructure Resiliency Project at the January 12 meeting. City Clerk Coffey provided updates already on the Council liaison assignments. Councilmember Beckmeyer added that on January 11, there was a meet-and-greet with Supervisor Ray Mueller and the new San Mateo County Sheriff Ken Binder and Supervisor Mueller is holding a meet-and-greet on Thursday, January 13 at his coastside office that is open to the public.

6. POTENTIAL FUTURE AGENDA TOPICS

The Committee will discuss and determine potential future agenda items

- a. New Ad-Hoc Subcommittees formation for 2026
- b. LAC Workplan and Communications / Outreach Plan for 2026
- c. Requests for other topics:

City Clerk Sarah Coffey suggested bringing back polling results once information has been made public.

"Book Club" discussions of the "Before the Ballot" book, depending on ordering and timing of receipt and distribution of the book.



For February meeting, Jennifer Hlavin and City Clerk Coffey suggested that with several new members having an overview with background and opening up for questions on those materials such as the Library Needs Assessment, Conceptual Design, project background, etc. Councilmember Beckmeyer suggested finding out some history on the Sanchez Library and the temporary library location at Linda Mar Shopping Center where the Ben Franklin store was. Clerk Sarah Coffey also suggested highlighting the SMCL Annual Report at the February meeting.

7. NEXT SCHEDULED MEETING DATE:

Wednesday, February 11, 2026

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

Anticipated Absences Feb. 11: Cindy Abbott

ADJOURN

ADJOURN at 7:01 PM

APPROVED mm-dd-yyy by COMMITTEE VOTE XX - XX (Absent: _____)

