Red Wing Library Board of Trustees
Library Board Workshop
Red Wing Public Library Foot Room
April 15, 2026

Library Board President Natasha Yates called the meeting to order at 5:59 p.m.

1. Roll Call

Members Present: Library Board President Natasha Yates; Board Members Sara Kern, Amanda Motschke, Hannah Paul, Catherine Friend, Jacqueline West, Ron Skjong, Joan Heineman, and Kim Emery

Members Absent: None

Others Present: Dan Brower, Library Director; Jake Gibbs, Schmarketing Marketing; Brian Nosan, Schmarketing Marketing

2. Workshop Items

A. Brand Enhancement Presentation – Schmarketing Marketing.

Library Director Brower introduced Jake and Brian from Schmarketing, clarifying that the initiative is not a full rebrand but rather a brand enhancement aimed at strengthening the library's presence. He referenced the library's prior experience working with Schmarketing and outlined what the updated guidelines will include for staff, such as color palette, logo usage, and overall brand styling. He also explained how the current logo was refined to better reflect the library's motto while making it more modern and easier to use.

Jake discussed the reasoning behind the design changes and the decisions made throughout the process.

Brian noted that the updated branding elements are flexible and can be easily adapted using Canva.

Director Brower presented examples of the new logo in practical use.

Member Emery spoke about the importance of developing a refreshed logo and the value it brings to the organization.

Jake emphasized that the new design makes materials easier to create and more user-friendly.

Director Brower added that he had previously presented the updates to the Staff and incorporated their feedback.

B. Long Range Plan Update.

Director Brower shared updates to the long-range plan, explaining his goal of making it more actionable and visually accessible. He incorporated color coding to indicate progress and utilized outlines to improve clarity and organization. He also highlighted areas of pride within the plan.

Director Brower discussed updates, including agency accounts, cardholder data by wards, efforts to translate library documents into Spanish, and ongoing work to ensure library spaces are welcoming. He also noted the transition of a Youth Services Assistant position to full-time status, along with other miscellaneous updates. Additionally, he expressed interest in adding a general AI policy to the plan.

President Yates commented that the plan looks good.

C. **Meeting Room Policy Revisions.**
Director Brower explained that the meeting room policy had previously been spread across multiple locations, and this update consolidates it into a single, more cohesive document. He reviewed additions and removals made as part of the revision.

Member Kern asked whether there is a safety manual or policy. Director Brower confirmed that a safety manual exists for Staff.

Member Heineman discussed bracket usage on page three.

Member Kern asked whether there is a system to flag related forms when updates are made, to prevent discrepancies or mismatched policies. Director Brower responded that there is not currently such a system, but agreed it was a good idea.

Director Brower continued outlining changes to the policy.

Member Heineman asked whether the statement requiring groups to provide their own supplies referred to food. Director Brower clarified that it refers to items such as plates or dry-erase boards, and noted that the wording should be adjusted or relocated for clarity.

President Yates asked whether language about cleaning responsibilities should be included in that section or if it was sufficiently addressed elsewhere. Director Brower confirmed that the existing section adequately covers it.

Member West asked whether THC beverages should be specifically mentioned in the alcoholic beverages section. Director Brower stated he would consult with Council Administrator Heineman on the matter.

Member Kern asked if Director Brower has access to the City attorney, noting that THC policy can be complex due to distinctions between prescription and recreational use. Director Brower affirmed that he does.

Director Brower continued reviewing policy changes and stated that he would email the updated document to the Board.

3. **Adjournment**
   The meeting adjourned at 7:09 p.m.

ATTEST:

Joan Heineman, Secretary