

**Advisory Team Meeting #21
June 1, 2022**

Location: Community Development Building

6:00 to 8:00 p.m.

Summary notes are below. An audio recording of this meeting is also available on the website at www.red-wing.org/1032/Policy-and-Practice-Project-Meetings

Team Members Present

Cholwe Hantuba Walker, Michael Lickness Holmes, Liz Magill, Alexis DeVries, Cory Koplin, Yaneth Santiago Huerta, Sara Kern, Steve Blaine, Racheal Savage, Samanth Malcom

Absent: No one

Facilitator: Michelle Leise, City of Red Wing Community Engagement Facilitator

Meeting Notes

Meeting began at 6:00 p.m.

6:00 to 7:00 – Staff Member and Team Member Small Groups

MEET WITH LIBRARY STAFF

This part of the meeting was set up in small groups – three round tables with one Library staff member and three to four Advisory Team members at each table. Groups met with each other for 15 to 20 minutes per session, then team members moved to the next table counterclockwise until every group had met.

Staff members present at the tables were Library Director Jessica McGee, Public Services Librarian Randy Decker, and Youth Services Librarian Megan Seeland

The purpose of this exercise was for team members and staff members to meet each other, ask questions, and share ideas and input on a variety of topics that will make the community better. Staff members were asked to keep notes of their discussions. The following notes were provided by two staff members from the meeting:

Jessica's Notes:

With each of the groups I gave out my card and requested that if they see a program or if they know presenters that would be good to have at the library, I would greatly appreciate being contacted. I explained that I am trying to make more connections to build a more diverse programming schedule.

Programming Ideas:

Group 1:

Have some way for people in the public to suggest a program. Either a whiteboard or a suggestion box, etc.

Host an LGBTQ+ speaker – Talk with Molly Kiefer or Lisa Hanson at the High School for ideas.

Host an outdoor movie or Drive-In – They recommended putting a screen up at the band shell in Central Park. (This would allow fundraising opportunities for area groups if they were allowed to sell refreshments, etc.) There could also be a children's program in conjunction with this, like using cardboard boxes to make cars.

Group 2:

Work with Red Wing Youth Partnership to co-sponsor programs. Point of contact would be Mandy Arden.

Put a focus on mental health issues.

Group 3:

Create a resource or program for parents who need help getting their children services through the schools to help them succeed in school. These could focus on subject-specific resources (such as dealing with ADHD). Library could provide a resource or program that gives tips or ideas.

Marketing Ideas:

Group 1:

Translate signs into Spanish. Yaneth recommended putting subtexts into the signs that translate the title of the program, the location of the program, and the date and time—all the most pertinent information.

Post signs in more places, such as Hanisch Bakery, YMCA, Caribou, Family Fare, Runnings

Advertise programs in the City's utility bill insert.

Be more intentional with advertising. Contact people who have connections in different communities when advertising for events.

Group 2:

Produce radio ads – Lots of people in the community get their information from the radio.

Provide information at a booth at City events.

Use public bulletin boards.

Group 3:

Racheal Savage offered to promote us at Maple Hills/Common Bond Housing (through their newsletter, etc.) and also thought we could co-sponsor an event there.

Reach out to Jordan Towers and the Downtown Plaza to market programs and services.

Place advertisements in laundromats, gas stations, grocery stores, etc.

Ideas for Advertising for Employees:

Group 1:

Be more intentional in promoting job opening announcements.

Send a notice to the schools and organizations like Hispanic Outreach.

Group 2:

Team members reiterated this is often difficult to get the word out to the whole community.

Make sure advertisements are listed in both English and Spanish.

Group 3:

Be more intentional when posting notices.

Miscellaneous Topics:

Group 1:

Wondered why the Library Round Up disappeared from the Utility Bills. It was a good, easy way to make donations to the library.

Group 2:

Provide more access for people who live at Haven for Hope women's shelter. We discussed several possible alternatives and are going to work on this more following this meeting.

Randy's Notes

In my discussions with the Advisory Committee, I focused on two main questions. There was considerable overlap in the answers:

How to increase diversity among staff

1. Host a table at the High School job fair for positions like the paige position. Reach kids through key personnel, such as Mick Wendland (Flight Path Coordinator), Phil

White (liaison with the Prairie Island Community) and high school student Deyahni Cooper (founded Black Student Union)

2. Reduce bias in the selection and interview process. Several people expressed concern with/suspicion of the City's hiring practices. They felt it was important to do more to reduce bias. (I noted that we rarely see people of color in our interview pools but we don't know how many actually apply for the jobs)
3. Advertise jobs to parents via kids (see 2b below)
4. Find key members of the groups we seek to reach and work through them.

How to increase knowledge about the library, and how to use the library, especially with regard to marginalized groups. (Virtually everybody said they had no idea how much we offered.)

1. Hire staff from all population groups (very important!)
2. Consider these ideas for better outreach:
 - a. Give presentations to nonprofit staff members who serve various populations so those staff members can spread the word through their organizations
 - b. Post fliers in places such as laundromats, Hispanic markets (in Spanish), affordable housing facilities, Kwik Trip
 - c. Reach parents through their kids (send out information via the schools).
 - d. Connect with trusted sources: suggestions were Mick Wendland (Flight Path Coordinator), Phil White (liason with the Prairie Island Indian Community) and Deyahni Cooper (high school student who formed the Black Student Union)
 - e. Host tables at various cultural events (e.g., Hispanic Outreach Festival, Big Turn, River City Days, etc.)
 - f. Promote via paid ads in Facebook
3. Ideas to attract people to the library or make it more appealing or easier to use:
 - a. Offer more comfortable seating, especially for parents in the children's area
 - b. Update the art collection and increase the diversity of its artists and subjects
 - c. Work with local artists on rotating displays
 - d. Increase the size of the Spanish-language collection
 - e. Create a static map on the website to help people find where the collections are

MEET WITH HUMAN RESOURCES DIVISION

This part of the meeting was divided into two groups. One table was hosted by Laura Blair Johnson, Administrative Services Director, who oversees the Human Resources Division. The second table was hosted by Jewel Thurman, Human Resources Manager. Each Advisory Team member sat at one of the two tables. Groups met with each other for 20 minutes per session, then team members switched tables.

Afterward, staff and team members reported verbally to the group what ideas and topics they felt were most important. These notes were recorded on a whiteboard. A summary of those ideas are as follows:

General Notes

- Consider the barrier of people with criminal convictions and research ways to make some jobs available to this group.
- Review and reconsider the education and other requirements listed for different job positions. For instance, does the City still demand college degrees for some positions that may not really need them? How could we offer more training in-house so people can gain the proper training they need?
- How can the City remove barriers to people with little or no experience or references? Is there a way to give people an "in" and give them the chance to work up?
- Are there ways the City can provide application assistance for those who don't have experience filling these out? This could help people identify and highlight their life experiences, even if they don't have a lot of formal education.
- Could there be a universal application for some City positions?
- Create practices that can help ensure people of diverse groups feel safe in the workplace; groups such as women in a male-dominated field, LGBTQ+ individuals, BIPOC employees, etc. For instance, you could create an anonymous way for people to share concerns or complaints, but with such limited staff members of various identities right now, it may be difficult to stay truly anonymous.
- Transportation is often an issue, especially with the bus routes now inactive and only dial-a-ride being offered. Are there ways the City could provide some kind of transportation for those who need it?
- Sponsor a citywide job fair for everyone in the community. There could be a special focus on inviting those who don't usually feel welcome at something like this. In addition, it would be very helpful to bring up topics and provide information to the *employers* who participate in this event. For instance, what is the culture of their workplace? How can employers make employees of diverse backgrounds feel welcome, and how can employers retain

their employees over the long term? What are steps employers need to take to make sure they are providing the best environment for every single employee?

--Group appreciated the City providing childcare for board and commission members during meetings; this is a good example of breaking down barriers so people can participate.