

January 9, 2019

The Cherry Hill Public Library Board of Trustees Secretary, Mr. Art Simons read the following statement:

In accordance with section 5 of the Open Public Meetings Act, Chapter 231.p.l. 1975, notice of this meeting was posted on the Cherry Hill Public Library plasma screens designed for that purpose, on December 13, 2018, as well as the library web page. Notice was also sent to the Cherry Hill Township to be posted on the township bulletin board designated for that purpose on January 2, 2018. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on January 2, 2018.

Mr. Simons called the meeting to order at 5:55 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Mrs. Stephanie Sanderson-Braem, Esq.,  
Ms. Susan Bass Levin, Esq., Ms. Laura Merkin, Mrs. Cathy Schwartz,  
Dr. Joseph Meloche

Absent: Ms. Katherine Wade, Esq., Dr. Kavita Gupta

Other present were: Mrs. Laverne Mann, Library Director  
Mrs. Jennie Purcell, Library Services Manager  
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library  
Mr. Jim Gibson, President, Friends of the Library  
Mr. Walt Wedzielewski, Treasurer, Friends of the Library

### **Call for Nominations**

Ms. Susan Bass Levin nominated Mr. Art Simons as President of the Cherry Hill Public Library Board of Trustees, second by Dr. Joseph Meloche.

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes;  
Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes;  
Dr. Joseph Meloche, Yes

Mr. Art Simons nominated Mrs. Stephanie Sanderson-Braem, Esq. as Vice President of the Cherry Hill Public Library Board of Trustees, second by Dr. Joseph Meloche.

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes;  
Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes;  
Dr. Joseph Meloche, Yes

Mrs. Cathy Schwartz nominated Mrs. Mona Noyes as Treasurer of the Cherry Hill Public Library Board of Trustees, second by Ms. Susan Bass Levin

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes;  
Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes;  
Dr. Joseph Meloche, Yes

## Minutes

Mr. Simons asked for a motion to approve the minutes of December 12, 2018 board meeting as there were no questions or changes.

**MOTION:** Moved by Dr. Meloche seconded by Mrs. Noyes

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Dr. Joseph Meloche, Yes

Abstention: Ms. Susan Bass Levin, Ms. Laura Merkin, Mrs. Cathy Schwartz

Motion Approved

### **RESOLUTION 2019-1-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

**MOTION:** Moved by Mrs. Noyes seconded by Mrs. Sanderson-Braem

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes

Motion Approved

### **RESOLUTION 2019-1-2 RESOLUTION FOR AWARD OF BID FOR CAFÉ AND CATERING SERVICES FOR THE CHERRY HILL PUBLIC LIBRARY**

**DISCUSSION:** The Coffee Shop/Aramark's five-year contract expires January 31, 2019. RFB was open until January 3, 2019. A few companies showed interest but only Aramark made a bid. Their bid includes exceptions to decrease their hours since their evening and weekend sales have declined. The new contract is valid for five years.

**MOTION:** Moved by Mrs. Noyes seconded by Dr. Meloche

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes

Motion Approved

## **Administrators' Report**

### ***A. Director's Report – Ms. Laverne Mann***

1. Grants Awarded:
  - a. American Creed: community conversations grant - CHPL was one of only 50 libraries in the US to receive this award from the American Library Association.
    - i. We will be screening the documentary *American Creed* and hosting events with TCNJ Professor Chris Fisher and the Network for Responsible Public Policy as part of this project centered on what it means to be an American. (Deena Caswell, Outreach Supervisor)
  - b. 2018 Literacy Collection Development Grant: from the NJ State Library
    - i. As a result of the grant, we will receive \$1,500 to expand ESL offerings in our collection for patrons. As most of you know, ESL classes and materials are in high demand so these funds will be put to excellent use. (Elby Wang, Adult Services Librarian)
2. New Game Table: patrons can bring their own game pieces, the table design has checkers/chess & backgammon graphics.
3. Jigsaw puzzles now available for check out (no guarantee all pieces are there).
4. Literature, Lectures & Lyrics sponsorship series:
  - a. Organized for Life, Thursday, January 17 – hosted by a Certified Professional Organizer and home staging/redesign specialist serving Southern New Jersey since 2008. She simplifies the organizing process and creates an atmosphere where everyone can easily transition her techniques to practical use.
  - b. Genealogy: Quick Start, Tuesday, January 29 – based on a new television program airing on PhillyCAM public access, this workshop will provide detailed coverage of the Quick Start methods genealogists use to help find your ancestors.
  - c. Genealogy: Finding African Americans, Tuesday, February 5 – uncover your family history with traditional genealogy sources using modern techniques. Learn to get the most out of oral histories, census, vital and other records. Search technology, accessing hidden records, what's free online and much more will be covered.
  - d. It's time to think of sponsors for 2019-20 programs – all Board members encouraged to give contact names to Mrs. Cathy Schwartz to reach out to them for sponsorship.
5. Toddler Noon Year's Eve Dance Party – photo spread in the Cherry Hill Sun, highest attendance ever.
6. Adult services – recent programs and attendance reviewed.
7. Library Outreach – Aging with Pride (LGBT) senior group this Friday, January 11.
8. Collection Drive – CH Township MLK Food & Dry Goods Drive
9. January: Per Capita State Aid report for 2018 and Annual Report 2018 – working on these stats now.
10. Libraries in New Jersey Public Policy updates -
  - a. NJ Governor's Office/Treasury – NJ Library Funding
  - b. Two NJLA statements:
    - i. Minimum wage bills and how that will affect student pages in libraries.
    - ii. New bill that would give \$750,000 for the library network line for LibraryLinkNJ delivery supplement.
  - c. Per Capita legislation – District 6 legislators / Library Network Aid bill (LibraryLinkNJ, delivery)
11. Director professional development and meetings:
  - a. NJLA Executive Board Meeting (Elected as Member-At-Large until June 2019)
  - b. NJ Governor's Office / Treasury – NJ Library Funding – Jan. 4
  - c. Public Policy Forum
  - d. Supervisors' Meeting and Staff Meeting – Jan. 8

***B. Library Services Manager – Mrs. Jennie Purcell***

1. An award was prepared to Falasca Mechanical in Vineland for the HVAC system. Work should start very soon as the project will take approximately 4 – 5 months.
2. The café contract will expire January 31. The bid specs were posted online and we received only one bid, which was Aramark. Their bid had exceptions to change their operating hours: Monday through Saturday until 4 p.m. They were unable to staff night shift and their sales have declined despite offering new items.
3. In December we had another special enrollment for staff offering an additional medical plan starting in January. We had 10 staff members switch to the new plan, which will save the Library additional money. We also had flexible spending open enrollment.
4. I prepared all calculations for all increase for union and non-contractual staff, along with pension, life insurance and health deductions affected by the increases. Minimum wage increases as well. All changes are entered in the payroll system. Also in January staff time banks are now updated.
5. Maintenance Supervisor, Jim Stamer noticed a failure in the sewer pumps. The discharge pipe was rotted. He was able to fix it installing a new PVC pipe for less than a few hundred dollars. He is also drafting a permanent Veterans Wall.
6. We created a new line in the budget called Sales/Events/Proceeds for funds directly raised for the library as the result of special events held in-house.
7. We will meet with Fortress Alarm Company regarding panic buttons and options for the Library.
8. CHPL was awarded a Literacy Collection Development Grant from the NJ State Library for \$1500. These funds will expand the ESL offerings in our collection for patrons. A contract will be forwarded and a resolution will follow at the next board meeting.
9. CHPL was also awarded the American Creed grant from ALA, one of only 50 libraries in the US receiving this award. A resolution will follow at a future board meeting when the paperwork is processed.
10. We are trying a new chloride-free ice melt product that will not track into the library and will not erode concrete. This product will be used around entranceways only. We received 50% off the cost of our first order.
11. Jim (Maintenance Supervisor) discussed with DPW having a truck with snow plow and salt spreader at Library. Jim will clear Township parking lot and Library lot.

**C. PR & Marketing Coordinator – Ms. Suzanne Fox:**

1. PR, Events and Other News:
  - a. Gently Used Jewelry & Accessory Sale in December raised \$1,555. We now accept donations year round.
  - b. Noon Year’s Eve was a huge hit – approx. 345 in attendance. This program was part of the LLL series.
  - c. December Blood Drive brought in over 30 donors.
  - d. January collection is from the Township for MLK Food and Dry Goods Drive. We continue to collect eyeglass donations for the Haddonfield Lions Club.
  - e. January Art Gallery Exhibition: portraits by Lisa Semple, “The Faces of Cancer.” Lisa passed away December 23, 2018. Her reception/memorial had over 200 people in attendance.
  - f. Philadelphia Sports: A Conversation featuring David Grzybowski and Ray Didingar had almost 250 people in attendance. This event was very heavily promoted on WIP, NBC10, Temple University, the Cherry Hill Sun and all CHPL social media platforms.
  - g. Coming up:
    - i. New “Stay Healthy” Book Club meets the first Thursday of each month, highlighting popular diets. A weight loss doctor runs the group, coordinated by CHPL librarian Elby Wang.

- ii. Meet the Author – Billy Terrell on Tuesday, January 22. He is promoting his book, “The Other Side of Rock & War.”
  - iii. Lunar New Year Celebration is Saturday, January 26. The Chinese School of SJ will welcome the “Year of the Pig” with a Chinese Folk Dance performance.
  - iv. New bilingual story time (now called World Explorer’s Story Time) featuring French language, starting on Tuesday, January 29. Cantonese and Mandarin bilingual story times will continue.
2. December E-Mail Marketing (Constant Contact):
    - a. November & December programs and events reviewed – open rates and click rate.
    - b. Added 417 new contacts into Constant Contact in the past 30 days.
    - c. Total contacts in database now 11,487; 12 unsubscribed in the past month.
  3. CHPL Social Media – posts with the highest engagement from mid-October to mid-November:
    - a. Facebook – Faces of Cancer – Artist Reception (3,507 followers)
      - i. 838 people reached, 169 post clicks, 26 reactions, 10% engagement rate
    - b. Instagram – November 2, Kids & Teen Items are now Fine Free\*
      - i. 366 people reached, 44 likes, 2,483 impressions.
  4. Ongoing PR:
    - a. *The Cherry Hill Sun* ran an article about Noon Year’s Eve, the Philadelphia Sports Conversation and the January Artist Reception.
    - b. Events are being posted on *The Courier Post* online and The Cherry Hill Patch.

**D. Friends of the Library – Mr. Jim Gibson and Mr. Walt Wedzielewski**

1. Library requests totaling \$2,240.63 have been submitted for approval for January.
2. Membership is at 583. Of 36 memberships received in November and December, 19 of these were new members.
3. Next book sale is March 27 – 30.
4. Future trips:
  - a. Philadelphia Flower Show March 5, 2019.
  - b. Spring author’s luncheon being planned.
  - c. Ellis Island in fall of 2019.
5. Friends Treasurer’s Report read by Mr. Walt Wedzielewski.

**Unfinished Business**

- A. None.

**New Business**

- A. None

**Public Discussion**

- A. Mrs. Yares, a resident of Cherry Hill requested more programs scheduled on Sundays when open, or can some programs be scheduled only on Sunday rather than a Saturday (i.e. Preschool Fair, Free SAT Prep)? Board President replied stating the Board will consider this, but some speakers that are free and only available on Saturdays which is outside the Library’s control.

Next regular meeting date: **Wednesday, February 13, 2019 at 5:45 p.m.**

**Adjournment**

MOTION: Moved by Mrs. Schwartz seconded by Mrs. Noyes.

Unanimously approved

Meeting adjourned at 6:28 p.m.

Jennie Purcell  
Board Clerk