

September 12, 2018

The Cherry Hill Public Library Board of Trustees President, 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 August 9, 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 August 28, 2018. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on August 28, 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. Cathy Schwartz, Dr. Joseph Meloche,  
Dr. Kavita Gupta,

Absent: Mrs. Stephanie Sanderson-Braem, Esq., Ms. Katherine Wade, Esq., Ms. Laura Merkin,  
Ms. Susan Bass Levin, Esq.

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

### Minutes

Mr. Simons asked for a motion to approve the minutes of August 8, 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; Dr. Joseph Meloche, Yes;  
Dr. Kavita Gupta, Yes

Abstentions: Mrs. Cathy Schwartz

Motion Approved

### **RESOLUTION 2018-9-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes;  
Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes

Motion Approved

## **Administrators' Report**

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

1. ***Special presentation by Beth Cackowski, Youth Services Supervisor on Fine Free Juvenile & Young Adult Materials***
  - a. Fines are a deterrent to library use for many but especially to low income families, people with disabilities and elderly care givers,
  - b. Fine-free libraries are a trend showing positive results nationwide.
  - c. Studies have shown fines do not affect overdue rates but deter returning overdue items. Studies have also shown items are returned more when fines are removed.
  - d. The removal of fines would be attached to the item, not the Library Card.
  - e. Overdue notices would still be sent, items can still be renewed twice.
  - f. Lost or damaged items will be charged a replacement fee.
  - g. Revenue in 2017 from Juvenile Fines was around \$4,000.
2. A proposal on removing Juvenile and Young Adult fines will be created, discussed with Township and shared with the Board next month.
3. September is Library Card signup month. Goodie bags are distributed to all new card holders.
4. Upcoming Adult Services programs:
  - a. September 14 – Keep Yourself Safe Online
  - b. September 25 – Meet the Author: Tom McAllister
  - c. September 26 – Inequality for All: Economic Inequality and Poverty in the US
5. Library Outreach:
  - a. Cherry Hill Mall table September 9
6. October Collection Drive: Mothers Matter – collecting personal care items for women.
7. Upcoming:
  - a. September 22: Book It 5K, walk, kids run and Mayor's Wellness Day (over 150 registered to date)
8. Director Professional Development and Meetings:
  - a. August 9 – CHT Rec. Dept. about Book It 5K
  - b. August 23 – NJ Pension PERS webinar
  - c. August 23 – Supervisors Meeting
  - d. August 29 – Bite Size Training webinar
  - e. August 30 – Keystone ComiCon conference call
  - f. September 5 – Library Journal Design Institute conference call
  - g. September 6 – Staff Meeting.

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

1. Just filled part-time student page position in Youth Services Department.
2. Facilities Manager Jim Stamer and Maintenance staff have been hard at work with some major projects. They painted the stair risers a dark red/maroon to match the side rails. On the lower level behind the stairs, they painted the wall a two-tone green and beige, and added a chair rail to prevent the chairs from leaving marks. They stripped 14 years of buildup and waxed the floors in Java City; the main entrance floor will be next. Jim will next add an access panel in the Admin Board Room after a pipe needing to be re-sealed caused a leak.

3. We received our recent brick order for Friendship Grove on August 29th. Jim in Maintenance will install them after the Grove dries out.
4. On August 18, Susan Demmerly from Lincoln Investment was here to meet with new and existing employees regarding our 403b plan.
5. We received an upgraded Township vehicle through the Department of Public Works. They were servicing our existing car and noticed it was in poor shape. This vehicle is used to pick up at the Marlkrass book drop and to pick up various Maintenance supplies.

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

1. PR, Events and Other News:
  - a. Backyard Bash on August 16 – over 2,000 attendees, sponsors were happy.
  - b. August Oscar Film Series: averaged over 50 people per movie; Best Picture Oscar Winner had 92 people attend.
  - c. August Red Cross Blood Drive: 35 donors presented. Next Blood Drive is September 22 on Wellness Day.
  - d. Stray Cat Relief Fund brought in many donations
  - e. Art Gallery Exhibitions:
    - i. September “The Half” - a team of four artists, their reception had over 200 attend.
  - f. October 26 Murder Mystery Fundraiser is SOLD OUT.
2. E-Mail Marketing (Constant Contact):
  - a. August & September programs and events reviewed
  - b. Added 354 new contacts into Constant Contact to receive our newsletter and other emails
  - c. Total contacts in database now equals 10,591
  - d. 34 unsubscribed in the past month.
3. CHPL Facebook – (event photographs remain very popular)
  - a. Posts with the highest Engagement in August reviewed including: Mean Girls meme with Youth Services photo, Backyard Bash photo album, Explore on the Floor in Youth Services.
4. Ongoing PR and Events in the Works:
  - a. Weed Between the Lines: the Truth about Marijuana and Vaping event Sept. 18
  - b. Book It 5K, Wellness Day and Blood Drive – Sept. 22
  - c. Literature, Lectures & Lyrics sponsorship series starts Sept. 24 with The History of the Jersey Shore and included three corporate sponsors (Cooper, Environmental Resolutions, Inc., Lazgor LLC).
  - d. Meet the Author event with Tom McAllister, promoting his book “How To Be Safe” on Sept. 25
  - e. Inequality for All (a discussion of economic inequality and poverty) with Jeff Wilhelms, Adjunct Professor of Sociology at Rutgers New Brunswick and Vice President, Toms River NAACP – Sept. 26
  - f. October events include:
    - i. Philly Special with Sal Paolantonio October 2,
    - ii. At Home in the World October 6,
    - iii. I Want a Fun Funeral October 9,
    - iv. True Crime Mini Con October 20,
    - v. Secret Philadelphia: A Guide to Weird, Wonderful Obscure October 24
  - g. Veteran’s Wall – applications are being accepted through Nov. 4. Claire & Suzanne have met a few times with local representatives. Claire will visit assisted living facilities soon with a portable scanner, her first meeting will be at Cadbury on Oct. 4.
  - h. PR Intern - Maria Minadeo started in September and has been a wonderful addition to the team.

- i. Social Media Strategy for September and October has been developed. This will continue on a monthly basis with additions made as needed.
- j. Updates to the eNewsletter are in the works. Changes included quick links to the program calendars, embedded links to event flyers and a new header image.

***D. Friends of the Library – Mr. Jim Gibson:***

1. Library requests of \$3,378.11 has been approved for September.
2. Membership is at 553.
3. Upcoming Events:
  - a. Boscov's coupon sale: \$5 coupon for 25% off shopping pass on October 16.
  - b. Woodmere Art Museum bus trip is September 26 – trip is full.
  - c. Next Book Sale is November 7 – 10.
  - d. Future trips – Ellis Island, Philadelphia Flower Show being planned.
4. Friends Treasurer's Report read by Mr. Walt Wedzielewski, Treasurer

**Unfinished Business**

- A. None

**New Business**

- A. None.

**Public Discussion**

- A. Mrs. Yares, a resident of Cherry Hill since summer 2018 finds Sunday closures inconvenient. She stated her inability to come to the Library on Saturdays due to religious restrictions and noted there is a large Jewish population in the community who may feel the same. Sunday closures limit her use of the library and borrowing museum passes. If she wants to use a pass on Sunday, she cannot pick it up on Saturday due to religious practice. She suggests closing Saturdays instead of Sundays, or being open seven days per week
- B. Library Director explained in 2010 there was a major cut to state aid so the Library Board at the time conducted a study to evaluate cost-saving measures. They determined shortened hours on the least busy day (Sundays) and fewer Sunday openings would bring savings.
  - a. Contractually the Library must pay time and a half to staff on Sundays.
  - b. The Library is currently open 32 Sundays per year.
  - c. Some but not all museum passes allow print-at-home option; this restriction comes from the museums, not the Library. The Library now allows reserving museum passes in advance.
- C. The Board President thanked Mrs. Yares for her comments and stated the Board is open to analyzing current operations to determine if changes in Library hours will be made.

Next regular meeting date: **Wednesday, October 10, 2018 at 5:45 p.m.** \*Budget Adoption

**Adjournment**

MOTION: Moved by Dr. Meloche seconded by Mrs. Schwartz.

Unanimously approved

Meeting adjourned at 6:40 p.m.

Jennie Purcell  
Board Clerk