

November 10, 2021

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 October 14, 2021, 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 October 27, 2021. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on October 27, 2021.

Mr. Simons called the meeting to order at 4:05 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Ms. Susan Bass Levin, Esq., Dr. Joseph Meloche, Mrs. Kathryn Judge, Mrs. Rhonda Shevrin, Mrs. Michele Golkow, Esq.

Absent: Mrs. Cathy Schwartz, Dr. Kavita Gupta,

Others present: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library
Ms. Tori Ruiz, Cherry Hill Library fall PR intern

Minutes

Mr. Simons asked for a motion to approve the minutes of October 13, 2021 board meeting as there were no questions or changes.

MOTION: Moved by Dr. Meloche, seconded by Mrs. Judge

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-11-1 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; Ms. Susan Bass Levin, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-11-2
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
ESTABLISHING THE 2021 HOLIDAY SCHEDULE

DISCUSSION: Ms. Purcell emailed the list of holidays to all Board members prior to the meeting. Please note, since January 1, 2022 is a Saturday, it is observed on Friday, December 31, 2021. The Library will be closed on January 1 since it is the actual holiday,

MOTION: Moved by Mrs. Golkow, seconded by Dr. Meloche

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-11-3
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
2021 BOARD MEETING SCHEDULE

DISCUSSION: Ms. Purcell emailed the list of meeting dates to all Board members prior to the meeting.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-11-4
A RESOLUTION FIXING THE COMPENSATION OF EMPLOYEES OF THE
CHERRY HILL TOWNSHIP PUBLIC LIBRARY, COUNTY OF CAMDEN,
STATE OF NEW JERSEY

DISCUSSION: Mr. Simons explained this is an annual exercise we undertake to take account for raises, and adjusting ranges of salaries. Ms. Purcell notes minimal adjustments were made.

MOTION: Moved by Dr. Meloche, seconded by Mrs. Judge

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-11-5
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
ADOPTING THE PERSONNEL POLICIES AND PROCEDURES MANUAL AND EMPLOYEE
HANDBOOK FOR THE CHERRY HILL PUBLIC LIBRARY

DISCUSSION: Ms. Purcell emailed the manual to all Board members prior to the meeting. The Board commends Ms. Purcell in undertaking this endeavor. Ms. Purcell notes the Library follows the Township manual, JIF guidelines, and will be updated again in two years.

MOTION: Moved by Mr. Simons, seconded by Mrs. Noyes

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-11-6
RESOLUTION PROVIDING FOR THE INSERTION OF ANY SPECIAL ITEM OF REVENUE
IN THE FY19 BUDGET, PURSUANT TO SECTION 3, OF CHAPTER 159, P.L. 1948

DISCUSSION: Ms. Mann explains CHPL was awarded a LibraryLink grant in the amount of \$1,014 towards emergency preparedness, for safe sheltering in place. CHPL was one of 12 selected, out of 29 applications submitted.

MOTION: Moved by Mr. Simons, seconded by Mrs. Schwartz

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Motion Approved

Administrators' Report

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

1. October 28, attended ribbon cutting at local Rhona Fischer Family Assistance Center, JFCS. CHPL Board Member Michele Golkow was a speaker at this event. Looking forward to future partnership opportunities with the Library.
2. October 19, hosted NJLA Executive Board meeting, State Librarian of NJ, Jennifer R. Nelson attended. Attendees voiced praise for CHPL facility and staff.
3. CHPL hosted Halloween annual costume parade outside in Friendship Grove on October 29. Over 200 attended. Photo shared of staff in Halloween costumes.
4. Upcoming Friends Book Sale: November 10 – 14:
 - a. CHPL Friends are managing this sale; CHPL staff managed all book sales during pandemic.
 - b. Friends' member preview night is Wednesday, November 10 from 5 p.m. – 9 p.m.
 - c. \$5 bag of books sale both Saturday and Sunday.

5. Social media post shared for upcoming author event, partnering with JCC. Registrants were able to attend at CHPL Conference Center to watch virtual program; book sales through Inkwood Books in Haddonfield.
6. **Youth Services** October 5 – November 3 statistics shared. Some highlights include:
 - a. Five in-person outdoor story times/rhyme times averaged 52 attendees each.
 - b. In-person outdoor Firefighter Story Time with CHFD had 65 attendees
 - c. Take & Make:
 - i. “Cover your Cough” had 200 participants; “Self Portrait” had 97 participants; Teen “Moon Water” had 21 participants.
 - d. Trick or Treat in Friendship Grove had 227 attendees.
 - e. Continue to offer hybrid (virtual and in-person) option for some programs. Other live online and virtual programs continue to be offered, as well as virtual on-demand programs.
 - f. November ends outdoor in-person story times unless a warm day allows pop-up story time; moving story times indoors starting in December, in hybrid format. More sessions have been added to accommodate smaller indoor crowds.
 - g. Coming in November:
 - i. In-person Dungeons and Dragons – one for kids, and one for teens.
 - ii. Barking Book Buddies continues with a monthly in-person date and a virtual date.
 - iii. New hybrid programs: Teen Draw Off!, and Teen Planner Meetup.
7. **Adult Services** October statistics shared. Some highlights include:
 - a. Virtual Yoga classes on Saturdays averaging 11 attendees each,
 - b. Virtual CHPL Book Cub, “The Vanishing Half” had 17 attendees on October 5.
 - c. Virtual hybrid Faith Ringgold and The Fabric Workshop and Museum had 42 attendees on October 27.
 - d. LEAP program for Blind and Visually Impaired, in partnership with NJ Talking Book Center, NJ State Library - started offering their weekly computer classes again in our Computer Lab.
 - e. Six ESOL classes and book clubs continue with consistent attendance either virtually or in-person. Small group tutoring was added.
 - f. Outreach at CHT Harvest Fest on October 17 – over 200 reached.
 - g. Author events through Adult Services:
 - i. Virtual author events include meeting Amy Meyerson on November 2, Pam Jenoff on November 16, and in-person local author Ron Enfield on November 18.
 - ii. JCC partnership Meet the Author Leah Garrett on November 9, in-person option to attend at our Conference Center to watch this virtual presentation.

B. Library Services Manager – Mrs. Jennie Purcell

1. Interviewed then hired new PT Admin Assistant, Victoria Mena.
2. The Better Book Sale will be Friday, December 3 and Saturday, December 4 in the Multicultural Room. These items sell for slightly more than the usual \$1-\$2 prices of a regular sale. The Gently Used Jewelry Sale will also take place on Saturday, December 4 in the Conference Center.
3. Finalized the CHPL Employee Policy Manual for the Board to review
4. Planning to attend a few sessions at the NJ League of Municipalities on November 16 & 17, which is back to in-person.
5. Assisting the Friends during their November Book Sale. It starts tonight for Friends Members only; sale running through Sunday, November 14.
6. Attended a Friends Meeting on October 20. They discussed volunteers for the book sale, and getting themselves engaged more. A few new members are interested in joining the Friends.

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

1. E-Mail Marketing through Constant Contact:

- a. Four emails were sent in the past month. Open and click rates have increased with a high of 32% open rate, 2% click rate. One Teen Newsletters were sent with high open rate (47%). A specific email was sent this week with a Book Sale reminder.
- b. Current total contacts: 12,214; added 225 new contacts.

2. CHPL Social Media followers/subscribers:

- a. Facebook: 4,881 (added 77 followers)
- b. Instagram – CHPLNJ: 2,904 (added 46 followers/main account)
- c. Instagram – CHPLTeens: 806 (added 52 followers)
- d. Twitter: 1,771 (added 25 followers)
- e. TikTok: 62 followers main account; 586 followers Teen account (Josh Green in Adult Services is spearheading main TikTok account with Ms. Fox)
- f. LinkedIn: 129
- g. YouTube - YS account: 122 (added 3 subscriber)
- h. YouTube - main account: 166 (added 6 subscribers)

3. Additional information:

- a. This week kicks off the first Friends-hosted Book Sale since the pandemic started. Please stop by and support the Friends of the Library!
- b. The Holiday Craft Fair is Sunday, November 21 from 1 p.m. – 4 p.m. We hope you will shop local. The craft fair sold out quickly with a huge waiting list of vendors.
- c. The Red Cross Blood Drive is Monday, November 29 from 2 p.m. – 7 p.m. Donors will receive Amazon e-gift cards as an incentive.
- d. The Cherry Hill Township Food Drive is running now through November 22. Donations welcome – items needed are listed on our website calendar.
- e. The Gently Used Jewelry & Accessory Sale is Saturday, December 4 from 10 a.m. – 1 p.m. Donations and shoppers are appreciated.
- f. The Cherry Hill Sun continues to promote upcoming events and did a feature on the Keynote Lecture for One Book, One Cherry Hill.
- g. The Burlington County Times included the Library in an article about organizations that donated books/scarves for the Afghan refugees. Ms. Mann and I received letters of thanks from Congressman Norcross for the contributions.
- h. Our fall PR Intern Tori Ruiz, is finishing up her internship through Rowan University. I was interviewed by another PR student on Tuesday, November 9 as part of a classroom assignment for Rowan. Our spring intern, Jordan Soloman, is set to start January 18.
- i. List of Food Pantry items needed shared in report; images of social media posts on Food Drive and staff Halloween costumes shared.

Unfinished Business

- A. None.

New Business

- A. None.

Public Discussion

A. None.

Next regular meeting date **via Zoom: Wednesday, December 8, 2021 at 4 p.m. *Bill Pay Only**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:28 p.m.

Jennie Purcell
Board Clerk