

April 14, 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 March 11, 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 March 31, 2021. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on March 31, 2021.

Mr. Simons called the meeting to order at 4:04 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Cathy Schwartz, Mrs. Kathryn Judge, Mrs. Rhonda Shevrin, Mrs. Michele Golkow, Esq.

Absent: Mrs. Mona Noyes, Dr. Kavita Gupta, Ms. Susan Bass Levin, Esq., Dr. Joseph Meloche

Other present: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library

Minutes

Mr. Simons asked for a motion to approve the minutes of March 10, 2021 board meeting as there were no questions or changes.

MOTION: Moved by Mrs. Schwartz seconded by Mrs. Kathryn Judge

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-4-2 RESOLUTION AUTHORIZING LEASING POSTAGE MACHINE FOR THE CHERRY HILL PUBLIC LIBRARY

DISCUSSION: Our postage machine lease was up after a 63 month contract. Staying with the same company we are getting a better machine for a slight cost increase for another 63 month contract.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

Dr. Joseph Meloche arrived at 4:09 p.m.

**RESOLUTION 2021-4-3
RESOLUTION TO AWARD CONTRACT FOR 2021 LAWN MAINTENANCE SERVICE
AT THE CHERRY HILL TOWNSHIP PUBLIC LIBRARY**

DISCUSSION: DPW went out for bid for landscaping service at Township, Fire Department and Library. TLC Landscape Co. was awarded the new 12 month contract, with the possibility of two additional one-year extensions. TLC was our landscaper previously so we are pleased to see them return. The new cost is slightly higher than our last landscaping contract.

MOTION: Moved by Mrs. Golkow seconded by Mrs. Judge

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

**RESOLUTION 2021-4-1
RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, 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. Mrs. Golkow and Dr. Meloche attended the Stop Anti-Asian Hate Rally last Saturday in our parking lot. Over 500 attended as you saw in our social media posts. Behind the scenes, our staff worked with the Asian Alliance in getting the rally together. The weather cooperated and the speeches were wonderful. Thank you for attending.
2. Increased Library hours as of April 5: Monday & Wednesday open 10 a.m. - 7 p.m.; Tuesday, Thursday, Friday & Saturday open 10 a.m. – 4 p.m. We've received positive feedback from patrons.
 - a. Increasing open hours means our people counts have gone up and contactless pickup appointments have gone down.
 - b. Contactless pickup continues at about 200 appointments per week.
3. Two social media images shared with Board:
 - a. Peeps diorama contest, deadline April 16.
 - b. Virtual baseball program on Philly ballparks, April 21
4. NJ State Library: Second Construction Bond Grant (2nd round) opens May 10, due June 4:

- a. We will get a resolution from Council to submit for a bond grant. This is the smaller second round, so our request will be smaller. It will include a loading lift behind the building with asphalt driveway. We appreciate Township's support in our application.
5. Budget FY22 – planning requests now.
6. Staff evaluations 2020-2021. Very proud of the strength of our staff during challenging times.
7. CARES grant application – ESOL and technology, due April 15.
8. Youth Services March through April statistics shared. Some highlights include:
 - a. Take & Make crafts – 47 participants for Make Your Own Bookmarks
 - b. New: Virtual Babysitters Club: The Book Club (grades 1 – 6) had 16 attendees
 - c. New: Virtual Move and Groove with Miss Jolie (ages 1 – 6) had 13 attendees
 - d. Steady attendance by teens at new virtual teen meetups and programs.
9. Adult Services March through April statistics shared. Some highlights include:
 - a. Reference emails answered: 63
 - b. Virtual Marie Curie's Life & Works had 22 attendees
 - c. ESOL remains popular with steady attendance at eight virtual classes offered weekly.
 - d. Our digital magazine service, formerly RBdigital is now part of the OverDrive/Libby platform. Patrons can more easily access 1000+ magazine titles in a much-expanded collection.
 - e. CHPL YouTube page hosts many staff-created videos for the public. Topics include accessing CHPL databases, browsing new titles, Google Drive instructions, Maker Day tutorials (SFX Body Paint, Instapot class, 3D printing), prerecorded author talks and more.
 - f. Adult Services welcomes a new part-time Reference Librarian, Stephanie Bilotta.
10. Best wishes to Dr. Meloche in Cherry Hill Dancing with the Stars fundraiser! Visit the Cherry Hill Education Foundation website to view the taped competitors and make a donation.

B. Library Services Manager – Mrs. Jennie Purcell

1. Hired a part-time Adult Services librarian, starting April 24.
2. Currently have a Student Page position open in Youth Services.
3. Meeting room rentals are resuming the week of April 5 now that capacities have increased in NJ. We are following social distancing guidelines and have meeting room max capacity updated in each room.
4. A few volunteers have returned to help with contactless pickup table, coordinated by Meredith Meyer.
5. Prepared staff performance evaluations for the past 14 months.
6. Falasca Mechanical Inc. serviced our chillers on April 8, which took three days. We are now able to use air conditioning on warm days.
7. Filled out the United States Department of Commerce US Census Bureau for payroll and public employment.
8. Jim Stamer, Maintenance Supervisor removed some dead tree limbs and also pruned the front trees closest to the flag pole. The tree limbs were ripping the flag as it is raised, moved to half-staff or lowered daily.
9. On March 19, I emailed the Board two mandatory training videos that you were required to watch by April 9. Township will notify me who is not compliant.
10. Working on scheduling volunteers and staff for the book sale next week during Library open hours. Please support the Library by shopping. We will limit the number of shoppers allowed in each room at a time. Thank you Board Member Mrs. Judge for offering to assist at the sale.
11. Reached out to Aramark to see when they will return to the café. They will not return until capacity is at 100%.
12. Township is doing a request for quotes to seal the cracks in our parking lot. The cracks are getting bigger so we need them sealed to prevent further damage. Once awarded, the library will

close over a weekend, as DPW advised it will need to dry for two days with no traffic. Once we are closer to the date and timing, we will reach out to the Board.

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

1. E-Mail Marketing through Constant Contact:

- a. Four emails to our whole database have been sent in the past month including the popular April Fool's Day email; March Teen newsletter was sent; April Teen News will be sent by week's end.
- b. Current total contacts: 11,718 (up by 114 subscribers).

2. CHPL Social Media

- a. Facebook: 4,629 (up 24 followers)
- b. Instagram – CHPLNJ: 2,695 (up 18 followers)
- c. Instagram – CHPLTeens: 634 followers (up 45 followers)
- d. Twitter: 1,720 (up 13 followers)
- e. YouTube - YS account: 94 subscribers (up 5 subscribers)
- f. YouTube - main account: 77 subscribers (up 3 subscribers)

3. Additional information:

- a. Photos posted on social media of the weekend rally had a lot of likes and views.
- b. Three Rowan PR students are lined up to interview for summer, fall and next spring.
- c. The Cherry Hill Patch promoted Distributing Dignity and CHPL for March Madness. The donation drop-off was a big success filling over two boxes with new feminine products.
- d. Local author, Pam Jenoff promoted CHPL on her Instagram account for National Library Week.
- e. Upcoming Fundraisers: Book Sale and Gently Used Jewelry & Accessory Sale.
- f. Working on the Summer Reading booklet.
- g. Continue updating website and social media with new changes like expanded hours, quarantining info, etc.
- h. Answer daily emails from Contact Us option on website
- i. Beginning initial planning of Book It 5K and change in course.
- j. Peep-O-Rama Diorama contest will be judged in part by Mayor Angulo
- k. We received a book rock promoting Women's History Month. Rachel from Circ. Dept. brought the rock to Gloucester County Library to continue sharing the fun.
- l. Started making a few CHPL TikTok videos.
- m. Images shared with the Board of recent CHPL Instagram and Facebook posts with high views and reactions.

D. Friends of the Library – read by Mr. Simons

1. Treasurer's report prepared by Friends Treasurer, Mr. Walt Wedzielewski. The Board thanks the Friends for their continued support.

Unfinished Business

- A. None.

New Business

A. None

Public Discussion

A. Cherry Hill resident, Mrs. Yares asks:

1. Is the Library is still quarantining returned items? Ms. Mann replied the Library stopped quarantining items this week, following the lead of Camden County and other library systems, and the CDC reporting the virus is more air-borne than transmitted by surfaces.
2. Can the indoor and outdoor book returns be used? Ms. Mann replied both are available for patrons to use, whichever they prefer.
3. Is fundraising being planned to resume offering Sunday hours in the next budget? Ms. Mann replied Sunday hours are being discussed in the new budget but it is not finalized; this fall would be the earliest to open Sundays.
4. Does Aramark not opening the café affect our budget? Mrs. Purcell replied they give a commission to the Library, and we look forward to their return.
5. Ms. Yares thanks the Library for its recent in-person Pop Up Story Time, her family enjoyed it. She requests staff marking out spots for families to social distance properly during outdoor programs. Ms. Mann will pass this request on to the Youth Services Dept.

Next regular meeting date **via Zoom: Wednesday, May 12, 2021 at 4 p.m.**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:35 p.m.

Jennie Purcell
Board Clerk