

August 14, 2019

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 July 18, 2019, 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 July 31, 2019. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on July 31, 2019.

Mr. Simons called the meeting to order at 5:50 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Ms. Laura Merkin, Ms. Katherine Wade, Esq., Dr. Joseph Meloche

Via Phone: Mrs. Cathy Schwartz

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

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

### Minutes

Mr. Simons asked for a motion to approve the minutes of July 17, 2019 board meeting as there were no questions or changes.

MOTION: Moved by Dr. Meloche seconded by Ms. Merkin

All in Favor: Mr. Art Simons, Yes; Ms. Katherine Wade, Yes; Ms. Laura Merkin, Yes;  
Dr. Joseph Meloche, Yes.

Abstention: Mrs. Cathy Schwartz

Motion Approved

### **RESOLUTION 2019-8-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

MOTION: Moved by Dr. Meloche seconded by Ms. Merkin

All in Favor: Mr. Art Simons, Yes; Ms. Katherine Wade, Yes; Ms. Laura Merkin, Yes;  
Dr. Joseph Meloche, Yes; Mrs. Cathy Schwartz, Yes.

Motion Approved

Ms. Susan Bass Levin arrived at 5:55 p.m.

### **Public Discussion**

- A. A member of the public praised CHPL's Summer Reading Program and requested offering prizes that are safe for children with food allergies.

### **Administrators' Report**

#### ***A. Director's Report – read by Mrs. Tierney Miller***

1. Photos shared from Friends of the Library July Book Sale.
  - a. Thank you Board President, Art Simons and Trustee, Laura Merkin for attending.
2. Summer Reading 2019 ended on August 10. CHPL Participation stats provided:
  - a. Kids – 812 ( up from 718 in 2018)
  - b. Teens – 263 (up from 219 in 2018)
  - c. Pre-Readers – 400 (up from 294 in 2018)
  - d. Adults – 419 (up from 405 in 2018)
    - 1) 2,629 books logged (paper, audio & e-Books)
    - 2) 562 book reviews provided by participants.
  - e. Back Yard Bash – End of Summer Reading program event had 2000+ in attendance! Photos shared.
3. Photo of Star Wars Character Visit on August 3 shared with Board.
4. CHPL has new step and repeat banner to use at library events.
5. Congrats to Teen Librarian, Melissa Brinn for NJLA Poster Contest recognition. Melissa created a poster on K-Pop stressing the importance of libraries paying attention to trends.
6. Upcoming adult program themes include music, N.J. history and a true crime author visit.
7. Upcoming youth services program themes include kindergarten preparedness, ACT test preparedness, coding, teen writing and more.
8. Library Outreach:
  - a. August 6, National Night Out – librarians Deena Caswell and Jaclyn Harmon spoke with 196 people, issued three new library cards and renewed many more.
9. One Book One Cherry Hill *No Ashes in the Fire*: Author Darnell Moore in conversation with Dr. Keith Green the evening of November 4. More information on this and other programs to come.
10. Attendance statistics provided for recent programs in Adult and Youth Services from mid-July through mid-August.
11. Director professional development and meetings:
  - a. July 22: Mobile Science Lab meeting
  - b. July 24: Congressman Andy Kim office legislative visit
  - c. July 25: Supervisors' Meeting
  - d. July 30: Mission and Vision Statement committee meeting
  - e. August 1: Girlfriends Night Out, CHPL fundraiser
  - f. August 2: NJLA Public Policy Committee meeting

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

1. The Library has two Student Page openings in Youth Services, and a Help Desk Technician in the IT Department.
2. An updated poster from the NJ Department of Labor and Workforce arrived, listing the exemptions for the NJ State minimum wage, which includes minors under age 18. I discussed this with the Township Solicitor and was able to change the Student Page rate back to \$8.85/hour rather than \$10/hour. This will be the hiring rate for Student Page moving forward.
3. Last call for The New Jersey Library Trustee Association program that is scheduled at Cherry Hill Public Library on Saturday, September 7 from 9 a.m. – 3 p.m. Registration is required by August 30. Board professional development is required each year for the State Aid statistical report. Mr. Simons attended this workshop at a different location, he encourages all to attend.
4. A new law will go into effect on January 1, 2020 where the employer cannot ask for salary or wage information. I have removed this on our applications.
5. I worked at Girlfriend's Night Out fundraiser on August 1. It was a great success and kudos to Meredith Meyer and Suzanne Fox. There were 29 vendors and 100 attendees.
6. I worked at the Backyard Bash on August 8, which was a great event. Two council members attended: Carole Roskoph and Sangeeta Doshi. There was a last minute scramble to get proper paperwork per the request of Township.
7. The Library received a Local Government Energy Audit which was part of NJ Clean Energy Program. They went over every square inch of the library and provided a very thorough report. Maintenance Supervisor, Jim Stamer and I have an exit conference call set up for September 6 to discuss any questions.

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

1. PR, Events and Other News:
  - a. Book It 5K is September 21. A 30% off coupon code over Labor Day weekend will be announced.
  - b. This Friday, August 16 is the final Pop Up Story Time, location Ashland Park; BookSmiles will be on site.
  - c. Girlfriends Night Out fundraiser on August 1 brought in \$2,704. Expenses were around \$225. This year we had raffles that generated more excitement.
  - d. In conjunction with Cherry Hill Township and the Cherry Hill swim clubs, the Zone PTA is using the Library as a drop off point for school supplies. This collection runs until August 26. Items needed are posted on our website calendar and a list was distributed to the Board.
  - e. The September collection will be for Cathedral Kitchen in Camden County as a tie-in with One Book One Cherry Hill. Items needed will be posted on our website calendar.
  - f. Monday, August 26 is the next American Red Cross Blood Drive. Donors receive a \$5 Amazon gift card via email and a coupon for Dunkin' medium iced coffee and donut.
  - g. Art Gallery: August artist is Sherrie McGrath. She works in ink and watercolor pencil.
2. July – August Email Marketing (Constant Contact):
  - a. Girlfriends Night Out reminder (24% open rate, 1% click rate)
  - b. August newsletter (26% open rate, 11% click rate)
  - c. August mid-month newsletter (23% open rate, 8% click rate)
  - d. Added 175 new contacts to Constant Contact in the past 30 days.
  - e. Total contacts in database: 12,052; 43 unsubscribed in the past month.
3. CHPL Social Media – posts with the highest engagement mid-July – August:
  - a. Facebook (3,987 followers) – *No Power? No Problem!*
    - i. 7,731 people reached, 615 post clicks, 227 reactions, 38 shares
  - b. Instagram (2,113 followers) – *Star Wars Character Visit!*

- i. 438 people reached, 49 likes, 633 impressions. We have been doing more Instagram stories. They have been getting over 100 views each time.
4. Ongoing PR:
- a. *SJ Magazine* did a featured story about Elie Honig, mentioning the Library in the article.
  - b. *SJ Magazine* will be at the Cosby event in September, along with *The Cherry Hill Sun*.
  - c. *The Cherry Hill Sun* wrote about the following: Jack Beal being a spotlight author, Girlfriends Night Out fundraiser, and Backyard Bash (which was shared 16 times).
  - d. *The Cherry Hill Sun* attended the Backyard Bash and will share pictures on August 21.
  - e. *NY Times* bestselling author and Cherry Hill resident Pam Jenoff posted a picture of her most recent book on display at the Library and tagged CHPL. Bestselling author Fiona Davis commented.
  - f. Mad Science of NJ posted a picture on IG of their slime table from Backyard Bash and tagged the Library.

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

1. No requests from the Library have been submitted for approval, since the Friends do not meet in August.
2. Membership is at 583.
3. The July 17 – 20 Book Sale was a great success.
4. Upcoming:
  - a. Special/Better Book Sale Wednesday, October 23 (6 p.m. - 9 p.m.) and Thursday, October 24 (9:30 a.m. - 9 p.m.)
  - b. Ellis Island bus trip September 25, currently 35 are registered, 50 is max.
5. Friends Treasurer's Report prepared by Mr. Walt Wedzielewski.

**Unfinished Business**

A. None.

**New Business**

A. None.

Next regular meeting date: **Wednesday, September 11, 2019 at 5:45 p.m.**

**Adjournment**

MOTION: Moved by Dr. Meloche seconded by Ms. Bass Levin

Unanimously approved

Meeting adjourned at 6:20 p.m.

Jennie Purcell  
Board Clerk