

August 8, 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 July 19, 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 July 25, 2018. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on July 25, 2018.

Mr. Simons called the meeting to order at 5:47 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Ms. Susan Bass Levin, Esq., Ms. Laura Merkin,
Dr. Joseph Meloche

Absent: Mrs. Stephanie Sanderson-Braem, Esq., Mrs. Cathy Schwartz, 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

Minutes

Mr. Simons asked for a motion to approve the minutes of July 18, 2018 board meeting as there were no questions or changes.

MOTION: Moved by Mrs. Noyes seconded by Ms. Merkin

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Laura Merkin, Yes;
Dr. Joseph Meloche, Yes

Abstentions: Ms. Susan Bass Levin

Motion Approved

RESOLUTION 2018-8-1 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. Laura Merkin, Yes;
Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Summer Reading Program June 25 through August 18:
 - a. Birth to age 18: 931 registrants to date,
 - b. Adults: 391 registrants, to date,
 - c. 1,972 books logged, 547 book reviews written and 150 events logged.
2. Girlfriends Night Out Fundraiser on August 1 organized by Meredith Meyer made over \$2,100. Event was sold out, nice variety of vendors. This event will occur again.
3. August collection drive: Stray Cat Relief Fund – wish list posted on collection bin in lobby.
4. Recent Adult Services programs reviewed and attendance numbers provided; upcoming programs reviewed.
 - a. Golden Era of Girl Groups music event on July 25 drew 130 attendees!
5. Recent Youth Services programs reviewed and attendance numbers provided.
 - a. From July 18 – August 7: 44 programs had 1,191 attendees.
 - b. Pop Up Story Time in the Park on Friday, August 3 drew 103 attendees!
6. Library Outreach:
 - a. Music Under the Stars on July 31: 50 people,
 - b. National Night Out on August 7: over 200 people stopped by Library table.
7. Upcoming:
 - a. September 22: Book It 5K, walk, kids run and Mayor's Wellness Day.
 - b. September 28: Library Journal Design Institute, limited to 100 attendees and almost sold out – keynote speaker Ms. Susan Bass Levin.
 - c. Saturday, October 27 annual Trustee Institute - one Trustee must attend.
8. Director Professional Development and Meetings:
 - a. July 23 – NJLA Leadership Orientation
 - b. July 26 – Staff Meeting and Supervisors' Meeting
 - c. August 1 – Girlfriends Night Out Fundraising Event
 - d. August 3 – NJLA Public Policy Committee, Vice Chair
 - e. 1 on 1s with supervisors

B. Library Services Manager – Mrs. Jennie Purcell

1. Met with Rahn Landscaping on July 30 regarding schedule for lawn cutting and timing. Rahn received a letter from Library stating several concerns. Their service has improved.
2. Facilities Manager Jim Stamer installed several emergency cut-off switches for the boiler room after recent inspection, 30 days to rectify. Jim installed and sent photos to the inspector, who will mail Library certificate this week.
3. Swipe card system access in building was upgraded from the original system when the library was built. IT Dept. worked on this upgrade with Fortress for two days.
4. Backyard Bash (inflatables, food vendors, activities & more) is Thursday, August 16 with a rain date of Thursday, August 23. The flier was emailed to Board on August 3 and an invitation was sent to Patti at Twp. for Council Members.
5. Auditors requested several reports from payroll and tested six employees' information.
6. Maintenance is working during Sunday closures to strip and wax the floors, paint, shampoo rugs and more.

7. Remington and Vernick is coming to the Library Friday, August 10 to review the chiller project and make recommendations. Our chiller will be replaced with two smaller chillers in the fall.
8. A small brick order of 8 is coming for installation in Friendship Grove. Jim in Maintenance will install, rather than asking DPW to install.

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

1. PR, Events and Other News:
 - a. Girlfriends Night Our Fundraiser: over 100 attendees, over 20 exhibitors with a waiting list.
 - b. National Night Out: over 200 attendees at Library table, registered six families for library cards, renewed four members and signed up five patrons for email blasts.
 - c. Art Gallery Exhibitions:
 - i. All slots filled for 2018; working on 2019.
2. E-Mail Marketing (Constant Contact):
 - a. July & August programs and events reviewed
 - b. Added 270 new contacts into Constant contact to receive our newsletter and other emails,
 - c. Total contacts in database now equals 10,173
 - d. 49 unsubscribed in the past month.
3. CHPL Facebook – (event photographs remain very popular)
 - a. Posts with the highest **Engagement** in August reviewed including: Meet our August Artist, Nicky St. Clair; Register Now for Harry Potter Craft Night; Halloween Candy Buy Back.
4. Ongoing PR and Events in the Works:
 - a. Final Pop Up Story Time in the Park – Friday, August 10
 - b. Backyard Bash – Thursday, August 16 from 5 p.m. – 8 p.m.
 - c. Stray Cat Relief Fund through the month of August.
 - d. Book It 5K and Wellness Day – Saturday, September 22
 - e. Veterans Wall – applications are being accepted through November 4; staff contact Claire Schmieder. Met with local representatives to help connect us with veterans.
 - f. Literature, Lectures & Lyrics series is starting in September with three corporate sponsors (Cooper, Environmental Resolutions, Inc. and, Lazgor, LLC)
 - i. Sponsored events include History of the Jersey Shore, *Philly Special* with Sal Paolantonio and Inequality for All.
 - g. PR Intern – Maria Minadeo will be starting as our PR and Marketing Intern for the Fall Semester.
 - h. Social Media Strategy and Email Blast Targeted Plan are in development.

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

1. Library requests of \$1,687 have been approved for July and August.
2. Membership is at 550. This summer brought 76 renewals and 12 new members.
3. September 26 is Friends bus trip to Woodmere Art Museum.
4. July book sale receipts were over \$16,000, the highest total ever.
5. Upcoming Events:
 - a. First Friends Meeting will be September 12.
 - b. Next Book Sale is November 7 – 10.
 - c. Next Author Luncheon is being planned now; details to follow.
6. Friends Treasurer’s Report read by Mr. Walt Wedzielewski

Unfinished Business

A. None

New Business

A. Board President thanked Board Members for attending today; five attendees just made a quorum. Board Secretary is having difficulty getting a monthly quorum. There are nine members on the Board; if you agree to take the position, you should commit to attend the monthly meeting.

Public Discussion

A. None

Next regular meeting date: **Wednesday, September 12, 2018 at 5:45 p.m.**

Adjournment

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

Unanimously approved

Meeting adjourned at 6:25 p.m.

Jennie Purcell
Board Clerk