

May 12, 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 April 15, 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 April 28, 2021. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on April 28, 2021.

Mr. Simons called the meeting to order at 4:03 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Ms. Susan Bass Levin, Esq.,
Mrs. Cathy Schwartz, Dr. Kavita Gupta, Mrs. Kathryn Judge, Mrs. Rhonda Shevrin,
Mrs. Michele Golkow, Esq.

Absent: 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 April 14, 2021 board meeting as there were no questions or changes.

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

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

Motion Approved

RESOLUTION 2021-5-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS

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

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

Motion Approved

RESOLUTION 2021-5-2

RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY TO APPLY FOR FUNDS AND IS AUTHORIZED BY ITS GOVERNING BODY TO SUBMIT AN APPLICATION

DISCUSSION: Cherry Hill Town Council has approved submitting this application to the State. CHPL Board of Trustees certifies that permission has been granted to apply for the Project grant entitled New Jersey Library Construction Bond Act for the purposes described in the application. It is a one for one grant; we propose using the funds for a new loading lift and asphalt driveway along the south side of the Library to be used for shipping and delivery.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Kavita Gupta, 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. Starting May 3, the time a Library patron can stay in the building was increased to 60 minutes, up from 30 minutes; we've received positive feedback from patrons.
 - a. People Count for April: most days well over 200 visitors, highest was 535 on April 19, first day of our Book Sale.
2. Congrats to CHPL Children's Librarian Alia Shields! Alia is now on the 2023 Caldecott Committee, a very selective process and a very select group was chosen.
 - a. The Caldecott Medal is awarded annually to the artist of the most distinguished American picture book for children. The award is presented by the Association for Library Service to Children, a division of the American Library Association. It will be a lot of work for Alia but it's also a lifelong dream.
3. CHPL received a CARES Act mini-grant for taking ESOL virtual: during the pandemic our volunteer tutors pivoted from in-person to remote so their classes could continue to meet. This grant will allow us to purchase equipment for tutors and some students (as needed) to continue remote learning.
4. Youth Services April –May statistics shared. Some highlights include:
 - a. Pop Up in-person Story Time: 37 attendees
 - b. Virtual Move and Groove with Miss Jolie (for children 5 & under): 15 attendees
 - c. New: Virtual Rhyme Time Live! (for children 2 & under): 13 attendees
5. Adult Services April - May statistics shared. Some highlights include:
 - a. Reference emails answered: 60
 - b. Virtual: Philadelphia Ballparks program had 44 attendees
 - c. (New) Virtual: Yoga six-week class averaging 22 attendees per week
 - d. CHPL YouTube page hosts many staff-created videos for the public. New topics include: How To Borrow Non-English Books and Magazines on Overdrive; Using readingskills4today.com for English Language Practice; taped recent CHPL program, "Philadelphia Ballparks with Jason Love."

Board members suggest creating a press release to local newspapers on Alia Shields being elected to the 2023 Caldecott Committee.

B. Library Services Manager – Mrs. Jennie Purcell

1. Hired a part-time Student Page in Youth Services who started May 8. We currently have a full-time Adult Services Librarian position open; will conduct interviews soon.
2. Book Sale was a success! We raised \$11,844 at this sale (during the pandemic). Thank you to Board member Kathy Judge for volunteering to help, and for making purchases; Ms. Purcell worked every day at the book sale.
3. Helped work at the Gently Used Jewelry Sale, held April 30 & May 1. Added a flash sale for Monday night clearance on May 3. We raised \$2,150 at this sale.
4. Next project I am working on is the CHPL Flea Market, which will be held 8 a.m. – 1 p.m. on Saturday, June 12, rain date Saturday, June 19. Fee is \$25 per spot for vendors; some spots sold already. We will sell food onsite and have a Library tent for a small book & accessory sale.
 - a. Friends President, Jim Gibson shared their Flea Market email list to get the word out to vendors for CHPL's flea market.
 - b. Emails also sent to vendors from CHPL's 2019 holiday craft fair.
 - c. Flea Market information was shared on social media, with the Mayor's office and others.
5. A switch on the Library's chilling tower failed. It is under warranty and will be fixed.
6. Handled an unemployment appeal for a furloughed employee. It was dismissed.
7. Received our new postage meter machine on May 3.
8. We either renew or change health insurance providers each July. Will send out health insurance information to employees when information arrives from Township.
9. Working on fiscal year-end accounts.

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

1. **E-Mail Marketing through Constant Contact:**
 - a. Three emails to our whole database have been sent in the past month. Open and click rates hold steady. April Teen newsletter was sent, has very high open, and click rates.
 - b. Current total contacts: 11,737 (up by 19 subscribers); put plug into Mayor's Weekly email last week for residents to sign up for our eNews.
2. **CHPL Social Media**
 - a. Facebook: 4,652 (up 23 followers)
 - b. Instagram – CHPLNJ: 2,722 (up 27 followers)
 - c. Instagram – CHPLTeens: 667 followers (up 33 followers)
 - d. Twitter: 1,726 (up 6 followers)
 - e. YouTube - YS account: 107 subscribers (up 13 subscribers) – now officially rebranded to Cherry Hill Public Library Kids after hitting 100 subscribers
 - f. YouTube - main account: 77 subscribers
3. **Additional information:**
 - a. Emily, our new intern from Rowan, started today.
 - b. The Sunday Morning statue was mentioned in the Asbury Park Press.
 - c. New York Times Bestselling Author Tessa Bailey is hosting a virtual program in June. She started following us on Instagram and commenting.
 - d. Fundraisers coming up: Lava Bead Diffuser Bracelets & Flea Market.
 - e. Completed the Summer Reading Booklet, will be printed soon.
 - f. The Cherry Hill Police used a picture for May the 4th of SLEO Gick with a popular Storm trooper in front of CHPL. We then shared the picture and garnered many likes.

- g. A new fundraising link promoting sponsorships, book sales, and other upcoming events is now live.
- h. We were delighted to have Mayor Angulo judge our Peeps Diorama contest.
- i. Images shared with the Board of recent CHPL Instagram and Facebook posts with high views and reactions: CHPL Children’s Librarian, Alia Shields on the 2023 Caldecott Committee, and a meme of Justin Timberlake dancing in our Reading Room, “It’s Gonna be May.”

Unfinished Business

- A. None.

New Business

- A. None

Public Discussion

- A. Cherry Hill resident, Mrs. Yares requests holding the Flea Market or other public events any day except Saturday. She also requests the Board to consider adding Sunday open hours.

Next regular meeting date **via Zoom: Wednesday, June 9, 2021 at 4 p.m.**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:26 p.m.

Jennie Purcell
Board Clerk