

January 10, 2018

The Cherry Hill Public Library Board of Trustees Secretary, Mrs. Jennie Purcell 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 December 14, 2017, 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 December 27, 2017. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on December 27, 2017.

Mrs. Purcell called the meeting to order at 5:59 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Mrs. Stephanie Sanderson-Braem, Esq.,  
Ms. Susan Bass Levin, Esq., Ms. Laura Merkin, Mrs. Cathy Schwartz,  
Dr. Joseph Meloche, Dr. Kavita Gupta

Absent: Ms. Katherine Wade, Esq.

Other present were: Mrs. Laverne Mann, Library Director  
Mrs. Jennie Purcell, Library Services Manager  
Ms. Katie Hardesty, Director of Marketing & PR, Cherry Hill Library  
Ms. Michelle Samalonis, Cherry Hill Township Controller  
Mrs. Lenore Rosner, Cherry Hill Township Business Administrator  
Mr. Robert Wright, Esq., Cherry Hill Township Solicitor  
Mr. Jim Gibson, President, Friends of the Library  
Mr. Walt Wedzielewski, Treasurer, Friends of the Library

### **Oath of Allegiance**

Oath of Allegiance was administered to Mr. Art Simons to renew his tenure on Cherry Hill Public Library Board of Trustees.

Oath of Allegiance was administered to Mrs. Stephanie Sanderson-Braem, Esq. to renew her tenure on Cherry Hill Public Library Board of Trustees.

Oath of Allegiance was administered to Dr. Kavita Gupta to begin her tenure on Cherry Hill Public Library Board of Trustees.

### **Call for Nominations**

Ms. Susan Bass Levin nominated Mr. Art Simons as President of the Cherry Hill Public Library Board of Trustees, second by Mrs. Mona Noyes.

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes;  
Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes;  
Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes

Ms. Susan Bass Levin nominated Mrs. Stephanie Sanderson-Braem, Esq. as Vice President of the Cherry Hill Public Library Board of Trustees, second by Mrs. Mona Noyes.

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes

Ms. Susan Bass Levin nominated Mrs. Mona Noyes as Treasurer of the Cherry Hill Public Library Board of Trustees, second by Mr. Art Simons.

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes

### **Minutes**

Mr. Simons asked for a motion to approve the minutes of December 13, 2017 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Dr. Joseph Meloche, Yes;

Abstention: Ms. Susan Bass Levin, Ms. Laura Merkin, Mrs. Cathy Schwartz, Dr. Kavita Gupta

Motion Approved

### **RESOLUTION 2018-1-1 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; Mrs. Stephanie Sanderson-Braem, Yes; Ms. Susan Bass Levin, Esq., Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes

Motion Approved

### **Administrators' Report**

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

1. Genealogy Research Center officially opened November 28, 2017.
  - a. Ancestry Library Edition database: 3406 users since October 2017; dedicated computers and a scanner will be used for genealogy research. Print and DVD resources also available.
2. January Collection Drives: MLK Donation Drive and Camden County Women's Center.  
February Collection Drive: pillowcases for 'Little Dresses for Africa' sewing project.

3. Library program highlights:
  - a. Statistics on attendance at youth and adult programs reviewed, partnerships with local organizations (Food Bank of South Jersey, Tiger Schulmann's Karate School) mentioned.
  - b. ESL classes continue at the Library, one monitored by LVCC and three more monitored by Elby Wang, Reference Librarian.
  - c. New programs discussed - libraries offer much more than just books!
4. Per Capita State Aid report for 2017 and Annual Report for 2017 being created now. Starting next month CHPL Supervisors will attend our board meetings to present department reports.
5. NJLA Library Construction Bond – meeting scheduled with architect Todd Harvey from Beatty, Harvey & Associates on January 23. The anticipated earliest target date for applications is mid-May 2018. A three month window for application period is planned, subject to change.
6. The Johnson Bill (A1427/S2633) has been signed by Governor Christie and is now law. A lot of librarians worked for this legislation for years. Basically, a town can put to a vote a higher funding level for their library rather than the required minimum (1/3 millage). CHPL is currently funding above minimum.
7. Director professional development and meetings:
  - a. Public Policy Committee (NJLA)
  - b. Supervisors Meeting and Staff Meeting
  - c. Strategic Planning Groups - November 9
  - d. Board of Trustees fundraising meeting
  - e. Maker Playground program meeting - November 16
  - f. UFCW 1360 union meeting - December 6
  - g. Princeton Public Library staff visit – programs, services, outreach - December 18
  - h. NJLA Core Values task force - December 19

**B. Finance Report – Mrs. Michelle Samalonis**

1. Audit is complete and filed.

**C. Library Services Manager – Mrs. Jennie Purcell**

1. In the Reference Department we hired a Part-Time Librarian as a replacement for a librarian who retired after 25 years. A vacancy was also filled in the Maintenance Department with a new Full-Time employee.
2. New carpet will be placed in the Computer Lab, parts of Circulation and parts of Reference. We received two quotes for this project. Installations will begin soon.
3. The new meeting room rates approved at the November Board Meeting were updated on the website, effective January 1. Clients were informed a month prior; it has been a smooth transition.
4. Worked with the Auditor on Library cash books, receipts, cash registers, etc.
5. We had our Flexible Spending Account Enrollment that was due December 1<sup>st</sup>.
6. I will be renewing the New Jersey Library Trustee Association for our Board Members for 2018.
7. Gently Used Jewelry Sale generated \$1,845 – pure profit!
8. We received a few year-end donations from patrons on Pay Pal or personal checks. Their generosity is appreciated.
9. Barnes & Noble donated a free book shelf to the Library. They will contact us in the future if they are looking to donate more items.

**D. Director of Marketing & PR – Ms. Katie Hardesty:**

1. PR, Events and Other News:

- a. Partnership with CHAACA for their Poster/Essay/Video Contest continues. 2018 theme is African Americans in STEM. Contest open to all Cherry Hill students, grades K – 12, deadline for entries is February 2. CHPL is drop-off location, flyers posted around library and at schools. Will partner with CHAACA for their Authors & Artists event later this year.
- b. Event planning for March – May 2018 is underway.
- c. Art Gallery Exhibitions:
  - i. January – Zane Roskoph, photography
  - ii. February – Shari and Amy Bodofsky (mother/daughter artists)
2. E-Mail Marketing (Constant Contact):
  - a. November & December programs and events reviewed.
  - b. CHPL Facebook – popular posts reviewed including November book sale, Used Jewelry Sale and Craft Fair, photos from Jamie Ford event, Free Yoga Classes, Two new museum passes.
3. Ongoing PR and Events in the Works:
  - a. Meet ‘Mark Twain’ - Jan. 16
  - b. History of Baseball in Philadelphia – Jan. 26
  - c. Meet Graphic Novelist Matt Phelan – Jan. 31
  - d. Know Your Muslim Neighbor – Feb. 3
  - e. President Grant in Living History – Feb. 5
  - f. Should We See Race? - Feb. 15
  - g. Daycare & Pre-K Fair – Feb. 16
  - h. Free Concert Maggie Mustico – Feb. 25
  - i. Family Road Tripping, Author visit – Feb. 27
4. Recent partnership with WHYY for a preview screening of “Victoria” on Jan. 6. Successful event, they may partner with us again.

**C. *Friends of the Library – Mr. Jim Gibson and Mr. Walt Wedzielewski***

1. Membership is at 524. Planning to reach out and offer involvement opportunities to members.
2. Summary of 2017 monies requested by Library and broken down by month was distributed to board members, totaling approx. \$48,000:
  - a. \$34,755 was requested by staff and approved by Friends,
  - b. An additional \$12,000 was given by the Friends Gift Shop for the Genealogy Research Center,
  - c. Additional \$500 scholarship offered for staff library student, and \$1,200 towards new cables in the meeting rooms.
3. Friends Treasurer’s Report read by Mr. Walt Wedzielewski.

**Unfinished Business**

- A. None.

**New Business**

1. Update on Board Fundraising Initiative: *Mrs. Cathy Schwartz and Ms. Katie Hardesty*  
Annual Event Sponsorship discussion:
  - a. Sponsors would get prominent recognition at applicable programs.
  - b. Determine what sponsors will receive based levels of support – banners, recognition on website or emails, photo background displaying sponsors at events,

- c. Select a certain number of big events per year, or a type of program (music, author, children's, etc.) to sponsor,
- d. Offer multiple levels, divided by a specific number of events per year to sponsor – stress library foot traffic, eNews reach, etc.
- e. Board members create contact lists of potential sponsors.
- f. Goal of launching sponsorship this year.

**Public Discussion**

A. None

Next regular meeting date: **Wednesday, February 14, 2018 at 5:45 p.m.**

**Adjournment**

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

Unanimously approved

Meeting adjourned at 7:01 p.m.

Jennie Purcell  
Board Clerk