

July 17, 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 June 13, 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 5, 2019. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on July 5, 2019.

Mr. Simons called the meeting to order at 5:45 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Ms. Carole Roskoph, Ms. Katherine Wade, Esq.

Via Phone: Ms. Susan Bass Levin, Esq.

Absent: Ms. Laura Merkin, Mrs. Cathy Schwartz, Dr. Kavita Gupta

Other present were: Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library
Ms. Tierney Miller, Reference & Adult Services Supervisor
Mr. Walt Wedzielewski, Treasurer, Friends of the Library

Minutes

Mr. Simons asked for a motion to approve the minutes of June 12, 2019 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Ms. Katherine Wade, Yes

Abstention: Ms. Carole Roskoph

Motion Approved

RESOLUTION 2019-7-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Ms. Katherine Wade, Yes; Ms. Carole Roskoph, Yes

Motion Approved

Ms. Laura Merkin arrived at 5:50 p.m.

RESOLUTION 2019-7-2
RESOLUTION ADOPTING THE FISCAL YEAR 2020 TEMPORARY BUDGET

DISCUSSION: Mrs. Purcell worked with Ms. Samalonis, Township Controller to create this temporary budget lasting three months until the full budget is ready in October. Some increases due to DCRP Retirement Program, Insurance fee increases, etc.
Board President thanked Mrs. Purcell, Mrs. Mann and Ms. Samalonis for their hard work on this annual task.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;
Ms. Katherine Wade, Yes; Ms. Carole Roskoph, Yes; Ms. Laura Merkin, Yes

Motion Approved

Public Discussion

A. None

Administrators' Report

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

1. CHPL was awarded a \$6,000 Action Grant from NJ Council for the Humanities in support of running One Book, One Cherry Hill in the fall:
 - a. Deena Caswell, Diversity & Outreach Supervisor is responsible for acquiring grant and organizing One Book, One Cherry Hill programming.
 - b. The selected title is *No Ashes in the Fire* by Darnell Moore.
 - c. We will host Mr. Moore at CHPL on Monday, November 4 in a conversation with Keith Green, PhD, associate professor of English and Director of Africana Studies at Rutgers Camden, as the culminating author event of the series.
2. T.J. Lamanna, Emerging Technologies librarian, was part of national teams that were awarded two Institute of Museums and Library Science (IMLS) grants:
 - a. IMLS grant \$75,000: Develop software to allow libraries to host Virtual Private Networks (VPN). VPNs help people from harvesting, selling data and prevent malicious internet traffic, and stop online tracking which compromises privacy.
 - b. IMLS-funded Library Values & Privacy National Digital Strategies planning grant (\$140,000) to further an extensive privacy knowledge plan by actualizing the findings in a practical application: Privacy Advocacy Guides.
3. Character Corner is complete: Beth Cackowski, Youth Services Supervisor worked with Kareem Agostini, Chair of CH Zone PTA Character Ed Committee. There are two brochures created so patrons can find specific books by topics of character.

4. Tool Library is now available. We have 50 items cataloged and available to check out. All tools were donated by patrons.
5. Thank you to the CHPL Friends for paying registration fees so 5 librarians were able to attend the ALA Annual Conference in Washington DC June 20 – 25.
6. NJ Library Bond Construction Act Update: regulations are now posted for public comment until the end of August. Grant Solicitations perhaps this fall, being accepted for 3 months. Final decisions to legislators for approval early 2020.
7. Upcoming programs reviewed, summer reading theme: a Universe of Stories. Adult Summer Reading program ends August 10.
8. Attendance statistics provided for recent programs in Adult and Children's Services from mid-June through early July.
9. Library Outreach:
 - a. Two librarians attended Township program Music Under the Stars and created library cards on site.
10. School Outreach:
 - a. Busy Bees preschool visit, Woodcrest Elementary School, James H. Johnson Elementary School, and Clara Barton Elementary School.
11. Director professional development and meetings:
 - a. June 13: NJ Bond Construction Act – E Gill
 - b. June 14: Camden County Library Directors
 - c. June 17: NJLA Executive Board
 - d. June 19: Strategic Plan/Trends
 - e. June 20-25: ALA Annual Conference, Washington DC
 - f. June 26: Harwood Institute Community Engagement webinar
 - g. June 27: Supervisors Meeting
 - h. July 1: CHPL website meeting
 - i. July 12: NJLA Public Policy

Dr. Kavita Gupta arrived at 5:55 p.m.

B. Library Services Manager – Mrs. Jennie Purcell

1. The Library had multiple positions open. Interviews conducted for a full-time Library Assistant in Tech Services, a part-time Library Assistant in Circulation & Youth Services, a part-time Librarian in Reference, and Pool Librarians in Reference & Youth Services. Will be interviewing for Student Pages next.
2. Haddonfield Library had water damage in their Children's area and had to keep that section closed due to mold. Their library director reached out to CHPL requesting temporary cards for their residents for one month. Laverne approved and there have been approximately 35 cards distributed, which expire August 1. The damaged Children's area reopened July 8 and their director wrote a nice note on their website thanking CHPL.
3. Worked on temporary budget numbers with Township Controller.
4. The Library recently had 7 wireless panic buttons installed at public desks in Circulation, Reference, Youth Services, Computer Lab and Admin office. If activated, it calls Fortress Protection which alerts police of the location to dispatch. They are only to be used for a dire emergency.
5. There is a shortage of SLEOs at the Township so the Library is using regular police officers, which doubles or triples the rate we pay for this service.
6. We received a vending machine today in our Staff Lounge. This will give employees only the option to purchase drinks and snacks, especially when The Coffee Shop is closed. The vending

company will refill and stock items. This machine does not cost the Library anything and there is no contract.

7. Requested signage from CH DPW for our exit onto Kings Highway. Cars often enter using the exit lane, which is very dangerous. Also contacted them for resealing the parking lot. Waiting for their reply.
8. Researching leasing two new copiers. The copier in the Children's Department is no longer in service, it was 16 years old. The Reference B/W copier is 16 years old and we can no longer get parts or toner for it. Looking for replacing both with simple copiers for a low lease each. The previous copiers were purchased by the Friends.

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

1. PR, Events and Other News:
 - a. Art Gallery: July has five artists from Cherry Hill Township's Art Blooms Contest.
 - b. The Friends Book Sale is July 18 – 20. New signage is being implemented to help streamline payment and exiting the area.
 - c. Book It 5K is underway. Registration is being promoted via Township and the Library. \$5 of each registration goes back to the Library.
 - d. Carla Almeida, an ESL participant, became a U.S. Citizen recently. She has a wonderful story and received a lot of love on our social media. Carla credits learning English from her ESL classes and attending events at CHPL.
 - e. BookSmiles is participating in Pop Up Story Times in the Park. They collect and distribute children's books to those without in underserved local areas.
 - f. September is National Library Card Sign Up month. This year we are using incentives to get people in to get new cards in September. We will have a prize wheel with raffles to win a family 4 pack to Diggerland and a \$35 Ponzio's gift card. We are still waiting to find out if other prizes will be available.
2. June – July E-Mail Marketing (Constant Contact):
 - a. Mid-month June newsletter (24% open rate, 9% click rate)
 - b. July newsletter (25% open rate, 12% click rate)
 - c. Girlfriends Night Out (31% open rate, 2% click rate)
 - d. Added 163 new contacts to Constant Contact in the past 30 days.
 - e. Total contacts in database: 11,911; 31 unsubscribed in the past month.
3. CHPL Social Media – posts with the highest engagement June 13 – July 17:
 - a. Facebook (3,935 followers) – 'CHPL is hiring' had the highest engagement rate
 - i. 3,732 people reached, 927 post clicks, 27 reactions, 17% engagement rate
 - b. Instagram (2,091 followers) – Carla Becomes a Citizen!
 - i. 470 people reached, 67 likes, 872 impressions.
4. Ongoing PR:
 - a. *The Cherry Hill Sun* will write an article about librarian Elby Wang and her ESL classes.
 - b. *The Cherry Hill Sun* wrote a story about Pride at the Library.
 - c. The Instagram Post about Carla becoming a citizen was liked by the U.S. Citizenship and Immigration Services IG account.
 - d. Mad Science of NJ liked, commented and followed our IG post and account.
 - e. *Woodford Cedar Run NJ Seeking Donations* has received \$310 in donations (via Facebook) and supplies are being dropped off in the lobby.

D. Friends of the Library – Mr. Walt Wedzielewski

1. Friends Treasurer's Report read and distributed to the Board.

Unfinished Business

A. None.

New Business

A. None.

Next regular meeting date: **Wednesday, August 14, 2019 at 5:45 p.m.**

Adjournment

MOTION: Moved by Ms. Roskoph seconded by Ms. Bass Levin

Unanimously approved

Meeting adjourned at 6:12 p.m.

Jennie Purcell
Board Clerk