

July 21, 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 June 10, 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 July 7, 2021. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on July 7, 2021.

Mr. Simons called the meeting to order at 4:02 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Ms. Susan Bass Levin, Esq., Dr. Joseph Meloche, Dr. Kavita Gupta, Mrs. Kathryn Judge, Mrs. Michele Golkow, Esq.

Absent: Mrs. Cathy Schwartz, Mrs. Rhonda Shevrin,

Others present: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Public Library

Minutes

Mr. Simons asked for a motion to approve the minutes of June 9, 2021 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; Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes; Mrs. Kathryn Judge, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-7-1 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. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes; Mrs. Kathryn Judge, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-7-2

RESOLUTION ADOPTING THE FISCAL YEAR 2022 TEMPORARY BUDGET

DISCUSSION: Mrs. Purcell emailed the temporary budget to Board members for their review. The numbers are almost identical to last year's temporary budget, with a few increases based on invoices that arrived. The only big change from last year is two awarded grants in this temporary budget, which we will receive soon. The full budget will be presented to the Board this fall.

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

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

Motion Approved

**RESOLUTION 2021-7-3
RESOLUTION TO APPLY FOR THE AMERICAN RESCUE PLAN ACT OF 2021 GRANT
OPPORTUNITY FOR NEW JERSEY PUBLIC LIBRARIES**

DISCUSSION: Mrs. Mann explained the NJ State Library is offering American Rescue Plan Act (ARPA) grants. We are applying for a digital inclusion grant of \$14,854 to put towards ebooks, eaudio, expanded databases for adult and children, equipment for remote meetings, telehealth, etc. Grant application is due July 30.

MOTION: Moved by Mrs. Noyes, seconded by Mrs. Golkow

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

Motion Approved

**RESOLUTION 2021-7-4
RESOLUTION TO UTILIZE THE "EDUCATIONAL SERVICES COMMISSION OF NEW
JERSEY (ESCNJ) COOPERATIVE PRICING" FOR TELECOMMUNICATION SERVICES
FOR THE CHERRY HILL PUBLIC LIBRARY**

DISCUSSION: Mrs. Purcell stated this is a three-year contract with Comcast at a very competitive rate, brokered by Township IT Department.

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

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

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. A link was emailed to all Board members of CHPL policies up for review. It's been 6 – 7 years since these policies were reviewed and updated. If the Board has no questions, we ask the Board to approve these updated policies so the Library may follow them, and update our website.

Unanimously approved by Board members. Mrs. Noyes thanks staff for their hard work in this laborious process.

2. Library visits the week of June 21 were the highest in-house count at 2,350 visitors, up 28% from the previous week. Total count since January 1 is 25,269 visitors, with reduced hours of operation.
3. CHPL was awarded the New Jersey Council for the Humanities Action Grant – One Book, One Cherry Hill. Programs supporting themes of “The Vanishing Half” by Brit Bennett are coming this fall. Promotion will begin in September.
4. Applying for the NJ State Library ARPA grant, as stated in Resolution 2021-7-3.
5. Library had an outreach table at recent Township Juneteenth celebration, and a Human Relations Council representative in the parade. Outreach staff attended recent Township outdoor concerts.
6. Starting July 6, added Tuesday nights until 7 p.m.; current hours Monday – Wednesday open until 7 p.m. Contactless pickup is still available.
 - a. Starting September 7, hours expand to Monday - Wednesday until 9 p.m., and Thursday – Saturday until 5 p.m.
 - b. Starting September 12, open Sundays from 1 p.m. – 5 p.m.
7. CHPL Art Gallery has reopened! July features the winning entries of CH Township's annual Art Blooms juried art exhibit. Each month our Gallery will feature a different artist/group of artists.
8. **Youth Services** June - July statistics shared. Some highlights include:
 - a. Week-long in-person animal scavenger hunt in Youth Services: 171 participants
 - b. Mr. Malcolm's Pig Tails and Tales in-person: 60 attendees
 - c. Summer Stories in Friendship Grove in-person: 63 attendees
 - d. Tails and Tales with Live Animals in-person: 170 attendees
 - e. Virtual Johnson Elementary School Summer Reading visit: 64 attendees
 - f. Virtual Family Fort Night: 46 attendees
9. **Adult Services** June - July statistics shared. Some highlights include:
 - a. Reference emails answered: 62
 - b. 375 Adult Summer Reading Program registrants as of July 14
 - c. Virtual: Misconceptions of the Trans Experience panel discussion had 33 attendees.
 - d. Virtual: Tessa Bailey author event had 30 attendees.
 - i. This program was recorded and posted on CHPL YouTube channel: 46 views to date.
 - e. New part-time librarian Joan Divor started in Adult Services
 - f. Since NJ Council for the Humanities Action Grant was approved, currently proceeding with plans for One Book, One Cherry Hill 2021 in fall. More information to come.

B. Library Services Manager – Mrs. Jennie Purcell

1. Hired a part-time Reference Librarian, who started on July 13. Currently we have a Student Page position open in Youth Services. Will conduct interviews towards the end of the month.

2. Aramark will not return to the Library café. I reached out to ask when they will return since restrictions have been removed. The Vice President of Aramark called to say he was sending a letter to terminate their contract, and will remove their equipment from CHPL. I worked with CHT Purchasing Dept. to put out a bid to see if another vendor will take over the café. If we have no inquiries we will install vending machines with a variety of choices, similar to what other libraries use.
3. Next Book Sale is July 26 – 31, I will work the sales table. The revenue generated will be put in our Trust Account. The Friends will manage the November Book Sale.
4. Entered all the increases for staff health benefits in payroll. Sent out a reminder email that we will need the pre-tax health deduction forms filled out by staff.
5. APS, the company that is micro-surfacing our parking lot, did the sealant on June 29. I submitted three August dates when there are no programs scheduled, for them to choose. When the line restriping occurs, we will need to close for two days as no one will be able to walk or park on our lot. Scheduled for August 13 – 14, weather permitting. Our lot will be blocked to cars and pedestrians. Marlkress book drop will be open and fines will be relaxed during closure. Staff will work from home during closure, or use vacation time.
6. Worked with DPW to obtain the large tent for Friendship Grove events July 12 – 24.
7. Sign was put up for the permanent Vet Wall on the Lower Level.
8. Our next Flea Market will be Sunday, October 3. Due to many requests we are trying a fall date.
9. CHPL is a cooling center. The Health Department reached out, requesting our current hours of operation.
10. Worked on fiscal year-end with the cash book to reconcile all banking and credit card amounts. It was a success!
11. Colonial Life did an in-person presentation on what they offer for staff on June 22; we have used them since 2007. They offer employees supplemental life insurance, disability insurance, hospital and critical care insurance, which can be deducted from their payroll checks. We have a few employees using this service.
12. We passed our fire extinguisher inspection in June.
13. Working now on updating CHPL Employee Policy Manual.

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

1. **E-Mail Marketing through Constant Contact:**
 - a. Five emails were sent in the past month. Open and click rates have increased with a high of 31% open rate, 12% click rate for the Summer Reading email blast. Two Teen Newsletters were sent.
 - b. Current total contacts: 11,805; added 144 new contacts.
2. **CHPL Social Media**
 - a. Facebook: 4,733 (up 60 followers)
 - b. Instagram – CHPLNJ: 2,805 (up 72 followers/main account)
 - c. Instagram – CHPLTeens: 725 followers (up 40 followers)
 - d. Twitter: 1,726 (up 3 followers)
 - e. 114 LinkedIn followers
 - f. YouTube - YS account: 115 subscribers (up 7 subscriber)
 - g. YouTube - main account: 143 subscribers (up 55 subscribers)
3. **Additional information:**
 - a. An article in The Cherry Hill Sun promoting Elie Honig's event was released on July 8.
 - b. Children's outdoor story times have had very high turnouts and the Animal Scavenger Hunt was a HUGE success.

- c. The Art Gallery has reopened. July features Cherry Hill Township Art Blooms winners/honorable mentions. August kicks off with artists rescheduled from prior to the pandemic.
- d. Throughout the month of July we are collecting pet donations for dogs and cats for Voorhees Animal Orphanage. Needed items are listed on the website. Donations can be dropped off in the lobby. Last month's collection by two local teens for Her Drive was a huge success.
- e. We've been encouraging people to join the Friends of the Library using our social media, our weekly contribution to the Mayor's News, and signs in the Library.
- f. Our first in-person blood drive is scheduled for August 23 from 2 p.m. – 7 p.m.
- g. Currently working with Township Council members to revitalize the Green Team promoting sustainability and recycling. We will partner on programs with them.
- h. Summer Reading programs continue to have very high attendance, regardless of day/night, indoor or outdoor. Staff feedback states many people come into the Library after an outdoor program or event.
- i. Librarian favorite author Tessa Bailey led a virtual book chat – with well over 20 people in attendance. Tessa gave an amazing talk about her new book and said she would like to join us in person in the future.
- j. Author JoAnn Hill gave an incredible presentation about her book, Secret DC. She had phenomenal pictures and made everyone very excited to venture back to DC (staff included). Over 25 people joined this program.
- k. Social media photos shared of June 12 CHPL Flea Market and of Ms. Mann with a Meep, which was knit and donated by a library patron.

D. Friends of the Library – read by Mr. Simons

- 1. Friends Treasurer's report prepared by Treasurer, Mr. Walt Wedzielewski. Looking forward to the Friends return this fall.

Unfinished Business

- A. None.

New Business

- A. None.

Public Discussion

- A. Cherry Hill resident, Mrs. Yares thanks the Library for scheduling resurfacing on a Saturday, and for scheduling the next Flea Market on a Sunday. She asks when in-person Board meetings will resume.

Mr. Simons opened this topic for discussion. The Board agrees these meetings will continue to meet virtually for the coming months due to health concerns.

Next regular meeting date **via Zoom: Wednesday, August 11, 2021 at 4 p.m. *Bill Pay only.**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:31 p.m.

Jennie Purcell
Board Clerk