

July 22, 2020

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 11, 2020, 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 8, 2020. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on July 8, 2020.

Mr. Simons called the video conference (Zoom) meeting to order at 11:01 a.m.

The board secretary called the roll and those present via conference call were:

Present: Mr. Art Simons, Mrs. Cathy Schwartz, Dr. Joseph Meloche, Ms. Carole Roskoph, Mrs. Kathryn Judge, Mrs. Rhonda Shevrin

Absent: Mrs. Mona Noyes, Ms. Susan Bass Levin, Esq., Dr. Kavita Gupta

Other present were: Mrs. Jennie Purcell, Board Secretary  
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library

### Minutes

Mr. Simons asked for a motion to approve the minutes of June 10, 2020 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Ms. Carole Roskoph, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

### **RESOLUTION 2020-7-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Ms. Carole Roskoph, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

### **RESOLUTION 2020-7-2 RESOLUTION ADOPTING THE FISCAL YEAR 2020 TEMPORARY BUDGET**

DISCUSSION: Mrs. Purcell worked with Ms. Samalonis, Township Controller to create this temporary budget covering four months until the full budget is ready in October. This budget starts with what was set last year, anticipating any increases.

MOTION: Moved by Ms. Roskoph seconded by Dr. Meloche

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Ms. Carole Roskoph, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

**RESOLUTION 2020-7-3**  
**RESOLUTION AUTHORIZING EXTENSION OF CONTRACT FOR THE 2017**  
**TELECOMMUNICATIONS SERVICES – REBID #2 FOR THE**  
**CHERRY HILL PUBLIC LIBRARY**

DISCUSSION: In 2017, Data Network Solutions (DNS), 116 Oceanport Avenue, Little Silver, NJ 07739 was awarded a contract for a three (3) year term with two (2) one (1) year extensions upon written mutual consent of the Township and the vendor. The Township and vendor have agreed to extend the contract under the same terms and conditions for the first one (1) year extension commencing August 29, 2020 and terminating August 28, 2021.

MOTION: Moved by Ms. Roskoph seconded by Dr. Meloche

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Ms. Carole Roskoph, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

**Administrators' Report**

**A. Director's Report** – prepared by Mrs. Laverne Mann, read by Mrs. Purcell.

1. **Library building opened** to the public on July 13 (after 17 weeks closed) with limited hours: Monday through Friday 10 a.m. – 4 p.m.
  - a. Starting July 22, added Wednesday evenings until 8 p.m.; starting July 25, added Saturdays 10 a.m. – 4 p.m.
  - b. After the library closes to the public, staff disinfects and sanitizes all work stations and areas touched by patrons. The entire lower level is closed to the public.
  - c. Phased reopen plan: 50 patron maximum at one time, 30 minute limits for patrons.
  - d. Recalled by August all full time and most part time staff.
  - e. Contactless pickup June 22 – July 14: we have completed 1,190 contactless pickup appointments. We will continue offering this service for a while.
  - f. Book drops are open and materials quarantined 3 days before being re-shelved. As of July 15 we have 10,663 items checked out.
2. **Grants**
  - a. New Jersey Council for the Humanities (NJCH) awarded \$5,000 COVID19 General Operating Grant for operating budget costs for PPE, cleanings supplies, Plexiglas, and revenue loss.
  - b. Grow with Google awarded \$2,000 to support virtual computer classes.

- c. American Library Association (ALA) and the Women's Suffrage Centennial Commission (WSCC) selected CHPL to receive a suffrage youth book set. This generous donation celebrates the 100<sup>th</sup> anniversary of the ratification of the 19<sup>th</sup> amendment and highlights the importance of libraries as hubs of civic education and engagement.
  - d. Grant application for NJ Library Construction Bond – notes on application answered on June 30.
3. **Youth Services updates June 8 – July 13:**
- a. Popular virtual events this summer include June 20 Summer Reading Kickoff with Sciencetellers – 75 attendees; June 26 Family Fort Night – 46 attendees; July 13 Fairy Tale STEM – 44 attendees.
  - b. YS staff are working the YS desk, providing check-outs, reader's advisory service and computer assistance, shelving materials out of quarantine, and pulling holds.
  - c. An hour is spent each morning and after 4 p.m. disinfecting the department by cleaning computers, tabletops, carts and other high-touch surfaces.
  - d. Virtual programs have been popular and will continue. YS librarians are offering many live online zoom programs, teen meetups and weekly on-demand story times.
  - e. Started providing weekly Take and Make bags for children and teens to craft at home following a video on our website or the library's Creativebug subscription.
  - f. Summer Reading programs are in full swing; staff has helped patrons log reading hours into Read Squared software and have already started distributing weekly prizes. The children's End of Summer prize baskets are on display behind the Youth Services Desk.
4. **Adult Services updates:**
- a. Adult Story Time continues. June 26 read by Tierney had 214 YouTube views and 142 Instagram views. July 1 read by Amanda had 15 views as of July 10.
  - b. Many Adult Virtual Programs being offered. Some highlights include:
    - i. Digital Privacy and Security – 18 attendees
    - ii. Meet the Author Grady Hendrix - 24 attendees + 10 YouTube views later
    - iii. Tai Chi averaging 30 per class
    - iv. Cutting the Cable Cord – 36 attendees
    - v. ESL classes and book clubs continue to meet online.
5. **Online Circulation** reviewed and stats broken down by media source/type. June total online circulation was 6,383 items.
6. **Temporary Library Cards:** Since March, 264 temporary cards were created. As of July 13 we no longer create temporary cards, instead we create regular library cards to be picked up in person and expire in 2 years. The card number is shared with the patron at the time of registration as a courtesy to use our e-resources.

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

- 1. Recalling staff from furloughs then meeting with them to go over our new guidelines and procedures of social distancing, sanitizing, facemask protocols, lunchroom spacing, etc.
- 2. Worked in Circulation checking out books on hold for contactless pick up.
- 3. Worked the entrance doorway for the first week welcoming patrons back and explaining our temporary capacity limits and time allowed in the building for computer use/checking out materials. Will continue to work a doorway shift daily.
- 4. Processed payroll, bills and closed out fiscal year end. Worked on reviewing temporary budget.
- 5. There was a big leak outside from our cooling tower when we were closed at night. The fire department notified the police and they called our Maintenance Supervisor. I met Jim Stamer at the Library and he was able to shut the water off while we were still able to have air conditioning. We notified Falasca immediately that night and took photos as the water built up

- and went onto the adjacent business. Falasca was able to come out the next morning and make the repair under warranty.
6. Managed the changes for our health care that started July 1. All selections were made in June, followed up with Aetna and submitted all information.
  7. Transferred PayPal money from fiscal year into the checking account. Patrons pay their fines and donations through PayPal.
  8. The signs entering/exiting the Library on Kings Highway were painted and cemented back in place by Maintenance staff.
  9. Contacted Cherry Hill Police to ask for SLEOs to return 4 hours daily as in previous budget; they returned Monday, July 20.
  10. Updated Aramark (café) of our opening and holding off on having food indoors per the Governor.
  11. We will continue to adapt the library as the Governor's directives are updated.

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

1. June – July **E-Mail Marketing** (Constant Contact):
  - a. June 5 through July 17 emails sent, their open rate and click rate reviewed. Highest was June 26 weekly email which had reopening info had 37% open rate, 6% click rate.
  - b. Total contacts in database 13,634; 91 new contacts and 39 unsubscribed in the past month.
2. **CHPL Social Media**
  - a. Facebook (4,491 followers) – highest reach for a post was a video showing our reopening plan with 7.5K reach, 5% engagement and over 4,200 views.
  - b. Instagram CHPLNJ (2,512 followers) – highest engagement for a post on June 12 announcing the start of Contactless Pickup. Liked by 85 followers, 86 engagement.
  - c. Instagram CHPL Teens – 301 followers
  - d. YouTube - Youth Services: 57 subscribers; Adult Services: 32 subscribers.
  - e. New Social Media account: the CHPL LinkedIn page! We have 61 followers, make sure you follow us!
3. **CHPL Website** changes regularly. We keep the homepage, hours of operation and FAQ current with updated information. Summer Reading pages are updated with videos of programs. Our Anti-Racism resources page has been very popular.
4. **Additional projects:**
  - a. Continue work on Summer Reading.
  - b. Create postings, signage and website updates for reopen.
  - c. Assist in checking in and putting books and other materials to quarantine.
  - d. Answer emails coming in through [info@chplnj.org](mailto:info@chplnj.org).
  - e. Email the Township weekly with upcoming events and resources.
  - f. Email Cherry Hill Sun to promote big events.

**Unfinished Business**

- A. None.

**New Business**

- A. Our September (Zoom) Board Meeting time will be changed to 4 p.m. due to school year start.

**Public Discussion**

- A. Mrs. Yares, a resident of Cherry Hill complimented the Youth Services librarians saying they are very helpful and she appreciated the librarians asking how her family is.

Next meeting date: **Wednesday, August 12, 2020 video conference call at 11 a.m. via zoom.**

**Adjournment**

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

Unanimously approved

Meeting adjourned at 11:32 a.m.

Jennie Purcell  
Board Clerk