

June 10, 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 May 14, 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 May 27, 2020. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on May 27, 2020.

Mr. Simons called the video conference (Zoom) meeting to order at 11:04 a.m.

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

Present: Mr. Art Simons, Mrs. Mona Noyes, Mrs. Cathy Schwartz, Ms. Susan Bass Levin, Esq.,  
Dr. Joseph Meloche

Absent: Dr. Kavita Gupta, Ms. Carole Roskoph, Mrs. Kathryn Judge, Mrs. Rhonda Shevrin

Other present were: Mrs. Laverne, Mann, Director  
Mrs. Jennie Purcell, Board Secretary  
Ms. Suzanne Fox

### Minutes

Mr. Simons asked for a motion to approve the minutes of May 13, 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. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes;  
Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes

Motion Approved

### **RESOLUTION 2020-6-1 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. Cathy Schwartz, Yes;  
Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes

Motion Approved

### Administrators' Report

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

1. **Library building has been closed since March 15** as per NJ Executive Order No. 104 (2020).
  - a. Book drops opened May 15 – quarantine materials 3 days then re-shelve items.
    - i. To date, 16,164 items still out. We have been checking in 500 items a week on average.
    - ii. 160 temporary cards made since closure.
  - b. Preparing curbside pickup plans – June 15, 2020 earliest possible start.
    - i. Recall 5 of 11 full time Library Assistants and 8 librarians from ½ time furlough on June 22.
  - c. Governor Murphy – libraries Phase 2 of opening “sometime after July 6.”
    - i. State-wide phased reopening plan.
2. **NJLA Innovative Program Award winner** – CHPL Youth Services Supervisor Beth Cackowski for Young Entrepreneurs program.
3. Created video for CHPL 5<sup>th</sup> graders Move Up on behalf of the library.
4. Working on FY21 Budget.
5. All staff not on furlough have been working on various projects remotely and submitting weekly work logs, including going into the building to check in returned items, place these in quarantine, remove books from previous quarantine to shelve these items.
6. Many staff have attended webinars on Child Development, Program Development, Collection Development and more to serve our patrons best during global pandemic.
7. **Adult Services updates:**
  - a. May was Mental Health Awareness Month and Asian Pacific American Heritage Month.
    - i. Staff members highlighted different self-care techniques (yoga, embroidery, playing music, etc.), shared photos and information for mental health awareness.
    - ii. We significantly expanded our existing Mental Health Resource Guide and shared information on related topics via social media.
    - iii. Staff created booklists and virtual displays for our social media and as rotators on our online catalog of digital books: Mental Health Reads and Asian/Pacific American Heritage.
  - b. Adult Story Time:
    - i. Staff are selecting and recording read-aloud stories; a new story will be shared every Friday evening at 6 p.m. June 26 – August 7.
    - ii. Our first Adult Story Time shared in March currently has over 180 views, so we are eager to continue.
  - c. Collection Development – staff have worked collaboratively to expand our digital offerings through OverDrive. Mental health, self-care, books on grief, LGBTQ+ titles for June Pride Month, books by and about black Americans as well as anti-racism titles in the wake of recent protests have all been added.
  - d. Adult Virtual Programs:
    - i. All ESL classes continue to meet online and will do so for the foreseeable future.
    - ii. Computer classes, self-care, author talks, book talks, book club, music and more are topics of recent virtual classes. Attendance statistics reviewed.
    - iii. Upcoming virtual adult programs listed.
    - iv. Increasing online resources for the community through website and social media.
  - e. Adult Summer Reading pre-registration has begun (79 signed up to date)
  - f. Virtual reference questions continue to come in and are answered by staff.
  - g. Staff are working on various projects and submitting weekly work logs.
8. **Diversity and Outreach:**
  - a. Applied for \$10,000 in funding from NJCH-COVID19 General Operating Grant.
  - b. Applied for \$2,000 in funding from Grow with Google to support virtual computer classes.
  - c. Created virtual Pride at the Library for June 2020.

9. **Youth Services updates:**
  - a. Virtual programs have been and continue to be developed, created, filmed and edited.
  - b. Three virtual children's programs and one teen program are being offered weekly.
  - c. Planning new virtual events for summer.
  - d. Working with public schools to ensure availability of required summer reading books.
  - e. Planning summer Teen Volunteer program.
  - f. Working collaboratively with PR to create virtual content for the "For Kids from Home" and "For Teens from Home" pages of CHPL website.
  - g. Created Summer Reading promo video that was sent to schools.
  - h. Recent virtual programs and their attendance statistics reviewed.
  - i. Upcoming virtual programs listed.
10. **Online Circulation** stats during closure reviewed by media source/type.
  - a. During closure, 4,200 – 6,700+ online items have been checked out per month.

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

1. Maintenance continues with various projects including painting (art gallery and other areas), replacing emergency lighting bulbs outside, finalizing the shampooing of rugs and getting ready for our near future opening in July.
2. We did an upgrade to our HVAC software, allowing Maintenance Supervisor Jim Stamer to remotely review our HVAC system and address issues. The upgrade includes 5-year coverage of software updates and labor. Township is doing the same.
3. Walked the property line with Jim Stamer, who pointed out dead pine trees on library property. He will coordinate with DPW to send a tree truck to remove these trees and grind stumps.
4. Finalized staff health insurance open enrollment and made calculations on new costs for July 1 start.
5. Preparing PO requests for supervisors in Tech Services, Maintenance and Youth Services, along with all bills.
6. Reviewing new COVID-19 laws that pertain to staff, working with Township on a return to work process for some staff.
7. Sent invoices for June insurance to furloughed staff.
8. Helped check in library books that were returned in the book drop by patrons.
9. Picking up Library mail at the post office three times per week and mailing out bills from the Library.
10. Attended 10 zoom meetings since last board meeting.

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

1. May – June 5 **E-Mail Marketing** (Constant Contact):
  - a. May 8 through June 5 emails sent, their open rate and click rate reviewed. Added 154 new contacts into Constant Contact in the past 60 days.
  - b. Total contacts in database 13,542; 73 new contacts and 37 unsubscribed in the past month.
2. **CHPL Social Media** has increased significantly during the COVID crisis. We are posting minimally 2 – 3 times per day and at our busiest 5 – 6 times per day. not included in the statistics below are views on IGstories, Instagram and Facebook videos, and Facebook stories. Those are in the hundreds per day. We have increased page and brand visibility immeasurably.
  - a. Facebook (4,421 followers) – highest engagement for May 16 post about reopening book drops.
  - b. Instagram CHPLNJ (2,469 followers) – highest engagement for a post on May 27 showing Outreach & Diversity Supervisor Deena Caswell's mental health self-care embroidery activity.
  - c. Instagram CHPL Teens – 264 followers; this account continues to grow quickly!

- d. YouTube - Youth Services: 41 subscribers, up 29 subscribers; Adult Services: 24 subscribers, up 19 subscribers.
3. **CHPL website** continues to evolve weekly as our programming and resources change. We still have all programs listed as being virtual. Adult Summer Reading pre-registration opened May 29, Pride Month is being featured in June, currently working with librarians Jasmine Riel and Deena Caswell to promote literature and resources concerning racism and social justice which will be available on our website.
4. Additional projects:
  - a. Continue work on summer reading.
  - b. Create postings, signage and website updates for curbside pickup and gradual reopen.
  - c. Assist in checking in and moving returned items to quarantine.
  - d. Answer emails coming in through [info@chplnj.org](mailto:info@chplnj.org).
  - e. Update the FAQ as it pertains to curbside and possible reopen.
  - f. Email the Township weekly with upcoming events and resources.

### **Unfinished Business**

- A. None.

### **New Business**

- None.

### **Public Discussion**

- A. Mrs. Yares, a resident of Cherry Hill graciously offered to once again sponsor the trophy for the kid's summer reading program. Mrs. Yares also asked how the summer reading books were decided to be checked out to adults or children as she is interested in reading as an adult and am sure others are as well. Mrs. Yares asked to revise the March minutes as she was not in attendance. March is revised.

Next meeting date: **Wednesday, July 15, 2020 Zoom call at 11 a.m.**

\* Mr. Art Simons asked that everyone be flexible with the date and time as best they can. He is also not comfortable to rush into the building once we open and suggested he would call in. Jennie Purcell stated we could continue the Zoom meetings into the fall since business is being conducted until all feel comfortable.

### **Adjournment**

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

Unanimously approved

Meeting adjourned at 11:33 a.m.

Jennie Purcell  
Board Clerk