

June 12, 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 May 9, 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 May 29, 2019. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on May 29, 2019.

Mr. Simons called the meeting to order at 5:51 p.m.

The board secretary called the roll and those present were:

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

Absent: Ms. Katherine Wade, Esq., Mrs. Cathy Schwartz, Dr. Kavita Gupta

Other present were: Mrs. Laverne Mann, Library Director  
Mrs. Jennie Purcell, Library Services Manager  
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library  
Ms. Michelle Samalonis, Cherry Hill Township Controller  
Mr. Jim Gibson, President, Friends of the Library  
Mr. Walt Wedzielewski, Treasurer, Friends of the Library

### **Minutes**

Mr. Simons asked for a motion to approve the minutes of May 8, 2019 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. Laura Merkin, Yes; Dr. Joseph Meloche, Yes

Abstention: Ms. Susan Bass Levin, Esq.

Motion Approved

### **RESOLUTION 2019-6-1 RESOLUTION AUTHORIZING THE CANCELLATIONS OF APPROPRIATIONS**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Laura Merkin, Yes;  
Dr. Joseph Meloche, Yes

Motion Approved

**RESOLUTION 2019-6-2**  
**RESOLUTION AUTHORIZING TRANSFERS OF APPROPRIATIONS**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Laura Merkin, Yes;  
Dr. Joseph Meloche, Yes

Motion Approved

**RESOLUTION 2019-6-3**  
**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. Laura Merkin, Yes;  
Dr. Joseph Meloche, Yes

Motion Approved

**Public Discussion**

A. None

Ms. Katherine Wade arrived at 6:06 p.m.

**Administrators' Report**

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

1. NJLA Conference May 30 – 31:
  - a. Photo shared of Library Service Award – CHPL Librarian Elby Wang and four CHPL English as a Second Language (ESL) tutor volunteers.
  - b. Speakers and poster sessions: Laverne Mann – Public Policy Update and Best Graphic Novels 2018; Amanda Zuccarelli – Libraries Gone Viral; Meredith Meyer – How To Run a Successful Volunteer Program; Candace Worrell – Libraries for All: Inclusive Library Services for Children with Disabilities and their Families; Melissa Brinn – Poster on Kpop
2. NJ Budget resolutions for libraries and Per Capita Bill:

- a. Budget Resolutions to support public libraries submitted by legislators, including AM Louis Greenwald, majority leader in Assembly.
- b. Per Capita Bill: 20 Senate sponsors (of 40) – District 6 Senator Brach signed on; 28 Assembly sponsors (of 80) – District 6 AM Pamela Lampitt sponsor
3. NJ Opioid bill for libraries S2321 – NJLA Public Policy committee – NJLA testimony to support Narcan antidote in libraries.
4. NJ Library Bond Construction Act Update: State Librarian Mary Chute, announced that the NJ Library Construction Bond Act Regulations will be posted for public comment beginning July 1 for 60 day comment period, 30 day response to comments. September 2019 Grant Solicitations to follow, being accepted for 3 months, possibly October – December 2019. Final decisions to legislators for approval early 2020.
5. Upcoming: Summer Reading kickoff: *Trucks, Trucks, Trucks* – Saturday, June 15 from 11 a.m. – 2 p.m. Summer Reading Booklets shared with the board.
6. Attendance statistics provided for recent programs in Adult Services from mid-May through early June.
7. Library Outreach:
  - a. Youth Services has been conducting our usual end-of-year school visits.
  - b. ESL numbers remain strong and citizenship preparedness classes have seen an average of 10 attendees.
  - c. Pride at the Library started its 5<sup>th</sup> year on June 1.
  - d. Finished *American Creed* grant programming – 102 attendees for all programs.
8. Director professional development and meetings:
  - a. May 21 – NJLA Executive Board
  - b. May 23 – Supervisors Meeting
  - c. May 30 & 31 – NJLA Conference
  - d. June 4 – Staff Meeting and Cali Pizza Kitchen fundraiser
  - e. June 5 – Library Link NJ membership meeting and charity sewing program.

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

1. Wrapping up FY19, two weeks left in current budget.

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

1. One full time position in Technical Services, which includes benefits and pension is currently open. It was posted internally and externally on our website.
2. Hired a Seasonal Student Page in Youth Services for June through August and hired a Library Assistant in Circulation who started in May.
3. HVAC project is in the final check-list stage. Our engineers are making sure all the last minute outstanding items are complete. We have air!
4. I completed a webinar on FMLA on May 22.
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. Reminder: the New Jersey Library Trustee Association is offering three sessions this year. One will be held at Cherry Hill Public Library on Saturday, September 7 from 9 a.m. – 3:30 p.m. Registration is required by August 30. An email was sent to all Board members with this information on February 15. Board professional development is required each year for the State Aid statistical report. Art Simons will attend the June 15 Trustees training in Piscataway. All other board members are strongly encouraged to attend the September meeting at our location.
7. We had a fire inspection on Monday, June 10. As a result, some strobe lights will be replaced in certain areas.

8. Our open enrollment for health benefits ends today. Submitted any new members and changes to Township.
9. Working closely with Township Controller and Library Director on next full budget and temporary budget.

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

1. PR, Events and Other News:
  - a. Art Gallery: Pam Scribner is the June artist. Her reception was on June 8, with 20 attending.
  - b. The next Friends Book Sale is July 17 – 20. New signage is being created to help streamline payment/removal of purchases.
  - c. Our Tool Library is gaining momentum with the receipt of a lot of donations, which are still being accepted. Items are being photographed and catalogued when received.
  - d. I attended NJLA Conference on Thursday, May 30; enjoyed three different sessions on social media.
  - e. Summer Reading booklets are printed and ready for distribution.
  - f. I will be helping at *Trucks, Trucks, Trucks* event on Saturday, June 15.
  - g. We had a fundraiser at California Pizza Kitchen June 4, waiting on totals for how much we will receive. The next “Dine to Donate” fundraiser will be August 14 at Iron Hill Brewery.
  - h. I am currently helping Librarian Elby Wang fulfill her grant from the NJ State Library for Literacy Collection Development for 2018 Literacy Boot Camp attendees. This funding is going towards two ESL book clubs over the summer and the procurement of materials for ESL students. Elby received \$1,500 for these projects.
  - i. We have a new summer intern working in Marketing/PR named Dana Andre, from Rowan University.
2. May – June E-Mail Marketing (Constant Contact):
  - a. May & June programs and events reviewed – open rates and click rate.
  - b. Added 178 new contacts to Constant Contact in the past 30 days.
  - c. Total contacts in database: 11,743; 35 unsubscribed in the past month.
3. CHPL Social Media – posts with the highest engagement May 9 – June 11:
  - a. Facebook (3,889 followers) – Sony’s Graduation Party had the highest engagement rate
    - i. 2,373 people reached, 309 post clicks, 77 reactions, 10% engagement rate
  - b. Instagram (2,062 followers) – Sony’s Graduation Party
    - i. 415 people reached, 57 likes, 737 impressions.
4. Ongoing PR:
  - a. *The Cherry Hill Sun* promoted the Tool Library with a full article on May 22.
  - b. CH Township included our Facebook post about Sony’s graduation in their #cherryhillkind posting.
  - c. *The Cherry Hill Sun* is featuring “Pride at the Library” in an upcoming issue.

**E. Friends of the Library – Mr. Jim Gibson**

1. Library requests totaling \$2,692. have been submitted for approval for June.
2. Membership is at 583. We have mailed a friendly letter asking members who are in arrears to rejoin and received a wonderful response. We will eliminate a number of members if they do not respond.
3. Flea Market on May 18 was a success with 50 vendors, good weather and \$1,137 profit.
4. Next Book Sale is July 18 – 20, members preview on July 17.

5. Future trip:
  - a. Ellis Island in fall of 2019.
6. Friends Treasurer's Report provided by Mr. Walt Wedzielewski.

### **Unfinished Business**

- A. Reminder from Suzanne Fox, Marketing & PR to consider Friendship Grove bricks or pavers as Father's Day or Graduation gifts. Being promoted on flyers in library, on plasma screens and eNews.

### **New Business**

- A. None.

Next regular meeting date: **Wednesday, July 17\*, 2019 at 5:45 p.m.** \*Delayed due to Budget preparation

### **Adjournment**

MOTION: Moved by Mrs. Noyes seconded by Ms. Bass Levin

Unanimously approved

Meeting adjourned at 6:16 p.m.

Jennie Purcell  
Board Clerk