

June 9, 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 May 13, 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 May 26, 2021. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on May 26, 2021.

Mr. Simons called the meeting to order at 4:03 p.m.

The board secretary called the roll and those present were:

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

Absent: Dr. Kavita Gupta, Mrs. Rhonda Shevrin,

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

### Minutes

Mr. Simons asked for a motion to approve the minutes of May 12, 2021 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; Ms. Susan Bass Levin, Yes;  
Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes;  
Mrs. Michele Golkow, Yes

Motion Approved

### **RESOLUTION 2021-6-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

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

Motion Approved

### Administrators' Report

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

1. Starting July 6, Tuesday nights until 7 p.m. will be added, in addition to currently open Monday and Wednesday nights. Contactless pickup is still available.
2. Starting September 12, we are planning to open Sunday hours from 1 p.m. – 5 p.m.
3. NJ State Library Construction Grant has been submitted! Thank you to Council, Board and staff for their assistance and support. This is a smaller pool of money but we expect it will take a while to hear results of selection.
4. New ARPA grants from the NJ State Library are due July 30, and resiliency grants from LibraryLinkNJ coming soon. CHPL will apply for these.
5. Personnel changes: Adult Services Librarian T.J. Lamanna resigned; Erica Moon started on June 7 as the new Adult Services Librarian. She was a part-time librarian at CHPL previously.
6. NJLA virtual Conference was last week – I presented and moderated panels on *The Year's Best Graphic Novels* and *True Crime Story Time: Engaging True Crime readers at your library* (with Claire Thomas, Adult Services Librarian and two others.)
7. Summer Reading Program begins (June 21 – August 14, 2021)!
  - a. Preregistration available for adults online or in person right now. Teens and children can register starting June 21.
  - b. Many wonderful programs and events are planned. Our Summer Reading booklet is available in print or online.
  - c. Sponsorship letters were sent to largest Cherry Hill businesses (by zip code).
  - d. Outreach planned to local businesses with Summer Reading information.
8. June 2 CHPL Supervisors visited Camden County Library System – Voorhees Branch to see the complete renovation to the interior; met with counterparts working there.
9. T-shirt Design Contest ( new fundraiser) results:
  - a. Judging by Board President, Art Simons and three CHPL staff members.
  - b. Two categories: 14 years of age and under, 15 years of age and older. A winner was selected in each category.
  - c. Winning designs will be available for sale as a library fundraiser. More information will follow.
10. Youth Services May - June statistics shared. Some highlights include:
  - a. Pop Up in-person Story Time: 100 attendees on May 12, and 50 attendees on May 25.
  - b. Take and Make Star Wars Porgs: 100 participated.
  - c. Youth Services staff will be facilitating Virtual class visits to Cherry Hill West, Johnson Elementary, and Clara Barton Elementary.
  - d. Summer Reading kicks off with Virtual Family Fort Night on June 25!
11. Adult Services May - June statistics shared. Some highlights include:
  - a. Reference emails answered: 37
  - b. Virtual: There's No Place like Home: Fun in the Philly Area program had 22 attendees.
  - c. Final virtual Yoga classes averaged 14 attendees per week.
  - d. Tonight, June 9 Pride program: Misconception of the Trans Experience Panel Discussion has 40 registered to attend.
  - e. On CHPL YouTube page new, staff-created videos include: Your Credit and You; Start Selling on Facebook Marketplace; "The Love Proof:" A Conversation with Author Madeleine Henry.

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

1. Hired a full-time librarian in Adult Services; just posted a part-time librarian Adult Services opening.
2. We have about 60 Flea Market vendors! Some rented tables in addition to the spot.

3. Open enrollment for our health benefits concluded today. We are renewing with Aetna for the next 6 months, then switching to the State Health Benefits Plan on January 1, 2022. New this enrollment is Cherry Hill Township conducting a dependent eligibility verification audit for our medical plan. Employees must sign a form verifying their dependents.
4. Maintenance Supervisor Jim Stamer installed the recent brick order, and the Story Walk signage in Friendship Grove.
5. Working with the new landscapers to start our spring cleanup and irrigation system. The Grove is in dire need of weeding etc. Mr. Stamer might take the benches inside to restore then return.
6. Financial Disclosure forms were due on May 31 by the CHPL Board of Trustees and Supervisors.
7. Our next Book Sale will be the week of July 26 – 31, run by CHPL staff.
8. We will be micro surfacing our parking lot to prevent cracks in asphalt from becoming potholes. The parking lot will need restriping as well. These projects will come out of the capital budget. Cherry Hill Township Council will pass a resolution as the funds are set aside for Library capital. The Library will be closed for two days for these projects, to let everything settle and dry. Ms. Mann and I will discuss dates with Board President Mr. Simons.

Mr. Simons suggests the Library request yellow paint for crosswalk areas when parking lot is restriped.

9. Conducted three full-time annual employee evaluations.
10. There is a sewer issue on the Main Level restrooms in Reference. These restrooms were out of order for a few days as Mr. Stamer snaked the system; restrooms were available on other floors. We borrowed the Township's equipment to help clear the line, and will purchase our own equipment for future use.

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

1. **E-Mail Marketing through Constant Contact:**
  - a. Five emails were sent in the past month. We are focusing on targeted contact lists and the results show their success. An email sent to just Story Time for Kids contacts (183 contacts) had an open rate of 72% with a click rate of 18%. Teens (107 contacts) had a May open rate of 49% with a click rate of 8%.
  - b. Current total contacts: 11,659; added 102 new contacts; deleted 154 contacts as we clean up lists.
2. **CHPL Social Media**
  - a. Facebook: 4,673 (up 21 followers)
  - b. Instagram – CHPLNJ: 2,733 (up 11 followers)
  - c. Instagram – CHPLTeens: 685 followers (up 18 followers)
  - d. Twitter: 1,723 (down 3 followers)
  - e. YouTube - YS account: 108 subscribers (up 1 subscriber)
  - f. YouTube - main account: 88 subscribers (up 11 subscribers)
3. **Additional information:**
  - a. May Pop-Up Story Time had over 100 in attendance – proving the importance of targeted lists.
  - b. The Civil Service Association (based in DC) tagged CHPL on Instagram on the US Embassy in Jordan's account. The comment was, "Great place to explore." The embassy's profile has over 63.3K followers.
  - c. CHPL got a shout out on Pam Jenoff's Instagram account for reading her book in June's Book Club meeting. Pam joined the virtual book club for 15 minutes to chat about her new book. She will be doing an author visit this fall.

- d. We received likes from author Alyssa Cole (10K followers) and Stephanie Thornton Plymale (30K followers). Stephanie commented that CHPL has an “excellent profile.” We shared images of their new books.
- e. Many local organizations have been sharing more of our posts (e.g. JFCS shared our Pride post)
- f. We are hosting our first in-house collection drive starting this Friday, June 11. “Her Drive” helps fight period and hygiene poverty. They are collecting new/gently used bras, new menstrual products, and toiletries.
- g. The CHPL T-shirt design contest was a success with 22 entries. Our esteemed Board President was a judge.
- h. CNN Senior Legal Analyst Elie Honig is returning Thursday, July 15 to promote his first book. Within a couple days we had over 100 people register – with the only promotion being a post on my personal Facebook and Elie’s. This will be an outdoor event but seating is limited if weather pushes us inside.
- i. Gently used jewelry and accessory donations are accepted year-round.
- j. We are reopening the Art Gallery, there is a back log of artists to reschedule. The first show will be July of the Cherry Hill Township Art Blooms winners.
- k. Introduced Emily K., PR Intern to the Board, and she is doing great work in the position.

### **Unfinished Business**

- A. None.

### **New Business**

- A. Ms. Bass Levin notes on August 4 at 7 p.m. an Author Event is scheduled at CHPL: Sasha Issenberg will discuss his new book, “The Engagement: America’s Quarter-Century Struggle over Same-Sex Marriage.” Signed books will be available at this informative discussion.

### **Public Discussion**

- A. Cherry Hill resident, Mrs. Yares requests the Board adds Sunday open hours. She requests holding big programs and fundraisers any day other than Saturday. She requests the Library is open every Sunday through June. Once this goal is met she requests the Library is open every Sunday year-round, barring holidays. She asks the Board what she can do to make this happen.

Ms. Mann replied we will reopen Sundays starting September 12 to our pre-approved schedule running until November 21. Previously, the Library tried moving some Saturday events as requested by Mrs. Yares but these events had reduced attendance on other days. The Library plans to schedule some big events on Sundays. Considerations include funding, staffing and attendance when making calendar changes.

Next regular meeting date **via Zoom: Wednesday, July 21, 2021 at 4 p.m. (meeting delayed due to budget).**

**Adjournment**

MOTION: Moved by Dr. Meloche seconded by Ms. Bass Levin

Unanimously approved

Meeting adjourned at 4:45 p.m.

Jennie Purcell  
Board Clerk