

March 10, 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 virtual “Zoom” meeting was sent to the official newspapers on February 24, 2021.

Mr. Simons called the meeting to order at 4:05 p.m.

**Oath of Allegiance**

Oath of Allegiance was administered to Mrs. Michele Golkow, Esq. to begin her tenure on Cherry Hill Public Library Board of Trustees.

The board secretary called the roll and those present were:

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

Absent: Mrs. Mona Noyes, Dr. Kavita Gupta

Other present: Mrs. Laverne Mann, Library Director  
Mrs. Jennie Purcell, Library Services Manager  
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library  
Ms. Elizabeth Quinn, Technical Services Supervisor, Cherry Hill Library  
Ms. Beth Cackowski, Youth Services Supervisor, Cherry Hill Library

**Call for Nominations**

Mr. Art Simons asked for nominations for Board President. Susan Bass Levin nominated Art Simons as President of the Cherry Hill Public Library Board of Trustees, second by Dr. Joseph Meloche.

Susan Bass Levin nominated Mrs. Cathy Schwartz as Vice President of the Cherry Hill Public Library Board of Trustees, second by Dr. Joseph Meloche.

Unanimously approved

Dr. Joseph Meloche nominated Mrs. Mona Noyes as Treasurer of the Cherry Hill Public Library Board of Trustees, second by Cathy Schwartz.

Unanimously approved

Mr. Art Simons nominated Mrs. Kathryn Judge as Secretary of the Cherry Hill Public Library Board of Trustees, second by Dr. Joseph Meloche.

Unanimously approved

**Minutes**

Mr. Simons asked for a motion to approve the minutes of February 10, 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. Cathy Schwartz, Yes; Mrs. Kathryn Judge, Yes;  
Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Mrs. Rhonda Shevrin, Yes

**Abstention:** Mrs. Michele Golkow

Motion Approved

**RESOLUTION 2021-3-1  
RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

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

Motion Approved

**RESOLUTION 2021-3-2  
RESOLUTION APPROVING MEMBERS OF THE BOARD OF TRUSTEES TO FULLY  
PARTICIPATE IN MEETINGS OF THE BOARD BY DIGITAL ELECTRONIC MEANS  
DURING THE PENDENCY OF THE GOVERNOR'S DECLARATION OF STATE OF  
EMERGENCY and PUBLIC HEALTH EMERGENCY**

**MOTION:** Moved by Dr. Meloche seconded by Mrs. Judge

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

Motion Approved

**Administrators' Report**

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

1. Department reports from our 2020 Annual Report: Today we have two supervisors who will discuss what their departments did in the very challenging and sometimes virtual 2020.
2. Since Monday, February 22 the Library has been open to the public six days per week, four hours per day, including two evenings and Saturdays.

- a. Over 700 people each week in the Library, plus 300+ weekly contactless pickup appointments.
- b. We plan to expand open hours in future months as safety allows.
3. Material donations will be accepted starting Monday, March 15, from 10 a.m. – 4 p.m., Monday through Friday.
  - a. We hope to welcome back a few volunteers at a time to sort donated books.
4. Books and other items are for sale on a special display in the Reading Room right now.
  - a. April book sale is being planned by staff, details from Mrs. Purcell in her report.
5. Fundraising meeting was held with staff, planning something monthly: Gently Used Jewelry Sale, virtual jewelry making class/kit, and more ideas.
  - a. Space is still available in our March 22 fundraiser ‘What’s It Worth’ virtual antiques road show, \$15 for appraisal of one item. Please spread the word.
6. Thank you to Susan Bass Levin, coordinated by Cathy Schwartz, Denise Weinberg and Art Simons for library donations for a Max S. Bass collection. A series of popular history books for children called “Who Was...” will be book plated, and a plaque in his honor will be placed with the collection. There are also eBooks in the same series, and some art and music programs being planned this summer – all thanks to donations made to the Library in his name. He gave Susan her lifelong love of libraries and of books.
7. Federal legislation on Library Construction Bonds – information to support the cause will be emailed to Board members and staff. NJLA has been working to get Federal funding for library buildings and facilities around the country, since the NJ Bond Construction Act was not nearly enough.

**Special presentation on Technical Services Department - Ms. Elizabeth Quinn, Supervisor**

- A. Tech Services is responsible for ordering, processing, cataloging all library items, and for maintaining the online catalog patrons use to order items. All circulating items are cataloged by Tech Services.
- B. On February 2, 2020 hosted the in-person event, ‘A Journey Through the World of Outlander,’ which had 100 in attendance.
- C. Due to the pandemic, we stopped all mail, halted our vendor deliveries, and stopped our daily papers and donations. When staff was furloughed, I had to catalog and process pre-ordered books in the library alone.
  1. All other full-time Tech Services staff were furloughed April – July in 2020.
- D. Statistics of items Tech Services cataloged in 2020 were provided. The biggest change was shifting resources from print to digital materials so patrons could use the library remotely during our closure.
  1. CHPL had a KOHA upgrade 19.11 in July, and 20.05 in December 2020.
  2. Bywater Solutions now hosts our ILS on their servers, which was a minimal fee to change over.
  3. Sustainability Shelves: vendor Baker & Taylor offers discounts for donated or weeded items returned to them for resale or recycling.
- E. Tech Services had some 2020 staffing changes: long-time staff member Nancy Marbry passed away in December; her responsibilities will be absorbed by others in the department. Staff and Board contributed to a personalized brick in her memory for Friendship Grove. Joshua Greene is leaving Tech Services to become the new Adult Services Reference Librarian, and a new hire starts March 15 to fill Josh’s position.
  1. Tech Services staff covers the Circulation Desk and Youth Services Desk when needed. They attend professional development and webinars to continue to stay current on library trends.
- F. Worked with Cherry Hill Schools to offer Sora App for students. This allows students access to our catalog using their student ID, no library card needed.

**Special presentation on Youth Services Department - Ms. Beth Cackowski, Supervisor**

A. 2020 was a year that tested our flexibility and creativity. Youth Services had to return to basics and find new ways to connect with young patrons. We found our in-person programs and face-to-face connections were highly valued by our patrons. This year tested our ingenuity, our tech skills, our energy, and the patience of our patrons. We have learned a lot including what to keep going forward and what is ripe for change. We found out how to reach teens online in new ways and how to surprise and delight young readers.

1. Virtual “Lit with Librarians” offered by the Teen Department in May had 36 attendees.
2. Virtual Family Fort Night in June had 44 participants.
3. Converted some existing programs to virtual – some successful and some not.
4. The Children’s Department pre-recorded many offerings to keep the events accessible to all families. These links had consistently high views from March to July.
5. New real-time virtual programs were added, all performed by CHPL staff.
6. Some standard teen programs went virtual seamlessly; online gaming platforms were added, as were online meetups. Our Teen Instagram account more than quadrupled in size!
7. Teen volunteering shifted to online contributions to CHPL Teen Quaranzine e-newsletter, which morphed into our new Teen Newsletter.
8. Four new resource guides for students and parents were added to our website.
9. On the floor, we removed interactive displays, seating, half of the computers for social distancing and minimizing touching of items. During closure we improved signage, reduced clutter, removed dated artwork.

B. Readers Advisory with Youth Services Book Match program started in 2020 and will continue. By completing an online form to answer a few questions on reading tastes, our librarians curate a list of suggested books to be checked out.

C. Youth Services held 17 cross-departmental programs and collaborated with several departments in the Library.

D. SAT and ACT programs (in-person or virtual) were very popular; we will continue to provide more on this topic.

E. Take & Make crafts to go were very popular for kids of all ages to take supplies and make at home.

F. Youth Services completed 14 outreach events, including school visits, reaching 585 individuals.

G. Presentations, Awards and Accolades:

1. 2020 winner of NJLA Innovative Program Award: Young Entrepreneurs Program and Craft Fair
2. 2020 winner Women’s Suffrage Centennial Book Donation Award

H. Grants Applied for:

1. Drexel Digital Services to Children - free training and monetary award
2. Grow with Google – Applied Digital Skills Virtual Learning Minigrant
3. Network of the National Library of Medicine (NNLM) – Mental Health kits

I. Staff changes: Part-time Librarian Barbara Napoliello left CHPL, Teen Librarian Melissa Brinn switched from full-time to part-time to better accommodate her child care; Jasmine Riel left Adult Services to become the full-time Teen Librarian.

Mrs. Cathy Schwartz praises Ms. Cackowski and staff for their speed and efficiency in cultivating the Max S. Bass Children’s Library collection.

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

1. Hired a full-time Library Assistant in Tech Services Department. Working with CH Township on a new process with staff background checks.
2. Township set up an RFQ (request for quote) for our 2021 landscaper. Only one submission arrived which was double the price of last season, but was disqualified for not signing the bid and for omitting mandatory paperwork. The RFQ will go out again and if we do not have a company, we will ask CH DPW to cut the lawn in the interim.
3. Now that we are open to the public with limited hours, requested a SLEO to return for four hour shifts on Monday & Wednesday nights since we are open until 7 p.m., and on Saturdays.
4. We increased the price of fundraiser bricks and pavers in Friendship Grove since the previous prices only covered costs and did not make a profit for the Library.
5. Starting Monday, March 15 we will accept book donations again.
6. Working on details for an indoor spring Book Sale, April 19 – 24, during open hours; for safety we will limit the number of shoppers allowed in the rooms at one time. Let us know if any Board members would like to volunteer during the sale.
7. Received and worked on an OPRA request of Library budgets and staff salaries from 2018 – 2020.
8. Jim Stamer, Maintenance Supervisor saved the Library approx. \$4,700 by making furniture to be used in Youth Services Department.

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

1. **E-Mail Marketing through Constant Contact:**
  - a. Three emails to our whole database have been sent in the past month; two Teen newsletters have been sent.
  - b. Current total contacts: 11,604 after recent purges.
2. **CHPL Social Media**
  - a. Facebook: 4,605 (up 12 followers)
  - b. Instagram – CHPLNJ: 2,677 (up 3 followers)
  - c. Instagram – CHPLTeens: 589 followers (up 41 followers)
  - d. Twitter: 1,707 (up 11 followers)
  - e. YouTube - YS account: 89 subscribers (up 3 subscribers)
  - f. YouTube - main account: 74 subscribers (up 3 subscribers)
3. **Additional information:**
  - a. Was recently trained on how to do more on the website, which allows more flexibility in the timing of updates and changes.
  - b. This fall, I was interviewed by a Rowan student for her PR class. She will intern with CHPL this summer. She also chose CHPL as the subject of a long-term paper for her PR class.
  - c. Irene Levy Baker, local author, was featured in a video from PHL17. She mentioned the Sunday Morning sculpture as a notable feature in South Jersey. Her article for Valentine's Day about romantic, safe, and free places to visit included our sculpture. This article was shared in The City Pulse, The Patch, Main Line Media News, and other local publications.
  - d. An Instagram reel I created featuring NYT bestselling authors was commented on by Cathy Marie Buchanan (one of the authors). She was thrilled to be included and highlighted.
  - e. Meredith Meyer, Admin/Volunteer Coordinator and I hosted a successful chocolate class for a local Girl Scout troop as a fundraiser.
  - f. Busy updating the website, and starting to plan Summer Reading publicity.
  - g. Shared with the Board posts of CHPL's Elizabeth Quinn, Supervisor of Technical Services named the February 2021 Librarian of the Month by Bywater Solutions.

***D. Friends of the Library – read by Ms. Mann***

1. Book donations will be accepted starting March 15, from 10 a.m. – 4 p.m. Monday through Friday. We ask that donations are delivered to the back staff door, not the front doors. Friend’s volunteers can sort books two at a time in the sorting room.

**Unfinished Business**

- A. None.

**New Business**

- A. None

**Public Discussion**

- A. Cherry Hill resident, Mrs. Yares asks if the Library will resume Sunday hours, and thanks the Library for all of their hard work during the pandemic. Board President Art Simons replied that resuming Sunday hours are discussed periodically by the Board. At this time due to cost and safety we will not offer Sunday hours, but we hope to add them later in the year. Ms. Mann adds there are no county or municipal libraries offering Sunday hours at this time; most libraries will revisit the possibility in the fall.

Next regular meeting date **via Zoom: Wednesday, April 14, 2021 at 4 p.m.**

**Adjournment**

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

Unanimously approved

Meeting adjourned at 4:49 p.m.

Jennie Purcell  
Board Clerk