

May 8, 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 April 11, 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 April 24, 2019. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on April 24, 2019.

Mr. Simons called the meeting to order at 5:45 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Mrs. Cathy Schwartz, Ms. Laura Merkin, Dr. Joseph Meloche, Ms. Katherine Wade, Esq.

Absent: Ms. Susan Bass Levin, Esq., 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  
Mr. Jim Gibson, President, Friends of the Library  
Mr. Walt Wedziewski, Treasurer, Friends of the Library

### Minutes

Mr. Simons asked for a motion to approve the minutes of April 10, 2019 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. Katherine Wade, Yes;  
Mrs. Cathy Schwartz, Yes; Ms. Laura Merkin, Yes; Dr. Joseph Meloche, Yes

Abstention:

Motion Approved

### **RESOLUTION 2019-5-1 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; Ms. Katherine Wade, Yes;

Mrs. Cathy Schwartz, Yes; Ms. Laura Merkin, Yes; Dr. Joseph Meloche, Yes

Motion Approved

### **Public Discussion**

- A. Anne Einhorn stated her concern with the start of Library Sunday closings two weeks prior to summer closing of schools. She stated many children do not have access to internet/computers at home. Board President replied that this issue has been addressed and investigated. Sunday closures occur for financial reasons: library funding is down so these closures help CHPL stay on budget. The Board will periodically evaluate this topic.
- B. Ms. Einhorn questioned length of time allowed on public computers – concerned with a student doing a school project and getting kicked off. Director replied that using your Cherry Hill Public Library card for free access to PCs, our librarians are available to assist and extend time on PCs as needed. Our non-resident computer use time has recently been increased.
- C. Ilana Yares requests Public Discussion portion to occur at the end of Board Meeting so public can respond to information provided during meeting. Board President replied saying the public can ask questions at any part of the meeting. Director stated the meeting minutes are posted on CHPL website as well.

Dr. Kavita Gupta arrived at 5:52 p.m.

### **Administrators' Report**

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

- 1. Photos shared from Peeps Diorama Contest, all entries on display in Reading Room.
- 2. Library Bond Construction Act passed by public vote in 2017. The State Library Survey is now complete, asking which libraries are interested in applying for grant. CHPL put in a placeholder on this survey; application deadline might be this fall. This will be very competitive and the grant must be matched by each township. Their possible timeline is 2019-2020.
- 3. Strategic Planning for 2020-2023, Mission and Vision Statement updates. Board and community will be asked for their input.
- 4. FY20 budget requests submitted. Pension and insurance requirements are higher, minimum wage increase will also affect our budget.
- 5. Local Government Energy Audit approved by NJ Clean Energy Program. After site visit and energy calculations are completed, we will receive draft then final Energy Audit Report.
- 6. Upcoming library programs reviewed.
- 7. Attendance statistics provided for programs in Adult and Youth Services from mid-April through early May.
- 8. Library Outreach:
  - a. *NIH All of Us* exhibit at CHPL April 17 - 18
  - b. First CH Public Schools Parent Resource Fair on April 15
  - c. Sustainable SJ/Cherry Hill Township Earth Festival on May 4 – 381 people
  - d. Finished *American Creed* grant programming – 102 attendees for all programs.
- 9. Director professional development and meetings:
  - a. April 5 – NJLA Public Policy committee meeting
  - b. April 11 – Volunteer Appreciation Presentation

- c. April 16 – NJLA Executive Board
- d. April 18 – NIH All of Us bus exhibit and Supervisors Meeting
- e. April 30 – Strategic Plan Meeting – Library Assistants
- f. May 8 – Assembly Members Greenwald & Lampitt’s aides to try to increase library funding by the state. Assemblywoman Lampitt has signed on, as well as Senator Beach. Assemblyman Greenwald has not yet backed this legislation.

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

- 1. The HVAC project for mini-chillers is almost completed. Project will be finalized by May 27; this has been a very smooth process so far.
- 2. Conducting interviews for a few positions we had open. We filled the full-time Reference Librarian position which opened up a part-time Library Assistant position. We also have an opening for a Seasonal Page.
- 3. 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.
- 4. Needleman approved the parking for our three major summer events. Certificate of Insurance was provided and parking approval was granted by Needleman on April 15.
- 5. Attended disaster training workshop on May 1, other library and museum staff attended; the training was very informative. Attended Cooper ‘Stop the Bleed’ training on May 2.
- 6. Helped with set up and with selling at the Gently Used Jewelry Sale on May 4.

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

- 1. PR, Events and Other News:
  - a. Art Gallery: Bob Minnick and Carol Summers-Nash have a joint exhibition. All are invited to a reception on Sunday, May 19 from 2 p.m. – 4 p.m.
  - b. Gently Used Jewelry and Accessory Sale on May 4 raised \$1,450.
  - c. The next Friends Book Sale is July 18 – 20. 5,000 more bookmarks were ordered to promote this. These bookmarks are very popular with our patrons.
  - d. The Friends Yard Sale/Flea Market is Saturday, May 18. Vendors are still being accepted.
  - e. “Movers for Mom” through “Two Men and a Truck” collection ends today. Donations for women and children will be delivered to local women’s and family shelters on or before Mother’s Day. This was a very popular collection.
  - f. A new collection has begun for a Tool Library. We are looking for power tools, handheld tools and gardening tools. These will be cataloged and circulated as our other non-traditional items are.
  - g. Suzanne will attend NJLA conference for the first time, staying for the evening Awards Ceremony.
  - h. Coming up:
    - i. April 14 – Pressure Cooker Demo Class and Recipe Swap
    - ii. April 15 – Poetry Publishing Workshop
    - iii. April 22 – Gotcha! Snapshots that Made History
    - iv. April 30 – Alexander Hamilton: A Man Before His Time
- 2. April – May E-Mail Marketing (Constant Contact):

- a. April & May programs and events reviewed – open rates and click rate.
- b. Added 163 new contacts to Constant Contact in the past 30 days.
- c. Total contacts in database: 11,560; 30 unsubscribed in the past month.
- 3. CHPL Social Media – posts with the highest engagement April 11 – May 8
  - a. Facebook – Peeps Diorama Contest had the highest engagement rate
    - i. 1,418 people reached, 226 post clicks, 75 reactions, 11% engagement rate
  - b. Instagram (2,039 followers) – Peeps Diorama Contest
    - i. 531 people reached, 62 likes, 4,171 impressions.
- 4. Ongoing PR:
  - a. *The Cherry Hill Sun* is going to try to be on-site for Mess Fest, Trucks! Trucks! Trucks! And Backyard Bash.
  - b. Library events for the summer were included in a two page spread in the Township’s Summer Magazine.
  - c. JFCS, the Raab/Goodwin Holocaust Museum at the JCC and TBS are promoting the May 14 Genealogy program in utilizing the US Holocaust Museum. They would like to partner for future events.

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

- 1. Library requests totaling \$4,257.88 have been submitted for approval for May.
- 2. Membership is at 616. 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 is scheduled May 18 in Library parking lot; 40 vendors signed up so far.
- 4. Future trips:
  - a. Author’s luncheon with Amy M. Reade on June 5.
  - b. Ellis Island in fall of 2019.
  - c. Will plan another trip to Philadelphia Flower Show spring 2020.
- 5. Friends Treasurer’s Report provided by Mr. Walt Wedzielewski.

**Unfinished Business**

- A. None

**New Business**

- A. Stephanie Sanderson-Braem reluctantly resigned from the Library Board and sends her best wishes to all.

Next regular meeting date: **Wednesday, June 12, 2019 at 5:45 p.m.**

**Adjournment**

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

Unanimously approved

Meeting adjourned at 6:15 p.m.

Jennie Purcell  
Board Clerk