

May 9, 2018

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 12, 2018, 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 25, 2018. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on April 25, 2018.

Mr. Simons called the meeting to order at 5:48 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Ms. Laura Merkin, Dr. Joseph Meloche,  
Dr. Kavita Gupta

Absent: Mrs. Stephanie Sanderson-Braem, Esq., Ms. Susan Bass Levin, Esq.,  
Ms. Katherine Wade, Esq., Mrs. Cathy Schwartz

Other present were: Mrs. Laverne Mann, Library Director  
Mrs. Valerie Carita, Library Executive Assistant  
Ms. Katie Hardesty, Director of Marketing & PR, Cherry Hill Library  
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 April 11, 2018 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; Mrs. Laura Merkin, Yes;  
Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes

Motion Approved

### **RESOLUTION 2018-5-1 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; Mrs. Laura Merkin, Yes;

Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes

Motion Approved

Ms. Katherine Wade arrived at 5:50 p.m.

### **Administrators' Report**

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

1. Our Volunteer Appreciation Presentation was April 19, during National Volunteer Week. Thank you Mr. Simons, Mrs. Noyes and Dr. Meloche for attending. Our volunteers were honored; some earned the Presidential Service Award. The Friends essay contest awarded three scholarships to Cherry Hill High School seniors.
2. Author event April 12 with mystery writer Amy Reade, *Sisters in Crime* group gave \$1,000 check towards our mystery collection development.
3. Food for Fines during National Library Week (April 8 – 14) collected 327 pounds of food and \$353 fines were forgiven.
4. Gently Used Jewelry Sale brought in \$2,067, breaking records of previous sales.
5. Teen Summer Volunteer applications are due May 19. Approx. 40 teens are needed.
6. Children's librarian Alia Shields is Co-Chair of national Association for Library Services to Children (ALSC), a division of the ALA. Alia listed 15 free or low-cost apps of commendable quality across multiple platforms
7. First ever CHPL CryptoCon on April 14 celebrated crypto-zoology with four presenters. The demographic of 30 year old males was well represented.
8. Food, Fashion and Tea from Jane Austen to Queen Victoria program on April 15 had over 100 attendees. Partnered with the Jane Austen Society of NJ.
9. Youth Services programs going very well. New 'People in Your Neighborhood' story time introduces children under 8 to different careers like firefighter, nurse, dentist, artist, scientist.
10. Library outreach at Sustainable Cherry Hill Earth Fest on April 28: mobile hot spot was used to issue library cards on site (first time using this technology.)
11. NJLA Public Policy committee has been working on getting more state funding for libraries, called Per Captia State Aid (A3801), which has been flat at \$0.41/person since 2010.
  - a. Assembly bill with three sponsors, looking for more sponsors and a Senate sponsor.
  - b. Meeting scheduled with Senator Beach asking for legislative support.
  - c. Laverne will send link with information on this legislation to Board members.
12. Director Professional Development and Meetings:
  - a. April 12 – Staff Meeting
  - b. April 16 - Ethics training at CH Township
  - c. April 17 - Voter Perception webinar
  - d. April 26 – Supervisors Meeting

Ms. Susan Bass Levin arrived at 5:58 p.m.

#### ***B. Library Services Manager –Mrs. Jennie Purcell, report read by Mrs. Valerie Carita***

1. A new full time Facilities Manager was hired. He will start on Monday, June 18 giving him two weeks to train with Russ before Russ starts at the Township on July 2.
2. A new full time Maintenance Custodian was hired, who started on Monday, April 30.

3. Preparing for positions that will open early in the summer: one part-time seasonal Student Page and one part-time Library Assistant Clerk.
4. Will attend a payroll class on May 17 in Cherry Hill.
5. Out of the Library's Capitol Budget, ordering a new camera that will detect how many patrons come into the Library daily, costing approximately \$892. This camera will attach to our IT system, a cost saver rather than repairing laser counter.
6. Financial Disclosure forms were sent to the Board on April 25 with a deadline of April 30.
7. Working on year end budget accounts.

**C. Director of Marketing & PR – Ms. Katie Hardesty:**

1. PR, Events and Other News:
  - a. Summer Events Book – layout is underway, will go to printer at end of May.
  - b. Sponsorship: \$2,500 from Symphony at Cherry Hill and \$1,000 from Cooper Hospital
  - c. Friendship Grove brick sale until 5/31/18: \$60 bricks, \$125 pavers.
  - d. Art Gallery Exhibitions:
    - i. May – Marcy Golub, oil
    - ii. June – Richard Bell, photography (WWII veterans); June program being planned to present the stories he encountered.
2. E-Mail Marketing (Constant Contact):
  - a. April programs and events reviewed, stressing engagement rate (high number of likes, comments, shares)
  - b. CHPL Facebook – popular posts reviewed including Firefighter Story Time, Toddler Dance Party, Trucks, Trucks, Trucks event and Annual Report infographic.
  - c. Monitoring and removing email addresses that are never opened; Constant Contact invoices by the number of emails sent.
3. Ongoing PR and Events in the Works:
  - a. Mess Fest – May 19 from 10 a.m. – 12 p.m.
  - b. Friends Flea Market – May 26 from 8 a.m. – 1 p.m.
  - c. Summer Reading pre-registration begins June 1
  - d. Summer Reading starts June 25
  - e. Trucks, Trucks, Trucks - June 23 from 11 a.m. – 2 p.m.
  - f. Book It 5K – early registration through May 28
    - i. Run \$25/\$35, Walk \$20, Kids Dash \$5
    - ii. Mayor's Wellness Day combined with this event

**D. Friends of the Library – Mr. Jim Gibson and Mr. Walt Wedzielewski**

1. Library requests totaling \$ 10,092.79 approved for April. This is largely for the adult and children's summer reading programs.
2. Membership is at 534. Selling raffle tickets and encouraging membership in library lobby on Tuesdays and Wednesdays until May 23.
3. April 11 Author Luncheon: authors presented a college lecture, not well attended event.
4. Upcoming Events:
  - a. Flea Market - Saturday, May 26 (before Memorial Day Weekend) - 50 of 70 spaces filled.
  - b. Next Book Sale is July 19 – 21, early access on July 18.
5. Friends Treasurer's Report read by Mr. Walt Wedzielewski

**Unfinished Business**

- A. None

**New Business**

A. None.

**Public Discussion**

A. None

Next regular meeting date: **Wednesday, June 13, 2018 at 5:45 p.m.**

**Adjournment**

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

Unanimously approved

Meeting adjourned at 6:20 p.m.

Jennie Purcell  
Board Clerk