

November 11, 2020

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 October 15, 2020, 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 October 28, 2020. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on October 28, 2020.

Mr. Simons called the video conference (Zoom) meeting to order at 4:08 p.m.

The board secretary called the roll and those present via conference call were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Mrs. Cathy Schwartz, Ms. Susan Bass Levin, Esq., Dr. Joseph Meloche, Dr. Kavita Gupta, Mrs. Kathryn Judge, Ms. Carole Roskoph, Mrs. Rhonda Shevrin

Other present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Board Secretary
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library
Ms. Michelle Samalonis, Cherry Hill Township Controller

Minutes

Mr. Simons asked for a motion to approve the minutes of October 14, 2020 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, yes; Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

RESOLUTION 2020-11-1 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. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, yes; Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

**RESOLUTION 2020-11-2
RESOLUTION TO ADOPT THE FY 2021 BUDGET**

DISCUSSION: Board President, Mr. Simons thanks Ms. Samalonis, Mrs. Purcell & Ms. Mann for their hard work in preparing the budget. A summary was sent to the board by Mrs. Purcell. There were not many cuts but the budget is very tight so fundraising and grants will be necessary. Library Director, Ms. Mann also praised Mrs. Purcell for her diligent work.

MOTION: Moved by Dr. Meloche seconded by Ms. Roskoph

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, yes; Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

**RESOLUTION 2020-11-3
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
ESTABLISHING THE 2021 HOLIDAY SCHEDULE**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, yes; Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

**RESOLUTION 2020-11-4
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
2021 BOARD MEETING SCHEDULE**

DISCUSSION: Board President, Mr. Simon's notes September's meeting will be moved to Thursday, September 9, 2021 due to Rosh Hashanah.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, yes; Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

**RESOLUTION 2020-11-5
A RESOLUTION FIXING THE COMPENSATION OF EMPLOYEES OF
THE CHERRY HILL PUBLIC LIBRARY, COUNTY OF CAMDEN,
STATE OF NEW JERSEY**

DISCUSSION: Ms. Purcell explains the union contract increases salaries January 1st, requiring the Library employee salary range to be updated to accommodate this increase.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, yes; Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

RESOLUTION 2020-11-6
RESOLUTION AUTHORIZING THE SETTLEMENT OF CLAIM

DISCUSSION: Ms. Samalonis explains the Library currently uses a trust fund to pay unemployment contribution to the State, a system which predates her tenure as Controller. Library employee contributions went into this trust monthly. Due to recent furloughs, the trust was depleted of funds, causing budget monies to be transferred to cover State unemployment contribution cost. The Library will switch to employees and Library contributing directly to State administered unemployment fund instead of trust fund. Ms. Purcell contacted the Department of Labor to initiate this change, effective January 1, 2021 after Board approval.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, yes; Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

Administrators' Report

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

a. Library updates:

- i. Building closed November 3 at 2 p.m., reopening November 18 due to a positive employee COVID-19 test. Thank you, Mr. Simons for your guidance advising our temporary 14-day closure.
 1. Four other NJ libraries temporarily closed the same day for positive COVID cases.
- ii. NJ libraries remain at 25% capacity as per Governor's order. We had hoped to increase that percentage this fall but increased local COVID cases makes that unlikely. CHPL has 30 minute time limit for patrons.
- iii. People counter statistics:
 1. October (open 26 days): 7,936, averaging 317 people per day.
 2. September had 8,248 and August had 7,846.
- iv. Contactless pickup this past month: 218 appointments.
- v. CHPL Reference emails: 27
- vi. Halloween photo shared of staff in costume.
- vii. Recent fundraisers: scarecrow contest, virtual Psychic Medium, and Pop Up Book Sale
 1. Our Friends group is not interested in holding indoor or outdoor book sales at this time, due to health/safety.

- viii. Virtual Trustee Institute – thank you Kathy Judge, Mona Noyes and Joe Meloche for attending. If any Board members view the recording of this workshop, please let Ms. Mann know so she can include in her State Aid report.
 - ix. NJ Construction Bond grants – 38 of 126 applications awarded; CHPL did not receive a grant. There will be a second round of \$38M in grants offered, no details or guidelines available yet.
- b. Youth Services updates:
- i. Youth Services recent virtual programs/statistics on views shared with the Board.
 - ii. Bookworm Boxes will continue in November and December, however the November distribution of the boxes has been put on hold until the library re-opens on the 18th.
 - iii. The Google Skills classes will continue with one offering per week through November 28. It is part of a Grow with Google grant that will award CHPL \$1,000 after successful implementation of the classes. Please encourage any Middle or High School students you know to attend these free workshops.
 - iv. Two school visits, grades 2 – 4 from Trinity Prep occurred in October.
 - v. One in-person Pop Up Story Time was held in October, 16 in attendance.
 - vi. Take and Makes for kids and separate ones for teens continue to be popular..
- c. Adult Services updates:
- i. Adult Services recent virtual programs/statistics on views shared with the Board.
 - ii. Staff are currently working on the following daily duties:
 - 1. Staffing the Reference Desk; making contactless pickup appointments; planning programs; ordering new materials; managing existing collections and weeding as needed; answering patron questions by phone, in person and email; cleaning all public computers and shared spaces as they are used by patrons.
 - iii. Our popular ESL (English as a Second Language) program has undergone a name change. In order to reflect the lived experiences of our learners, many of whom speak multiple languages, our program is rebranded ESOL English to Speakers of Other Languages.
 - iv. Beginning November 3, reference staff continued their work remotely as a result of the library closure. Projects include preparations for the 2021 Seed Library (which will offer flowers for the first time) to be launched in February, ongoing ESOL classes, and newly released instructional videos for the public on the following topics: Tools for Job Seekers; Placing Holds in the Online Catalog; Shopping on Amazon.
 - v. Staffing update:
 - 1. Amanda Zuccarelli remains on leave through December.
 - 2. Deena Caswell, Supervisor of Outreach & Diversity is leaving CHPL to take a new position as the director of the Bushnell Sage Library in Massachusetts. Her last day is November 20; we will miss her and wish her well! Her position will be redefined as a full-time Outreach & Diversity Librarian, not as a supervisor.
- d. October online circulation of digital materials, 4,476 items borrowed.

B. Library Services Manager – Mrs. Jennie Purcell

- a. The Library has a few job openings to fill over the next few months. One is a part-time Librarian in Youth Services. The second is full-time Adult Services Librarian for Outreach and Diversity. The third position is a full-time Teen Librarian, posted now.
- b. We had a very successful mini book sale outside October 19 – 21 which made \$1,900. Many patrons thanked us and asked if we will have another. Thank you to Kathy Judge for helping.
- c. Worked on budget numbers and supplied CFO, Michelle Samalonis (CHT) with breakdowns on part-time hours and wages. Finalized the budget over the weekend.
- d. Rolled out the open enrollment for Flexible Spending Accounts which is due November 20.

- e. Had a few conference calls and a webinar with ADP on November 2 and 4; Township uses ADP, which uses one system for time keeping and payroll. Requesting a quote from ADP to compare to what we are currently paying USA Payroll, which requires two systems: one for time keeping and one for payroll. We had a major issue with USA Payroll on October 30 when employees did not get paid until that evening due to USA Payroll not transferring a file to the bank.
- f. A few of our bills such as sewer and gas bills were sent to the Township without our request. I called each and requested the address be changed to the Library. We will be refunded interest that accrued.
- g. Recalled another employee from furlough to help with the Computer Lab coverage.
- h. Maintenance Supervisor, Jim Stamer installed eight new bricks in Friendship Grove. He has also had to work on the heater, and resumed working on our permanent Vet Wall.
- i. CH Township is including the Library on the 2021 landscaping bid.

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

- a. E-Mail Marketing (Constant Contact):
 - i. October 10 through November 5 weekly emails sent, their open rate and click rate reviewed.
 - ii. New Teen Newsletter sent on October 29 had 43% Open Rate and 12% Click Rate – off to a great start.
 - iii. Total contacts in database 11,644 in October 2020. Admin Assistant, Grace Cross-Hannemann continues to clean out database so this number will decrease.
- b. CHPL Social Media
 - i. Facebook (4,567 followers) – highest reach for a post was November 3 announcing our closure. This post was shared 134 times which extended our reach to over 20,000 people.
 - ii. Instagram CHPLNJ (2,621 followers) – highest engagement for a post on October 17, Scarecrow Contest Build Day. Liked by 84 followers, 638 reach, 825 impressions.
- c. Collections:
 - i. Cherry Hill Township is hosting their annual Food Drive. We are collecting non-perishable food on Wednesdays through the end of the year. We will begin this collection when the Library reopens.
 - ii. Currently working on a possible donation of surplus children’s library materials to the Have Faith Haiti Mission started by Mitch Albom and his sister Cara Nessor.
- d. Additional information:
 - i. Thank you to the Board for hosting a CHPL staff breakfast!
 - ii. The Scarecrow Contest was a HUGE success. We had 36 scarecrows around the front entrance. Over 800 votes were cast online and by paper. There was a tie for 1st place, and 2nd and 3rd place winners were also selected. A random voter was chosen to win a Target gift card. We gave away over \$500 in gift cards to local restaurants, Barnes & Noble, and ShopRite. This was a partnership with Cherry Hill Recreation and Cherry Hill Township. The Cherry Hill stun donated newspapers to stuff the scarecrows and came out that day to take pictures. Springdale Farms (through CH Rec) donated hay. The Cherry Hill Patch did a story about this and the Courier Post did a video article.
 - iii. Volunteer Coordinator, Meredith Meyer hosted a virtual fundraiser on November 4 with Psychic Medium Michelle Stillman. We sold out the program with 20 people in attendance using zoom.
 - iv. Thanks to Cathy Schwartz, Tierney Miller and Ms. Fox are working with a former Cherry Hill resident Jona Frank who wrote a memoir cleverly entitled “Cherry Hill.” This book features pictures of Laura Dern as Frank’s mother, reenacting Jona’s childhood. Reference Supervisor Ms Miller is securing Jona Frank to do a virtual author talk early in 2021 and

we will hopefully start promoting that soon. The book has been ordered and focuses a great deal on Cherry Hill.

- v. In other book news, another former Cherry Hill resident, Elie Honig, was signed by Harper Collins to write a book about Attorney General, William Barr. He hopes to do a book signing/discussion of “Hatchet Man” at the Library this summer.
- vi. The Jewish Community Voice wrote a beautiful article about one of our ESOL tutors, Audrienne Levine. It is on our website under ESL Resources.
- vii. Additional press coverage: the official statement that CHPL closed was released by The Cherry Hill Sun, The Cherry Hill Patch, The Courier Post, and Fox 29.

Unfinished Business

- A. None.

New Business

- A. None.

Public Discussion – read by Ms. Fox

- A. Email from library patron and Cherry Hill Resident, Mrs. Yares thanking the Library for transparency on its unexpected closure. She visited CHPL the day before and emailed the Library asking what she should do for her own health and safety. She received a response right away which put her mind at ease. She also thanks the Library for continuity offering virtual programs and events.

Next meeting date: **Wednesday, December 9, 2020** video conference call at 4 p.m. via Zoom, bill pay only.

Adjournment

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

Unanimously approved

Meeting adjourned at 4:56 p.m.

Jennie Purcell
Board Clerk