

October 10, 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 September 13, 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 September 26, 2018. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on September 26, 2018.

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

Absent: Mrs. Stephanie Sanderson-Braem, Esq., Ms. Katherine Wade, Esq., Dr. Kavita Gupta,
Ms. Susan Bass Levin, Esq.

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 September 12, 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. Cathy Schwartz, Yes;
Dr. Joseph Meloche, Yes

Abstentions: Ms. Laura Merkin

Motion Approved

RESOLUTION 2018-10-1 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. Laura Merkin, Yes; Dr. Joseph Meloche, Yes

Motion Approved

RESOLUTION 2018-10-2
RESOLUTION AUTHORIZING EMERGENCY TEMPORARY APPROPRIATION

DISCUSSION: FY19 budget will not be ready for approval until November Board Meeting due to delay in State Aid contribution amounts from state government.

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. Laura Merkin, Yes; Dr. Joseph Meloche, Yes

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. September was Library Card signup month; 262 new library cards were issued.
 - a. Thank you Dr. Meloche for promoting Library on One Minute Video this month.
2. Banned Books Week – week of staff Facebook posts.
3. Book It 5K / 1 Mile Walk / Kids' Dash / Mayor's Wellness Day – September 22
 - i. Library will receive \$5 per registration fee.
4. Fine-free juvenile materials – after discussions with Board and Township we will move forward on this policy. More information to follow.
5. CHPL donations, fundraising, Friends 2018 – power point presentation on recent revenues and their sources. Sales & Revenues category will be added to FY19 budget.
6. Literature, Lectures & Lyrics sponsorship series (\$7,500 raised) update:
 - a. History of the Jersey Shore – 122 attendees
 - b. Philly Special author talk – 120 attendees
7. Upcoming Adult Services programs:
 - a. October 20 – True Crime Mini Con
8. Adult Services events September 12 – October 10
 - a. 9 events highlighted, 171 attendees
9. Library Outreach:
 - a. Cherry Hill Township Senior Festival - September 17
 - b. Reference Librarian Claire Schmieder visited Cadbury Assisted Living and Cherry Hill Mall Veterans event to promote Veterans Wall of Honor.
10. October Collection Drive: Mothers Matter – collecting personal care items for women. Lauren Rose Albert, whom the foundation is named for, was a Cherry Hill resident.
11. Director Professional Development and Meetings:
 - a. September 14 – Keystone ComiCon – speaker at Comics For All panel
 - b. September 18 – NJLA Executive Board Meeting – presentation on Public Policy
 - c. September 20 – Supervisors' Meeting
 - d. September 22 – Book It 5K and Wellness Day
 - e. September 25 – Author Program: How to Be Safe with Tom McAllister
 - f. September 28 Library journal Design Institute
 - g. Supervisors annual Performance Evaluations

B. Library Services Manager – Mrs. Jennie Purcell

1. The remaining order of bricks arrived for Friendship Grove. Maintenance Supervisor Jim Stamer installed bricks and Jennie notified those who purchased them of installation. There is space for more bricks, when sold.
2. Curbs and pavers at the front entrance were repaired by Maintenance Supervisor. He also replaced concrete parking blocks with rubber blocks at handicapped spots to minimize damage to cars.
3. All floors at entranceway, stairs, Java City, Lower Level floors at bottom of stairway were stripped and waxed by Maintenance Dept.
4. Working on finalizing FY19 budget to be adopted by Board of Trustees in November.
5. The Library is now offering wireless printing from your smart phone/laptop. Revenue from this service will be tracked.
6. Volunteered at Mayor's Wellness Day on September 22.
7. Attended a PERS pension seminar.
8. Personnel manuals are updated every two years; working on updates now. Board members will review and approve final draft when it is completed.

Dr. Kavita Gupta arrived at 6:01 p.m.

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

1. PR, Events and Other News:
 - a. Book It 5K was well attended by participants, staff and Friends of the Library.
 - b. September Red Cross Blood Drive: 21 donors presented (tied in to Book It 5K and Hurricane Florence)
 - c. History of the Jersey Shore on September 24 kicked off Literature, Lectures and Lyrics sponsorship series with over 120 people in attendance.
 - d. Philly Special with Sal Paolantonio - introduced by Ms. Susan Bass Levin - on October 2 was our second event for Literature, Lectures and Lyrics (and was a fundraiser for the Friends of the Library with a signed football from Eagles middle linebacker Jordan Hicks).
 - e. Library Journal Design Institute on September 28 had over 100 librarians attend, mostly from NJ. Architects hosted panels and were sponsors of the event. Mayor Cahn gave welcoming remarks and introduced keynote speaker, Ms. Susan Bass Levin.
 - f. Art Gallery Exhibition:
 - i. October artist Ilana Ellis (a former page in Youth Services)
 - g. October collections for Mothers Matter.
2. E-Mail Marketing (Constant Contact):
 - a. October programs and events reviewed.
 - b. Added 140 new contacts into Constant Contact to receive our newsletter and other emails.
 - c. Total contacts in database now equals 10,710.
 - d. 25 unsubscribed in the past month.
3. CHPL Social Media – (event photographs remain very popular)
 - a. Posts with the highest Engagement mid-September through mid-October reviewed including: Photo Album from Book It 5K, Banned Books Week posts
4. Ongoing PR and Upcoming Events:
 - a. Oct. 18 – Journey into Essential Oils (sold out)
 - b. Oct. 20 – True Crime Mini Con

- c. Oct. 22 – Citizenship Preparedness
- d. Oct. 23 – The Bride Speaks! Married to the Monster (part of Literature, Lectures and Lyrics)
- e. Oct. 24 – A Guide to the Weird, Wonderful & Obscure
- f. Oct. 26 – Murder Mystery Night (sold out)
- g. Oct. 30 – Deathly Hallows Eve and Grimm’s Fairy Tales for Adults
- h. Oct. 31 – trick or treating for kids
- i. Nov. 4 – deadline for submitting applications to Veterans Wall & Reception (reception scheduled Nov. 18 from 2 p.m. – 4 p.m. for participants and Board of Trustees).

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

- 1. Library requests of \$3,343.46 have been submitted for approval.
- 2. Membership is at 558.
- 3. Woodmere Art Museum trip on September 26 was a great success, 41 attendees.
- 4. At Philly Special program on Oct. 2, ten new members signed up. These new members were in a drawing for a signed football from Sal Paolantonio.
- 5. Upcoming Events:
 - a. Boscov’s coupon sale: \$5 coupon for 25% off shopping pass on October 16.
 - b. Next Book Sale is November 7 – 10.
 - c. Future trips – Ellis Island, Philadelphia Flower Show being planned.
- 6. Friends Treasurer’s Report read by Mr. Walt Wedzielewski, Treasurer

Unfinished Business

A. None

New Business

A. None.

Public Discussion

A. None.

Next regular meeting date: **Monday, November 12, 2018 at 5:45 p.m.** *Budget Adoption

Adjournment

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

Unanimously approved

Meeting adjourned at 6:12 p.m.

Jennie Purcell
Board Clerk