

October 14, 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 September 10, 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 September 30, 2020. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on September 30, 2020.

Mr. Simons called the video conference (Zoom) meeting to order at 4:11 p.m.

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

Present: Mr. Art Simons, Mrs. Mona Noyes, Dr. Joseph Meloche,  
Mrs. Kathryn Judge, Ms. Carole Roskoph, Mrs. Rhonda Shevrin

Absent: Ms. Susan Bass Levin, Esq., Dr. Kavita Gupta, Mrs. Cathy Schwartz

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

### **Minutes**

Mr. Simons asked for a motion to approve the minutes of September 9, 2020 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Dr. Joseph Meloche, Yes;  
Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

### **RESOLUTION 2020-10-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Dr. Joseph Meloche, Yes;  
Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

### **RESOLUTION 2020-10-2 RESOLUTION ADOPTING THE FISCAL YEAR 2020 EMERGENCY TEMPORARY APPROPRIATION**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Dr. Joseph Meloche, 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. 50 people maximum, 30 minute limits for patrons due to NJ State 25% capacity for libraries order.
- ii. People counter statistics:
  1. August (open 30 days): 7,846, averaging 262 people per day.
  2. September (open 29 days): 8,248, averaging 284 people per day.
  3. Wednesdays (open 10 hours) have highest people count each week and Saturdays are second busiest day of the week.
- iii. Contactless pickup this past month: 272 appointments.
- iv. September Library Card Sign-Up Month statistics:
  1. 112 new adult card holders and 55 new juvenile card holders; we renewed 559 adult cards and 75 juvenile cards.
  2. Six patrons won \$25 gift cards (Target, Amazon & Wawa) – thank you to the Friends for purchasing gift cards, and thanks to everyone who helped promote 2020 Library Card Sign-Up Month during a pandemic!
- v. Additional Google Grant awarded – Virtual Learning (Youth Services) - \$1,000. Youth Services Supervisor, Beth Cackowski will attend training on using the grant, which is enrichment primarily for middle school age.
- vi. FEMA grant 75% of PPE expenses – estimated value \$4,000.
- vii. Added Monday evenings to library hours so we are now open to the public Monday & Wednesday 10 a.m. - 8 p.m., Tuesday, Thursday, Friday & Saturday, 10 a.m. - 4 p.m.
- viii. State Aid check arrived with no increase; Ms. Mann was on committee last year to change legislation for an increase, which did not come through. Also, 2022 budget minimums arrived, which were passed on to Township CFO.
- ix. Pop Up Book Sale being planned October 19-21 from 10 a.m. – 2 p.m. managed by CHPL staff members and a few volunteers. The Friends will not have a book sale in November due to the pandemic.
- x. CHPL Outreach was part of the Cherry Hill Township Senior Citizen Virtual Vendor Fair.

#### **b. Youth Services updates:**

- i. Youth Services recent virtual programs/statistics on views shared with the Board.
- ii. Bookworm Boxes is a new and very popular 3 month “subscription” for patrons in grades 3 - 12. The boxes are filled with Advance Reader Copy proofs of books that are sent to read before they are published. Since these copies cannot be sold or added to the collection, we wanted to distribute them to patrons in a fun way. The boxes also contain candy and month-themed goodies. 41 kids and teens signed up for the program, the max amount possible.
- iii. A Story Walk was created in Youth Services for the month of October. The story, Owl Babies, was broken down to be read page by page around the Youth Services floor. Each page/station has an activity or reading comprehension question.

- iv. A Children's Librarian and our Teen Services Librarian are taking family leave under the federal Family First Coronavirus Response Act this fall and will return in December. One other full-time children's librarian will be working a modified schedule to accommodate her children's schooling. We will still offer some virtual programs this fall including On-Demand Story Times and Story Breaks, Dungeons & Dragons for Kids and for Teens, Animal Crossing Open Hours on Wednesday Nights and Teen Activity Board meetings.
- c. Collection Drive: Saturday, October 10 the non-profit ComputerSmiles gently used laptop drive at library's front driveway collected about 10 gently used laptops to be refurbished and donated to a student, family or senior citizen in need. Keep them in mind if you wish to donate your used laptop.
- d. 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. One full-time reference librarian is taking family leave under the federal Family First Coronavirus Response Act through December. In her absence, members of the department are sharing responsibility for ordering Fiction, hosting the monthly CHPL Book Club, and covering programs.
  - iv. Plans are underway for CHPL Seed Library 2021 to launch in February, as well as instructional videos to reach the public on a wide array of topics such as Using Ancestry.com From Home, Hoopla, Overdrive, etc.
- e. Our first ever Scarecrow Contest is going like gangbusters – 50 have registered to build or deliver their scarecrows this Saturday, October 17. This is a partnership with Township and their Rec Department; all scarecrows will be displayed along the Library driveway. Since the Library will not have the annual Halloween costume parade, this is a great seasonal outdoor activity to engage the community.
- f. Virtual Trustee Institute is this Saturday from 9 a.m. – 1 p.m. All Board members can attend; Ms. Purcell will send the zoom link and agenda to the Board.
- g. Congrats to Dr. Meloche for being named one of the best superintendents in New Jersey through NJASA! There are three regions, Cherry Hill falls in Region III. Dr. Meloche is one of three finalists in the state. In November the final results will be announced. Dr. Meloche is very honored with this recognition.

Mrs. Cathy Schwartz arrived at 4:23 p.m.

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

- a. Currently working on updating the CHPL policy manual for employees, which is updated every two years. Reached out to the Township Solicitor for language related to COVID-19, which they are working on. Our update is delayed until they provide this information.
- b. The Library's final budget is delayed until November, as Township is completing theirs.
- c. Administration office door is now locked with a doorbell and a shelf on each side of a service window for patrons to communicate their needs (notary, etc.) without entering the office. Admin staff is taking shifts at the front doors so it's good the Admin office is locked.
- d. The kiosk in Reference used by patrons to print from the computers was out of service for a week, not accepting any bills. IT received a new part and installed it on September 23.

- e. Contacted the payroll company to request a code to be built in for the federal Families First Coronavirus Response Act (EFFCRA3) to be used for three full-time employees out for 12 weeks being paid 2/3 of their salary.
- f. Made a service call to the pay phone company as the one in the lobby was not accepting change. They fixed it and it is back in operation.
- g. The landscaper winterized the irrigation system for fall.
- h. Maintenance Supervisor, Jim Stamer came in Sunday, September 20 to start up the heating system. He bled the lines to get ready for the upcoming season.
- i. The Computer Lab reopened on September 8 and appointments can be made for patrons needing more than 30 minutes. They can make an hour appointment with our Tech Assistant in the Lab.
- j. Maintenance staff power-washed our CHPL sign on Kings Highway.
- k. We are planning a mini Book Sale in front of the Library with tents October 19 - 21 for approximately 4 hours per day, weather permitting. We will accept cash, check and credit cards using the Square on an iPad. Our patrons have been asking for a book sale so we will try to have a small one and see how it turns out.
- l. We had a major clog in the Reading Room public restrooms so we had to close them. Maintenance Supervisor, Jim Stamer snaked the lines and had to remove a few toilets. All is now fixed and back to normal.
- m. Sending Board members the agenda and link to Trustee Institute workshop scheduled this weekend.

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

- a. E-Mail Marketing (Constant Contact):
  - i. September 4 through October 9 weekly emails sent, their open rate and click rate reviewed.
  - ii. Total contacts in database 13,751 in September 2020. Admin Assistant, Grace Cross-Hannemann is cleaning out contacts and as of October 9 we are now at 12,290.
- b. CHPL Social Media
  - i. Facebook (4,253 followers) – highest reach for a post was September 17 promoting Library Card Sign Up Month with a photo of Library Director, Laverne Mann and Board member, Carole Roskoph with a 7% engagement and a reach of 1,833.
  - ii. Instagram CHPLNJ (2,564 followers) – highest engagement for a post on August 25 with *Jerry Maguire* meme. Liked by 60 followers, 660 reach, 807 impressions.
  - iii. Instagram CHPL Teens – 355 followers.
  - iv. YouTube - Youth Services: 75 subscribers; Adult Services: 50 subscribers.
- c. Additional information:
  - i. Promote Scarecrow Contest Fundraiser – we have 50 scarecrows registered, collecting \$20 per scarecrow! Worked with Cherry Hill Township and Rec Department, Cherry Hill Sun, and secured wonderful prizes from local restaurants, Shop Rite, Scott Counsel, and Artis Senior Living Evesham. To incentivize the community to vote for their favorites, one lucky voter will be randomly selected for a prize. Online or in person voting is possible.
  - ii. In September we started a gentle push asking for monetary donations. We have received \$450 in donations through PayPal.
  - iii. From Girlfriends Night out fundraiser in previous years, Psychic Medium, Michele Stillman will do a virtual reading on November 4 as an additional fundraiser, \$25 per person. Space is limited so sign up soon if interested.
  - iv. In partnership with JFCS, we have another special needs young adult who will volunteer in Admin on Fridays.
  - v. The Cherry Hill Sun is taking photos on Saturday, October 17 during the Scarecrow Build Day.

- vi. Cherry Hill Patch will share photos and a description of the event that I send them (they cannot attend due to a conflict).
- vii. The Cherry Hill Patch shared a story on September 25 about the Scarecrow Contest and on October 1 about the Library adding Monday nights open.
- viii. Create social media content, website rotator graphics, e-newsletters, and website oversight.
- ix. Answer emails coming in through [info@chplnj.org](mailto:info@chplnj.org)
- x. Update the FAQ on our website as new changes are implemented.
- xi. Email the Township and Cherry Hill Sun weekly with upcoming events and resources.

Ms. Mann thanks Ms. Fox for her continued support and creative ideas in finding opportunities for special needs volunteers, for making this partnership with the community.

Ms. Mann also thanks Ms. Purcell for her hard work and passion supporting the library.

Board members praise curbside pickup and are thankful it continues.

### **Unfinished Business**

- A. None.

### **New Business** – *Ms. Jennie Purcell*

- A. Before the next Board meeting, the drafts of 2021 Board Meeting dates and Library Holiday Schedule will be emailed for Board review. When the budget is finalized, it will be emailed to the Board for review as it is up for approval at the November Board Meeting. The Library Policy manual will be presented to the Board for approval when it is finalized.

### **Public Discussion**

- A. None.

Next meeting date: **Wednesday, November 11, 2020** video conference call at 4 p.m. via Zoom.

### **Adjournment**

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

Unanimously approved

Meeting adjourned at 5:09 p.m.

Jennie Purcell  
Board Clerk