

October 16, 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 September 12, 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 October 2, 2019. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on October 2, 2019.

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, Mrs. Cathy Schwartz, Ms. Laura Merkin,  
Dr. Joseph Meloche, Dr. Kavita Gupta

Absent: Ms. Susan Bass Levin, Esq., Ms. Katherine Wade, Esq., Mrs. Kathryn Judge

Other present were: Mrs. Jennie Purcell, Library Services Manager  
Mrs. Laverne Mann, Library Director  
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library  
Mr. Walt Wedziewski, Treasurer, Friends of the Library

### Minutes

Mr. Simons asked for a motion to approve the minutes of September 11, 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. Laura Merkin., Yes;  
Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Dr Kavita Gupta, Yes

Motion Approved

### **RESOLUTION 2019-10-1 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; Ms. Laura Merkin., Yes;  
Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Dr Kavita Gupta, Yes

Motion Approved

**RESOLUTION 2019-10-2**  
**RESOLUTION TO ADOPT THE FY 2020 BUDGET**

DISCUSSION: The itemized budget was emailed to all Board members for review prior to meeting. Ms. Mann thanked Mrs. Purcell for her hard work on this budget with herself and Ms. Samalonis, completing it under a tight time frame.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Laura Merkin., Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Dr Kavita Gupta, Yes

Motion Approved

**Public Discussion**

- A. Ilana Yares asked if more Sundays can be open during the next calendar year, and requested improving pedestrian crossing signs, posting parking lot speed limit signs. The Board will investigate both matters.

**Administrators' Report**

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

1. Mission and Vision Statement presented to the Board for approval - *Unanimously approved.*
2. Updating Internet Policy now includes wireless printing. Staff will assist any patrons wishing to use wireless printing – presented to the Board for approval - *Unanimously approved.*
3. Photo shared from CH Township Book It 5K Walk and Kids Dash, Mayor's Wellness Day. Donations and proceeds discussed.
4. October collection: Mothers Matter, an organization that collects a variety of items and makes them into gift baskets for women in need. A list of suggested donations is on our website.
5. Photo shared of Councilwoman Sangeeta Doshi's tour of CHPL, and of a visit/tour by some Free Library of Philadelphia staff members.
6. Upcoming Adult and Youth Services programs reviewed.
7. Some highlights:
  - a. Creativebug launch – new database available on CHPL website, crafting for all ages at multiple skill levels; this will be featured at November Coffee & Conversation program.
  - b. New wireless printing.
  - c. ESL classes are full, two book clubs are continuing into another session.
  - d. Planned expansion of Veterans Oral History Project into Cherry Hill Oral History Project.
8. Library Outreach:
  - a. September 16 – Cherry Hill Senior Festival
  - b. September 21 – Book It 5K
  - c. September 24 – Minute with Meloche to promote One Book One Cherry Hill

9. Attendance statistics provided for recent programs in Adult and Youth Services from mid-September through early October.
10. Director professional development and meetings:
  - a. Performance Evaluations - Supervisors
  - b. September 12: Supervisors Meeting
  - c. September 18: Feminist Book Club
  - d. September 25: Creativebug webinar
  - e. October 4: NJLA Public Policy Committee
  - f. October 11: Adult Book Buzz – Harper Collins
  - g. Programs: Book It 5K on 9/21, Chasing Cosby author program on 9/23 & Trumpet Chics on 10/6
  - h. ALA Engagement webinar on 10/1; ALA Chapter Advocacy on 10/2

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

1. Working with the Township on an RFP for the Library parking lot. There are many cracks that need sealing, the lot needs coating and new line striping after. The lot is 85,900 sq. ft. This project will be on the Township website for companies to submit quotes.
2. Worked on finalizing FY20 budget with Ms. Samalonis and Ms. Mann.
3. Hired two new Pool Librarians.
4. The staff elevator has been out of service for the past week. Parts have been ordered but the main circuit board is original and needs to be replaced. This replacement cost will be factored into the capital budget line.

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

1. PR, Events and Other News:
  - a. September was National Library Card Sign Up Month. We had 231 Adults and 96 Kids register for new cards, and 374 Adult renewals, 38 Kid renewals. Every card and renewal spun the prize wheel and were eligible for prizes.
  - b. October's collection is for Mothers Matter, as mentioned earlier. November's collection will be non-perishable food items in conjunction with the Township's food drive.
  - c. The Friends Better Book Sale is next week: October 23 & 24.
  - d. Art Gallery: October artist is Diana Grabinski and Jackie Gawlinski. They had a reception on Sunday and sold a painting. The Library will receive a commission on this sale.
  - e. Collections continue in advance of our Gently Used Jewelry & Accessory Sale on December 7.
  - f. Downton Abbey Fundraiser on September 14 had 55 attendees and made about \$400.
  - g. Holiday Craft Fair on November 24 has 22 vendors registered and can accommodate more.
  - h. Murder Mystery Fundraiser on October 25 has only two tickets left. New fundraiser ideas are planned for 2020.
2. September – October Email Marketing (Constant Contact):
  - a. Friends Statue of Liberty trip email (25% open rate, 3% click rate)
  - b. CHPL Community Survey (117 online responses)
  - c. September mid-month newsletter (24% open rate, 7% click rate)
  - d. One Book, One Cherry Hill email blast (26% open rate, 3% click rate)
  - e. October newsletter (25% open rate, 7% click rate)
  - f. Musical Performances email blast (22% open rate, 2% click rate)
  - g. October mid-month newsletter was blasted out today (10/16/19).
  - h. Added 268 new contacts to Constant Contact in the past 30 days.
  - i. Total contacts in database: 12,507; 44 unsubscribed in the past month.

3. CHPL Social Media – posts with the highest engagement September 11 – October 16:
  - a. Facebook (4,113 followers) – *Woman Crush Wednesday featuring Helen*
    - i. 1,813 people reached, 197 post clicks, 155 reactions, 5 shares
  - b. Instagram (2,174 followers) – *People in Your Neighborhood: Veterinarian*
    - i. 400 people reached, 46 likes, 682 impressions.
4. Ongoing PR:
  - a. *The Courier Post* did an article about the new *Downton Abbey* movie and included our fundraiser.
  - b. *SJ Magazine* is doing an article on *Chasing Cosby*. A Facebook group called “We Support the Survivors of Bill Cosby” shared many of our posts about this event.
  - c. *PHL17* is coming on November 22 for a Children’s event. The newscasters will read stories and do a craft.
  - d. *The Cherry Hill Sun* did a story on Gil Gaul, his new book and his appearance at the Library on October 22.

***D. Friends of the Library –Mr. Walt Wedziewski.***

1. Friends Treasurer’s Report read by Mr. Walt Wedziewski.

**Unfinished Business**

A. None.

**New Business**

A. None.

Next regular meeting date: **Wednesday, November 13, 2019 at 5:45 p.m.**

\*Reminder the December meeting will be daytime call-in only for bill paying approval.

**Adjournment**

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

Unanimously approved

Meeting adjourned at 6:25 p.m.

Jennie Purcell  
Board Clerk