

October 13, 2021

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, 2021, 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, 2021. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on September 30, 2021.

Mr. Simons called the meeting to order at 4:06 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Mrs. Cathy Schwartz, Dr. Joseph Meloche, Mrs. Michele Golkow, Esq.

Absent: Ms. Susan Bass Levin, Esq., Dr. Kavita Gupta, Mrs. Kathryn Judge, Mrs. Rhonda Shevrin,

Others present: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library

Minutes

Mr. Simons asked for a motion to approve the minutes of September 9, 2021 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; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-10-1 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; Dr. Joseph Meloche, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-10-2
RESOLUTION TO ADOPT THE FY 2022 BUDGET

DISCUSSION: Ms. Mann submitted Library requests to Ms. Samalonis, CHT controller who Mrs. Purcell worked with to review item lines of proposed budget. Salaries, standard bills and upcoming bills are reviewed and discussed. Revenues are decided and all are balanced for coming year. Mr. Simons thanks Mrs. Purcell and Ms. Samalonis for their work on the budget.

MOTION: Moved by Mr. Simons, seconded by Mrs. Schwartz

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Michele Golkow, Yes

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. **One Book One Cherry Hill:**
 - a. Titles selected: *The Vanishing Half* by Brit Bennett, and *Genesis Begins Again* by Alicia D. Williams (YA selection).
 - b. Events scheduled for all ages from October through November.
 - c. The Library requests the Board sharing One Book program links in their networks, as many programs are offered in-person or virtual.
2. **Staff Development Day** Friday, October 22 (Library closed to the public):
 - a. Speakers on Stress Management, and on Deaf and Hard of Hearing Sensitivity Training.
 - b. Librarians training on Diversity Audit of Children's Books, Universal Class database.
 - c. Fire alarm and fire drill will be reviewed with staff.
3. **CHPL Policy updates for approval:**
 - a. Updated: Collection Development, and Patron Code of Conduct
 - b. New: Program Policy, and Vulnerable Adult Policy.

Four Policies unanimously approved by Board by show of hands. Board members commends staff for all the work involved in updating policies.

4. Photos shared of recent Star Wars Character visit at the Library on Saturday, October 2.
5. **Book It 5K** at Croft Farm on September 25:
 - a. 142 registered, \$5 each goes toward Library.
 - b. Special thanks to Cherry Hill Township, Cherry Hill Recreation Department and Cherry Hill Police.
6. **Youth Services** September 3 – October 5 statistics shared. Some highlights include:
 - a. In-person story times at Croft Farm averaged 70 participants each.
 - b. Take & Make "A is for Apple" had 200 participants
 - c. Teen Volunteer Day of Service had 10 attendees
 - d. Star Wars Character Visit had 55 attendees.
 - e. Offering hybrid of virtual and in-person for some programs. Other live online and virtual programs continue to be offered, as well as virtual on-demand programs.
 - f. Coming in October:
 - i. Teen "Gen Zen" program series including crystals, astrology, tarot and palmistry.

- ii. Fire Fighter Story Time with real fire truck and fire fighters
 - iii. Collaborative Story Quilt screen printing workshop with The Fabric Workshop and Museum
 - iv. In-person Trick or Treating in Friendship Grove on Friday, October 29.
7. **Adult Services** September statistics shared. Some highlights include:
- a. Virtual Yoga classes on Saturdays, virtual monthly Book Club,
 - b. In-person twice per month adult Dungeons and Dragons
 - c. In-person outreach at CHT Senior Fest – 177 people reached
 - d. In-person free movies and documentaries returned with socially distanced seating, no eating.
 - e. In-person computer classes are being offered WEEKLY with good attendance
 - f. Six ESOL classes and book clubs continue either virtually or in-person, with consistent attendance.
 - g. October One Book One Cherry Hill programs include: The Queer Housewives and Husbands of NJ; Same Family, Different Colors; Boundaries of Love: Interracial Marriage and the Meaning of Race; In Their Own Voices: The Transgender Experience; Faith Ringgold and the Fabric Workshop and Museum, and more.
 - h. Virtual Citizenship Preparation class being offered over six weeks in October – November.
 - i. Outreach at CHT Harvest Fest on October 17.

B. Library Services Manager – Mrs. Jennie Purcell

1. We will have an open position for a PT Administrative Assistant in the Admin Dept. In the interim the staff member leaving will stay two days per week to fill gap until a replacement is found.
2. We filled the Student Page position for Youth Services; the new hire started today.
3. Maintenance Supervisor, Jim Stamer painted crosswalk lines in our parking lot where the sidewalks transition to pavement. The company hired to micro-seal the parking lot forgot to do this.
4. We had 75 vendors at the Flea Market on Sunday, October 3. The weather was perfect and a lot of vendors requested doing this more often. We raised about \$2,500 in vendor spots and table rentals. Moving forward, would like to have two per year, one on a Saturday and one on a Sunday. Thank you to Board Members who attended, and to staff members Suzanne Fox, Meredith Meyer, and Jim Stamer for their assistance that day. Having the October Flea Market on a Sunday had less shopper turnout than a Saturday, but still a decent turnout. We are having an indoor Holiday Craft Fair in November, which was shared with these vendors.
5. Sadly, long-time Friends volunteer Marilyn Greenberg passed away. She was an active volunteer for the Gift Shop and the Welcome Desk through the years. We have been receiving donations in her memory. She will be missed.
6. I volunteered at the Book It 5K event at Croft Farm. Leftover t-shirts were brought back to the Library to sell to staff for \$5 each.
7. Worked on the final budget with Ms. Samalonis, CHT controller.
8. Mr. Stamer met with Steve Musilli (CHT) and a landscape architect in Friendship Grove to mark approx. 20 dead trees. PSE&G cut limbs from the power lines then DPW removed most dead trees – a few remain that need trimming, then removal. There has been discussion on planting new trees in the barrier, more information to follow when it is available.
9. Had a conference call on September 29 with the new State Health Benefits plan and how it will work. I will need to send a file with specific information so that all employees on the health benefits will be moved by December to be ready for the January 1 start of the new plan. The new plan is all online, no paper forms to complete and submit.
10. Had a conference call with Friends President Jim Gibson and Vice President Marlyn Kalitan with Library staff Suzanne Fox and Tierney Miller. We are trying to get the Friends engaged for

the next Book Sale November 10 – 14. Wednesday evening of sale will be Friends members only, the sale will then run Thursday through Sunday.

11. Seeking additional staff (occasionally working evenings or weekends) to become a notary public. Right now all notaries are in Admin working Monday through Friday until 5 p.m. A few staff members voiced an interest. The Library will reimburse the \$25 notary commission fee & supplies.

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

1. E-Mail Marketing through Constant Contact:

- a. Four emails were sent in the past two months. Open and click rates have increased with a high of 26% open rate, 10% click rate for the October email blast. Two Teen Newsletters were sent with high open rates (47%). Specific emails were sent out for upcoming fundraisers, Baby-Sitters Club, and One Book One Cherry Hill.
- b. Current total contacts: 12,127; added 138 new contacts.

2. CHPL Social Media followers/subscribers:

- a. Facebook: 4,853 (added 49 followers)
- b. Instagram – CHPLNJ: 2,882 (added 24 followers/main account)
- c. Instagram – CHPLTeens: 787 (added 33 followers)
- d. Twitter: 1,762 (added 16 followers)
- e. LinkedIn: 129 (added 2 followers)
- f. YouTube - YS account: 121 (added 2 subscriber)
- g. YouTube - main account: 162 (added 2 subscribers)

3. Additional information:

- a. Local SJ blogger Nicole McGann featured CHPL in a segment focused on Library Card Sign-up Month, as well as highlights of other programs and resources.
- b. The Courier Post and Burlington County Times included CHPL in a story about how local organizations are helping the Afghan refugees. The Library is not a donation site at this time.
- c. The CHPL website committee has selected a new vendor to help update it.
- d. CHPL now has two TikTok accounts: one for teens (449 followers) and one as a main channel (44 followers).
- e. Despite the pandemic, Library Card Sign-up Month in September maintained typical stats. 170 new adult cards were created and 47 new juvenile cards. Card renewals: 457 adult memberships and 71 juvenile memberships.
- f. CHPL has merchandise for sale! In addition to the t-shirt design contest (shirts are still available for purchase), mugs with the CHPL logo are available; information is on our website.
- g. The Holiday Craft Fair vendor spots are sold out for Sunday, November 21 at 1 p.m. Mark your calendars to shop that day!
- h. The Friends are working with us for the November Book Sale. Friends President Jim Gibson is contacting Friends members to volunteer at the sale.
- i. The Flea Market was a huge success again. We had 75 vendors, with even more who wanted to sell.
- j. The Gently Used Jewelry & Accessory Sale is coming up on December 4; donations are being accepted year-round. Ms. Purcell is planning a Better Book Sale at the same time.
- k. Created a One Book One Cherry Hill programming page on CHPL website.

Unfinished Business

A. None.

New Business

A. November Board Meeting will include updated Employee Policy Manual for review, 2022 Holiday Schedule, and 2022 Board Meeting dates. The Policy Manual will be emailed to Board for review prior to the meeting since it is over 200 pages long.

Public Discussion

A. None.

Next regular meeting date **via Zoom: Wednesday, November 10, 2021 at 4 p.m.**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:33 p.m.

Jennie Purcell
Board Clerk