

September 11, 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 August 15, 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 August 28, 2019. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on August 28, 2019.

Mr. Simons called the meeting to order at 5:45 p.m.

### **Oath of Allegiance**

Oath of Allegiance was administered to Mrs. Kathryn Judge to begin her tenure on Cherry Hill Public Library Board of Trustees.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Ms. Susan Bass Levin, Esq., Mrs. Cathy Schwartz, Ms. Katherine Wade, Esq., Dr. Joseph Meloche, Mrs. Kathryn Judge

Absent: Ms. Laura Merkin, Dr. Kavita Gupta

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

### **Minutes**

Mr. Simons asked for a motion to approve the minutes of August 14, 2019 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; Ms. Susan Bass Levin, Esq., Yes; Mrs. Cathy Schwartz, Yes; Ms. Katherine Wade, Yes; Dr. Joseph Meloche, Yes

Abstention: Mrs. Kathryn Judge

Motion Approved

Dr. Kavita Gupta arrived at 5:50 p.m.

**RESOLUTION 2019-9-1**  
**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. Susan Bass Levin, Esq., Yes; Mrs. Cathy Schwartz, Yes; Ms. Katherine Wade, Yes; Dr. Joseph Meloche, Yes; Dr. Kavita Gupta, Yes; Mrs. Kathryn Judge, Yes

Motion Approved

**Public Discussion**

A. None.

**Administrators' Report**

**A. *Director's Report* – read by Mrs. Tierney Miller**

1. Photo shared from CH Town Council meeting, presentation of Proclamation to CHPL's English as a Second Language (ESL) tutors and librarian coordinator, Elby Wang.
  - a. This very successful program coordinated by Reference Librarian Elby Wang continues this fall at CHPL. We offer eight separate classes, each a different skill levels.
  - b. Two advanced groups are set up as book clubs, one with goal of students writing and presenting their own immigration stories.
  - c. Board suggests videotaping the final presentations (with student permission), post clips on CHPL website or social media.
2. Currently working on updating CHPL Strategic Plan for 2020, updating Mission & Vision Statement.
  - a. Mission draft presented to the Board; no changes suggested.
  - b. Vision statement draft presented to the Board; some language changes suggested. Mrs. Schwartz, Ms. Fox & Ms. Mann will work on a revision.
3. Community Survey is live now, feedback will be incorporated in new Strategic Plan. 49 responses received to date.
4. NJLA/NJLTA Trustee Institute held at CHPL on September 5: Mrs. Noyes, Ms. Merkin & Dr. Gupta attended. Board members thanked Ms. Mann for attending as well.
5. Upcoming adult programs highlighted, including *Chasing Cosby* a true crime author visit on September 23.
6. Library Outreach:
  - a. August 27 – CHPS New Hire Orientation, CH West; thank you Dr. Meloche for having us.
  - b. August 29 – Al Fresco Food Truck Night, Croft Farm
  - c. September 5 – Congressman Norcross Constituent Fair, Camden County College
7. One Book, One Cherry Hill officially launched; *No Ashes in the Fire* by Darnell Moore. Programming begins October 3 with a lecture on "Darnell's Camden – And Ours" by Howard Gillette, the author of *Camden After the Fall*.
8. Attendance statistics provided for recent programs in Adult and Youth Services from mid-August through mid-September.
9. Director professional development and meetings:
  - a. August 14: ALA state legislative reports webcast

- b. August 15: Supervisors Meeting and later, Councilwoman Michele Golkow CHPL tour
- c. August 16: Security/SLEO meeting with CHT officials
- d. August 22: Fall/winter publishing webcast
- e. August 26: Congressman Norcross office legislative visit
- f. August 28: NJLA Leadership Meeting
- g. September 5: NJLA/NJLTA Trustee Institute
- h. September 6: NJLA Public Policy Committee

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

- 1. Currently interviewing for a Pool Librarian. We also have a full-time IT Help Desk Technician opening, resumes are being reviewed.
- 2. The Youth Services Department copier used by staff and patrons is no longer in service. As we are in temporary budget, we are looking into State contracts to lease a machine similar to what we had. Patrons pay a fee to make copies; they can also pay a fee to use the wireless print option.
- 3. On August 16, Laverne Mann and I met with Erin Gill, Michelle Samalonis, Chief Monaghan and Captain Amy Winters to discuss Library security costs. Our costs have doubled since there are no SLEOs (Secondary Law Enforcement Officers) available. We asked if pricing could be negotiated with a retired police officer that may be less expensive than a police officer. Ms. Samalonis worked on a security guard analysis with a comparison on what the Library's needs are. More information will follow. Board suggests contacting Camden County sheriff's office or a close-by town for SLEOs for more price comparisons.
- 4. Our front outer doors malfunctioned and were stuck open on August 30. A service call was placed but they were unable to arrive for a few days. Requested CH police to do checks, and cones/caution signs were placed at the doors. The inner doors were able to be locked. Since these doors are used frequently, we are looking into a preventative maintenance service contract which will cover repairs with no extra charge for travel time.
- 5. We are cancelling our current pest control contract as of September 30. We will switch to Western Pest Control who offer a better service and are less expensive.
- 6. Working on full-time employee evaluations this month.
- 7. Jim Stamer, Maintenance Supervisor continues working on the permanent Veterans Wall.
- 8. I will volunteer to assist at the Book It 5K & Wellness Day on Saturday, September 21.

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

- 1. PR, Events and Other News:
  - a. September is National Library Card Sign Up Month. We have over 100 people registered or renewed in 10 days. This year we offered prizes to incentivize people to come in this month.
  - b. Book It 5K is September 21. Runners and walkers can still register! \$5 from each registration benefits CHPL.
  - c. The September collection is for Cathedral Kitchen in conjunction with One Book, One Cherry Hill. Items needed include toiletries, paper goods, cleaning supplies, non-perishable food and clothing.
  - d. On August 26 the American Red Cross Blood Drive had 30 donors. The next Blood Drive is December 2.
  - e. Art Gallery: September artist is Donna Sensor. She does very vibrant, abstract oils.
  - f. Collections continue in advance of our Gently Used Jewelry & Accessory Sale on December 7.
  - g. Received \$138.40 from Iron Hill Brewery from the July fundraiser.

- h. Downton Abbey Fundraiser on September 14 has 51 registered. Murder Mystery Fundraiser on October 25 has 51 registered. Holiday Craft Fair on November 24 has 8 vendors registered.
- 2. August – September Email Marketing (Constant Contact):
  - a. Downton Abbey Email Blast (37% open rate, 4% click rate)
  - b. CHPL Community Survey (47 online responses)
  - c. September newsletter (24% open rate, 12% click rate)
  - d. Added 176 new contacts to Constant Contact in the past 30 days, not including those from Library Card Sign Up Month.
  - e. Total contacts in database: 12,231; 42 unsubscribed in the past month.
- 3. CHPL Social Media – posts with the highest engagement August 15 – September 10:
  - a. Facebook (4,003 followers) – *We Have a Winner for Summer Reading School Challenge*
    - i. 2,141 people reached, 430 post clicks, 198 reactions, 8 shares
  - b. Instagram (2,144 followers) – *Same Look and Can Help You Find a Book!*
    - i. 568 people reached, 65 likes, 777 impressions.
- 4. Ongoing PR:
  - a. *The Cherry Hill Sun* did a cover article about One Book, One Cherry Hill. They also promoted CHPL in an article about local author Jack Beal.
  - b. *The Patch* did an article about the upcoming *Chasing Cosby* event.
  - c. *The Cherry Hill Sun* and *SJ Magazine* will be in attendance at the *Chasing Cosby* event on September 23.
  - d. I blasted out a press release for *Chasing Cosby* to all local media in NJ and Philadelphia.
  - e. I am attending a PR event at PHL17 on Tuesday, September 17.

**D. Friends of the Library –Mr. Jim Gibson and Mr. Walt Wedziewski.**

- 1. Library requests totaling \$6,920.94 have been submitted for approval for September. A large portion of this request goes towards One Book, One Cherry Hill programming.
- 2. Membership is at 615.
- 3. Many positions open on Friends Board. Please refer your recently retired friends to join, send their contact information to Jim.
- 4. Upcoming:
  - a. Special/Better Book Sale Wednesday, October 23 and Thursday, October 24
  - b. Fall Book Sale is November 13 (early access) through November 16.
  - c. Ellis Island bus trip September 25, currently 38 are registered, 50 is max.
- 5. Friends Treasurer’s Report read by Mr. Walt Wedziewski.
- 6. A bench in Friendship Grove was recently sold, the family lovingly dedicated it back to the Library.

**Unfinished Business**

- A. The final version of the new Vision Statement will be presented at a future Board Meeting.

**New Business**

- A. None.

Next regular meeting date: **Wednesday, \*October 16, 2019 at 5:45 p.m.** \*Delayed due to holiday.

**Adjournment**

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

Unanimously approved

Meeting adjourned at 6:26 p.m.

Jennie Purcell  
Board Clerk