

September 13, 2017

The Cherry Hill Public Library Board of Trustees Treasurer, 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 10, 2017 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 30, 2017. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on August 30, 2017.

Mr. Simons called the meeting to order at 5:47 p.m.

The board clerk called the roll and those present were:

Present: Mr. Art Simons, Mrs. Diane Koury Alessi, Dr. Joseph Meloche, Mrs. Cathy Schwartz, Ms. Laura Merkin

Absent: Ms. Susan Bass Levin, Esq., Mrs. Mona Noyes, Mrs. Stephanie Sanderson-Braem, Esq. Ms. Katherine Wade, Esq

Others present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Katie Hardesty, Director of Marketing & PR, Cherry Hill Library
Mrs. Lenore Rosner, Cherry Hill Township Business Administrator
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 9, 2017 board meeting as there were no questions or changes.

MOTION: Moved by Dr. Meloche seconded by Mrs. Koury Alessi

All in Favor: Mr. Art Simons, Yes; Mrs. Diane Koury Alessi, Yes; Dr. Joseph Meloche, Yes; Ms. Laura Merkin, Yes

Abstention: Mrs. Cathy Schwartz

Motion Approved

RESOLUTION 2017-9-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS

MOTION: Moved by Mrs. Koury Alessi seconded by Dr. Meloche

All in Favor: Mr. Art Simons, Yes; Mrs. Diane Koury Alessi, Yes; Dr. Joseph Meloche, Yes;

Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes

Motion Approved

RESOLUTION 2017-9-2
RESOLUTION AUTHORIZING IMPLEMENTATION OF KOHA
INTEGRATED LIBRARY SYSTEM FOR THE CHERRY HILL PUBLIC LIBRARY

DISCUSSION: Koha is an open source integrated library system. Every item in the collection, every patron record becomes part of this system; we catalog, acquire, use and check out all items through this system. After the first year there is significant savings compared to our previous system. Web-based system tends to be less expensive and easier to use than the proprietary system we had previously.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Diane Koury Alessi, Yes; Dr. Joseph Meloche, Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes

Motion Approved

RESOLUTION 2017-9-3
RESOLUTION AUTHORIZING THE AUCTION OF MISCELLANEOUS
ITEMS THROUGH GOVDEALS.COM

DISCUSSION: Unused items in library storage are being sold.

MOTION: Moved by Mrs. Koury Alessi seconded by Dr. Meloche

All in Favor: Mr. Art Simons, Yes; Mrs. Diane Koury Alessi, Yes; Dr. Joseph Meloche, Yes; Ms. Laura Merkin, Yes; Mrs. Cathy Schwartz, Yes

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. NJ Library Construction Bond - State wide referendum on ballot November 7. This will be the only referendum on the November ballot. NJlibrariesbuildcommunitites.org. flyer distributed. We can educate the public on this bill but not advocate. More flyers coming to explain the referendum. Many libraries are not ADA compliant or up to date. This referendum will help all libraries improve. State Library will determine projects if referendum is passed.
2. One Book One Cherry Hill flyer distributed to Board, highlighting some programs. Author Jamie Ford will discuss his book *Songs of Willow Frost* on November 15. Booklet and bookmarks ordered.

3. September is Library Card Sign Up month – promoted on social media and website now. New cardholders will receive a goody bag. Thank you Dr. Meloche for your support in the schools.
4. Book It 5K / 1 mile walk / Mayor’s Wellness Day – September 23 in Friendship Grove, starting at 7:30 a.m. Currently 117 participants signed up, which is more than last year. Proceeds will go towards Hurricane Harvey Relief Fund and our Friends will get funds already designated for them.
5. Collection Drives:
 - a. Animal Welfare Association until September 16
 - b. Forget Me Knot - 6” vase collection drive in October for repurposed wedding flowers donated to nursing home residents.
6. Mobile Circulation will be possible with Koha using ChromeBook and HotSpot.
7. Backyard Bash August 17 – biggest bash to date. Lots of positive feedback from attendees.
8. Positive feedback from a library patron read aloud about our library and librarian Amanda Zuccarelli.
9. Upcoming Events
 - a. September 14 – 16 Friends ‘Better Books Sale’
 - b. September 16 – Volunteer Fair
 - c. September 18 – Bickering, Belittling & Brawling program on the history of American politics.
 - d. September 23 – Book It 5K and Wellness Day
 - e. October 27 – CHPL Murder Mystery Fundraiser Event – more than halfway sold out already.
 - f. October 28 – Chinese Maker Day, part of One Book One Cherry Hill
10. Director Professional Development and Meetings
 - a. August 17 – Motivating Teens webinar
 - b. August 17 – Make an App in App Lab webinar
 - c. August 18 – Book It 5K meeting with Cherry Hill Rec. Dept.
 - d. August 21 – CHPL Fundraiser meeting with some library staff, Art, Mona, Jim (Friends) – As per Mr. Simons, we need a significant fundraiser that the Board can spearhead. Mr. Simons would like board members to think of some ideas and then discuss these as a group. Encouraged to think of additional people to assist/form a committee. Goal of raising \$25,000 for a specific need or purchase. Mrs. Schwartz offered to chair the committee.
 - e. August 22 – Cherry Hill Public Schools Character Collection meeting

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

1. Due to additional capital money, the Library will be replacing carpet in the areas of Circulation and the Computer Lab. Russ will replace the elevator carpets next Sunday using some of our leftover supplies. More LED lighting, electricity outside in Friendship Grove are also being considered.
2. Working with Valerie on increasing the meeting room fees. We are in the process of researching other libraries and hotels that rent meeting space in the area; our last price increase was 2011. Once the analysis is complete, I will present to the Board for review and approval. Will discuss with Katie marketing our meeting rooms after a new price structure is approved.

Ms. Katherine Wade arrived at 6:06 p.m.

C. *Director of Marketing & PR –Ms. Katie Hardesty:*

1. PR, Events, Meetings and Other News:

- a. One Book, One Cherry Hill has officially launched. Please like the One Book Facebook Page: www.facebook.com/onebookonecherryhill/. Very happy to have Township support. Booklets and bookmarks ordered to promote this township-wide program.
- b. Art Gallery Exhibitions:
 - i. September – Christopher Lands, digital art
 - ii. October Jonghyun Kwon, collage
2. Summer Reading by the numbers
 - a. Early Literacy (ages 0 – 4) 200 participants
 - b. Kids (ages 5 – 11) 794 participants, 401,527 minutes read
 - c. Teens (grades 6 – 12) 259 participants, 994 books read
 - d. Adults – 419 participants, 2272 books read
3. E-Mail Marketing (Constant Contact):
 - a. August events, Backyard Bash, Koha Upgrade, Adult Summer Reading Program – Log Your Books, Back to School, Seed Library, Bickering, Belittling and Brawling
 - b. CHPL Facebook – Popular Posts in August include No Eclipse Glasses, Eyes of the Wild Live Animal Show (event promo), Library Closure – system upgrade, Mad Science (event promo), Teen Henna Night (event photos). Facebook page summary reviewed.
4. Ongoing PR and Events in the Works:
 - a. One Book, One Cherry Hill (now through Nov. 15)
 - i. *Songs of Willow Frost*, by Jamie Ford
 - ii. Meet the Author event on Nov. 15 at 7 p.m. Registration required.
 - b. Book It 5K & Wellness Day (with Township Recreation): Saturday, September 23.
 - i. 5K Race \$35, 1 Mile Walk \$20, Kids Dash \$5

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

1. Library requests totaling \$5,381.47 have been submitted for approval in September. This request includes maker supplies, speaker fees, workshops, subscriptions, light-therapy lamps for patron use, One Book expenses and Murder Mystery expenses. Murder Mystery expenses will be reimbursed since this is a fund raiser.
2. Membership is at 498 after recent purge.

Board discussion on reminding Friends members to renew rather than solely through newsletter. Katie suggests offering two-year memberships; Mr. Simons suggests postcard mailings.

3. September 14 – 16 is “Better Books” sale on the lower level.
4. October 4 is the next trolley trip to the new American Revolution Museum in Philadelphia. Added a second trolley and seats are available.
5. Next book sale is November 9 – 11, members preview Nov. 8.
6. Boscovs coupons being sold for special sale day on October 17.
7. New Genealogy Research Center has been approved by the Friends, funded by Friends Gift Shop monies. A plaque will acknowledge this donation. Planning to have designated computers, scanner, library membership to Ancestry.com, etc. More information to follow.
8. Friends Treasurer’s Report read by Mr. Walt Wedziewski.

Unfinished Business

- A. None

New Business

A. None

Public Discussion

A. None

Next regular meeting date: **Wednesday, October 11, 2017 at 5:45 p.m.** – *This meeting may be delayed to October 18 due to budget.*

Adjournment

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

Unanimously approved

Meeting adjourned at 6:35 p.m.

Jennie Purcell
Board Clerk