

September 14, 2016

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 11, 2016, 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 31, 2016. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on August 31, 2016.

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

The board clerk called the roll and those present were:

Present: Mr. Art Simons, Mrs. Stephanie Sanderson-Braem, Esq., Mrs. Mona Noyes, Ms. Susan Bass Levin, Esq., Mrs. Cathy Schwartz, Dr. Joseph Meloche

Absent: Ms. Laura Merkin, Ms. Katherine Wade, Esq., Mrs. Diane Koury Alessi

Other present were: Mrs. Laverne Mann, Library Director  
Mrs. Jennie Purcell, Library Services Manager  
Ms. Katie Hardesty, Director of Marketing & PR, 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 10, 2016 board meeting as there were no questions or changes.

MOTION: Moved by Dr. Meloche seconded by Mrs. Sanderson-Braem

All in Favor: Mr. Art Simons, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes.

Motion Approved

### **RESOLUTION 2016-9-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes.

Motion Approved

### **RESOLUTION 2016-9-2 RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY**

## **ADOPTING THE PERSONNEL POLICIES AND PROCEDURES MANUAL AND EMPLOYEE HANDBOOK FOR THE CHERRY HILL PUBLIC LIBRARY**

MOTION: Moved by Dr. Meloche seconded by Mrs. Sanderson-Braem

All in Favor: Mr. Art Simons, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes.

Motion Approved

### **Administrators' Report**

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

1. Book It 5K and Kids' Dash took place Saturday, September 10.
  - a. Event held at Library, coordinated with Township Recreation Department as part of the Mayor's Wellness Program. Medals, ribbons and prizes were given.
  - b. Approximately 78 runners and 20 children participated.
  - c. Honey Grow had a table of free snacks; Wegman's donated healthy refreshments.
2. September Happenings:
  - a. National Library Card Sign Up Month – any new card signups receive a goodie bag.
  - b. LEAP (Library Equal Access Program) classes began in September for visually impaired adults 55 and older. Training on four assistive software computers in our lab and four iPads. Software and iPads provided by LEAP.
    - 1) Planning a ribbon cutting here on September 23.
    - 2) Registration managed by LEAP.
  - c. Through a collaboration with Literacy Volunteers of Camden County (LVCC), English as a Second Language (ESL) classes for adults will begin at CHPL late September. Classes are six weeks, sessions through June 2017; all registration through LVCC.
  - d. Police Officer Kevin Seta of CHPD, Office of Emergency Management spoke with staff about how we can be prepared for emergencies at the library and personally.
3. CHPL and other NJ libraries are pursuing partnerships with Rutgers School of Social Work MSW students as unpaid interns to offer social work services for library patrons. More information will follow at a later date.
4. Summer Reading Program June 20 – August 20, 2016 (Theme: Exercise Your Mind)
  - a. Early Literacy program (ages 0 – 4) encourages parents to read to their child and engage in Pre-Literacy activities: 215 participants and 56,418 minutes logged, equivalent to 940 books read according to the NJ State Library.
  - b. Kids' Summer Reading program (ages 5 – 11): 822 participants and 452,155 minutes logged; equivalent to 7,536 books read. Youth Services Department offered 61 events for a total of 3,305 attendees.
  - c. Teen Summer Reading program increased by 34% from last year: 218 teens participated. Youth Services held 21 special teen programs for a total of 169 attendees.
  - d. Adult Summer Reading program increased by 35% from last year: 383 adults logged 2,394 books. Reference held 29 summer programs with 407 attendees.
  - e. Thank you to the Friends for all of their generous support in sponsoring Summer Reading programs, reading incentives and prizes.
  - f. Backyard Bash on August 18 was attended by over 1,500 people; Republic Bank was a Silver Sponsor.
5. Upcoming:

- a. Strategic Planning – Board will be sent a survey to assess and suggest library vision points as a community leader. A public survey is being planned as well.
- b. The New Jersey Cranberry – September 21 at 7 p.m. (Everything Jersey series)
- c. Cooking with Cranberries – September 29 at 7 p.m. (bancroft partnership)
- d. Robert Kolker, award-winning investigative reporter and New York Times best-selling true crime author will discuss his book *Lost Girls: An Unsolved American Mystery* on October 17 at 7 p.m.

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

1. Currently interviewing for FT Facilities Manager position in the Maintenance Department.
2. Chiller was repaired successfully in August.
3. The Maintenance Department received new staff shirts with the CHPL logo that were kindly donated by a Cherry Hill resident who is active on the “What’s Up Cherry Hill” Facebook page. Each Maintenance staff member received five shirts.
4. Sinks in all public restrooms were replaced with new ones. We are now looking into more efficient hand dryers for public restrooms.
5. We were notified by Comprise (finance software POS and kiosks) that we would no longer be supported if we continued to use Heartland since they are not PCI (Payment Card Industry) compliant. We changed to First Data since Comprise has certified direct connections with them. In order to make sure we are PCI compliant, we had to purchase hardware for our two kiosks, which will be \$2,004 total.
6. Researching slightly increasing the meeting room rental rates across the board. Last increase was July 2011. Planning to replace carpeting in the Conference Center.

**Mrs. Diane Koury Alessi arrived at 5:50 p.m.**

**Ms. Katherine Wade arrived at 5:53 p.m.**

**Ms. Laura Merkin arrived at 5:58 p.m.**

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

1. September is Library Card sign-up month; last year there was a spike in sign-ups during this month. Adult and Child goodie bags assembled with Deena Caswell.
2. Rosetta Stone, the language learning software, was recently purchased using State Library Database funding. Thirty languages available, accessible on PCs or mobile devices. Promoting it now, it is very popular due to name recognition.
3. New CHPL website is coming, being created by Katie and T.J. Lamanna (Emerging Technology Librarian). Preview link will be sent to Board and staff, will release preview to public for two weeks, then switch to new site. Goal of October for new site to be live.
4. Art Gallery fully booked, current show by an Armenian artist. October will be photography display, final two months will be Township partnerships.
5. Digital promotion update: using Constant Contact, identifying what people are interested in and sending e-mails on specifically what they want.
6. Instagram and SnapChat being used often by Library to promote programs and events; engaging with people on social media interested in the library.
7. Cherry Hill Entertainment Mecca program in November, Historical Commission speaker. Frank Sinatra impersonator scheduled.

8. Documenting the Dead program also in November, speaker Dustin Pari from *Ghost Hunters* TV program on SyFy channel. Expecting large turnout, listed in Township magazine.
9. Planning to live stream election inauguration in January, 2017 as Library program.

Discussion on recent Zinburger fundraiser: Staff and Board experienced difficulties with long wait or not getting seated since restaurant was running multiple promotions that night. In future, suggest asking restaurant if they are running other promotions and specifically requesting an evening that CHPL is the only fundraiser.

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

1. Library requests totaling \$1,753.34 will be reviewed by the Friends General Board for approval on September 21.
2. Membership is at 566.
3. Upcoming events:
  - a. Better Book Sale (Graphic Novels, Comic Books and better quality books) will be sold on the lower level and Multicultural Room September 23 through Sunday, September 25.
  - b. Library Volunteer Fair on Sunday, October 9.
  - c. Fall Book Sale: November 10 – 12.
4. Mural Arts Tour was today in Philadelphia co-sponsored by the Cherry Hill Maturity Club and the Friends. Three trolleys were filled.
5. Planning some concerts in the future: Astral Atrists, Blue Grass, Guitarist. Also considering pairing a professional concert with a free student concert right after. If turnouts appear too large for Library, will reach out to Township for a larger venue.
6. Gift Shop planning to permanently close end of December, final sales early January. Space will be used by Friends; planning now on best use of space.
7. Friends Treasurer's Report read by Mr. Walt Wedzielewski.

**Unfinished Business**

- A. None.

**New Business**

- A. None.

**Public Discussion**

- A. None

Next regular meeting date: **Wednesday, October 19, 2016 at 5:45 p.m.**

**Executive Meeting-Closed Session**

**RESOLUTION 2016-9-3  
RESOLUTION REQUIRED BY THE OPEN PUBLIC MEETINGS ACT  
FOR A CLOSED MEETING.**

MOTION: Moved by Mrs. Noyes, seconded by Mrs. Schwartz, to close the Regular Meeting and go into Executive Meeting to discuss negotiations of a contract pursuant to N.J.S.A. 10:4-12(b)(7).

All in Favor: Mr. Art Simons, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Diane Koury Alessi, Yes; Ms. Katherine Wade, Yes; Ms. Laura Merkin, Yes.

Meeting closed at 6:24 p.m. and reopened at 6:31 p.m.

MOTION: Moved by Ms. Bass Levin, seconded by Mrs. Khoury Alessi, to close the Executive Meeting to go into Regular Meeting.

All in Favor: Mr. Art Simons, Yes; Mrs. Stephanie Sanderson-Braem, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Diane Koury Alessi, Yes; Ms. Katherine Wade, Yes; Ms. Laura Merkin, Yes.

### **Adjournment**

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

Unanimously approved

Meeting adjourned at 6:31 p.m.

Jennie Purcell  
Board Clerk