

September 9, 2020

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 13, 2020, 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 26, 2020. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on August 26, 2020.

Mr. Simons called the video conference (Zoom) meeting to order at 4:04 p.m.

The board secretary called the roll and those present via conference call were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Dr. Joseph Meloche,
Mrs. Kathryn Judge, Ms. Carole Roskoph, Mrs. Rhonda Shevrin

Absent: Ms. Susan Bass Levin, Esq., Dr. Kavita Gupta, Mrs. Cathy Schwartz

Other present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Board Secretary
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library

Minutes

Mr. Simons asked for a motion to approve the minutes of August 12, 2020 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; Dr. Joseph Meloche, Yes;
Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

RESOLUTION 2020-9-1 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; Dr. Joseph Meloche, Yes;
Mrs. Kathryn Judge, Yes; Ms. Carole Roskoph, Yes; Mrs. Rhonda Shevrin, Yes

Motion Approved

Administrators' Report

A. Director's Report –Ms. Laverne Mann

a. Library updates:

- i. Open to the public Monday - Saturday, 10 a.m. - 4 p.m., except Wednesdays 10 a.m. - 8 p.m.
- ii. 50 people maximum, 30 minute limits for patrons due to NJ State 25% capacity for libraries order.
- iii. Contactless pickup August 6 – September 3: 384 appointments.
- iv. Active members: 26,409; new members: 103. As of September 3, we have 13,386 items checked out.
- v. Councilman William Carter stopped by for a visit and tour of the library with Ms. Mann. We are thankful for the time and support our local Council representatives provide, as well as our Township.
- vi. September is Library Card Sign-Up Month.
- vii. OverDrive Sora – students from designated school districts can use student ID to use library's OverDrive Digital Collection. Agreement was signed.
- viii. Computer Lab opened September 8. Some computers were removed to allow social distancing. The Lab is sanitized between users and at the end of each day.
- ix. The Multicultural Room is available for rentals starting in September with reduced capacity to allow for social distancing.
- x. State Aid for this year will be distributed in the fall. In the future, state aid amounts may be affected by stressed municipalities' tax revenue, state budget and legislatures setting minimum funding amounts.
- xi. Positive Case Protocol Policy being used by other libraries nationwide, was reviewed by Township legal department. It provides procedures to follow for possible COVID cases of library staff, their families.
- xii. NJ Library Construction Bond Act received 126 applications to use \$87 million. They hope to have decisions made by end of September or into October on which libraries are selected to receive grants.

b. Youth Services updates:

- i. Some popular virtual events include NJ Myths & Legends on August 10 with 39 attendees; The College Application Time Line on August 18 had 11 attendees; Kids Story Break averages 8-9 attendees; Take & Make crafts average 38 attendees per craft.
- ii. Summer Reading program ended on August 15. Winners for the Children's & Teen End of Summer prize baskets were drawn and distributed to a very excited group of kids (many via contactless pickup). The winning school for the CHPL Summer Reading School Competition this year was Kingston Elementary whose students read the most minutes and narrowly beat out Kilmer Elementary. The trophy has already been made and will be presented to the principal of Kingston and Media Center Specialist this fall.
- iii. A Children's Librarian and our Teen Services Librarian are taking family leave under the federal Family First Coronavirus Response Act this fall and will return in December. One other full-time children's librarian will be working a modified schedule to accommodate her children's schooling. We will still offer virtual programs this fall for kids and teens.

c. Adult Services updates:

- i. Adult Virtual Programs continue to be offered. Some highlights include:
 1. Author, Robert Kolker virtual book talk on August 24 had 70 in attendance.
 2. Tai Chi averaging 25 per class.
 3. CHPL Wizard Fest – 100 views.
 4. ESL classes and book clubs continue to meet online.
- ii. Emails through chplref@chplnj.org from August 6 – August 3: 22 patrons assisted.
- iii. Staff are currently working on the following daily duties:

1. Staffing the Reference Desk; making contactless pickup appointments; planning programs; ordering new materials; managing existing collections and weeding as needed; answering patron questions by phone, in person and email; cleaning all public computers and shared spaces as they are used by patrons.
- iv. Adult Summer Reading program
 1. 298 participants
 2. 296 reviews logged
 3. 185 events attended
 4. 256 missions completed
 5. 172 badges earned
 6. We hosted 34 virtual events with 533 attendees and 1,832 views.
- d. **Online circulation** in August was 5,736 checkouts from electronic resources Hoopla, Overdrive & RB Digital.
- e. **CHLP people counter** in July showed an average of 300 daily visitors to the library.
- f. **Saturday, September 12 BookSmiles** book collection drive from 10 a.m. – 1 p.m. outside library's front driveway. Seeking new and gently used books for infants to 6th grade. Board Member, Kathy Judge and another volunteer will be accepting the donations.

B. Library Services Manager – Mrs. Jennie Purcell

- a. Our brand new chiller had a mechanical failure in August. The condenser water pumps went into fault mode and were overheating. Jim Stamer, Maintenance Supervisor, monitored the system over the weekend, placed fans and kept restarting the chiller to keep the air conditioning working. He contacted Falasca, who originally worked on the new chiller. They ordered a part that was under warranty, and our back up water pump failed. Falasca fixed one pump on August 26.
- b. In September we are starting to resume meeting room rentals of the Joyce Alexander Walker Multicultural Room only. The max capacity is less than usual due to social distancing requirements. We hope to rent the Half Conference Center later this fall, as we reduce our area to quarantine returned items into the other half of the Conference Center.
- c. The Computer Lab reopened on Tuesday, September 8. Prior to this, we had the lower level closed as patrons used the computers in the Reading Room and Youth Services floor. Patrons can make computer use appointments for an hour in the Lab.
- d. Worked on the yearly Workers Comp Audit. Information provided on number of full time and part time employees, volunteers, term reports and workers comp cases.
- e. Emailed employees on our Aetna health benefits regarding the flu vaccine and how to obtain one through their insurance.
- f. Guiding pension buy-back questions for those staff that were furloughed. Several staff have submitted for two or three months to purchase for the missing time. Need to certify them.
- g. Donations have been coming in through our PayPal account. Donors will receive personal thank you letters.
- h. Two smaller trees in front died and were removed by Maintenance department.
- i. Doorbell installed at Admin, door now being kept locked with keycard access. Patrons can ring doorbell to ask Admin questions.

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

- a. **E-Mail Marketing** (Constant Contact):
 - i. July 24 through September 4 emails sent, their open rate and click rate reviewed. Highest was July 30 email featuring A Musical Fairy Tale featuring librarian Jasmine Riel 40% open rate, 20% click rate.

- ii. Total contacts in database 13,751; 90 new contacts and 44 unsubscribed in the past month. We are approaching the next pay level when our database grows a bit more.
- b. **CHPL Social Media**
 - i. Facebook (4,237 followers) – highest reach for a post was September 2 promoting our Pop Up Book Sale with an 8% engagement and a reach of 2,980.
 - ii. Instagram CHPLNJ (2,564 followers) – highest engagement for a post on August 25 with *The Help* pie meme. Liked by 364 followers, 5,379 reach (all-time record).
 - iii. Instagram CHPL Teens – 323 followers
 - iv. YouTube - Youth Services: 64 subscribers; Adult Services: 47 subscribers.
- c. **CHPL Website:** we continue to update and revamp the website. The homepage, rotator, and FAQ pages are updated very regularly as we continue to modify our opening plans.
- d. **Additional information:**
 - i. CHPL was featured as “Grow with Google’s July Partner of the Month.” We were selected based upon our PR efforts.
 - ii. We are currently working with Jewish Family & Children’s Services and their Special Needs Department to utilize three of their clients. Two of their clients officially started this week (Ryan and John). Their primary responsibilities are shelf reading in Youth Services. They will be utilized throughout the library. A third client will start in a few weeks.
 - iii. Continue to provide assistance at the front door and Circulation.
 - iv. Answer emails coming in through info@chplnj.org.
 - v. Update the FAQ as new changes are implemented.
 - vi. Email the Township weekly with upcoming events and resources.
 - vii. Email Cherry Hill Sun to promote big events.
 - viii. Promote BookSmiles fundraiser on September 12.
 - ix. September is Library Card Sign-Up Month and we already have 35 renewals/new cards in only 9 days. We are doing a drawing for Wawa, Amazon and Target gift cards.
 - x. Planning a scarecrow decorating contest fundraiser in partnership with Township. More information to come.
 - xi. Attended a recent webinar hosted by Kevin O’Leary of Shark Tank on *Business Marketing Ideas in a Post-COVID World*. It was a great webinar.

Unfinished Business – Ms. Laverne Mann

- A. Trustees Institute on Saturday, October 17 from 9 a.m. – 1 p.m.: the Library will pay \$25 registration fee for CHPL Board Members to attend this virtual webinar. Last year three of our board members attended this training at CHPL, and one additional member attended at New Brunswick. Ms. Purcell will email information to register. If you attend, please let Ms. Purcell or Ms. Mann know since our State Aid requires Trustee training. Board President, Mr. Simons highly suggests new members attend, a lot of good information will be acquired during the webinar.

New Business

- A. Ms. Purcell reached out to Aramark (The Coffee Shop) now that the NJ Governor is allowing indoor dining with 25% occupancy. Aramark decided not to reopen until these restrictions are completely lifted. Our café has been closed since March.

Public Discussion

- A. Mrs. Yares, a resident of Cherry Hill asked about opening on Sundays this calendar year. Library Director, Laverne Mann replied saying we cannot add Sundays yet due to reduced staff, since some staff are taking federal family leave during the remainder of this year. We hope to add another evening in October to increase patrons' ability to visit the library.

Next meeting date: **Wednesday, October 14, 2020** video conference call at 4 p.m. via Zoom.

Adjournment

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

Unanimously approved

Meeting adjourned at 4:35 p.m.

Jennie Purcell
Board Clerk