

September 9, 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 August 12, 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 August 26, 2021. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on August 26, 2021.

Mr. Simons called the meeting to order at 4:04 p.m.

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, Dr. Joseph Meloche, Mrs. Kathryn Judge, Mrs. Rhonda Shevrin, Mrs. Michele Golkow, Esq.

Absent: Dr. Kavita Gupta

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 August 11, 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; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2021-9-1 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, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

Administrators' Report

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

1. CHPL was awarded the **ARPA grant** from the NJ State Library for \$14,854 for Cherry Hill Digital Inclusion: narrowing the digital gap and enhancing online learning with a focus on the workforce, English for Speakers of Other Languages (ESOL), entrepreneurs and homeschoolers. Databases will be added to our website, more eBooks and audio books, and an AV cart for library patron use. This grant application was approved by the Board in Resolution 2021-7-3.
2. **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. On September 1, on our website, events and promotion all go live; September is the reading month, then October through November themed events are offered for all ages.
 - c. The library appreciates the Board sharing One Book information in their circles of friends.
3. Applying for **LibraryLink Ready for Anything Grant** by September 30 for Emergency Preparedness.
4. **Expanded Library Hours** in September:
 - a. Starting September 7: Monday through Wednesday until 9 p.m. and Thursday through Saturday until 5 p.m.
 - b. Starting September 12: Sundays from 1 p.m. – 5 p.m.
5. **Summer Reading Program** statistics:
 - a. Early Literacy (preschool): 85 participants (all 85 completed missions). One Grand Prize basket was awarded, and those who completed missions received a picture book or a board book.
 - b. Kids program (grades K – 5): 457 participants, 581,774 minutes read. 10 Grand Prize baskets awarded; five 'Five Below' gift cards awarded weekly during the program.
 - c. Teen program (grades 6 – 12): 171 participants, 1,745 books read. Four Grand Prize baskets awarded; two Amazon gift cards awarded weekly during program.
 - d. Winner of the CHPL Summer Reading School Competition was once again Kingston Elementary at 110,759 minutes read, followed by Kilmer (91,796) and Johnson (64,295).
 - e. Adult Summer Reading program: 393 enrolled, 2,541 books read, 717 activities completed, 3,477 log entries, 546 book reviews, 168 redeemed prizes (prize wheel), 235 games played.
 - f. Summer Reading Summary:
 - i. The 2021 Kids/Teens Summer Reading Program was almost back to the numbers we saw pre-COVID. The most popular live program was Tales and Tails with Live Animals which brought in 170 attendees. We also did an Animal Habitats Scavenger Hunt upstairs on the YS floor that 171 kids completed. Other highly attended children's programs were Stories at Croft Farm (average of 120-150 people) and Tie Dye Open Hours (150 attended). The most successful Teen program was the Teen Open Mic event which had 50 attendees.
 - ii. Adult Summer Reading was very successful this year with almost 400 adults registered and over 2,500 books read. Patrons attended a mix of in-person and virtual events, some indoors, some outdoors – all were great fun. Programs touched on music, wildlife, gardening, author events, pets, and more.
6. **Youth Services** July – September 2 statistics shared. Some highlights include:
 - a. In-person story times at Croft Farm averaged 115 participants each.
 - b. Max S. Bass Memorial Fund programs were very popular at 33 and 44 attendees each.
 - c. Summer Stories in-person at Friendship Grove: averaged 51 attendees each.
 - d. Virtual Kitchen Explorers, Mug Cakes: 30 attendees

- e. New programs in September: Stories in the Parks (rotating to different locations), New Story Walk! In Friendship Grove, Social Justice Book Club for Tweens, 9/11 Day of Service Workshop for Teens, and SAT & PSAT Crash Course.
- 7. **Adult Services July - August statistics shared. Some highlights include:**
 - a. Elie Honig in-person author event: 200 attendees
 - b. Sasha Issenberg in-person author event: 100 attendees
 - c. Six ESOL classes continue either virtually or in-person, with consistent attendance.
 - d. New programs in September: Virtual Yoga, Habits of Happy People, Book Club & Author event “We Refuse to be Enemies”; in-person Bingo, and 1970s Horror Films program in partnership with Camden County College.

B. Library Services Manager – Mrs. Jennie Purcell

- 1. Hired two part-time Student Pages in the Youth Services department.
- 2. The Township had a bid opening for our café. We received zero bids. We will be researching vending machines for snacks and drinks to place in that area. Ms. Mann reached out to other libraries for feedback on the vendors they use.
- 3. Our July Book Sale raised \$13,200; half was given to the Friends of the Library. Thank you to Board Member Mrs. Noyes for working the last day of the sale. The next Book Sale will be November 10 - 14. We asked the Friends to run this sale, with library staff assistance.
- 4. We’ll have a special open enrollment for health benefits this fall, new plan starts in January.
- 5. The parking lot was micro-sealed August 13-15; we are not satisfied with the work. Maintenance Supervisor Jim Stamer sent photos to engineering who worked with the vendor. The paint job was sloppy and the resurfacing is rough. They forgot to do the crosswalks, so Mr. Stamer will paint those himself. I am requesting that final payment is held until the fixes are completed.
- 6. So far, 38 vendors signed up and paid to participate in our Flea Market on Sunday, October 3.
- 7. I am updating the CHPL Employee Policy Manual, as Township’s manual was recently approved. A draft of the CHPL manual will go to the Board for approval.
- 8. Township IT informed us we will continue with Data Network Solutions (DNS) for another year in addition to Comcast, which was the replacement telephone service approved in Resolution 2021-7-4. DNS threatened to cut off all phone lines to Township and Library if we cancelled early. To make sure there is a smooth transition, once we are up and running with Comcast we will cancel DNS after one year. This is a Township project.
- 9. I provided all documents requested by the auditors such as payroll, resolutions, minutes, new hires, and purchase order copies.
- 10. Receiving elevator preventative maintenance quotes. We currently use Kone, whose contract is due to expire soon.

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

- 1. **E-Mail Marketing through Constant Contact:**
 - a. Nine emails were sent in the past two months. Open and click rates have increased with a high of 32% open rate, 9% click rate for the final August email blast. Two Teen Newsletters were sent with high open rates (43%). Specific emails were sent out for July Book Sale, Labor Day hours/Book It Code/One Book, One Cherry Hill, and new hybrid tween book club.
 - b. Current total contacts: 11,989; added 184 new contacts.
- 2. **CHPL Social Media followers/subscribers:**
 - a. Facebook: 4,804 (added 71 followers)
 - b. Instagram – CHPLNJ: 2,858 (added 53 followers/main account)
 - c. Instagram – CHPLTeens: 754 (added 29 followers)
 - d. Twitter: 1,746 (added 20 followers)

- e. LinkedIn: 127 (added 13 followers)
- f. YouTube - YS account: 119 (added 14 subscriber)
- g. YouTube - main account: 160 (added 17 subscribers)

3. Additional information:

- a. We did a social media/email push for Summer Reading with special codes. 37 patrons used the Facebook code, 30 patrons used the Instagram code, and 41 patrons used the eNews code.
- b. The July Book Sale was a huge success. Moving forward, we are hopeful the Friends will become involved again soon.
- c. Wednesday, August 4 we celebrated author/journalist Sasha Issenberg. Susan Bass Levin hosted a wonderful private reception prior to the program. Inkwood Books in Haddonfield was on-site and sold many copies. 100 people attended this outdoor program. Thank you Ms. Bass Levin for connecting Issenberg and the Library for this program.
- d. September is Library Card Sign-up Month. Six randomly selected new/renewed card holders will win a gift card to Amazon, Target or Wawa (courtesy of the Friends).
- e. September is also the reading month for One Book, One Cherry Hill. I made a booklet with all One Book program/resources included. Outreach Librarian Ann Kennedy created a webpage devoted to One Book. Please attend! *The Vanishing Half* by Brit Bennett is the adult read. This year we have a parallel youth read – *Genesis Begins Again* by Alicia D. Williams.
- f. Monday, August 23 we hosted our first in-person Blood Drive since the start of the pandemic. This was so successful (over 40 people registered in advance) they asked to return sooner. The next Blood Drive will be Monday, November 29 from 2 p.m. – 7 p.m. in the Conference Center, Lower Level.
- g. In July we collected pet supplies for Voorhees Animal Orphanage. This was our most successful collection yet! Thank you to all the teens who donated for community service credit. We also had two cars filled with donations received at the Pet Expo. VAO thanked CHPL in a Facebook post, and we received 233 likes! Social media images shared in report.
- h. Author Pam Jenoff continues to be a library lover and shared a post about CHPL – receiving many likes! Social media image shared in report.
- i. We did a #FacebookFriday post featuring CL Taylor’s new book and tagged her. CL sent a private message saying how wonderful this was and thanking us.
- j. Last week Volunteer Coordinator Meredith Meyer and I led a Paper Quilling Class for 22 patrons. We raised almost \$350 for one night.
- k. In October we have two fundraisers planned: Jazzercise and the Scarecrow Contest.
- l. I have been working with a family about purchasing a plaque for a tree in Friendship Grove. This will be a \$1500 donation for the Friends.

Ms. Mann thanks Dr. Meloche and Cherry Hill Schools for allowing our outreach librarian to attend New Teacher Orientation every year, providing new library cards (to teachers, principals and others), and to speak about the Library’s many offerings. Thank you for also allowing Library staff to attend the recent Beck Middle School community event, and share information on the Library.

Unfinished Business

- A. None.

New Business

- A. None.

Public Discussion

- A. Mrs. Yares thanks the Library for scheduling the fall Flea Market on a Sunday, and for including a Sunday in the next Book Sale.

Next regular meeting date **via Zoom: Wednesday, October 13, 2021 at 4 p.m.**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:26 p.m.

Jennie Purcell
Board Clerk