

February 9, 2022

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 January 13, 2022, 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 January 26, 2022. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on January 26, 2022.

Mr. Simons called the meeting to order at 4:07 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Ms. Susan Bass Levin, Esq., Mrs. Cathy Schwartz, Dr. Joseph Meloche, Mrs. Kathryn Judge, Dr. Kavita Gupta, Mrs. Michele Golkow

Absent: Mrs. Mona Noyes, Mrs. Rhonda Shevrin

Other present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library
Mrs. Tierney Miller, Reference Supervisor, Cherry Hill Library
Mrs. Jaclyn Harmon, Circulation Supervisor, Cherry Hill Library

Minutes

Mr. Simons asked for a motion to approve the minutes of January 12, 2022 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Dr. Kavita Gupta, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2022-2-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS

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

All in Favor: Mr. Art Simons, Yes; Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Dr. Kavita Gupta, Yes; Mrs. Michele Golkow, Yes

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Library Updates:
 - a. 2021 Annual Report shared with Board – Year End Reports and statistics from Library Departments, and State Aid Report.
 - b. 2022 Goals for Library Departments and Director were shared with all staff.
 - c. Online interview by Hilary Ettenson @jfkliving and @houseand hilary highlighting CHPL services and resources.
 - d. New Jersey Library Trustee Association – be on the lookout for details coming soon about a two-session Trustee Institute later this month!
 - e. CHPL Summer Reading Program is now being planned, including sponsorship opportunities.
 - i. Thank you Board Member Cathy Schwartz for working with Suzanne Fox to generate sponsorships.
 - f. A/V upgrade is coming to our Computer Lab, coordinated by CHT IT department.
 - g. Youth Services and Adult Services monthly reports shared - listing recent programs, attendance stats, upcoming programs, and outreach.

Special presentation on Circulation Department in 2021 - Mrs. Jaclyn Harmon, Supervisor

1. The Circulation Department checks materials in and out, shelves all returned items, manages hold requests, manages fines and fees, issues library cards and processes all interlibrary loan (ILL) requests. We provide excellent customer service in person, over the phone and by email.
2. Year End 2021 statistics:
 - a. 23,598 library card holders (over 2,000 do not live in Cherry Hill, and pay for membership); and 2,165 new members.
 - b. 285,241 library materials circulated, and 61,181 electronic materials.
 - c. Inter Library Loan (ILL): 1,281 items loaned, and 392 items borrowed from other libraries in NJ and around the country.
3. Circulation staff contacted 430 patrons who had items that were assumed lost, due to the pandemic closure. Out of 1,345 assumed lost items, 737 items were returned or paid for. A total of \$13,292.62 worth of library materials have been paid for or have returned to circulation. This process will continue.
4. Continued to provide contactless services to the community by renewing memberships over the phone and through email, creating new memberships online and fulfilling 6,771 contactless pickups.
5. As Library hours of operation increased, full circulation staff returned in September.
6. September was Library Card Sign-Up Month, new members were entered into a raffle to receive \$25 gift cards donated by the Friends. During this event we welcomed 170 new adults and 47 new juvenile members. We renewed 457 adult memberships and 71 juvenile memberships.
7. Three part-time staff members resigned, and two new part-time Library Assistants were hired.
8. Continuing education: Circulation department completed 74 hours of professional development and training.
9. In-person programs resumed in September with health and safety precautions. Lunch and A Movie was changed to Movie Monday – 4 movies were shown with 43 total attendees; Must Watch Documentary – 4 documentaries were shown with 42 attendees.

Special presentation on Reference Department in 2021 - Mrs. Tierney Miller, Supervisor

1. 2021 statistics provided:
 - a. Total programs offered (virtual and in-person): 512; total program attendance 6,223
 - i. Most popular in-person events had 50 – 200 in attendance.
 - ii. Most popular virtual events had 33 – 58 in attendance.
 - b. Reference questions answered: 17,807.
 - c. Group Study Room use resumed in June: 480 reservations (June – December). Policy was updated to allow patrons to have zoom calls in these rooms.
 - d. Computer Classes: 22 classes with 155 attendees (resumed in-person classes in September)
 - e. New in 2021:
 - i. Ten instructional videos available on CHPL YouTube channel, topics on website database access, Facebook tips, body paint, resource guides and more.
 - ii. Eight recorded CHPL author talks posted on CHPL YouTube Channel for on-demand viewing.
 - iii. Six new resource guides (created by CHPL staff) were added to our website.
2. Two grants awarded, \$4,000 each. Also applied for Camden County COVID-19 for Non-Profits Grant (pending).
3. Seed Library: 504 varieties of plants offered (flowers available for the first time).
 - a. 332 requests filled, 4,300+ seed packets distributed.
4. OverDrive – eBooks and eAudiobooks
 - a. Reallocated and raised funds to focus on OverDrive selection: 651 titles purchased (757 copies)
5. Adult Summer Reading had 393 participants; 2,541 books read.
 - a. 12 special events held with 480 in attendance.
6. One Book, One Cherry Hill – *The Vanishing Half* by Brit Bennett (August 30 – November 15)
 - a. *The Vanishing Half* was the #1 circulated book at CHPL for adults in 2021.
 - b. 12 events (all ages) with 138 total in attendance.
7. English for Speakers of Other Languages (ESOL)
 - a. Currently we offer 9 weekly sessions, reaching an average of 50-70 learners each week. One-on-one tutoring sessions are also available.
 - i. In addition, a 6-week Citizenship Preparedness class is offered each year.
8. Staff changes in 2021: two full-time librarians and one part-time librarian resigned. All of these positions were filled.

Board member Ms. Bass Levin attended outdoor summer programs in 2021 under the big tent in Friendship Grove, and highly recommends hosting more in 2022. Ms. Mann replied that Summer Reading is being planned, including requesting the tent from CHT for a longer duration. Ms. Bass Levin replied we should contact Camden County to provide outdoor lighting during summer events that run into the evening.

Board of Trustees thanks the supervisors for doing such a great job at CHPL.

B. Library Services Manager – Mrs. Jennie Purcell

1. Three new vending machines from Stomel in Cherry Hill were placed in the café area on January 27: one hot beverages, one cold beverages, one snacks & candy. The machines take cash (cash discount), credit card and Apple Pay. The Library will receive a small sales commission from these machines.
2. The General Manager of Aramark was contacted and asked to remove their remaining property, and to clean up the area.

3. Maintenance Supervisor, Jim Stamer requested a quote from Peterson Services Co. who wrote the program for our HVAC. There are areas in the building that are too hot and too cold that need to balance out in the system.
4. The Computer Lab will be closed Monday nights and Wednesday mornings for three months. Our full-time computer staff member is going on paternity leave, so part-time staff will cover the Lab.
5. We now have the ability to post a pre-recorded closure message on our main phone system if inclement weather causes an unplanned closure.
6. A new battery operated (not gas) snow blower will be purchased for Maintenance to use. A new salt spreader was recently purchased for their use as well.
7. When CHT DPW plowed our parking lot after recent snowstorms, they damaged some curbing and handicap parking spots. A work order to DPW was submitted to fix the curbing this spring.
8. Jim Stamer is pricing welding materials so he can fix library book carts as needed; often wheels break. Fixing carts will extend their life, since new carts cost \$400-\$600 each.
9. CHPL Craft Fair is scheduled for Sunday, March 20, and the Flea Market is scheduled for Saturday, May 21, rain date Sunday, May 22 (the fall Flea Market will be scheduled on a Sunday).

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

1. E-Mail Marketing (Constant Contact):
 - a. Three emails were sent in the past 2.5 months. Open and click rates have increased with a high of 43% open rate, 4% click rate.
 - b. One Teen Newsletters were sent with high open rate (53%).
 - c. Total contacts in database is 12,625; added 108 new contacts.
2. CHPL Social Media
 - a. Facebook: 4,943 followers (added 15 followers)
 - b. Instagram – CHPLNJ: 2,968 followers (added 22 followers)
 - c. Instagram – CHPLTeens: 916 followers (added 68 followers)
 - d. Twitter: 1,794 followers (added 5 followers)
 - e. TikTok (main account): 180 followers (added 31 followers)
 - f. TikTok Teen account: 816 followers (added 32 followers)
 - g. LinkedIn: 134 followers (added 4 followers)
 - h. Main YouTube: 177 subscribers (added 1 subscriber)
 - i. YS YouTube: 129 subscribers (added 3 subscribers)
3. Additional information:
 - a. CHPL was featured in a video by Hilary Etteson with Keller Williams. This video looks amazing and is on our Facebook page and Instagram, as well as theirs.
 - b. Collections for Gently Used Jewelry & Accessories continue, as well as the Book Sale. A new collection for Baking Supplies has started (new or gently used) for a future fundraiser sale.
 - c. Upcoming fundraisers: we are hosting another Craft Fair on Sunday, March 20. Vendors of homemade items are needed. Antique road Show Event is on Sunday, April 3. Get an item appraised for \$15, or watch the show live for \$5. Book Sale dates are confirmed: April 6 – 10. Volunteers are needed.
 - d. The first of three Red Cross Blood Drives is on Wednesday, March 23. We have three scheduled for 2022.
 - e. The new website is up and running. A few staff members are now Admins of the site, and have been trained to make updates to (myself included).

- f. On January 25, I taught a computer class on how to use Canva, a free graphic design platform. The class was a success. I will teach a class in March on using Constant Contact, an email marketing platform.
- g. I put together the CHPL 2022 Annual Report.
- h. I was sworn in as Camden County Library Commissioner; my first board meeting was February 6.
- i. Images from recent social media posts shared with Board

D. Friends of the Library –report prepared by Mr. Walt Wedzielewski

- a. Friends Treasurer’s Report was emailed to the Board of Trustees separately.

Unfinished Business

- A. None.

New Business

- A. None.

Public Discussion

- A. None.

Next regular meeting date: **Wednesday, March 9, 2022 at 4 p.m.**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:47 p.m.

Jennie Purcell
Board Clerk