

January 12, 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 December 9, 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 December 28, 2021. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on December 28, 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, Mrs. Cathy Schwartz, Dr. Joseph Meloche, Mrs. Kathryn Judge, Mrs. Rhonda Shevrin, Mrs. Michele Golkow

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

Other present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library
Mr. Walt Wedzielewski, Treasurer, Friends of the Library

Call for Nominations

Mrs. Mona Noyes nominated Mr. Art Simons as President of the Cherry Hill Public Library Board of Trustees, second by Mrs. Cathy Schwartz.

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Mrs. Mona Noyes nominated Mrs. Cathy Schwartz as Vice President of the Cherry Hill Public Library Board of Trustees, second by Dr. Joseph Meloche.

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Mr. Art Simons nominated Mrs. Mona Noyes as Treasurer of the Cherry Hill Public Library Board of Trustees, second by Mrs. Kathryn Judge

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Mr. Art Simons nominated Mrs. Kathryn Judge as Secretary of the Cherry Hill Public Library Board of Trustees, second by Dr. Joseph Meloche

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Minutes

Mr. Simons asked for a motion to approve the minutes of December 8, 2021 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; Mrs. Cathy Schwartz, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes;
Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2022-1-1 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; 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. Library Updates:
 - a. New CHPL website launched this week (Board received preview link prior to launch).
 - b. New vinyl records collection (image shared), very popular start. Vinyl donations accepted for the collection if in pristine condition.
 - c. NJ Health Connect @ Your Library – through Just for the Health of It! addresses inequities through a combination of technology offering links to telemedicine apps for doctor appointments, links to COVID resources, and high quality health literacy resources.
 - i. Five iPads coming to CHPL through ARPA grant, to be used by the public for telehealth appointments, in a private space being set up at the Library.
 - d. CHPL 2021 Year End reports and statistics from departments being gathered now, as well as Annual Report and State Aid Report.
 - e. CHPL 2022 Goals for departments and library director – being gathered now.
 - f. CHPL part of a new library consortium: South Jersey Alliance of Independent Libraries (SAIL) in Camden and Burlington counties.
 - i. Bylaws passed, election for Executive Board open.
 - ii. Hosting a virtual joint program on February 9 at 7 p.m.: Spark Joy.

- g. Images from CHPL social media shared: staff holiday photo, young patron getting first library card, testimonial Tuesday.
- 2. Youth Services Updates:
 - a. 'Take and Make' continues to be popular this season, averaging 108 participants at four different crafts, for toddlers to teens.
 - b. Monthly programs being offered live online, on-demand, and hybrid (in-person with Zoom option).
 - i. November in-person story times averaged 40 attendees per meeting,
 - ii. Teen hybrid book club averaged 9 attendees per meeting,
 - iii. Virtual New Year's Eve celebration had 48 attendees.
 - c. Outreach in November & December at local private and public schools reached a total of 519 students, including 400 new library cards made.
 - d. In-person limited registration programs continue to be offered.
- 3. Adult Services Updates:
 - a. Programs being offered virtual, in-person or hybrid.
 - i. November partnership with the JCC for virtual author presentation had 110 in attendance.
 - ii. December live performance by CHPL librarian Jasmine Riel had 74 in attendance (hybrid).
 - b. Eight virtual ESOL classes continue to meet each week (some virtual, some in-person) with steady attendance.
 - i. Additionally, multi-level book clubs, tutoring, and citizenship classes offered this fall.
 - c. In-person computer classes being offered monthly, on a variety of topics – very popular.
 - d. Outreach events attended: Cherry Hill Free Clinic Festival, and Human Relations Advisory Committee.
 - i. Outreach visits to local schools with Youth Services, as listed above.
 - e. Ann Kennedy, Outreach & Diversity Librarian resigned; Michelle Yeager, formerly Youth Services Supervisor, was hired in this position starting January 10.

B. Library Services Manager – Mrs. Jennie Purcell

1. The Better Book Sale was Friday, December 3, and Saturday, December 4 which raised \$2,184.00.
2. The Library recently had three open positions: two PT Circulation positions and one FT librarian position, the Diversity & Outreach Librarian in Adult Services. Interviewed and filled all three openings.
3. Updated our payroll system with employee changes in health insurance deductions, pension, life insurance, and salaries as per the union contract, and for non-contractual staff.
4. Met with Stomel, a Cherry Hill vending machine company. We will order three vending machines for the café area for patrons and staff to use. There will be a hot beverage option, a cold beverage option, and a snacks option. All machines will take cash or card. There is no cost to the Library, and we will earn a small commission. Stomel provides vending services to other libraries.
5. Background checks have changed for our employees. We used to send them to Indentigo in Cherry Hill, which the potential employee paid around \$40 and submitted results. The new process is through Township, who covers these costs for the Library (approx.. \$36) so I can run the background check process.
6. Friends Book Sale in November raised \$11,724.50.
7. Maintenance Supervisor, Jim Stamer changed the process of how we shut off the lights: since 2005 we have been using only breakers to shut off lights. Jim rewired and installed switches, which is safer.

8. Helped work the Holiday Craft Fair on Sunday, November 21 by checking in 46 vendors. This event raised \$1,150. The Gently Used Jewelry Sale on December 4 raised \$2,354.25.
9. Marlkrass Post Office book return was broken, fixed by Jim Stamer.
10. Jim Stamer recently fixed one of the Library sewer pumps.

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

1. E-Mail Marketing (Constant Contact):
 - a. Nine emails were sent in the past 2.5 months. Open and click rates have increased with a high of 51% open rate, 2% click rate. Some are general, some are targeted emails.
 - b. Two Teen Newsletters were sent with high open rate (51%). Specific emails were sent out to promote specific library programs or events.
 - c. Total contacts in database is 12,517; added 303 new contacts over past 2.5 months.
2. CHPL Social Media
 - a. Facebook: 4,928 followers (added 47 followers)
 - b. Instagram – CHPLNJ: 2,946 followers (added 42 followers)
 - c. Instagram – CHPLTeens: 848 followers (added 42 followers)
 - d. Twitter: 1,789 followers (added 18 followers)
 - e. TikTok (main account): 149 followers (added 87 followers)
 - f. TikTok Teen account: 784 followers (added 198 followers)
 - g. LinkedIn: 133 followers (added 4 followers)
 - h. Main YouTube: 176 subscribers (added 10 subscribers)
 - i. YS YouTube: 126 subscribers (added 4 subscribers)
3. Additional information:
 - a. The November Food Drive was VERY successful. Cherry Hill Recreation Dept. had to pick up donations halfway through the month, which filled the entire Pop Up Shop space.
 - b. The Holiday Craft Fair on Sunday, November 21 was a big success; vendors and shoppers were very happy.
 - c. The Red Cross Blood Drive on November 29 was another success. We have three scheduled in 2022.
 - d. The Gently Used Jewelry & Accessory Sale, and Better Book Sale both brought in much needed funds.
 - e. In December we hosted another collection for Voorhees Animal Orphanage.
 - f. 2021 Staff Picks (book titles) are available on the website, and definitely worth checking out.
 - g. I have been a part of the website committee; our new website was launched this week. Promotion of new website is being planned now.
 - h. Helped Meredith Meyer, Volunteer Coordinator with two private fundraisers to local Girl Scout troops.
 - i. Attended the 2022 Summer Reading program today, planning now for June through August events and promotion.
 - j. In personal news, I will be appointed to the Camden County Library Commission on January 20.
 - k. CHPL Social media posts (images) shared: Testimonial Tuesday and a gathering of friends.

Dr. Kavita Gupta arrived at 4:25 p.m.

D. Friends of the Library –Mr. Walt Wedzielewski

- a. Friends Treasurer's Report read by Mr. Wedzielewski.

- b. Mr. Wedzielewski thanks the Library for sharing funds raised at the July Book Sale, which was run by Library staff, not Friends.
- c. The next in-person Friends Meeting is scheduled for Wednesday, January 19.

Unfinished Business

A. None.

New Business

A. None.

Public Discussion

A. None.

Next regular meeting date: **Wednesday, February 9, 2022 at 4 p.m. via Zoom.**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:32 p.m.

Jennie Purcell
Board Clerk