

March 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 February 10, 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 February 23, 2022. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on February 23, 2022.

Mr. Simons called the meeting to order at 4:02 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. Michele Golkow

Absent: Dr. Kavita Gupta, 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
Ms. Elizabeth Quinn, Technical Services Supervisor, Cherry Hill Library
Ms. Beth Cackowski, Youth Services Supervisor, Cherry Hill Library
Ms. Marlyn Kalitan, Vice President, Friends of the Library

Minutes

Mr. Simons asked for a motion to approve the minutes of February 9, 2022 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. Michele Golkow, Yes

Motion Approved

RESOLUTION 2022-2-1 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. Michele Golkow, Yes

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Library Updates:
 - a. Most Library programs are transitioning from virtual to hybrid to in-person this spring.
 - b. Presented at New Director's Training for the NJ State Library on Partnerships (February 16) to approx. 80 virtual attendees.
 - c. NJ Library Association (NJLA) – on ballot for election as ALA Councilor (3 year term).
 - d. Elected as Vice Chair for South Jersey Alliance of Independent Libraries (SAIL).
 - e. Judged recent poster contest for CHAACA.
 - f. Seed Library – 238 seed requests as of March 3!
 - g. Township Community magazine – CHPL got in digital link only, will be in print magazine in future. Omission addressed with CHT Rec. Dept.
 - h. Summer Reading programs are being planned now, including sponsorships being planned by Marketing Coordinator Suzanne Fox & Board member Cathy Schwartz.
 - i. Youth Services and Adult Services monthly reports shared - listing recent programs, attendance stats, upcoming programs, and outreach.
 - j. Image shared of Testimonial Tuesday, Craft Supply collection, and upcoming author event on March 10, *Cradling Abundance*.
2. Department reports from our 2021 Annual Report: Today we have two supervisors who will discuss what their departments did in 2021.

Special presentation on Technical Services Department in 2021 - Ms. Elizabeth Quinn, Supervisor

1. Tech Services is responsible for ordering, processing, cataloging all library materials, and for maintaining the online catalog patrons use to order items. All circulating items are cataloged by Tech Services.
2. 2021 has been a year of pivoting and changing of work flow in the Tech Services Department. The department has three full-time Library Assistants and one Supervisor.
3. Many periodical publishers have shut down or discontinued their print version, allowing one staff member to be responsible for managing all periodicals in the collection, and cataloging other library materials as well.
4. The digital magazine vendor Zinio shut down, so digital magazines are offered by our vendor Hoopla. Hoopla offers a binge magazine pass.
5. In 2021 our budget was more of a balance of print and digital materials, rather than mostly digital as in 2020. Due to the pandemic and library closings, we also had little opportunity for book sales. We enrolled in the Sustainable Shelves program offered by our vendor Baker & Taylor which gives credit towards future purchases when we scan and send them requested items from our discards or donations. We currently have credit on file to put towards purchasing new materials. Thank you to Reference Librarian Claire Thomas for spearheading this project.
6. Over 1,200 donated items were cataloged in 2021 and added to our collection.
7. Cataloging update: our non-traditional items such as mobile hot spot, museum passes, etc. have been moved to software called Museum Key for checking these items out. Museum Key gives a calendar and list of available items for patrons to check them out. These items are part of the Library of Things on our website.
8. We added vinyl records to our collection for checkouts, which has been very popular.
9. Our vendor Bywater had two upgrades this year for improved use of our online catalog through Koha.

10. Currently in discussion with Hoopla regarding their electronic collection development choices. As a vendor, their offerings are automatically added to our collection, but some items they added are questionable, which is a reflection on us.
11. Awarded Librarian of the Month in February 2021 by our national ILS vendor Bywater Solutions. Thank you Ms. Mann for the nomination.

Ms. Mann replied the nomination was a reflection of Ms. Quinn's dedicated work during the pandemic by shifting our collections so we could offer more digital content during closure. Tech Services is the underpinning of every patron borrowing a book or DVD or other materials – it all starts in Tech Services.

Special presentation on Youth Services Department in 2021 - Ms. Beth Cackowski, Supervisor

1. 2021 was the second year of the pandemic which tested our stamina and resolve. The ebb and flow of outbreaks combined with screen fatigue by kids and parents made it a challenging year for planning valuable programs and content.
2. Children's librarians were creating virtual programs via Zoom, and on-demand programs to post on our YouTube channel.
3. In spring and summer we started adding outdoor pop-up story times, and installed our outdoor Story Walk, thanks to the Friends of the Library.
4. During warmer summer weather we offered many in-person programs outside under the Big Tent, thanks to CHT for letting us use it.
 - a. Our outdoor programs from donations in memory of Max S. Bass were extremely popular.
5. When the weather turned colder, programs were brought inside and offered as hybrid – either in-person or via Zoom.
6. Our Teen Librarian Jasmine Riel joined the department in January, and we are very happy having her on board.
 - a. Early in the year Teen programs were virtual, offering teens volunteer hours for submitting content to the Teen eNewsletter. As the year moved on Teen programs were offered in-person outdoors, indoors and hybrid remote options.
7. 12 Outreach Youth Services events reached 828 individuals.
8. Youth Services collection efforts towards Equity, Diversity and Inclusion using research published by the ALA began our diversity audit to ensure a diverse representation of characters to reflect the diverse population of Cherry Hill.
 - a. This audit includes ordering new materials and evaluation older materials for racist images and themes. This audit continues into 2022.
 - b. Since we didn't want to remove popular classics from the collection, we created a brochure for parents suggesting alternatives to problematic children's classics. Problematic titles were moved to the Reference area, not removed from the collection.
9. Our Youth Services librarians are very active in professional organizations like NJLA and ALA. Our Children's Librarian Alia Shields was nominated to the very prestigious Caldecott Committee.

Board Member Dr. Meloche complimented Ms. Cackowski for her role in connecting the school district with the library. She is known in the schools, and this pairing is a natural, needed development in relationships, which will grow. He is very grateful for all the support Ms. Cackowski gives to the schools.

Board Member Mrs. Noyes asked about book challenges at CHPL. Ms. Cackowski replied CHPL has a procedure for book challenges in place; all staff know to provide a form to the patron, who then

completes and returns it with their challenge. Ms. Mann added, our Collection Development Policy is quite clear, and staff knows the procedure when items are purchased, and questioned.

B. Library Services Manager – Mrs. Jennie Purcell

1. The landscaping company was on site February 28 for spring cleanup, putting in new mulch, removing brush. We will decide if we keep them for another year; a one-year extension was in the resolution, and contract they signed.
2. Aramark will hire a company to remove their equipment. They are short-staffed so the process will take some time before the actual removal occurs.
3. Maintenance Supervisor, Jim Stamer snaked the sewer line on Saturday, February 12 due to a clog. It took five hours to clear this clog. We did not have to close the Library. He is doing preventative maintenance with sewer/main line cleaner.
4. Worked the Candy Bingo Fundraiser on Saturday, February 26. The event sold out, had 92 in attendance and made \$950.
5. Craft Fair is Sunday, March 20. I will check vendors in, and help Meredith with set up. The Fair is open to the public from 1 p.m. – 4 p.m. All items are handmade or homemade. Please shop!
6. On Staff Development Day, March 18, I will give a presentation on pensions and becoming familiar with the online process on the State website.
7. Patti Chacker, CHT Municipal Clerk is sending out the Financial Disclosure forms to the Board. Please make sure you complete and return your form electronically, before the deadline. Patti or I can assist if needed.
8. I reached out to CHT to request their big tent for Friendship Grove for our summer programs in July and August.

Ms. Mann complimented Mrs. Purcell for Bingo calling at the very successful Candy Bingo fundraiser.

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

1. E-Mail Marketing (Constant Contact):
 - a. One email was sent in the past month. Open and click rates remain high with a 43% open rate, 3% click rate. We see a higher open rate when less emails are sent.
 - b. One Teen Newsletter was sent with a high open rate (53%).
 - c. Current total contacts: 12,681; added 164 new contacts.
2. CHPL Social Media
 - a. Facebook: 4,976 followers (added 33 followers)
 - b. Instagram – CHPLNJ: 2,995 followers (added 27 followers)
 - c. Instagram – CHPLTeens: 939 followers (added 23 followers)
 - d. Twitter: 1,802 followers (added 8 followers)
 - e. TikTok (main account): 297 followers (added 117 followers after a very popular video we posted)
 - f. TikTok Teen account: 834 followers (added 18 followers)
 - g. LinkedIn: 136 followers (added 2 followers)
 - h. Main YouTube: 180 subscribers (added 3 subscribers)
 - i. YS YouTube: 131 subscribers (added 2 subscribers)
3. Additional information:
 - a. The Seed Library opened with great fanfare. *The Cherry Hill Sun* ran an article. The Facebook post featuring Adult Services Librarian, Claire with the Seed Library received 119 likes and reached over 8,000 people.

- i. I tagged seed sponsors in the Instagram post and received likes from Victory Seeds (4K followers), Sow True Seed (15.2K followers), West Coast Seeds (38.4K followers), and Park Seed Company (21.5K followers).
- b. Collections include: Gently Used Jewelry & Accessories, Books, Baking Supplies and Craft Supplies. The craft supplies will be used in a Craft Swap as part of the “How To Festival,” in partnership with NJ Makers Day.
 - i. Distributing Dignity will be hosting a collection of feminine products in March. Items are to be dropped off in the lobby.
- c. Upcoming Fundraisers: Shop the CHPL Craft Fair on Sunday, March 20 from 1 p.m. – 4 p.m.
- d. The Red Cross Blood Drive is Wednesday, March 23. Make an appointment to save a life!
- e. Jasmine Riel (Teen Librarian) and I had a proposal about social media accepted for the NJLA Conference. We will be presenting together in June.
- f. A TikTok featuring the librarians received a lot of love. It was viewed over 2.6K times, and shared four times on TikTok. The video was viewed over 600 times on Instagram.
- g. The NJLA Snapshot campaign ran in February. CHPL was featured 3 times and shared on the NJLA account.
- h. I continue to cultivate positive relationships with authors and local businesses on our social media. This month our posts were shared by Lisa Fipps (Printz Award Winner), Matthew Lyons, and NJLA. Local author Madi Sinha tagged us and called out to us on Instagram promoting the debut of her new book. The CHPL account comments on local businesses like The Bagel Spot, SJ Cultural Alliance, Tutti Toscani, and more.
- i. Worked with Board Member Cathy Schwartz to revamp our sponsorships. One option is an annual sponsorship, and one is specifically for Summer Reading. Sponsorships range from \$250 - \$1,000. Thank you Mrs. Schwartz for your help. Sponsorship letters will be emailed to the Board for them to share with their contacts.
- j. Friends Book Sale is April 6 – 10, reminder to come and shop to support the Friends.
- k. If you know anyone who loves the Library who might be interested in joining the Friends, they are always looking for new volunteers.
- l. Images shared from recent CHPL social media posts.
- m.

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

- a. Friends Treasurer’s Report was presented by Ms. Marlyn Kalitan.
- b. The Friends need volunteers, all are welcome to attend the next meeting to learn more about what the Friends do. Retired teachers would be wonderful volunteers, or any retired people looking to support the Library.
- c. The Friends appreciate Library staff for all of their work during book sales with setting up, straightening up, sales table, and cleaning up after.

Ms. Bass Levin suggests Mrs. Golkow ask at Town Council if anyone is able to volunteer for the Friends. Ms. Kalitan said even if volunteers can work a one-hour shift during book sales, it would be helpful.

Unfinished Business

- A. None.

New Business

A. None.

Public Discussion

A. None.

Next regular meeting date: **Wednesday, April 13, 2022 at 5 p.m. in the Joyce Alexander Walker Multicultural Room/Hybrid**

Adjournment

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

Unanimously approved

Meeting adjourned at 5:02 p.m.

Jennie Purcell
Board Clerk