

April 13, 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 March 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 March 31, 2022. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on March 31, 2022.

Mr. Simons called the meeting to order at 5:11 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

Absent: Dr. Kavita Gupta, Mrs. Michele Golkow

Other present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Marlyn Kalitan, Vice President, Friends of the Library

Minutes

Mr. Simons asked for a motion to approve the minutes of March 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. Rhonda Shevrin, Yes

Motion Approved

RESOLUTION 2022-4-1 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

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Library & Director Updates:
 - a. Staff Development Day held March 18
 - i. Highlights include staff longevity awards, CHPL Office of Emergency Management, EWICE presentation; presentations by staff on pensions, archives, seed library, Library of Things, Romance book genre, and fire extinguisher safety.
 - ii. Thank you to Board President, Art Simons for attending and distributing our longevity awards.
 - b. Attended NJ Trustees Association/Library Directors session on book challenges for Boards on March 22.
 - c. Personnel changes:
 - i. Full Time Library Assistant opening; Diana Babb retired after 29 years of service.
 - ii. Full Time Youth Services librarian opening due to a resignation.
 - d. Friends of the Library
 - i. Board, April Book Sale: set up, volunteers, financials.
 - ii. Thank you to Board Members who attended, volunteered, and shopped.
 - e. National Library Week was April 3 - 9: accepted non-perishable foods for Samost Jewish Family & Children's Services Food Pantry for a fine forgiveness campaign.
 - f. Recent "How To" Festival as part of NJ Makers Day was a huge success.
 - i. Various demos and presentations offered hands-on opportunities to learn or try different tasks. Free craft supply swap was very popular!
 - g. Youth Services and Adult Services monthly reports shared - listing recent programs, attendance stats, upcoming programs, and outreach.
 - i. Both departments are bringing back more in-person programs.

B. Library Services Manager – Mrs. Jennie Purcell

1. We have two full-time open positions: a Youth Services Librarian, and a Circulation Library Assistant. In the process now of receiving resumes/applications and interviewing.
2. Annual Financial Disclosures were emailed to the Board on Monday, April 4. Please make sure you file prior to the deadline of April 30.
3. Falasca is scheduled to service our chiller on Monday, April 18. The Library will be able to run our air conditioning once this service is complete.
4. CHT DPW planted all the trees on the border of our property, next to Windsor Mews. The total cost for everything so far is \$3,300.
5. Craft Fair on Sunday, March 20 was a great success. Every vendor spot was sold, and the parking lot was packed with shoppers. This fundraiser made \$1,200.
6. Helped out at the Friends Book Sale last week. There were many books for sale, and most were sold. This sale was a record high for the Friends.
7. Spring Flea Market scheduled for Saturday, May 21 currently has 33 paid vendors. Rain date is Sunday, May 22.
8. On April 5, attended a webinar on Cannabis in the Workplace.

C. PR & Marketing Coordinator – prepared by Ms. Suzanne Fox, read by Ms. Mann:

1. E-Mail Marketing (Constant Contact):
 - a. Four emails were sent in the past month. Open and click rates remain high with a 48% open rate, 2% click rate. The Book Sale email had the highest open with a close second of the

- April Fool's Newsletter. The response to the April Fool's Newsletter was overwhelmingly positive and thankful.
- b. Current total contacts: 12,718; added 37 new contacts.
2. CHPL Social Media
 - a. Facebook: 5,032 followers (added 56 followers) *We hit over 5,000 followers!
 - b. Instagram – CHPLNJ: 3,025 followers (added 30 followers) *We hit over 3,000 followers!
 - c. Instagram – CHPLTeens: 985 followers (added 46 followers)
 - d. Twitter: 1,819 followers (added 17 followers)
 - e. TikTok (main account): 340 followers (added 43 followers after a very popular video we posted)
 - f. TikTok Teen account: 855 followers (added 21 followers)
 - g. LinkedIn: 140 followers (added 4 followers)
 - h. Main YouTube: 185 subscribers (added 5 subscribers)
 - i. YS YouTube: 133 subscribers (added 2 subscribers)
 3. Additional information:
 - a. The “How To” Festival (in support of NJ Makers Day) was a big success. We structured the format for the day differently with a few major programs. Demo tables were held outside the Conference Center and included various “how to” crafts like make your own candles, 3-D printing, paper quilling, and more.
 - b. In March we hosted a collection for Distributing Dignity. We received a lot of feminine products and new bras for this local organization. They were very appreciative.
 - c. The first week of April was National Library Week, when we hosted our annual “Food for Fines” program. By bringing in non-perishable items patrons could have fines forgiven. The food was donated to the new JFCS Food Pantry on Miami Avenue.
 - d. The next big fundraiser is the Gently Used Jewelry & Accessory Sale on Saturday, April 30. Donations of jewelry and accessories are accepted all year. Please donate and encourage others too!
 - e. Cathy Schwartz and I met to review CHPL sponsorships. We hope that each Board Member will help us achieve new sponsorships. Let me know if you have any questions.
 - f. We submitted a half page ad for the Summer Community Magazine from the Rec Department. In the past CHPL was allotted two pages in this magazine for Library events.
 - g. I continue to support the Friends in their efforts to gain new volunteers, raise awareness, and promote the book sales.
 - h. Images shared from recent CHPL social media posts.

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

- a. Ms. Marlyn Kalitan praised CHPL staff for all their support during the recent Book Sale.
- b. Friends Treasurer's Report was presented to the Board by Ms. Kalitan.
- c. The next Friends Meeting is Wednesday, April 20 at 10 a.m.
- d. Ms. Kalitan is now listed on Friends checking account.
- e. Friends Investment Account is held at PNC Bank, not earning interest but no bank maintenance fees are being taken out. Ms. Kalitan will shop around to see if other banks will allow earning interest on this type of account; Ms. Mann will share older documentation of this account with her.
- f. Friends President Jim Gibson is currently inactive on Friends Board. Mr. Simons and Mrs. Noyes suggest asking Township to make a Proclamation in honor of Mr. Gibson's many years of volunteering.

Ms. Noyes thanks Ms. Kalitan for stepping up to assist management of the Friends of the Library.

Unfinished Business

A. None.

New Business

A. Bylaws Change:

- a. CURRENT language: 1 Section 4. A quorum for all meetings shall consist of five (5) members of the Board present in person.
 - i. If a quorum is not present, the meeting will be cancelled and rescheduled.
 - ii. When necessary to achieve quorum, members may participate and vote on any pending action via telephone or other comparable means which permits them to be an active participant in the meeting without being physically present. Board members may participate in any discussion via telephone or other comparable means but may not vote if a quorum is present.
- b. PROPOSED:
 - i. Members may participate and vote on any pending action via telephone or other comparable means which permits them to be an active participant in the meeting without being physically present.

MOTION to adopt proposed Bylaws Change:

Moved by Mrs. Schwartz seconded by Ms. Bass Levin

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

Motion Approved

B. Board Committee Formation discussion:

- a. Ms. Mann states other libraries have Board Committees on finance, bylaws, personnel, development, fundraising, and other topics.
- b. Mr. Simons asks what committees CHPL needs. Ms. Mann sees the need for development and fundraising; this committee can also advise Friends as requested.

Board agreed to address Library needs as they arise, rather than forming committees.

C. Mrs. Schwartz and Ms. Fox revised sponsorship levels and created flyer/letter listing benefits of sponsoring library programs. Mrs. Schwartz reviewed documents with Board, and requests Board share this information with their contacts at local businesses.

- a. Thank you to Ms. Shevrin for sharing these flyers and recently securing a library sponsor.

Public Discussion

A. None.

Next regular meeting date: **Wednesday, May 11, 2022 at 4 p.m.**

Adjournment

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

Unanimously approved

Meeting adjourned at 5:55 p.m.

Jennie Purcell
Board Clerk