

May 11, 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 April 14, 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 April 27, 2022. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on April 27, 2022.

Mr. Simons called the meeting to order at 4:05 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, Mrs. Kathryn Judge

Absent: Dr. Joseph Meloche, Dr. Kavita Gupta, Mrs. Rhonda Shevrin, Mrs. Michele Golkow

Other present were: Mrs. Laverne Mann, Library Director  
Mrs. Valerie Carita, Executive Assistant, Cherry Hill Public Library  
Ms. Marlyn Kalitan, Vice President, Friends of the Library

### **Minutes**

Mr. Simons asked for a motion to approve the minutes of April 19, 2022 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;  
Mrs. Cathy Schwartz, Yes; Mrs. Kathryn Judge, Yes

Motion Approved

### **RESOLUTION 2022-5-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Ms. Susan Bass Levin, Yes;  
Mrs. Cathy Schwartz, Yes; Mrs. Kathryn Judge, Yes

Motion Approved

### **RESOLUTION 2022-5-2**

**RESOLUTION TO AUTHORIZE THE EXTENSION OF CONTRACT FOR LAWN  
MAINTENANCE SERVICE AT THE CHERRY HILL TOWNSHIP PUBLIC LIBRARY**

DISCUSSION: TLC Landscape Company was awarded a contract for a one (1) year term with two (2) one (1) year extensions. This will be the first one-year extension.

Ms. Bass Levin states Friendship Grove behind the Library needs weeding in the beds & brick pads, and should be addressed with landscaper. Mrs. Schwartz states weed treatment should be non-toxic. Ms. Bass Levin suggests offering volunteer hours to local scouts, or teens to weed flowerbeds as ongoing project.

Ms. Mann will discuss maintenance of this area with Library Services Manager, Facilities Manager, Volunteer Coordinator, and Teen Librarian. There are many summer events scheduled in Friendship Grove so it should be maintained.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes;  
Mrs. Kathryn Judge, Yes

All Opposed: Ms. Susan Bass Levin, No

Motion Approved

**Administrators' Report**

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

1. Library & Director Updates:
  - a. Personnel:
    - i. Full Time Youth Services librarian position will be filled May 23 by new hire, Sharon Clarke.
    - ii. Circulation Full Time Library Assistant position was filled April 25 by Alex Master, vacating his part time position in this department.
    - iii. Circulation Part Time Library Assistant position was posted, interviewed and position was just filled.
  - b. At May 9 Township Council meeting, Proclamation presented to CHPL longtime Friends member and current President, Jim Gibson by mayor. Thank you to Board Members Mr. Simons, Ms. Bass Levin and Mrs. Judge for attending. Thank you to Ms. Kalitan, Friends Vice President and other Friends members attending.
  - c. Visited Burlington County Library Headquarters in Westampton to tour library, auditorium, met with their director and supervisors. CHPL supervisors met with their counter-parts.
  - d. CHPL is part of a regional service through NJ Health Connect, offering use of iPads with apps for many Telehealth-friendly health systems, Zoom, and other meeting apps installed.
    - i. CHPL Library card is not required to use these devices to access this service.
  - e. Sunday, May 15 Asian American & Pacific Islander Heritage Month Festival at CHPL parking lot, due to rain predictions Saturday. Hosted by Asian American Alliance in South Jersey. Performances, activities, music, food and vendors are scheduled, as well as many speakers including Congressman Andy Kim. All are welcome to attend.
    - i. CHPL Outreach Librarian, Michelle Yeager is coordinating on behalf of Library.
  - f. Youth Services and Adult Services monthly reports shared - listing recent programs, attendance stats, upcoming programs, and outreach.

- i. Monday, May 16 Adult Services program: Historical and Cultural Context of the War in Ukraine has over 60 people registered.

**B. Library Services Manager** – prepared by Mrs. Jennie Purcell (read by Ms. Mann)

1. Busy with recent job postings and interviews as listed in Ms. Mann's report.
2. Falasca serviced our chiller on April 25-27; original appointment was delayed. The Library air conditioner service was finalized on May 6.
3. The A/V in the Conference Center is not working. Facilities Manager, Jim Stamer made an emergency repair so meeting room clients and library programs can use A/V for their presentations. IT Dept. contacted a vendor to examine and repair our Creston Box. They were not able to fix it on-site so the device was sent out for repair. If they cannot repair it, we may need to purchase a new A/V system for the Conference Center.

Ms. Mann thanks our Facilities Manager for keeping the system functional until it is repaired/replaced.

Ms. Bass Levin suggests gathering comprehensive bids now to improve technology in the building.

4. Spring Flea Market scheduled for Saturday, May 21 is SOLD OUT with over 70 vendor spots paid. Event runs from 8 a.m. – 1 p.m., rain date is Sunday, May 22. Event will be set up in the front portion of Library parking lot.
5. Our main patron elevator stopped working so a service call was placed. Repair Company replaced some parts, and elevator is working now.
6. We had a tile book fall off the lobby wall and crack. Mr. Stamer is trying to fix it with glue, and return it to the wall.

Mr. Simons suggests checking all tiles to see if others are loose, before more fall.

7. On May 5, landscapers tested and turned on our irrigation system.
8. We had an exterminator visit to address ants in several areas of the building. They were here on May 5 to treat and place ant traps.

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

1. E-Mail Marketing (Constant Contact):
  - a. Two emails were sent in the past month to the whole database, and one email was sent to Teens. Open and click rates remain high with a record high of 52% open rate, 4% click rate.
  - b. Current total contacts: 12,755; added 37 new contacts.
2. CHPL Social Media
  - a. Facebook: 5,060 followers (added 28 followers)
  - b. Instagram – CHPLNJ: 3,043 followers (added 18 followers)
  - c. Instagram – CHPLTeens: 993 followers (added 8 followers)
  - d. Twitter: 1,817 followers (down 2 followers)
  - e. TikTok (main account): 385 followers (added 45 followers )
  - f. TikTok Teen account: 861 followers (added 6 followers)
  - g. LinkedIn: 142 followers (added 2 followers)
  - h. Main YouTube: 187 subscribers (added 2 subscribers)
  - i. YS YouTube: 134 subscribers (added 1 subscriber)
3. Additional information:
  - a. The US Citizenship Preparation classes were highlighted in The Cherry Hill Sun. Adult Services Librarian Elby Wang and Ms. Mann provided quotes.

- b. The Cherry Hill Sun featured our Mindfulness Meditation class as part of Mental Health Awareness Month.
- c. I am working on sponsors for the Library and Summer Reading. Chris Bruner from American Construction will be a sponsor.
- d. I reached out to Cherry Hill Men for the Cherry Hill Men Reads campaign. Elie Honig, CNN senior legal analyst will be featured. Friends Book Sale Volunteer (Extraordinaire) Joe Fox will be included as well.
- e. The Gently Used Jewelry & Accessory Sale was on Saturday, April 30 with a Flash Sale on Monday, May 2. We had unprecedented record highs for attendance and sales: revenue generated was about \$5,000!
- f. I met with Michelle Caffrey, CHT Mayor's Director of Communications. She provided all library staff with free reusable Bag Up Cherry Hill bags.
- g. I am currently working on the Summer Reading booklet. This will be made in-house to save on print costs. This also allows the benefit of making changes as the summer progresses.
- h. The CHPL TikToks are increasing in popularity. TikTok videos for the Book Sale, Gently Used Accessory Sale, and May the 4<sup>th</sup> have been viewed almost 1,000 times each.
- i. Images shared from recent CHPL social media posts.

***D. Friends of the Library –report prepared by Mr. Walt Wedzielewski, presented by Ms. Kalitan***

- a. Friends Treasurer's Report was presented to the Board by Ms. Kalitan.
- b. Ms. Kalitan now has access to Friends banking account at TD bank, and soon the PNC account. There are many steps required to have access to the PNC account.
- c. Ms. Kalitan is teaching a LinkedIn class at the Library Computer Lab on June 2 at 2:30 p.m.
- d. All current Friends Board members were contacted to check status. Many will not return, creating many open positions on the Board.
- e. Goal to have a Friends table at every big Library event to attract more active members, and to increase membership.
- f. Ms. Kalitan appreciates the Friends Information Board at the Reading Room, Main Level.

Ms. Mann has reminded all staff to acknowledge Friends at all events sponsored by the Friends.

**Unfinished Business**

- A. None.

**New Business**

- A. None.

**Public Discussion**

- A. None.

Next regular meeting date: **Wednesday, June 8, 2022 at 4 p.m. in the Half Conference Center**

**Adjournment**

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

Unanimously approved

Meeting adjourned at 4:33 p.m.

Jennie Purcell  
Board Clerk