

June 8, 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 May 12, 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 May 25, 2022. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on May 25, 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, Dr. Joseph Meloche, Dr. Kavita Gupta

Via Zoom: Ms. Susan Bass Levin, Esq., Mrs. Cathy Schwartz, Mrs. Kathryn Judge,
Mrs. Rhonda Shevrin, Mrs. Michele Golkow

Other present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, 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 May 11, 2022 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; Dr. Joseph Meloche, Yes;
Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Mrs. Kathryn Judge, Yes;
Dr. Kavita Gupta, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2022-6-1 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; Dr. Joseph Meloche, Yes;
Ms. Susan Bass Levin, Yes; Mrs. Cathy Schwartz, Yes; Mrs. Kathryn Judge, Yes;
Dr. Kavita Gupta, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

RESOLUTION 2022-6-2
RESOLUTION AUTHORIZING TRANSFERS OF APPROPRIATIONS

DISCUSSION: The end of every fiscal year, we look at accounts to be sure there is enough funds to cover bills. This transfer of funds from Library Administration line to Technical Services and Sanitation lines will cover shortages due to rising costs.

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

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

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Library & Director Updates:
 - a. NJLA Conference June 1 - 3:
 - i. Rising Star Award: Jasmine Riel, Teen Librarian
 - ii. CHPL presenters:
 - 1) Michelle Yeager, Outreach (“Get Out of Your Building!”)
 - 2) Jasmine Riel, Teen Librarian & Suzanne Fox Marketing Coordinator (“Caught a Vibe: Teen Engagement”)
 - 3) Laverne Mann (“The Year’s Best Graphic Novels”)
 - 4) Beth Cackowski, Youth Services Supervisor and NJLA Fundraising Chair
 - b. CHPL staff recently attended two webinars: Cybersecurity and Homelessness training.
 - c. CHPL hosted public session “Conversations That Matter,” on Wills, Advance Directives, and Power of Attorney for Asm. Greenwald, Aswm. Lampitt’s office.
 - d. New CHPL sponsorship: Chris and Jessica Bruner, American Construction Company.
 - e. Sunday, May 15 Asian American & Pacific Islander Heritage Month Festival at CHPL parking lot was hosted by Asian American Alliance in South Jersey. This event was very well attended, approx. 500 in attendance. The Asian American Alliance offers this annual event at various locations in South Jersey.

Board members Dr. Meloche and Ms. Bass Levin commented on how well the event was managed and organized at the Library location.

- f. Youth Services monthly report shared - listing recent programs, attendance stats, upcoming programs, and outreach. Some highlights:
 - i. Take and Make in Youth Services continues to be very popular.
 - ii. Drag Queen Story Time Tuesday evening, June 7.
 - iii. June 25 Trucks! Trucks! Trucks! Event – Summer Reading kickoff, which includes touch-a-truck for children and food trucks for everyone.
- g. Adult Services monthly report shared – listing programs, attendance stats, upcoming programs and outreach. Some highlights:

- i. Computer classes as well as ESOL classes continue to be popular, offered on a variety of topics/levels.
- ii. Music program “Songs of Spring,” had 61 in attendance.
- iii. Outreach to CHT Al Fresco Food Truck Night (off-site) and spoke with 67 attendees.
- h. In June Pride and Juneteenth programs planned.
- i. CHPL Outreach staff will attend CHT Juneteenth program planned on Saturday, June 18.

B. Library Services Manager –Mrs. Jennie Purcell

- 1. We hired a part-time Circulation Library Assistant on May 23, Catherine O’Rorke. We have a Student Page position open in Youth Services.
- 2. Falasca was here on June 1 to look into our air handlers. They are preparing a quote of items that need to be replaced or repaired.
- 3. The A/V in the Conference Center is now 75% fixed. We ordered another part that will take eight weeks for delivery. We can show movies in the full Conference Center. If we have two events/clients scheduled in both halves of the Conference Center that require A/V, only one side has functioning A/V at this time, until we receive and install the part.
- 4. Spring Flea Market was a success. It was hot and 11 vendors did not show up, but all paid in advance for this fundraiser. Thank you, Dr. Meloche for attending event. Next Flea Market is scheduled for Sunday, October 2.
- 5. Jim Stamer, Maintenance Supervisor repaired the tile book that fell off the lobby wall and cracked. Mr. Stamer returned it to the wall and checked for any other loose ones.
- 6. Attendance Enterprise software (system that employees use to request time off) has a retirement date of March 1, 2023. They are moving the system to a cloud based solution with different features and higher pricing. We currently pay \$2,518/year for employees to access a self-service module. Our time clock was purchased in 2005 and will need to be replaced with an internet-compatible model. The cost for the new cloud based system will be approximately \$3,723/year, which includes the new time clock. There will be an implementation of \$950 as well. More information to come.
- 7. Our building alarm system was having sensor trouble, and Fortress was not able to find the faulty sensor. They were here for a few days and the problem was finally fixed.
- 8. Asure bought USA Payroll, our current payroll company. As a result, we have had to make some adjustments and fill out new tax information. No changes in their fees at this time.
- 9. We needed several repairs to our irrigation system after the landscaper turned it on for the season.
- 10. I completed Cyber Security Training on May 26.

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

- 1. E-Mail Marketing (Constant Contact):
 - a. Three 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 58% open rate, 6% click rate.
 - b. Current total contacts: 12,945; added 190 new contacts.
- 2. CHPL Social Media
 - a. Facebook: 5,105 followers (added 45 followers)
 - b. Instagram – CHPLNJ: 3,067 followers (added 24 followers)
 - c. Instagram – CHPLTeens: 1,028 followers (added 35 followers)
 - d. Twitter: 1,819 followers (added 2 followers)
 - e. TikTok (main account): 425 followers (added 74 followers)
 - f. TikTok Teen account: 935 followers (added 6 followers)
 - g. LinkedIn: 147 followers (added 5 followers)

- h. Main YouTube: 188 subscribers (added 1 subscribers)
 - i. YS YouTube: 134 subscribers (added 0 subscribers)
3. Additional information:
- a. The Drag Queen Story Time has been receiving a lot of attention – positive and negative. All comments and emails have been documented.
 - b. I presented for the first time at the NJLA Conference with Teen Librarian Jasmine Riel. We discussed reaching teens via social media and emails.
 - c. At the NJLA Conference I was able to meet some of our vendors. They were all happy to have their pictures taken. We will share these on social media and help build our vendor relations (and possible sponsorships).
 - d. We had a successful Genealogy class yesterday, and I tagged Ancestry in the post. They wrote back saying they saw that we are using their resources. They have over 140,000 followers.
 - e. I secured a \$1,000 sponsorship from American Construction Company through Chris & Jessica Bruner. They are very eager to be involved and are bringing a construction vehicle to the Trucks! program.
 - f. The Flea Market was very hot but was executed very well. All vendors paid and many rented tables for an additional fee.
 - g. Her Drive is the current collection: feminine hygiene products, new/gently used bras, and toiletries. Items can be dropped off through June 18. The Cherry Hill Sun helped promote this.
 - h. We are doing a collection for pet supplies to benefit the Voorhees Animal Orphanage in July.
 - i. I completed the Summer Reading Booklet. We print these in house so we can edit as needed throughout the summer. The theme is, “Oceans of Possibilities.”
 - j. I ordered magnets, hand sanitizer, and clip magnets for our Outreach programs. These should be completed within two weeks.
 - k. Images shared of recent social media posts.

D. Friends of the Library – Ms. Marlyn Kalitan

- a. Friends Treasurer’s Report was prepared by Friends Treasurer, Mr. Walt Wedzielewski, read to the Board of Trustees.
- b. Friends President, Jim Gibson officially resigned his post. There will be an election at the next Friends Meeting on June 15 to elect a new President, Vice President, and Executive Board.

Unfinished Business

- A. None.

New Business

- A. None.

Public Discussion

- A. Ms. Ilana Yares, Cherry Hill resident (attending via Zoom) thanked the Library for offering different programming for all walks of life in our community, no matter what the circumstances. She used it as an opportunity to have discussions with her children. She thanked the Board for being open Sundays in June, and asks that the Library calendar is updated online. She asks that the Board consider being open Sundays from Thanksgiving to Martin Luther King Day.
- B. Dee (attending via Zoom) attended Drag Queen Story Time yesterday with her kids, thanked the Library for offering an awesome, inclusive program, her kids had a blast. She was disappointed some kids were afraid to come in, due to angry people outside the building.
- C. Youth Services Supervisor Beth Cackowski received emails requesting inclusion in the Board Meeting regarding Drag Queen Story Time. Some email highlights include:
 - a. I felt strongly for the families attending the event. The staff should note, the community was not represented by those protesting.
 - b. I appreciate your fortitude in not cancelling the story time. I was concerned this might happen, but the story time was great. Miss Brittney was charming and funny, the stories were about managing conflict, communication, celebrating differences and most importantly standing up to bullies.
 - c. I thought Cherry Hill Public Library did an excellent job coordinating with Cherry Hill Police Department, and guests and staff alike, to reaffirm what we already know, that Cherry Hill is a welcoming, vibrant, diverse community.
 - d. I would like to encourage the Library to keep this conversation going, with as many community members who weren't able to attend the story time, and would be quite interested in future similar events.
 - e. Over the years many groups have held meetings at the Library with similar values to our family's regarding last evening's Drag Queen story hour.
 - f. It is our opinion that a child not adult is the best decision maker for appropriate event attendance and participation. We fully support future programming that helps to foster support for any marginalized population.

Mr. Simons, Board President states the Library received several dozen emails and phone calls in support of this program.

Next regular meeting date: **Wednesday, July 20, 2022* at 4 p.m. via Zoom only. (*Delayed date due to budget.)** The August 10 meeting will be on Zoom only, which is a short bill-pay only meeting.

Executive Meeting-Closed Session

RESOLUTION 2022-6-3 RESOLUTION REQUIRED BY THE OPEN PUBLIC MEETINGS ACT FOR A CLOSED MEETING

MOTION: Moved by Dr. Meloche, seconded by Mrs. Noyes, to close the Regular Meeting and go into Executive Meeting to discuss public funds pursuant to N.J.S.A. 10:4-12(b)(5).

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

Meeting closed at 4:26 p.m. and reopened at 4:55 p.m.

MOTION: Moved by Dr. Meloche, seconded by Mrs. Noyes, to close the Executive Meeting to go into Regular Meeting.

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

Adjournment

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

Unanimously approved

Meeting adjourned at 4:56 p.m.

Jennie Purcell
Board Clerk