

October 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 September 15, 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 September 28, 2022. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on September 28, 2022.

Mr. Simons called the meeting to order at 4:02 p.m.

The board secretary called the roll and those present were:

Present: Mrs. Cathy Schwartz, Dr. Joseph Meloche, Mrs. Kathryn Judge

Via Zoom: Mr. Art Simons, Mrs. Rhonda Shevrin, Mrs. Michele Golkow

Absent: Mrs. Mona Noyes, 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  
Ms. Marlyn Kalitan, Vice President, Friends of the Library

### Minutes

Mr. Simons asked for a motion to approve the minutes of September 14, 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. Cathy Schwartz, Yes; Dr. Joseph Meloche, Yes;  
Mrs. Kathryn Judge, Yes; Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

### **RESOLUTION 2022-10-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

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

Motion Approved

**RESOLUTION 2022-10-2**  
**RESOLUTION AUTHORIZING THE CHERRY HILL PUBLIC LIBRARY'S**  
**PARTICIPATION IN RETIRED RX UNDER THE STATE HEALTH BENEFIT PLAN**

DISCUSSION: Ms. Purcell explained last month Resolution 2022-9-2 authorized Library staff currently on State Health Benefits to move our prescription plan to the State Health Benefit plan starting January 2023. We do not offer retired employees benefits, but they have the option of buying into the plan after retirement. Today's Resolution allows retired employees to also buy into the State Health Benefit prescription plan, starting January 2023.

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

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

Motion Approved

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

1. Library & Director Updates:

- a. Thank you to Library Board Member Michelle Golkow for advocating for the Library at last night's Town Council meeting. Thank you to Jennie Purcell for her preparation on these two Capital projects; thank you to Art Simons, Susan Bass Levin and Cathy Schwartz for advocating for the Library with Council members.
- b. Congratulations to Dr. Meloche for his leadership in passing the Bond Construction Act.
- c. Author Matthew Quick, coming to the Library on December 12 for a book talk, personally requested Dr. Meloche to be his conversation partner at that event. Kudos Dr. Meloche!
- d. Photos from recent CHPL programs & events shared;
  - i. Book It 5K, Walk, Kids Dash on Saturday, September 24 had 142 registered. Jennie Purcell, Suzanne Fox, and other staff worked hard at the event.
  - ii. CHPL Scarecrow contest and Fall Fest on Sunday, September 25 had well over 550 attendees. The Fall Fest was helmed by Suzanne Fox. Vote for your favorite scarecrow until October 24.
  - iii. Adult Lego Challenge at Mechanical Brewery on September 15 had 35 attendees. This micro-brewery has been open only two years, and our event filled their space. It was a huge success, and we are planning to do it again in November.
  - iv. Banned Books Week lobby display September 18 – 24; Suzanne Fox made many social media posts for the Library.
- e. Youth Services monthly report shared, listing recent programs, attendance stats, upcoming programs, and outreach. Some highlights (September through early October):
  - i. Three different weekly Story Times provided to different age groups average 31 attendees each.
  - ii. Make & Take continues to be popular with October 1 "Fruit Look Trees," 78 participants.
  - iii. We are a work site for the Cherry Hill West Structured Learning Environment students who come twice a week to learn job skills by volunteering.
  - iv. Upcoming school outreach includes visits to Clara Barton Elementary School, and Rosa Middle School.

- v. Trick or Treat at the Library returns Monday, October 31 at 11 a.m. for young children in costume with treat stations throughout the building.
- f. Adult Services monthly report shared, listing programs, attendance stats, upcoming programs and outreach. Some highlights:
  - i. Funny Farm author visit on September 10 had 50 attendees.
  - ii. Pianopoetry a musical storytelling program on September 24 had 34 attendees.
  - iii. Seven different Computer Class topics were offered, averaging 10 attendees at each.
  - iv. Outreach at CHT Senior Fest reached 102, made 10 new library cards & 9 renewals.

**B. Library Services Manager –Mrs. Jennie Purcell**

- 1. Hired a new full-time Maintenance Custodian, part-time Student Page, and a Pool Librarian.
- 2. Our Flea Market scheduled for Sunday, October 2 was rescheduled to Sunday, October 23 due to rain from Hurricane Ian. This event is sold out with a waiting list.
- 3. Jim Stamer, Maintenance Supervisor, installed acoustic panels to soundproof the Study Rooms in Reference. The materials cost \$760.
- 4. Falasca completed phase 1 of the HVAC project, part of our Capital Projects list.
- 5. The Library elevator inspection was October 6, and we passed.
- 6. Two resolutions went to the Town Council meeting last night: our Computer Lab upgrade, and a lactation pod in Youth Services. The lactation pod will be installed by Jim Stamer, Maintenance Supervisor, and our location will be added to the Mamava website. The Computer Lab upgrade will start when dates are confirmed with the vendor. Our next Capital project will be the Library phone system & security cameras.
- 7. The Union requested spreadsheets of union member information and salary history, along with various information. Supplied all that was requested and copied legal.
- 8. We are delaying our health insurance Open Enrollment to November/December, keeping a January 2023 start, due to Horizon and State Health Benefits not releasing their 2023 rates.
- 9. The replacement trees that were planted by DPW in Friendship Grove along the Windsor Mews border have all died. DPW will install new trees; the cost to the Library is an additional \$1,348.75.
- 10. I worked the Book It 5K event held at the Library on Saturday, September 24. It was a nice turnout.

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

- 1. E-Mail Marketing (Constant Contact):
  - a. Seven emails were sent in the past month, and some went to targeted groups like Health, Music, and Needlework. I am developing different targeted groups based on patron requests.
  - b. Current total contacts: 13,765; added 162 new contacts.
- 2. CHPL Social Media
  - a. Facebook: 5,280 followers (added 82 followers)
  - b. Instagram – CHPLNJ: 3,207 followers (added 32 followers)
  - c. Instagram – CHPLTeens: 1,084 followers (added 1 follower)
  - d. Twitter: 1,856 followers (added 9 followers)
  - e. TikTok (main account): 738 followers (added 46 followers )
  - f. TikTok Teen account: 1,037 followers (added 6 followers)
  - g. LinkedIn: 167 followers (added 6 followers)
  - h. Main YouTube: 188 subscribers (lost 1 subscriber)
  - i. YS YouTube: 142 subscribers
  - j. Teen YouTube: 71 subscribers (lost 1 subscriber)
- 3. Additional information:

- a. The Cherry Hill Sun featured stories about the Scarecrow Contest, Fall Fest, and the upcoming Diwali Festival. They are also writing about the NJCH grant-funded program, “Disabilities Then, Disabilities Now.” Spread the word for this event!
- b. We are hosting a collection in November for non-perishable food items for Cherry Hill Township.
- c. I started work on the Snow Ball and reached out to JFCS, JCC, and Federation. I am hoping we can collaborate. If any Board members would like to help or has connections for the event, that would be wonderful! I am leaning towards hosting this on a Thursday evening in February, if possible.
- d. Our first Fall Fest was Sunday, September 25, in conjunction with the Scarecrow Installation. We had about 1,000 people come through the event. It was a huge success!
- e. Scarecrow voting is open until October 24 – make sure you vote for your favorites! The top three winners receive gift cards – courtesy of the Friends of the Library. One lucky voter wins a gift card too!
- f. Jasmine Riel, Teen Librarian, and I taught a class to six adults about how to use TikTok. I will teach a computer class in November about how to use Canva.
- g. The November Book Sale is in a month. Volunteers (and shoppers) are always needed!
- h. We are collecting board games and LEGO sets. They must be in new/gently used condition with instructions, and in the original box. Please donate and spread the word! Items received will be circulated.
- i. September was Library Card Sign-up Month. We had 126 new adult members and 49 new juvenile members get cards. Additionally, 277 adult cards and 27 juvenile cards were renewed.
- j. Cherry Hill Board of Ed member Gina Winters stopped by to promote Banned Book Week. She was in a post that received 46 likes. Gina wants to collaborate on more projects together.
- k. Trick or Treat is back on Monday, October 31. Staff will be in costume handing out candy. Join us!
- l. Photos shared of CHPL Facebook & Instagram posts on Banned Books Week, and the 21<sup>st</sup> Day of September.

***D. Friends of the Library – Ms. Marlyn Kalitan***

- a. Thank you to all Library staff, especially Victoria Mena in Admin who sent out a great email to the Friends, and Suzanne Fox for all of her promotion of the Friends.
- b. Friends Treasurer’s Report was prepared by Friends Treasurer, Mr. Walt Wedzielewski, read to the Board of Trustees by Ms. Kalitan.
- c. One of the Friends members requested Ms. Kalitan ask about installing solar panels on the Library. Ms. Mann replied that the pitch of our roof is not ideal for panels, others have inquired. Our Friendship Grove is used for many programs and events, so it too is not ideal for panels.

**Unfinished Business**

- A. None.

**New Business**

- A. Per Ms. Purcell, the November 9 Board Meeting has a long agenda, and it is the first night of our Book Sale, so the meeting rooms are all being used. Mr. Simons suggests scheduling this meeting as Zoom only, with the agenda sent to the Board in advance for their review. Also the December 14 meeting will be Bill Pay Only – and therefore Zoom as well, per Mr. Simons.

**Public Discussion**

- A. None.

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

**Adjournment**

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

Unanimously approved

Meeting adjourned at 4:29 p.m.

Jennie Purcell  
Board Clerk