

January 11, 2023

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

Mr. Simons called the meeting to order at 4:00 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Kathryn Judge

Via Zoom: Mrs. Mona Noyes, Mrs. Cathy Schwartz, Dr. Joseph Meloche,  
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

### **Minutes**

Mr. Simons asked for a motion to approve the minutes of December 14, 2022 board meeting as there were no questions or changes.

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

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

Abstentions: Ms. Susan Bass Levin, Dr. Joseph Meloche, Mrs. Michele Golkow

Motion Approved

### **RESOLUTION 2023-1-1 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; Mrs. Cathy Schwartz, Yes;  
Ms. Susan Bass Levin, Yes; Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes;  
Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes

Motion Approved

## **Administrators' Report**

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

1. Library Updates:
  - a. Library programs and content from November through January shared.
  - b. Huge thank you to Dr. Meloche for being the community conversation coordinator for our Meet the Author, Matthew Quick program on December 12. Dr. Meloche had insightful, interesting questions and Matthew Quick was wonderful, open and engaging in his discussion of “We Are the Light,” published November 2022. (photos shared)
    - i. Dr. Meloche replied he was honored to be asked to host, and thought it was a memorable event.
  - c. “Crafting for a Cause” runs until January 14, where people can knit or crochet hats, scarves or mittens to be donated to Lucy Outreach, for at-risk teens and young adults in Camden. We collected over 250 items, and appreciate our community’s response to this worthy cause.
  - d. Our Noon Year’s Eve program for kids under 5 returned this year; the event was standing room only. Instead of a balloon drop we had bubble guns so children weren’t scared by popping balloons. (photo shared)
  - e. Images from CHPL social media shared: Art Explorers program, Meteorologist Chris Sowers program, staff Ugly Sweater photo, Duly Noted Barbershop Quartet program, and Holiday Trivia at Mechanical Brewery.
2. Youth Services Updates, some highlights include:
  - a. Five outreach opportunities at Cherry Hill Schools, or classes coming to the Library.
  - b. Children’s Librarian Laura Shiber reached out to Ohana Ukuleles and secured a donation of six ukes for a new Ukulele program.
  - c. New Cursive Writing program is scheduled at the end of January.
3. Adult Services Updates, some highlights include:
  - a. Recent Barbershop Quartet program (on a Sunday) had 84 in attendance.
  - b. ESOL classes continue to meet with steady attendance.
    - i. 12 classes are offered with a variety of topics and skill levels.
  - c. Beethoven in Beijing program had 37 in attendance.
  - d. How to Hunt the Jersey Devil with Author Tony DiGerolamo had 23 in attendance.
  - e. Computer classes continue to be offered with a variety of topics and skill levels.
  - f. Staff Development Day is scheduled for Friday, February 10. At this full-day training session we recognize staff longevity; our Jennie Purcell will reach the 10-year mark. She is an invaluable member of our staff, our community, and our department.

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

1. Computed all the non-contractual salaries, pension, life insurance and health insurance increases, and entered into the payroll system.
2. Submitted the quotes we received for a new phone system. I anticipate it going on the January 23 Town Council meeting. The cost is \$79,000 for equipment-switches, not the actual phones. This item was part of the original Capital Projects previously reported to the Board.
3. Worked the Better Book Sale on December 2 & 3, which raised \$1,890.
4. Our Conference Center wall divider needed repairs of \$1,395. We have asked for a preventative maintenance contract on the wall, as it is used for renters and Library programs throughout the year. The wall had another part fail, and that repair will cost \$2,400.
5. A pipe burst that was outside the Library leading to the cooling tower. The heat trace failed which caused the water feed pipe to break in several places when the outside temperature was 8°. Quote for the repair was \$9,700. Instead, Maintenance Supervisor, Jim Stamer will do the

repair which will save the Library \$3,400. The cooling tower is used year-round (as needed) to balance indoor temperatures.

6. There is a PT Student Page position open, four great candidates were interviewed, and the position will be offered this week.
7. Permanently banned a regular Library patron after two previous levels of banning. He was cursing and causing a disturbance, which is against our Patron Code of Conduct.

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

1. E-Mail Marketing (Constant Contact):
  - a. 11 emails were sent in the past 2 months, including emails for the Needlework Guild, the Book Sale, and Giving Tuesday.
  - b. Total contacts in database is 13,973; added 100 new contacts. In 2022 we added 1,363 new contacts and sent 69 dedicated email blasts.
2. CHPL Social Media
  - a. Facebook: 5,390 followers (added 72 followers)
  - b. Instagram – CHPLNJ: 3,296 followers (added 50 followers)
  - c. Instagram – CHPLTeens: 1,117 followers (added 20 followers)
  - d. Twitter: 1,839 followers (lost 16 followers)
  - e. TikTok (main account): 912 followers (added 133 followers)
  - f. TikTok Teen account: 1,052 followers (added 7 followers)
  - g. LinkedIn: 173 followers (added 5 followers)
  - h. Main YouTube: 195 subscribers (added 4 subscribers)
  - i. YS YouTube: 139 subscribers (lost 3 subscribers)
  - j. CHPL Teens You Tube: 73 subscribers (added 2 subscribers)
3. Additional information:
  - a. I am working on the Annual Report for 2022. This will be ready by the next Board Meeting.
  - b. The November Book Sale was another success! I worked most days and pulled in volunteer, Friends Board Member Joe Fox to help as well.
  - c. The December Gently Used Jewelry Sale brought in \$5,500 – which was the highest total yet. The Monday Night Flash Sale continues to be a big hit. All items sold at his fundraiser were donated to the Library.
  - d. The IDEA (Inclusion/Diversity/Equity/Accessibility) Task Force continues to meet regularly. We have all taken a critical eye to the building and resources available to determine how best to support those with various needs and accommodations. New floor maps have been designed internally to highlight handicapped accessible areas while written in a manner for those with low vision.
  - e. I am working with JFCS and their TOPS day program to bring adults with special needs in for crafts, movies, and a book club. The first session meets on January 26 with a winter craft/lunch.
  - f. For the first time we are hosting a collection in January for the Ronald McDonald House, Philadelphia region. I contacted Linda Pusatere, RMCH Office Manager, to find out what their needs are. She lives in Cherry Hill and will bring donations to the site after the collection ends. They need individually wrapped snacks, paper towels, laundry pods, toilet paper rolls, and much more (info online).
  - g. We had back-to-back amazing programs in December. Celebrated author Matthew Quick discussed with Dr. Meloche his new book, “We Are the Light.” 70 people attended the program; Matthew stayed to sign books and pose for pics after the event. The next night 6ABC local Action News meteorologist Chris Sowers delivered an incredible discussion

about the Mullica Hill tornado, and all things weather. This program had 100 people attend – and stay until closing!

- i. Chris Sowers shared our library program with his 40,000 followers – great exposure for the Library! Photos shared of social media posts with stats.
- h. Reference librarian, Amanda Zuccarelli and I hosted Holiday Movie Trivia Night at Mechanical Brewery on December 28. We had four rounds of trivia played by 65 attendees. The event was a big hit! I am currently working on a trivia night program for the summer.
- i. Reference Librarian Josh Green created a new program for lovers of horror, science fiction, and fantasy called Concoctions Book Club. He is hosting this on January 11 at Mechanical Brewery. This first time event’s registration is already full!
- j. This spring I will be teaching new computer classes on Instagram and Interviewing Skills. Later this year I will teach another Canva computer class, which continues to be popular.
- k. I am on the “How To” Festival (formerly Makers Day) planning committee. We met to discuss ideas for a full day of hands-on programs in conjunction with statewide NJ Makers Day. I’ll be helping to secure and facilitate some of these events.
- l. Images of social media posts with high interaction shared.

#### ***D. Friends of the Library***

- a. Friends Treasurer’s Report prepared by Mr. Wedzielewski, and submitted to the Board.
  - i. The Friends Books Sales made over \$50,000 in book sales in 2022.
- b. The next in-person Friends Meeting is scheduled for Wednesday, January 19.

#### **Unfinished Business**

A. None.

#### **New Business**

A. None.

#### **Public Discussion**

- A. Mrs. Ilana Yares, Cherry Hill resident asked if staff training days can be scheduled when school is in session, so families can use the Library on days off. Ms. Purcell replied February 10 is a Friday, and school will be in session. Ms. Mann replied our Youth Services department is offering more programs on days school is scheduled off.

Next regular meeting date: **Wednesday, February 8, 2023 at 4 p.m. via Zoom.**

#### **Adjournment**

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

Unanimously approved

Meeting adjourned at 4:23 p.m.

Jennie Purcell  
Board Clerk