

February 8, 2023

The Cherry Hill Public Library Board of Trustees Vice President, Mrs. Cathy Schwartz 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 January 12, 2023, 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 January 25, 2023. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on January 25, 2023.

Mrs. Schwartz called the meeting to order at 4:01 p.m.

The board secretary called the roll and those present were:

Present: Mrs. Cathy Schwartz, Mrs. Mona Noyes, Mrs. Kathryn Judge,
Ms. Susan Bass Levin, Dr. Kavita Gupta

Absent: Mr. Art Simons, 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
Ms. Marlyn Kalitan, Vice President, Friends of the Library

Minutes

Mrs. Schwartz asked for a motion to approve the minutes of January 11, 2023 board meeting as there were no questions or changes.

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

All in Favor: Mrs. Cathy Schwartz, Yes; Mrs. Mona Noyes, Yes; Mrs. Kathryn Judge, Yes;
Ms. Susan Bass Levin, Yes; Dr. Kavita Gupta, Yes

Motion Approved

RESOLUTION 2023-2-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS

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

All in Favor: Mrs. Cathy Schwartz, Yes; Mrs. Mona Noyes, Yes; Mrs. Kathryn Judge, Yes;
Ms. Susan Bass Levin, Yes; Dr. Kavita Gupta, Yes

Motion Approved

Dr. Joseph Meloche arrived at 4:04 p.m.

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Library Updates:
 - a. Library programs and content from January shared.
 - b. Attended ALA LibLearnX Conference January 26 – 31, as ALA Chapter Councilor for NJLA (New Jersey).
 - i. Conference had a lot of discussion on intellectual freedom and book challenges.
 - ii. United Against Book Bans group is forming amongst authors and libraries.
 - iii. Freedom to Read Foundation, general public can get involved.
 - c. SAIL (South Jersey Alliance of Independent Libraries), named Chair for 2023.
 - i. Statewide trend of municipalities taking over library buildings to repurpose with Township use, closing library.
 - d. Annual Report for 2022 being assembled by Ms. Suzanne Fox.
 - e. Annual statistics for State Aid Report being gathered.
 - f. Review goals from 2022 and set 2023 goals for departments.
 - g. Images from CHPL social media shared: upcoming Father Wants Us Dead podcast program, Barking Book Buddies program, a partnership with Tristate K-9, Black History Month programming, and upcoming Memorabilia & Collectibles Fair (CHPL fundraiser with sports appraisals available).
2. Youth Services Updates, some highlights include:
 - a. Three outreach visits at CHPL recently, and attended Thomas Paine Elementary Literacy Night.
 - b. Kitchen Science returned, led by a different staff member, and had 18 kids attend.
 - c. Teen Cozy Read-In, after hours had 12 teens attend.
 - d. Toddler Dance party returned, 65 in attendance!
 - e. Upcoming programs listed, including story times, crafts for all ages, music and STEM partnership programs.
3. Adult Services Updates, some highlights include:
 - a. Recent meditation program had 44 in attendance.
 - b. Classical guitar program had 98 in attendance.
 - c. Cutting the Cable Cord had 17 in attendance – full Computer Lab!
 - d. ESOL classes continue to be very popular.
 - i. For the winter break, hosted a New Year party on January 20 with 52 in attendance.
 - e. Upcoming events and classes listed, including movies, crafting, book clubs, computer classes, and more.

B. Library Services Manager – Mrs. Jennie Purcell

1. We have a part-time librarian position open in Reference, one interview is scheduled so far.
2. Maintenance Supervisor, Jim Stamer finished fixing the HVAC pipe that burst in cold weather earlier this year.
3. The Mamava Lactation Pod arrived on January 20, in several heavy pieces. Mr. Stamer built the Pod and it is now ready for use. Our location appears on their app.
4. New tile flooring at the Reference Desk, in front of the Group Study Rooms is now complete. The flooring was installed by Mr. Stamer, and final gluing will be Friday, February 10 during building closure (Staff Development Day).

5. Our timekeeping system, Attendance Enterprise, is going to be upgraded to the iCloud. We will receive a new time clock, and supervisors will have training. We anticipate this conversion happening in March.
6. We purchased a new Microfilm Reader/Scanner (total cost \$6,961), located in the Reading Room, for use of library patrons. Our staff will be trained on it after IT prepares a PC for the new machine.
7. Our staff elevator was not working so I placed a service call. Schindler was able to fix the power supply, under our contract.
8. We received \$790 commission from our vending machines in 2022.
9. Worked on State Aid information for the annual report.
10. Researching new payroll companies due to many discrepancies with our current provider.
11. I will assist at Candy Bingo this Saturday, February 11, which is a SOLD OUT event.
12. I placed the March 29 – April 2 Friends Book Sale information on Book Sale Finder NJ.

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

1. E-Mail Marketing (Constant Contact):
 - a. 5 emails were sent, including emails for the Needlework Guild, and music lovers.
 - b. Total contacts in database is 14,138; added 165 new contacts.
 - c. Open rates for our eNews continue to increase, averaging about 45% (industry standards are at about 20% so we are more than double that)!
2. CHPL Social Media
 - a. Facebook: 5,424 followers (added 34 followers)
 - b. Instagram – CHPLNJ: 3,317 followers (added 21 followers)
 - c. Instagram – CHPLTeens: 1,130 followers (added 13 followers)
 - d. Twitter: 1,835 followers (lost 4 followers)
 - e. TikTok (main account): 933 followers (added 21 followers)
 - f. TikTok Teen account: 1,052 followers (unchanged)
 - g. LinkedIn: 175 followers (added 2 followers)
 - h. Main YouTube: 196 subscribers (added 1 subscriber)
 - i. YS YouTube: 140 subscribers (added 1 subscriber)
 - j. CHPL Teens YouTube: 72 subscribers (lost 1 subscriber)
3. Additional information:
 - a. Submitted to the Township Spring Magazine our content for the next few months.
 - b. Created the Annual Report, waiting for some stats.
 - c. Created the Staff Development Day program and certificates.
 - d. CNN Senior Legal Analyst (and Cherry Hill East alum) Elie Honig is returning on Sunday, March 5 for a talk, Q&A, and signing. He has a new book out called *Untouchable*. Inkwood Books will be on-site selling and helping with the signing.
 - e. As part of the IDEA (Inclusion/Diversity/Equity/Accessibility) Task Force, I researched transportation options for our patrons in need of assistance.
 - f. The January collection for the Ronald McDonald House, Philadelphia region was a success.
 - g. In March we will be hosting our annual collection of feminine products for Distributing Dignity.
 - h. New and gently used accessories and jewelry are still needed for May's fundraiser.
 - i. The first children's Ukulele Club was a big hit. Donations of instruments were received from Ohana Ukulele. They liked and commented on our post thanking them for the donation. They have almost 23,000 followers so the recognition is great!
 - j. Vendors for the Memorabilia & Collectibles Fair are still being accepted. Please share!

- k. Virtually attended NJLA Snapshot Month presentation. We will be tagging photos throughout February to be shared in NJLA's social media channels.
- l. Images of social media posts with high interaction shared: Ukulele Club (with comments), and Mamava XL lactation pod (to be featured in next eNews). This post had 250+ likes on Facebook and Instagram.
 - i. The Cherry Hill Sun scheduled an interview with Youth Services Supervisor, Ms. Beth Cackowski about the lactation pod.

D. Friends of the Library - Ms. Marlyn Kalitan:

- a. Friends Treasurer's Report prepared by Mr. Wedzielewski, and read to the Board.
 - i. Discussion on insurance expense paid.
- b. Friends Board decided at the last meeting to give the Library \$5,000 max per book sale. Ms. Mann explained previously more funds were given to the Library due to the larger role played by CHPL staff during book sales.
- c. The next in-person Friends Meeting is scheduled for Wednesday, February 15 at 10 a.m.

Unfinished Business

- A. None.

New Business

- A. None.

Public Discussion

- A. Mrs. Ilana Yares, Cherry Hill resident said thank you for installing the lactation pod. She requests the Library is open more Sundays, especially during the school year.

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

Adjournment

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

Unanimously approved

Meeting adjourned at 4:35 p.m.

Jennie Purcell
Board Clerk