

March 8, 2023

The Cherry Hill Public Library Board of Trustees Board Secretary, Mrs. Kathryn Judge 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 February 9, 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 February 22, 2023. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on February 22, 2023.

Mrs. Judge called the meeting to order at 4:03 p.m.

Oath of Allegiance

Oath of Allegiance was administered to Ms. Faith Hamilton to begin her tenure on Cherry Hill Public Library Board of Trustees.

The board secretary called the roll and those present were:

Present: Mrs. Mona Noyes, Mrs. Kathryn Judge, Dr. Joseph Meloche,
Mrs. Rhonda Shevrin, Mrs. Michele Golkow, Ms. Faith Hamilton

Absent: Mr. Art Simons, Mrs. Cathy Schwartz, Ms. Susan Bass Levin

Other present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Marlyn Kalitan, Vice President, Friends of the Library

Minutes

Mrs. Judge asked for a motion to approve the minutes of February 8, 2023 board meeting as there were no questions or changes.

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

All in Favor: Mrs. Mona Noyes, Yes; Mrs. Kathryn Judge, Yes; Dr. Joseph Meloche, Yes;
Mrs. Rhonda Shevrin, Yes

Abstention: Mrs. Michele Golkow, Ms. Faith Hamilton

Motion Approved

**RESOLUTION 2023-3-1
RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

All in Favor: Mrs. Mona Noyes, Yes; Mrs. Kathryn Judge, Yes; Dr. Joseph Meloche, Yes;
Mrs. Rhonda Shevrin, Yes; Mrs. Michele Golkow, Yes; Ms. Faith Hamilton, Yes

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Library Updates:
 - a. Library programs and content from February shared.
 - b. The Cherry Hill Sun wrote an article about our newest addition to the Library: Mamava lactation pod, located in the Youth Services area. We received lots of positive feedback.
 - c. The CHPL Annual Report for 2022 is available now. It was emailed to Library Board members.
 - d. Ms. Mann attended the CHAACA presentation of winners for their annual essay/poster/video contest at the CHT Board of Education meeting on February 28. The Library appreciates its partnerships with CHT schools and Civic Associations.
 - e. Images from CHPL social media shared: recent Memorabilia & Collectibles Fair, child getting first library card, Teen crafting program, Black Founders: Camden's Hidden Figures program.
2. Youth Services Updates, some highlights include:
 - a. Black History Story Time had 20 in attendance,
 - b. Chinese School partnered crafting of Lantern Festival craft had 57 in attendance,
 - c. New Caregiver & Me partnership had 29 in attendance between two sessions,
 - d. Take Your Child to the Library Day Scavenger Hunt had 47 participants,
 - e. Three local school outreach/in-reach visits,
 - f. Teen Volunteer hours logged: 42.5 hours,
 - g. Upcoming programs listed, including story times, crafts for all ages, music and STEM partnership programs.
3. Adult Services Updates, some highlights include:
 - a. Black Founders: Camden's Hidden Figures program had 26 in attendance,
 - b. Father Wants Us Dead podcast program had 89 in attendance,
 - c. Three computer classes were offered,
 - d. ESOL classes continue to be very popular.
 - e. Upcoming events and classes listed, including Author talks, music performances, and "How To" Festival/NJ Makers Day.

B. Library Services Manager – Mrs. Jennie Purcell

1. We have a full-time Library Assistant position open in Circulation, a full-time Maintenance position, and a full-time Tech Assistant position in the Computer Lab. Interviews are scheduled for all positions. We just filled the part-time Librarian position in Adult Services.
2. Announced our spring Flea Market on Saturday, April 29, rain date of Sunday, April 30. Already, 32 vendors have registered.
3. Another Candy Bingo fundraiser is scheduled for Tuesday, April 4 during the schools' spring break. This event raised over \$900 in February.
4. I will work at the Friends Book Sale at the end of March. Please contact Admin if you are interested in volunteering at the Book Sale.

5. I did a demo on a possible new payroll system – ADP, the company CH Township uses. They offered to give us six months free and will be approximately the same cost as our current payroll company. There have been several mistakes recently with our current payroll company, so we will be moving forward with ADP in the next few months.
6. Working on union negotiation reports as requested.
7. Processed State Aid information
8. Capital Projects update:
 - a. Heat pump specs will be provided to CH Township next week. Maintenance Supervisor, Jim Stamer is working with CH Township on the bid process.
 - b. Met with the generator vendor on March 1, and will meet with CHT DPW Engineering Dept. as we need an engineer to upgrade our generator.
9. Extending the current contract for our landscaper, TLC, for the last renewal year of the contract.

C. PR & Marketing Coordinator – report prepared by Ms. Suzanne Fox, and emailed to Board:

1. E-Mail Marketing (Constant Contact):
 - a. Eight emails were sent, including targeted email groups like the Friends of the Library, vendors, and the Needlework Guild.
 - b. Total contacts in database is 14,264; added 126 new contacts.
2. CHPL Social Media
 - a. Facebook: 5,355 followers
 - b. Instagram – CHPLNJ: 3,350 followers (added 53 followers to both accounts)
 - c. Instagram – CHPLTeens: 1,137 followers
 - d. Twitter: 1,837 followers
 - e. TikTok (main account): 955 followers
 - f. TikTok Teen account: 1,054 followers
 - g. LinkedIn: 187 followers
 - h. Main YouTube: 198 subscribers
 - i. YS YouTube: 142 subscribers
 - j. CHPL Teens You Tube: 73 subscribers
3. Additional information:
 - a. Distributing Dignity is hosting a collection in our lobby in March. They need new, unopened feminine products and bras (with tags on them).
 - b. The event with Elie Honig was featured in the Cherry Hill Sun and Cherry Hill Neighbors. This event sold out FAST with a huge waiting list. Elie shared this on his social media as well. Currently he has over 2,800 Facebook followers, 9,000 followers on Instagram, and over 290,000 followers on Twitter!
 - c. The True Crime program, “Father Wants Us Dead” was a huge hit with 90 in attendance.
 - d. Our first Memorabilia & Collectibles Fair was Saturday, March 4. We capped the vendors at 39 spots, and had a LOT of interest in this event.
 - e. The indoor Craft Fair is Sunday, March 26 from 1 p.m. – 4 p.m. Make sure you shop! Vendor spots sold out very fast.
 - f. The outdoor Flea Market is now open for vendors. This is held in our parking lot on Saturday, April 29 from 8 a.m. – 1 p.m. The fall Flea Market is scheduled on a Sunday.
 - g. CHPL’s “How To” Festival is Saturday, March 25, tied to the annual NJ Makers Day. We have a full day of programs scheduled, for all ages. Some programs include: podcasting, robotics, backyard chickens, and REI gear check.
 - h. The March Book Sale starts Wednesday, March 29 with Early Access for Friends members.
 - i. Book, jewelry, and accessory donations are always accepted. Please encourage your friends, neighbors, and relatives to donate to us!

- j. Candy Bingo in February was another sold-out fundraiser. We are hosting another Candy Bingo during CHT spring break on Tuesday, April 4 at 2 p.m.
- k. I put together the CHPL 2022 Annual Report that was emailed to all Board members.
- l. I posted several times tagging NJLA for Snapshot Month. Our photos were featured on their account!
- m. I joined several local Facebook groups to continue finding new audiences to share our events and other library news, such as job postings.
- n. I attended two webinars – one was a Library Marketing Conference Group about decreasing flyer usage. The other was from Constant Contact on how to increase your subscribers.
- o. Images of social media posts with high interaction shared: Remembering our long-term employee Helen Brumbaugh, who recently passed.

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

- a. Friends Treasurer’s Report prepared by Mr. Walter Wedzielewski, and read to the Board.
- b. Friends Book Sale is Wednesday, March 29 until Sunday, April 2. Volunteers needed! The \$5 bag of books sale will be Saturday and Sunday. Thank you CHPL staff for their support in the book sales.

Unfinished Business

- A. None.

New Business

- A. None.

Public Discussion

- A. Mrs. Ilana Yares, Cherry Hill resident requests CHPL “How To” Festival which is tied to NJ Makers Day be extended to Sunday, although this annual state-wide event is held Friday and Saturday. Mrs. Yares also asked if the Board Meeting zoom link can be shared publicly. Ms. Mann replied anyone can request the link but we do not post it on the website. Mrs. Purcell offered emailing Mrs. Yares the link directly.

Next regular meeting date: **Wednesday, *April 19, 2023 at 4 p.m. via Zoom.** *This date was revised from original meeting date list.

Board members extended additional welcomes to newest member, Ms. Hamilton.

Adjournment

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

Unanimously approved

Meeting adjourned at 4:25 p.m.

Jennie Purcell
Board Clerk