

September 13, 2023

The Cherry Hill Public Library Board of Trustees Board 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 August 10, 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 August 30, 2023. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun on August 30, 2023 and Patch on August 31, 2023.

Mr. Simons called the meeting to order at 4:05 p.m.

The board treasurer called the roll and those present were:

Present: Mr. Art Simons, Mrs. Mona Noyes, Mrs. Kathryn Judge, Mrs. Michele Golkow, Mrs. Megan Langman

Absent: Ms. Susan Bass Levin, Esq., Mrs. Cathy Schwartz, Mrs. Rhonda Shevrin, Ms. Faith Hamilton

Other present were: Mrs. Laverne Mann, Library Director  
Mrs. Jennie Purcell, Library Services Manager  
Ms. Suzanne Fox, PR & Marketing, Cherry Hill Library  
Ms. Marlyn Kalitan, President, Friends of the Library

### Minutes

Mr. Simons asked for a motion to approve the minutes of August 9, 2023 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Kathryn Judge, Yes; Mrs. Megan Langman, Yes

Abstention: Mrs. Michele Golkow

Motion Approved

### **RESOLUTION 2023-9-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

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

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

Mrs. Michele Golkow, Yes; Mrs. Megan Langman, Yes

Motion Approved

**RESOLUTION 2023-9-2**  
**RESOLUTION AUTHORIZING A CONTRACT BETWEEN**  
**THE CHERRY HILL PUBLIC LIBRARY AND UFCW LOCAL 360**

DISCUSSION: Contract term of January 1, 2023 through December 31, 2027, voted on by the membership of UFCW Local 360 on August 21, 2023.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Kathryn Judge, Yes;  
Mrs. Michele Golkow, Yes; Mrs. Megan Langman, Yes

**RESOLUTION 2023-9-3**  
**RESOLUTION AUTHORIZING THE TERMINATION OF THE CHERRY HILL**  
**PUBLIC LIBRARY'S PARTICIPATION UNDER THE STATE HEALTH BENEFIT PLAN**

DISCUSSION: Terminating State Health Benefit Plans (medical plan and prescription drug plan) effective January 1, 2024. The Township has secured a 0% increase for medical and RX benefits with Horizon Blue Cross Blue Shield, which will save employees the next two years. Cherry Hill Township is doing this as well.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Kathryn Judge, Yes;  
Mrs. Michele Golkow, Yes; Mrs. Megan Langman, Yes

**Administrators' Report**

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

1. Library Updates:
  - a. Library Summer Reading statistics, programs and prizes from June 24 through August 20 shared:
    - i. Youth Services:
      - 1) 124 Pre-K registered; 540 Grade K – 5 registered; 260 Grade 6 – 12 registered
      - 2) Raffle results - 10 prize baskets awarded grades Pre-K – 5, and five prizes for teens.
      - 3) Largest program attended was Tie Dye Open Hours – 225 attendees.
      - 4) 787 hours logged by Teen volunteers.
    - ii. Adult Services:
      - 1) 416 participants (25% increase from 2022)
      - 2) 3,087 books read; 1,460 activities completed; 623 book reviews
      - 3) Raffle results - Eight prizes awarded.
  - b. Upcoming programs for Youth Services and Adult Services listed.
2. Reminder to Board members, they are welcome and encouraged to attend Library events!

3. We are expanding our Library of Things to include wind and brass instruments. We will be sanitizing and replacing mouthpieces and reeds between uses.

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

1. We currently have a full-time Youth Services Supervisor position open since our Beth Cackowski is relocating. We wish her well and appreciate her service. We have started interviewing for this position.
2. Computer Lab technology upgrade started on Tuesday, September 12. This upgrade is on our Capital projects list, and was approved by Town Council last year. The upgrade will take a few days, closing the Lab to the public.
3. The generator and heat pumps on our Capital projects list are moving along. Specs will be provided by Remington & Vernick, then the projects go out to the bidding process.
4. Worked on union negotiations and Resolution for the 5-year contract.
5. Installed a 3-ton mini split for \$14,000 for the server room, which will keep the room cool until the new HVAC is installed. We will be ordering a new HVAC for this room, but projected delivery is 35 weeks.
6. Our fall Flea Market is scheduled for Sunday, October 8 with rain date of October 15. This event is SOLD OUT with over 70 vendors.
7. Worked with auditors from Bowman & Company: pulled cash receipts, payroll information, and Resolutions as requested.
8. I have delayed moving the payroll company until January. Our new vendor, ADP has not worked out our calculations properly yet. Staying with the same vendor, Asure until 12/31/23, which will help with end-of-year W2s.
9. We have open enrollment in October for health benefits.
10. I will be working on Budget finalization next, to present to the Board October or November.

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

1. E-Mail Marketing through Constant Contact:
  - a. 9 emails were sent including Concoctions Book Club, Yoga Classes, and Needlework Guild.
  - b. Total contacts in database is 15,149; added 452 new contacts in 60 days.
2. CHPL Social Media
  - a. Facebook: 5,734 followers (up 94 followers)
  - b. Instagram – CHPLNJ: 3,577 followers (up 44 followers)
  - c. Instagram – CHPLTeens: 1,213 followers (added 19 followers)
  - d. Threads: 343 followers (started at 126 two months ago)
  - e. TikTok (main account): 971 followers
  - f. TikTok Teen account: 1,076 followers
  - g. Twitter: 1,834 followers; LinkedIn: 204 followers (up 5 followers)
  - h. Main YouTube: 202 subscribers
  - i. YS YouTube: 149 subscribers
  - j. CHPL Teens You Tube: 87 subscribers
3. Additional information:
  - a. The July lobby collection was for the Voorhees Animal Orphanage (VAO). They shared our social media content on their feeds (they have over 9K on Instagram, and 116K on Facebook). It was a very successful collection.
  - b. The Summer Reading program closed mid-August. I have been sharing pictures of prize winners.
  - c. I obtained coverage of the August Art Gallery artist, Florence Robin, in The Cherry Hill Sun.

- d. Teen Librarian, Jasmine Riel and I were interviewed by the Cherry Hill Sun about the August collection for HER DRIVE and the Period Pantry. That article came out last week.
- e. The August HER DRIVE collection was a huge success. They said we had the largest donation they have received.
- f. I continue to reach out to community partners to share our content across social media. The Trenton News regularly shares our posts. They have a following of 1.8K.
- g. Macaroni Kid Moorestown (8K) and Cherry Hill (7.6K) regularly share our posts.
- h. September is Library Card Sign-up Month. New cards or renewals in September are entered to win one of six gift cards (courtesy of the Friends of the Library). I am busy promoting this throughout the month.
- i. Fundraising/Volunteer Coordinator, Meredith Meyer created book displays for the front doors in the vestibule (photo shared). This addition to the Library received a lot of attention and love across social media and was shared on Camden County's social media.
- j. August featured the Oscar Movie Marathon. We had almost 300 attendees for the week!
- k. I always monitor our social media for negative comments, document all comments and hide them. Recently, I reported a problematic comment to the Kingston Facebook group and they hid and blocked the commenter.
- l. The IDEA (Inclusion/Diversity/Equity/Accessibility) Task Force met last week. We are updating signage around the collections for low vision accessibility. We also are having computers moved in the Computer Lab for better wheelchair accessibility. I am looking into ASL classes for the staff.
- m. Outreach and Diversity Librarian, Michelle Yeager and I are updating the Social Story. This is a picture and text booklet to help patrons understand the services provided by the Library.
- n. I am looking for grant opportunities for the IEDA Task Force to make the Library more accessible.
- o. Worked with Circulation Supervisor, Jaclyn Harmon to design new Library cards featuring the Sunday Morning sculpture.
- p. Continue to create flyers, website content, eNewsletters and social media posts on a daily basis.
- q. I am working with Adult Services Librarian, Erica Moon on website updates for the homepage, adding new content like surveys, and images.
- r. Our social media content has been reaching new highs in engagement, likes, and shares. Popular social media photos shared with the Board.

***D. Friends of the Library - Ms. Marlyn Kalitan, President, Friends of the Library***

- a. Friends Treasurer's Report prepared by Mr. Wedzielewski, and submitted to the Board.
- b. The next in-person Friends Meeting is scheduled for Wednesday, September 20 in the Half Conference Center.

**Unfinished Business**

- A. None.

**New Business**

- A. If anyone wants to replace their current Library Card, there is a \$2 replacement fee.

**Public Discussion**

- A. Mrs. Ilana Yares, Cherry Hill resident, emailed to thank the Board and Library staff for innovative and diverse programs. She requests more Sunday openings for consistency. She wishes Ms. Cackowski well in her future endeavors, and thanks her for her enthusiasm leading the Youth Services Department, and for her love of books. She asks via email if the times of programs for 3–5-year old will change now that Cherry Hill has full-day preschool.

Next regular meeting date: **Wednesday, October 11, 2023 at 4 p.m. via Zoom.**

**Adjournment**

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

Unanimously approved

Meeting adjourned at 4:30 p.m.

Jennie Purcell  
Board Clerk