

October 11, 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 September 14, 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 September 27, 2023. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun and The Patch on September 27, 2023.

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

Absent: Mrs. Mona Noyes, Mrs. Michele Golkow, Mrs. Megan Langman

Others present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing, Cherry Hill Library

Minutes

Mr. Simons asked for a motion to approve the minutes of September 13, 2023 board meeting as there were no questions or changes.

MOTION: Moved by Ms. Bass Levin, seconded by Mrs. Judge

All in Favor: Mr. Art Simons, Yes; Mrs. Kathryn Judge, Yes; Ms. Susan Bass Levin, Yes;
Mrs. Rhonda Shevrin, Yes; Ms. Faith Hamilton, Yes

Abstention: Mrs. Cathy Schwartz

Motion Approved

RESOLUTION 2023-10-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS

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

All in Favor: Mr. Art Simons, Yes; Mrs. Kathryn Judge, Yes; Ms. Susan Bass Levin, Yes;
Mrs. Cathy Schwartz, Yes; Mrs. Rhonda Shevrin, Yes; Ms. Faith Hamilton, Yes

Motion Approved

Mrs. Megan Langman arrived at 4:05 p.m.

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Library Updates:
 - a. I was asked to comment during a special community leadership focus group for the CH Public Schools search for a new Superintendent of Schools on September 14. I gave answers during a stakeholder interview. I encouraged our staff and residents to engage with the online survey, especially teens currently in school.
 - b. NJ State Librarian asked me to attend a meeting on statewide Reciprocal Borrowing on October 24. I also sit on the State Library Network Review Board, which met on October 10.
 - c. Interviewed four applicants for the Youth Services Supervisor position, selected Erica Moon, current Adult Services Librarian and previous School Media Specialist and Medical Librarian. Previous YS Supervisor, Beth Cackowski's last day was October 6.
 - d. Hosted the SAIL (South Jersey Alliance of Independent Libraries) membership meeting with 13 of 14 in Camden and Burlington Counties, at CHPL on September 28.
 - e. September 2023 Library Card Sign-Up Month stats:
 - i. 156 new adult memberships; 53 new juvenile memberships.
 - ii. 279 renewed adult memberships; renewed 25 juvenile memberships.
 - iii. Six winners of the gift card raffles were notified! Thank you, Friends, for supporting these prizes.
 - f. Recent Adult Services program stats provided, some highlights include:
 - i. Outreach at Senior Fest reached 193 people; 16 new library cards created, 10 renewals.
 - ii. Artificial Intelligence: Do I Need to Worry? had 36 in attendance.
 - iii. Fit4Mom Stroller exercise class (new partnership) had 22 in attendance.
 - iv. Electric bass live music performance had 44 in attendance.
 - v. Friends TV show trivia fundraiser had 71 in attendance.
 - g. Adult Services staff applied for two grants recently, awaiting approval.
 - h. Upcoming programs for Adult Services listed, including October 22 piano concert, October 24 author event, October 25 Geography of Beer, and October 27 Murder Mystery fundraiser.
 - i. Recent Youth Services program stats provided, some highlights include:
 - i. Outreach at Lightbridge Academy reached 52.
 - ii. 1,000 Books Before Kindergarten Graduation party, 75 in attendance.
 - iii. Rhyme Time (2 sessions weekly) average 41 in attendance.
 - iv. Raising Kids Beyond the Binary had 130 in attendance.
 - j. Upcoming programs for Youth Services listed, including Star Wars Character visit on October 15.
 - i. Board members are welcome to attend our upcoming Trick or Treat at the Library event on October 31.

B. Library Services Manager – Mrs. Jennie Purcell

1. We had a full-time Adult Services Librarian I position open, vacated by Erica Moon who was promoted to YS Supervisor. We interviewed for this position and hired Kelly Shesko, a former part-time Librarian in Adult Services.
2. Computer Lab technology upgrade is complete. This Capital project was approved last year.
3. We had a leak in Adult Services the weekend of September 23, a wet and windy weekend. This was in the roof area where the new low ambient kit was installed for the server room Capital project. The company is coming out to reseal and set so the leak does not occur again.

4. Registration for Flea Market scheduled on Sunday, October 8 was sold out: 75 vendors purchased space, and we had many shoppers.
5. Worked on retro pay for all union members, retro pension & life insurance for payroll on September 29.
6. Maintenance Supervisor, Jim Stamer removed all signage from the café area since patrons continually asked what time the café opened. We will do another RFP next year to see if there is any interest.
7. Jim Stamer switched all lights on the Lower Level to LED. He also recently changed out or adjusted a lot of air handler valves in the building, saving CHPL thousands of dollars. Jim will be out on leave for about two weeks starting the end of October.
8. Working on final budget with Michelle Samalonis, CHT, for the November 8 Board Meeting. The 2024 holiday closures and Board Meeting dates will be presented as well. Please try to attend this important meeting so we have a quorum.

C. PR & Marketing – Ms. Suzanne Fox:

1. E-Mail Marketing through Constant Contact:
 - a. 10 emails were sent including Concoctions Book Club, Needlework Guild, monthly eNews, Flea Market, etc.
 - b. Total contacts in database is 15,310; added 161 new contacts in the past month.
2. CHPL Social Media
 - a. Facebook: 5,822 followers (up 88 followers)
 - b. Instagram – CHPLNJ: 3,595 followers (up 18 followers)
 - c. Instagram – CHPLTeens: 1,219 followers (added 6 followers)
 - d. Threads: 343 followers
 - e. TikTok (main account): 973 followers
 - f. TikTok Teen account: 1,078 followers
 - g. Twitter: 1,837 followers; LinkedIn: 205 followers
 - h. Main YouTube: 205 subscribers
 - i. YS YouTube: 150 subscribers
 - j. CHPL Teens You Tube: 99 subscribers
3. Additional information:
 - a. The October collection is personal care items for JFCS, whose food pantry is across the street from CHPL.
 - b. I hosted Friends TV show Trivia Fundraiser and made \$450 in one night with over 70 in attendance (photos shared). Thank you to the Friends of the Library for providing funds for prizes. Adult Services Librarian, Alison McKenzie and I are working on more trivia nights. We received tremendous feedback from this event.
 - c. September was Library Card Sign-up Month. I featured photos of the staff and patrons to promote throughout the month. Our stats were up from last year!
 - d. Across social media platforms I stay engaged with our patrons and partners. Bywater Solutions is a vendor and they posted a photo of the CHPL library card during September.
 - e. I am working with Adult Services Librarian, Claire Thomas and a librarian from South River Library on a proposal for next year's NJLA Conference. Our plan is to host a panel discussion about Effective communication Strategies for assisting patrons who are autistic or neurodivergent.
 - f. Worked on the Social Story with Diversity & Outreach Librarian, Michelle Yeager to assist patrons with library accessibility and expectations.
 - g. In September I worked at our community event to promote local author/family Jamie Brueshoff and her book *Beyond the Binary*. Over 130 attended this important program.

Community partners including PFLAG, Kaleidoscope, JFCS, and local churches had display tables. This was a very well received event with NO problematic comments. The event was shared widely across the state on all social media channels.

- h. The first week of October was Banned Books Week. Our social media engagement was the highest ever for the first post of Michelle Yeager reading *The Invisible Man*. We received a lot of positive comments and some negative. I monitored all the comments and documented any troubling ones (photos shared).
- i. I coordinated with BOE member Gina Winters to take Banned Books photos. BOE President, Miriam Stern and BOE member Corrien Elmore-Stratton posed with their favorite banned books. Don't forget to vote!
- j. NJLA shared one of our Banned Books Week photos of Adult Services Librarian, Amanda Zuccarelli and her lobby table display.
- k. In promotion of the Flea Market I tag many local towns and neighborhoods. I tagged Visit South Jersey and they shared the post to their account, which has over 21,000 local followers.
- l. I worked the Flea Market on Sunday, October 8 at CHPL. All comments on social media have been positive, and Jennie does a wonderful job coordinating the event.
- m. Thursday, October 19 I will represent the Library along with Diversity & Outreach Librarian, Michelle Yeager at the JCC's Disability Resource Fair.
- n. We have reached a new level of commentary on social media with negativity and spam. I document all problematic incidents and report to Facebook as needed. These comments are in violation of our social media policy and I am constantly monitoring them.

D. Friends of the Library -

- a. Friends Treasurer's Report prepared by Mr. Wedzielewski, was submitted to the Board.

Unfinished Business

- A. None.

New Business

- A. Changes in the Collection Development Policy presented to the Board:
 - a. When you have a children's picture book with paper binding, it does not last with multiple circulations. The Library selects materials in the medium that is most appropriate to their efficient use. Some available formats and bindings will not work for public circulation.
 - b. Publication year: our collection budget focusses on newer, recent publications due to limited funds, not including classics.
 - c. Language added, under "Guidelines for Selection:"

Collection management decisions are influenced by the needs of the Cherry Hill community, critical reviews from professional publications, publication date, budget funding, space consideration, and the availability and accessibility of alternative information resources.Some available formats and bindings will not work for public circulation...

MOTION: Moved by Mrs. Schwartz, seconded by Mrs. Judge to approve updates to Collection Development Policy.

All in Favor: Mr. Art Simons, Yes; Mrs. Kathryn Judge, Yes; Ms. Susan Bass Levin, Yes;

Mrs. Cathy Schwartz, Yes; Mrs. Rhonda Shevrin, Yes; Ms. Faith Hamilton, Yes;
Mrs. Megan Langman, Yes

Motion Approved

Public Discussion

- A. Mrs. Ilana Yares, Cherry Hill resident, thanked the Board and Library staff for diversity in the programs offered. She recently noticed a few homeless people sleeping outside the Library around 8 a.m. before its opening, and wants the Library to be aware. Library management replied they are aware, and have discussed the situation with the police already.

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

Adjournment

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

Unanimously approved

Meeting adjourned at 4:25 p.m.

Jennie Purcell
Board Clerk