

November 8, 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 October 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 October 25, 2023. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun and The Patch on October 25, 2023.

Mr. Simons called the meeting to order at 4:01 p.m.

The board clerk called the roll and those present were:

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

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

Other present were: 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 October 11, 2023 board meeting as there were no questions or changes.

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

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

Abstention: Mrs. Michele Golkow

Motion Approved

RESOLUTION 2023-11-1 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. Cathy Schwartz, Yes; Mrs. Michele Golkow, Yes; Mrs. Megan Langman, Yes

Motion Approved

**RESOLUTION 2023-11-2
RESOLUTION TO ADOPT THE FY 2024 BUDGET**

DISCUSSION: Mrs. Purcell worked with Cherry Hill Township CFO Mrs. Samalonis to finalize CHPL budget, which was emailed to the Board for review. The budget increased due to new union contract passing (salary increases), increase in programming budget for Youth and Adult Services, increase in downloadable media, increases in services like trash removal, etc. Mr. Simons thanked Mrs. Purcell for her hard work on the budget, and thanked Township for contributing above the minimum library requirement. All Board members voiced agreement.

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

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

Motion Approved

**RESOLUTION 2023-11-3
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
ESTABLISHING THE 2024 HOLIDAY SCHEDULE**

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

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

Motion Approved

**RESOLUTION 2023-11-4
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
2024 BOARD MEETING SCHEDULE**

DISCUSSION: The 2024 Board Meetings are scheduled on the second Wednesday of the month, with a few exceptions: June will meet the third Wednesday, June 19 due to fiscal year end; July will meet the third Wednesday, July 17 due to budget preparation.

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

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

Motion Approved

RESOLUTION 2023-11-5

**RESOLUTION FIXING THE COMPENSATION OF EMPLOYEES OF THE CHERRY HILL
TOWNSHIP PUBLIC LIBRARY, COUNTY OF CAMDEN, NEW JERSEY**

DISCUSSION: Mrs. Purcell calculated staff salary range increases for the start of the calendar year as contracted, to ensure the Library budget is covered.

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

Motion Approved

Administrators' Report

A. Director's Report – Prepared by Ms. Laverne Mann, emailed to Board members.

1. Library Updates:
 - a. I attended several professional sessions at New York Comicon October 12 – 14, 2023.
 - b. I ran the 501stNER and Rebel Legion Star Wars Reads Day event at CHPL on October 15 for 100 attendees.
 - c. Participated in an interview with NJ Monthly reporter on CHPL's Library of Things
 - d. Meetings attended:
 - i. October 17 zoom meeting: NJLA Board
 - ii. October 18 CHPL Friends of the Library meeting
 - iii. October 24 NJ State Library Reciprocal Borrowing meeting
 - iv. October 26 CHPL Supervisors' monthly meeting
 - e. Recent Adult Services program stats provided, some highlights include:
 - i. Outreach at Harvest Fest on October 15 reached 411 people.
 - ii. The Making of Fleetwood Mac's Rumours had 45 in attendance.
 - iii. Author talk: A Conversation with Terri-Lynne Defino had 20 in attendance
 - f. Upcoming programs for Adult Services listed, including November 8 climate change program, November 9 Must Watch Documentary: *The Automat*, and November 14 Cannabis Community Conversation.
 - g. Recent Youth Services program stats provided, some highlights include:
 - i. 18 programs offered to Ages 0 – 5 had 525 total attendees.
 - ii. 6 programs offered to Ages 6 – 12 had 166 in attendance.
 - iii. 14 programs offered to Ages 13 – 18 had 135 in attendance
 - iv. Two Outreach opportunities reached 32 teens total.
 - h. Two book displays this month: Banned Books, and Falling for Fiction.

B. Library Services Manager – Mrs. Jennie Purcell

1. The HVAC chiller was not working on October 23. Falasca was called to evaluate, and found a few things that were non-operational.
2. Maintenance Supervisor, Jim Stamer sealed the roof for the leak that was in Adult Services.
3. Assisted with the CHPL Family Dance Party after-hours fundraiser on Friday, October 13. This event was a family costume party with DJ; 100 people attended. Meredith Meyer did a great job planning and hosting the event.
4. Worked on the very successful Friends Book Sale November 1 – 5. Over \$16,000 was raised. Thank you, Board members Ms. Hamilton, Mrs. Judge and Mrs. Noyes.

Board member Mrs. Golkow asked if the Library still has fewer children's books donated for book sales. Library staff and volunteers confirm fewer are being donated. Mrs. Langman attended the book sale and found the vendors to be impolite and aggressive during the Friends Members Only night. She suggests limiting vendors during that night. Ms. Purcell replied the complaints are valid but it is a Friends Board decision.

5. Concluded the open enrollment for staff health benefits. CHPL is leaving the State Health benefits and going with Horizon privately, at zero increase to the employees.
6. Attended mandatory webinar JIF training on workplace Discrimination and Harassment, and Cyber Security.
7. Finalized the FY24 Budget with Michelle Samalonis, CHT.

C. PR & Marketing – Ms. Suzanne Fox:

1. E-Mail Marketing through Constant Contact:
 - a. 6 emails were sent including Book Sale, Friends membership, and Teens eNews.
 - b. Total contacts in database is 15,420; added 110 new contacts in the past month.
2. CHPL Social Media
 - a. Facebook: 5,892 followers (up 70 followers)
 - b. Instagram – CHPLNJ: 3,626 followers (up 31 followers)
 - c. Instagram – CHPLTeens: 1,221 followers (added 2 followers)
 - d. Threads: 381 followers (added 38 followers)
 - e. TikTok (main account): 973 followers
 - f. TikTok Teen account: 1,076 followers
 - g. Twitter: 1,834 followers; LinkedIn: 204 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 was for personal care items for JFCS. They picked up a trunk full of donations on November 6. Our November collection is the Township Food Drive, non-perishable items are needed. This collection runs through November 20.
 - b. We had three author events in October, each with great attendance! The authors were very happy.
 - i. Author Terri-Lynn DeFino loved the social media posts/images I created, and shared them on her accounts. She commented she framed one of the images I made.
 - ii. Author Mia Dalia shared all of our posts on her accounts and thanked us for the support. She referred to CHPL as her “ride or die” of libraries.
 - c. Outreach Librarian, Michelle Yeager and I worked the JCC’s Disability Resource Fair. We spoke with 67 interested families and told them about accessibility at the Library. We also promoted resources for individuals of all ability levels.
 - d. I met with Adam Roth, Special Needs Director for the Jewish Federation, and Nina Staiman, Director of Community Inclusion for the JCC. They would like to meet here for a tour of the building to provide insights into improving accessibility.
 - e. Worked the Murder Mystery after-hours fundraiser on Friday, October 27. The sommelier canceled so I stepped in to help.
 - f. I worked the Friends Book Sale Wednesday night, Thursday and Saturday. The \$5 bag of books sale continues to be very popular. Library Admin Assistant, Victoria Mena does a wonderful job managing the Friends Membership list.

- g. I will be working the Holiday Craft Fair on Sunday, November 19. Make sure to stop by and shop for holiday gifts!
- h. I attended two webinars through Constant Contact on email marketing. I am always trying to find new ways to engage the community.
- i. Working with staff, I ordered new name tags to be printed at DPI. They were ready within two days.
- j. I created a program feedback form with a QR code. This form will be offered at all Library programs, and is available on our website. We already received one positive form via the website praising CHPL's monthly book club, coordinated by Adult Services Librarian, Amanda Zuccarelli.
- k. We continue to have successful attendance at our Library programs. In addition to social media posts, I promote events with flyers, eNewsletters, in other Facebook community groups, and on our website. I work with Meredith Meyer on scheduling new signage in the building; Meredith creates the posters and banners in the building.
- l. Negative comments on our social media continue to be a problem. Constant monitoring of the accounts is needed. Sometimes people post spam links soliciting our patrons to send them money, in addition to posts with negative, hateful commentary. I am working on revising our social media policy, and would like TWP legal dept. to review the draft.
- m. Social media posts shared including departing Youth Services Supervisor, new Youth Services Supervisor, Halloween photos, and Board members at the Book Sale.

D. Friends of the Library -

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

Unfinished Business

- A. None.

New Business

- A. Mrs. Noyes wants to remind all that Cherry Hill is a great place to live with terrific people living here. She thanks the Board for being Board members, and the Township for their support.

Public Discussion

- A. None.

Next regular meeting date: **Wednesday, December 13, 2023 at 4 p.m. via Zoom (Bill pay only).**

Mr. Simons requests the Board Clerk email all Board members requesting their opinion on returning to in-person meetings or continuing to meet via Zoom in the New Year.

Adjournment

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

Unanimously approved

Meeting adjourned at 4:27 p.m.

Jennie Purcell
Board Clerk