

January 10, 2024

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 December 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 December 27, 2023. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun and The Patch on December 27, 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. Kathryn Judge, Ms. Susan Bass Levin, Esq.,
Mrs. Rhonda Shevrin, Mrs. Michele Golkow, Mrs. Megan Langman

Via phone: Mrs. Mona Noyes,

Absent: Mrs. Cathy Schwartz, Ms. Faith Hamilton

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

Call for Nominations

Mrs. Mona Noyes nominated Mr. Art Simons as President of the Cherry Hill Public Library Board of Trustees, second by Mrs. Kathy Judge.

Voice vote approved.

Ms. Susan Bass Levin nominated Mrs. Cathy Schwartz as Vice President of the Cherry Hill Public Library Board of Trustees, second by Mrs. Mona Noyes.

Voice vote approved.

Mrs. Kathy Judge nominated Mrs. Mona Noyes as Treasurer of the Cherry Hill Public Library Board of Trustees, second by Mrs. Michele Golkow.

Voice vote approved.

Minutes

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

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

All in Favor: Art Simons, Yes; Mona Noyes, Yes; Kathryn Judge, Yes; Susan Bass Levin, Yes; Rhonda Shevrin, Yes; Michele Golkow, Yes; Megan Langman, Yes

Motion Approved

RESOLUTION 2024-1-1
RESOLUTION AUTHORIZING PAYMENT OF BILLS

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

All in Favor: Art Simons, Yes; Mona Noyes, Yes; Kathryn Judge, Yes; Susan Bass Levin, Yes; Rhonda Shevrin, Yes; Michele Golkow, Yes; Megan Langman, Yes

Motion Approved

Administrators' Report

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

1. Library Updates:
 - a. Meetings attended by Director:
 - i. NJLA Executive Board – November & December
 - ii. Supervisors' monthly meeting – November & December
 - iii. NJ State Librarian Quarterly Consortia Meeting - November 14.
 - iv. ALA Virtual Council meeting – November 30
 - v. SAIL consortia, Executive Board meeting - December 11.
 - vi. CHPL staff Winter Programming meeting - December 14
 - vii. CHPL Holiday Party - December 15
 - viii. Township reorganization meeting, Mayor and Council swearing in – January 2.
 - 1) Mayor Fleisher came to the Library today to introduce himself to staff.
 - b. January Collection Drive: Stray Cat Relief Fund
 - c. Recent Youth Services program stats provided, some highlights include:
 - i. Events Ages 0 – 5 had 392 total attendees.
 - ii. Events Ages 6 – 12: Family Retro Gaming had 11 attendees.
 - iii. Events Ages 13 – 18 had 83 in attendance
 - iv. One Outreach program reached 20 in attendance.
 - v. Youth Services Reference Questions answered: 751.
 - vi. Nine Youth Services displays last month.
 - vii. Teen volunteer hours logged: 61.
 - d. Recent Adult Services program stats provided, some department highlights include:
 - i. We officially switched to our independent Libby account (Overdrive eBooks & audio books), and left the South Jersey Regional Library Cooperative, so CHPL can now curate our offerings to our patrons. The transition has been fairly smooth, and we look forward to building up our digital content library.

- ii. Kelly Shesko, Michelle Yeager and Claire Thomas became certified in Adult Mental Health First Aid through a free training offered by the National Council for Mental Well-Being.
- iii. The application for the spring 2024 ESOL program opened on January 1, and classes begin on January 22.
- iv. Our Seed Library will re-open in February.
- e. Upcoming programs for Adult Services listed, including February 10 Chinese New Year Celebration, January 22 Heal the Divide with Braver Angels, and January 28 They Survived Together documentary screening and Q&A.

B. Library Services Manager – Mrs. Jennie Purcell

- 1. The hot water heater on the Upper Level broke in December. Maintenance Supervisor Jim Stamer stopped the leak, drained the system, leaving only cold water for restrooms in Youth Services, Admin and staff restrooms. Falasca provided quote of \$6,398 to replace & install. Instead, Mr. Stamer purchased a hot water heater from Home Depot and installed it on January 3, saving the Library \$3,000.
- 2. Recent maintenance visit on boiler system cost \$3,400.
- 3. Township DPW did a service call for our snow blowers on January 2.
- 4. Our flagpole rope broke in December due to high winds. Township DPW assisted with a bucket truck to get the rope through the pulley on top of the flag pole.
- 5. Entered all new 2024 banks of time into the timekeeping system for employees.
- 6. Updated payroll system with the new year union contract and non-contractual increases.
- 7. New phones were installed on January 9 as part of the Capital Project list. They are in the process of connecting and setting them up.
- 8. We had another leak recently in Reading Room due to excessive rain and strong wind. Mr. Stamer purchased patching material he installed on the roof. This fix saved the Library a lot of money.

C. PR & Marketing – Ms. Suzanne Fox:

- 1. E-Mail Marketing through Constant Contact:
 - a. 13 emails were sent in the past two months including Candy Bingo, fall fundraisers, and Teens eNews.
 - b. Total contacts in database is 15,575; added 155 new contacts in the past month.
- 2. CHPL Social Media
 - a. Facebook: 5,924 followers (up 32 followers)
 - b. Instagram – CHPLNJ: 3,651 followers (up 25 followers)
 - c. Instagram – CHPLTeens: 1,227 followers (added 6 followers)
 - d. Threads: 450 followers (added 69 followers)
 - e. TikTok (main account): 999 followers
 - f. TikTok Teen account: 1,076 followers
 - g. Twitter: 1,831 followers; LinkedIn: 205 followers
 - h. Main YouTube: 209 subscribers
 - i. YS YouTube: 150 subscribers
 - j. CHPL Teens You Tube: 101 subscribers
- 3. Additional information:
 - a. The January collection is for the Stray Cat Relief Fund. Donations of wet or dry cat/kitten food, clumping cat litter and litter trays are needed.
 - b. Circulation has new Library cards featuring the Seward Johnson sculpture, Sunday Morning. I worked with Circulation Supervisor Jaclyn Harmon to design our new cards. Patrons can

- replace their existing card with a new one for \$2 per card. New card holders will get the new design.
- c. I registered CHPL to participate in NJLA snapshot month this February. Board members in photos are always welcome!
 - d. In November, we hosted a very successful food collection with Township.
 - e. The Holiday Craft Fair brought in \$2,065 in vendor fees with over 1,000 people attending.
 - f. The Gently Used Jewelry & Accessory Sale raised \$4,360 with over 400 people shopping. Donations of jewelry and accessories are accepted all year.
 - g. In December the Friends hosted a Better Book Sale and their first Antiquarian & Collectibles Book Sale.
 - h. Teen Librarian Jasmine Riel hosts a Teen Winter Reading Program that runs until January 15. There are 66 teens currently participating.
 - i. Teen Twitch Livestream hosted by Children's Librarian Melissa Brinn is very popular, with 61 followers (about 8 – 14 teens participate interactively each meetup).
 - j. Winter break Candy Bingo fundraiser brought in \$970 with 97 attendees. Thank you to the Friends for providing candy.
 - k. Volunteer/Fundraising Coordinator Meredith Meyer and I planned the 2024 fundraising calendar.
 - l. Meredith is running a Book Page Folding Art Class fundraiser in January. Already, over 50 people registered at \$15 per person. Participants can make a hedgehog, house or vase out of books.
 - m. The January artist is Nick St. Clair displaying his "Mummers Series of Autism." His Sharpie drawings are Mummers logos with a puzzle piece background (Autism Awareness symbol). Nick had an exhibit here a few years ago, and his drawing of the CHPL logo surrounded by puzzle pieces is hanging in the Youth Services area.
 - n. 2023 Staff Picks was compiled by Librarian Kristin Redmond, Executive Assistant Valerie Carita and I. Adult Services Librarian Josh Greene added it to our website; paper copies are available throughout the Library. Check out the books our staff enjoyed last year!
 - o. I am working on PR for a milestone moment this spring. More details to come.
 - p. I was elected President of the Camden County Library Commission.
 - q. Photos shared of social media posts highlighting Candy Bingo, Black Friday at CHPL, and the new Library card design.

D. Friends of the Library – Ms. Marlyn Kalitan, President

- a. Friends Treasurer's Report prepared by Mr. Wedzielewski.
- b. December Better Book Sale and Antiquarian & Collectible Book Sale brought in \$2,800. Thank you to our wonderful volunteers for recognizing valuable donated items and managing these sales.
- c. Jim Gibson, former Friends Board President and dedicated Library volunteer for over 25 years recently passed. Ms. Kalitan would like to discuss an appropriate way to honor his memory with the Friends Board and Library Board.

Ms. Bass Levin suggests the Friends increase the minimum charge for credit card use to \$15 due to higher credit card service fees. Ms. Kalitan will discuss this suggestion at the next Friends Board Meeting.

Unfinished Business

- A. Mrs. Mann reports after 18 mos. of requesting Hoopla to better curate their collection for our patrons, the Library decided not to renew this service. Their materials are not properly screened, included items with hate speech, Holocaust-denial and many other questionable topics. The Library will instead offer different platforms for eBooks and audio books.
- B. Mrs. Mann reports DVD rentals are down, and many popular streaming series/films are not offered on DVD. In reviewing decreased revenue generated by DVD rental fees, she suggests no longer charging a fee for DVD rentals, and they circulate like other items, no charge.
 - a. Board approved by voice vote.

New Business

- A. None.

Public Discussion

- A. Mrs. Ilana Yares, Cherry Hill resident, thanked the Library for its December orchestra concert and requests similar programs. She thanks the Library for allowing Cherry Hill Girl Scout cookie booth sales at the Library this season. She requests Sunday openings at the Library September through June.

Next regular meeting date: **Wednesday, February 14, 2024 at 4 p.m. via Zoom.**

Adjournment

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

Unanimously approved

Meeting adjourned at 4:34 p.m.

Jennie Purcell
Board Clerk