

January 8, 2020

The Cherry Hill Public Library Board of Trustees 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 12, 2019, 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 24, 2019. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on December 24, 2019.

Mr. Simons called the meeting to order at 5:51 p.m.

The board secretary called the roll and those present were:

Present: Mr. Art Simons, Mrs. Cathy Schwartz, Dr. Joseph Meloche, Mrs. Kathryn Judge

Via phone: Mrs. Mona Noyes

Absent: Ms. Susan Bass Levin (arrived at 6:16 p.m.), Esq., Dr. Kavita Gupta

Other present were: Mrs. Laverne Mann, Library Director
Mrs. Jennie Purcell, Library Services Manager
Ms. Suzanne Fox, PR & Marketing Coordinator, Cherry Hill Library
Mr. Jim Gibson, President, Friends of the Library
Mr. Walt Wedzielewski, Treasurer, Friends of the Library

Minutes

Mr. Simons asked for a motion to approve the minutes of December 11, 2019 board meeting as there were no questions or changes.

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes

Motion Approved

RESOLUTION 2020-1-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS

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

All in Favor: Mr. Art Simons, Yes; Mrs. Mona Noyes, Yes; Mrs. Cathy Schwartz, Yes;
Dr. Joseph Meloche, Yes; Mrs. Kathryn Judge, Yes

Motion Approved

Administrators' Report

A. Director's Report – Ms. Laverne Mann

1. Congratulations to Dr. Meloche for being named Outstanding Administrator of the Year from the NJ Association of School Librarians (NJASL). Thank you Dr. Meloche, for your support of school libraries and librarians.
2. NJ Library Construction Bond Act – applications accepted March 9 - April 6, 2020 to include projects, funding, community analysis, building program and project costs. CHPL will schedule meetings with CHT to discuss how to proceed with application.
3. Community Focus Group – December 5, facilitated by Leslie Burger; report and summary read to the Board. Our Community Survey results were provided to the facilitator to direct the focus group. Thank you to four Board members for attending and participating.
 - a. Since CHPL was envisioned, the digital and educational needs of our community have changed significantly. CHPL must work to stay relevant and meet these changing needs.
 - b. Board member Mrs. Schwartz suggests contacting Cherry Hill civic associations for educating them on the Library. Ms. Mann agreed, will discuss with Outreach Librarian.
4. *The Cherry Hill Sun* article highlighted our ESL (English as a Second Language) classes, librarian Elby Wang and a recently naturalized student: *a new journey as a new American citizen, Carla Almeida found her purpose through the Cherry Hill Public Library.*
5. Collection Drive – coats, hats, scarves and gloves for Hand 'n' Heart, a local non-profit helping homeless individuals.
6. Adult Services & Youth Services – recent programs and attendance reviewed, upcoming programs highlighted.
7. Director professional development and meetings:
 - a. Lobby Table: Creativebug database
 - b. Webinar: Libraries and Homelessness
 - c. Programs: Springsteen and Class, Feminist Book Club
 - d. Nov. 5 – Supervisors Meeting
 - e. Nov. 20 & 21 – League of Municipalities
 - f. Nov. 25 – Strategic Plan Meeting
 - g. Dec. 5 – Community Focus Group
 - h. Dec. 6 – NJLA Public Policy Committee
 - i. Dec. 9 – Trenton Statehouse, NJLA for library legislation
 - j. Jan. 2 – CHT Reorganization Meeting.

B. Library Services Manager – Mrs. Jennie Purcell

1. The Library has one full-time position currently open in Technical Services Department. This position is posted on our website, Indeed & Facebook.
2. We will receive four new copiers on Monday, January 13. One will replace the copier in Admin, two in Reference and one in Youth Services. Provided letters of intent to all current companies. Contracts expired and I bundled them under one bill for 5 years. New contract is well within budget.
3. Made all changes to payroll for the 2020 union increases, non-contractual increases and mandatory NJ minimum wage of \$11.00 per hour.
4. Worked with providing the auditors various payment documents and payroll files over the past few weeks. CHT CFO reported the audit has been completed without issue.
5. Processed flexible spending accounts, as enrollment was due in December.
6. We received several donations in memory of Bobbie Gilbert, Friends volunteer. It was nice of the family to name the Library in her memory.
7. Attended a session at the League of Municipalities in November on Open Public Meetings Act. Our process mirrors what the law states.

8. Sent a reminder to all staff on how to process monetary donations and how we are able to collect them via cash, check, credit card and online as a refresher before the holidays.

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

1. News & Events:
 - a. Collections: December we hosted a collection for Hand ‘n’ Heart. They collected winter clothing for the homeless. They hope to do this again next year. January’s collection is for Reach Out & Read; a public health intervention that advocates for childhood literacy. CHE Sophomore Sara Rozengarten partnered with us and BookSmiles.
 - b. January Art Gallery features Sky McClain. Her work is inspired by the Jersey Shore. She has a reception open to the public on Sunday, January 26, 2 p.m. – 4 p.m.
 - c. Our Gently Used Jewelry & Accessory Sale on December 7 had the highest total ever: \$2,735.65! This was the first sale credit cards were accepted. Jewelry & accessory donations are accepted year round. The next sale is Saturday, May 2.
 - d. The December Blood Drive exceeded our goal: 32 donors.
 - e. The first Holiday Craft Fair had 43 vendors and brought in \$1,050. The vendors were happy and want to do this again.
 - f. Artis of Evesham provided \$250 to be a LLL sponsor. Their logo/tagline was included in our January newsletter and will be in upcoming marketing. They are very excited to work together. This was established through a connection from staff member Amanda Zuccarelli via library program Coffee & Conversation.
2. November – January E-Mail Marketing (Constant Contact):
 - a. Mid-November through early January programs and events reviewed – open rate and click rate. Highest was January 2020 Newsletter sent on 12/30/19 (32% open rate, 12% click rate).
 - b. Added 154 new contacts into Constant Contact in the past 60 days.
 - c. Total contacts in database now 12,760; 42 unsubscribed in the past month.
3. CHPL Social Media – posts with the highest engagement from November 13, 2019 to January 7, 2020:
 - a. Facebook (4,191 followers)– Holiday Craft Fair
 - i. 5,325 people reached, 284 post clicks, 60 reactions, 28 shares
 - b. Instagram (2,242 followers) – Smudge the Cat - Fine Free
 - i. 966 people reached, 64 likes, 1,150 impressions.
4. Ongoing PR:
 - a. *The Cherry Hill Sun* featured Kurt Comber and his program about Veterans Voices that he made for his Eagle Scout Project.
 - b. *The Cherry Hill Sun* featured Carla Almeida and how CHPL helped her find purpose.
 - c. *The Cherry Hill Sun* promoted the December collection for Hand ‘n’ Heart.
 - d. *The Cherry Hill Sun* joined us for the Youth Services program New Year’s Eve at Noon.
 - e. CHPL was on PHL17 two times during the Morning Show on Monday, December 2 highlighting our children’s program, People in Your Neighborhood. Kelsey Fabian from PHL17 read stories for Thanksgiving.
 - f. In March 2020 Deena Caswell will be doing a radio interview with Humanities Connection through Farleigh Dickinson University’s radio station, WDFU. She will be discussing One Book, One Cherry Hill and the New Jersey Council for the Humanities that helped fund this.
 - g. Several staff members participated in their first Instagram TV video for Carpool Karaoke spectacularly performing “9 to 5.” This was viewed 276 times on IG TV with comments from patrons. On Facebook over 2,000 people viewed it.

Ms. Susan Bass Levin arrived at 6:16 p.m.

D. Friends of the Library – Mr. Jim Gibson and Mr. Walt Wedzielewski

1. Library requests totaling \$3,946.30 have been submitted for approval for January.
2. Membership is at 615. We are saddened by the loss this past year of longtime volunteer and Friends Board member, Bobbie Gilbert. Her dedication to the Friends Gift Shop and as the volunteer coordinator for the book sales will be greatly missed.
3. Book sales accounted for more than \$54,000. in 2019. The next book sale is March of 2020.
4. Future trips:
 - a. Flower Show and Barnes Museum.
5. Friends Treasurer's Report read by Mr. Walt Wedzielewski.

Unfinished Business

- A. None.

New Business

- A. Proclamations in honor of their service to the Library were presented on behalf of Mayor Cahn and Township Council to longstanding Board members Ms. Laura Merkin and Mrs. Katherine Wade, Esq. Their terms on the Library Board of Trustees expired on 12/31/19. On behalf of the Board, Mr. Art Simons thanked each for their dedication and service.

Public Discussion

- A. Mrs. Yares, a resident of Cherry Hill thanked the Library for scheduling the Early Child Education Fair on a Wednesday night and offered to contact local Jewish schools to participate. In addition, she suggested adding a link to the library website for residents to ask questions and get answers from staff. She also suggested adding to our website an explanation of why CHPL is not part of the County Library System. Board President Mr. Simons thanked her for her comments.

Next regular meeting date: **Wednesday, February 12, 2020 at 5:45 p.m.**

Adjournment

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

Unanimously approved

Meeting adjourned at 6:30 p.m.

Jennie Purcell
Board Clerk