

November 13, 2019

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 October 17, 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 October 30, 2019. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on October 30, 2019.

Mr. Simons called the meeting to order at 5:46 p.m.

The board secretary called the roll and those present were:

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

Absent: Ms. Susan Bass Levin, Esq., Ms. Laura Merkin, Ms. Katherine Wade, Esq.,
Dr. Kavita Gupta

Other present were: Mrs. Jennie Purcell, Library Services Manager
Mrs. Laverne Mann, Library Director
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 October 16, 2019 board meeting as there were no questions or changes.

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

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 2019-11-1 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

**RESOLUTION 2019-11-2
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
ESTABLISHING THE 2020 HOLIDAY SCHEDULE**

MOTION: Moved by Mrs. Schwartz 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

**RESOLUTION 2019-11-3
RESOLUTION OF THE CHERRY HILL PUBLIC LIBRARY
ESTABLISHING THE 2020 BOARD MEETING SCHEDULE**

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

**RESOLUTION 2019-11-4
RESOLUTION FIXING THE COMPENSATION FOR EMPLOYEES OF THE CHERRY HILL
TOWNSHIP PUBLIC LIBRARY, COUNTY OF CAMDEN, STATE OF NEW JERSEY**

MOTION: Moved by Mrs. Schwartz 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

Public Discussion

- A. Cherry Hill resident Ilana Yares asked if more Sundays can be open in 2020. Ms. Mann replied that after evaluating the calendar, an additional Sunday opening was added in 2020.

Dr. Kavita Gupta arrived at 5:53 p.m.

Administrators' Report

- A. *Director's Report – Ms. Laverne Mann*
1. Photos shared from Halloween, 545 at Halloween parade.
 2. Upcoming Adult and Youth Services programs reviewed.

3. Attendance statistics provided for recent programs in Adult and Youth Services from mid-October through early November.
4. Director professional development and meetings:
 - a. October 16: Friends Meeting
 - b. October 17: Staff Meeting
 - c. October 21: Strategic Plan Meeting
 - d. October 24: Supervisors Meeting
 - e. November 1: NJLA Public Policy Committee
 - f. Programs: Cold Weather Company on 10/19; Geography of Risk on 10/22.

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

1. Staff elevator was fixed on October 28 after being out of service for three weeks. After reviewing the current contract, the Township signed a 5 year agreement on behalf of the Library. There are two years left in this contract. Jim Stamer, Facilities Manager, met with three different companies to get quotes. We received one that is less expensive than the one we are currently paying. Waiting for a response from Township-Legal whether we can get out of the current contract since several service calls were placed and they did not order the parts immediately.
2. Attended Township Health Fair on October 22 and spoke with several vendors about scheduling information sessions for staff at the Library on Aflac supplemental insurance, credit union and 457b retirement plan.
3. Met with three copier vendors on October 30 to discuss leasing at the Library. The Youth Services copier that we owned for the past 15 years stopped working and parts are no longer available. New copier lease is included in FY20 budget. Received quotes from all three vendors.
4. On November 6, ten bricks were installed in Friendship Grove by Jim Stamer.
5. Jim Stamer also replaced 88 bulbs in the boiler room and shop area. The bulbs went from 32 watts to 12 watts per bulb. Total watts savings is 1056 from the two areas.
6. Worked on the 2020 holiday schedule along with the 2020 Board Meeting schedule.

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

1. PR, Events and Other News:
 - a. October was extra busy with One Book, One Cherry Hill events, and our regular programming.
 - b. November Food Drive with Township continues until 11/21. Non-perishable items needed!
 - c. The Friends Book Sale starts tonight and runs until Saturday, November 16. Also, Saturday is our Clothing, Shoes & More collection from 9:30 a.m. – 12:30 p.m. in the parking lot by the main entrance. The more it weighs the more we raise!
 - d. Art Gallery: November artist is Maria Sammartino. Her reception had 50 people in attendance.
 - e. Collections continue in advance of our Gently Used Jewelry & Accessory Sale on December 7. Thank you Cathy Schwartz.
 - f. The first Holiday Craft Fair on November 24 has 40 vendors and will fill the Conference Center, Multicultural Room and under the stairwell on the lower level. Stop by and shop on Sunday, November 24 from 2 p.m. – 4:30 p.m.
2. October – November Email Marketing (Constant Contact):
 - a. October mid-month newsletter 10/16/19 (26% open rate, 9% click rate)
 - b. November newsletter 10/31/19 (26% open rate, 11% click rate)

- c. November Book Sale 11/12/19 (24% open rate, 2% click rate *in less than 24 hours*).
- d. Added 97 new contacts to Constant Contact in the past 30 days.
- e. Total contacts in database: 12,606; 21 unsubscribed in the past month.
- 3. CHPL Social Media – posts with the highest engagement October 17 – November 12:
 - a. Facebook (4,136 followers) – *Staff photo on Halloween 2019*.
 - i. 1,825 people reached, 637 post clicks, 298 reactions, 5 shares(29 comments that were wonderful)
 - b. Instagram (2,196 followers) – *Staff photo on Halloween 2019*.
 - i. 470 people reached, 63 likes, 794 impressions.
- 4. Ongoing PR:
 - a. *The Cherry Hill Sun* featured “Flo from Progressive” from Halloween. NJ.com included CHPL in their list of indoor venues for Trick or Treating.
 - b. Winter magazine was submitted to CH Township.

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

- 1. Library requests totaling \$1,938.72 have been submitted for approval for November.
- 2. Membership is at 615.
- 3. Fall Book Sale is November 13 - 16.
- 4. Future Trips:
 - a. Flower Show in March
 - b. Barnes Museum
- 5. Friends Treasurer’s Report read by Mr. Walt Wedzielewski.

Unfinished Business

A. None.

New Business

A. None.

Next call-in only* meeting date: **Wednesday, November 13, 2019 at 11 a.m.** *Minutes and bill paying approval only.

Adjournment

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

Unanimously approved

Meeting adjourned at 6:16 p.m.

Jennie Purcell
Board Clerk