

April 12, 2017

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 March 9, 2017, 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 March 29, 2017. Notice was also e-mailed to the Courier Post, Philadelphia Inquirer, the Sun & the Patch on March 29, 2017.

Mr. Simons called the meeting to order at 5:47 p.m.

The board clerk called the roll and those present were:

Present: Mr. Art Simons, Mrs. Cathy Schwartz, Ms. Susan Bass Levin, Esq.,  
Ms. Katherine Wade, Esq., Mrs. Diane Koury Alessi, Dr. Joseph Meloche

Absent: Mrs. Mona Noyes, Mrs. Stephanie Sanderson-Braem, Esq., Ms. Laura Merkin,

Other present were: Mrs. Jennie Purcell, Library Services Manager  
Ms. Katie Hardesty, Director of Marketing & PR, Cherry Hill Library  
Mrs. Lenore Rosner, Cherry Hill Township Business Administrator  
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 February 8, 2017 board meeting as there were no questions or changes.

MOTION: Moved by Dr. Meloche seconded by Mrs. Koury Alessi

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes;  
Ms. Katherine Wade, Yes; Mrs. Diane Koury Alessi, Yes; Dr. Joseph Meloche, Yes.

Motion Approved

### **RESOLUTION 2017-4-1 RESOLUTION AUTHORIZING PAYMENT OF BILLS**

MOTION: Moved by Mr. Simons seconded by Mrs. Schwartz

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes;  
Ms. Katherine Wade, Yes; Mrs. Diane Koury Alessi, Yes; Dr. Joseph Meloche, Yes.

Motion Approved

Ms. Laura Merkin arrived at 5:57 p.m.

Mrs. Stephanie Sanderson-Braem arrived at 5:59 p.m.

**RESOLUTION 2017-4-2**  
**RESOLUTION PROVIDING FOR THE INSERTION OF ANY SPECIAL ITEM OF REVENUE**  
**IN THE FY17 BUDGET, PURSUANT TO SECTION 3, OF CHAPTER 159, P.L. 1948**

DISCUSSION: Received a \$5,000 grant for One Book, One Cherry Hill from the Council of Humanities. A program is being planned this fall including a presentation by author Jamie Ford on his book *Songs of Willow Frost*. More information to follow.

MOTION: Moved by Dr. Meloche seconded by Mrs. Koury Alessi

All in Favor: Mr. Art Simons, Yes; Mrs. Cathy Schwartz, Yes; Ms. Susan Bass Levin, Yes; Ms. Katherine Wade, Yes; Mrs. Diane Koury Alessi, Yes; Dr. Joseph Meloche, Yes; Ms. Laura Merkin, Yes; Mrs. Stephanie Sanderson-Braem, Yes.

Motion Approved

**Administrators' Report**

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

1. Library Director Laverne Mann emailed a brief report of recent Library events to the Board.
2. Concluded interviews for the part-time Reference Librarian position. An offer was made to a candidate who will start in May.
3. Conference Center carpet replacement is set for May 8 – 10. These dates worked best since there were no renters scheduled in the Conference Center. Atlas of Cherry Hill was the lowest bid.
4. There was another brief power outage on March 15 as a result of PSE&G working on a pole outside the building, which sent a 110 power surge in through a neutral line. This surge fried our newly replaced boiler modular along with lighting in the Township storage area, IT storage area and the Family Restroom on the lower level. We installed a new boiler modular which was covered under warranty. An independent electrician will investigate the damage to wiring in the building. Lenore Rosner notified her contact at PSE&G since they should be held responsible; approximate cost is \$10,000 to fix. Our JIF insurance will cover cost of replacement and then PSE&G should reimburse. Also looking for ways to prevent this from happening again, be it surge protectors or something else. Working with Russ (Maintenance), Gary, Lenore and Ari at Township to resolve problem and cover costs. Will keep the Board apprised of the situation.
5. Volunteer Appreciation Presentation will be Thursday, April 27 at 8:30 a.m. Invitations were sent to the Board a few weeks ago. We encourage your attendance if your schedules permit. Mrs. Noyes and Mr. Simons have agreed to attend and speak. RSVP to Jennie.
6. The Library received a \$5,000 Grant from the New Jersey Council for the Humanities for One Book, One Cherry Hill. The resolution was discussed tonight (Resolution 2017-4-2).
7. Financial Disclosure email is being sent from Nancy Saffos at the Township. Please make sure to complete information by the deadline provided. Jennie will assist if needed.
8. Working on budget for FY18.

**B. *Director of Marketing & PR – Ms. Katie Hardesty:***

1. March was extremely busy with some wonderful, well-attended big events.

2. Email marketing has improved greatly as a result of gathering targeted email requests from library patrons. Very successful marketing tool; for example, tonight's history re-enactor has 120 registered to attend.
3. Thank you Friends for Facebook advertising money; great response and results from paid ads on Facebook.
4. Seed Library launched about 6 weeks ago (a free seed program to library card holders), extremely popular program, great response.
  - a) Board discussion on encouraging anyone who grows excess to donate to Cherry Hill Food Pantry, use Library as drop-off location.
5. Summer Reading Theme "Build a Better World."
6. May event calendars are out, planning Summer Reading programs now. CHPL summer program booklet will be published again, to be distributed in June.
7. Big outdoor event being planned on June 17: *Trucks, Trucks, Trucks*– touch a truck (multiple types) plus various food trucks. Held this event two years ago and approx. 1500 attended.
8. Matthew Quick returns July 6 for an author talk – very excited he will return for this free event. Book sales of his latest *The Reason You're Alive*, available that night through an independent book store, Inkwood in Haddonfield.
9. George Anastasia, author talk being planned in June – ticketed event. More information will follow.
10. Facebook gives a lot of insight on who we are reaching – over 15,000 people past 28 days.

**C. *Friends of the Library – Mr. Jim Gibson***

1. Library requests totaling \$10,491.30 have been submitted for approval in April. This is largely for the adult and children's summer reading programs.
2. Membership is at 597 (new members after book sale).
3. March Book Sale was the 5<sup>th</sup> highest of 45 book sales.
4. Author's luncheon had 55 attendees.
5. Scholarship committee meeting read 13 applications/entries and three were selected to receive a scholarship. They will be presented at the Volunteer Appreciation Presentation on April 27.
6. Upcoming Friends events:
  - a. Friends Flea Market - May 20, selling up to 70 spots.
  - b. Trip to 9/11 Memorial – June 7.
  - c. Book Sale in July.
7. Friends Treasurer's Report - *Mr. Walt Wedzielewski*

**Unfinished Business**

- A. None

**New Business**

- A. Trustees Training session is scheduled at CHPL on April 29, notice was sent to all Board members. Check your calendars to see if you can attend. Mr. Simons attended in the past and said it is worthwhile.
- B. Sandra Ragonese of Cherry Hill Historical Commission is revisiting the Holly Ravine sign being stored in the Local History Room at CHPL. Their space is limited so they would like to have it framed and hung over the Java City sign. The Commission made this request in the past but the Board at that time did not approve it.

1. **DISCUSSION:** It is a very large sign; perhaps the space over Java City is not the best space and another area is better. If clustered with other Cherry Hill signs it could work. For now offer Library storage space instead. Board discussion on aesthetics of wall hangings in the building; hanging it at this time is not approved.

**Public Discussion**

A. None

Next regular meeting date: **Wednesday, May 10, 2017 at 5:45 p.m.**

**Adjournment**

MOTION: Moved by Dr. Meloche seconded by Mrs. Sanderson-Braem

Unanimously approved

Meeting adjourned at 6:21 p.m.

Jennie Purcell  
Board Clerk