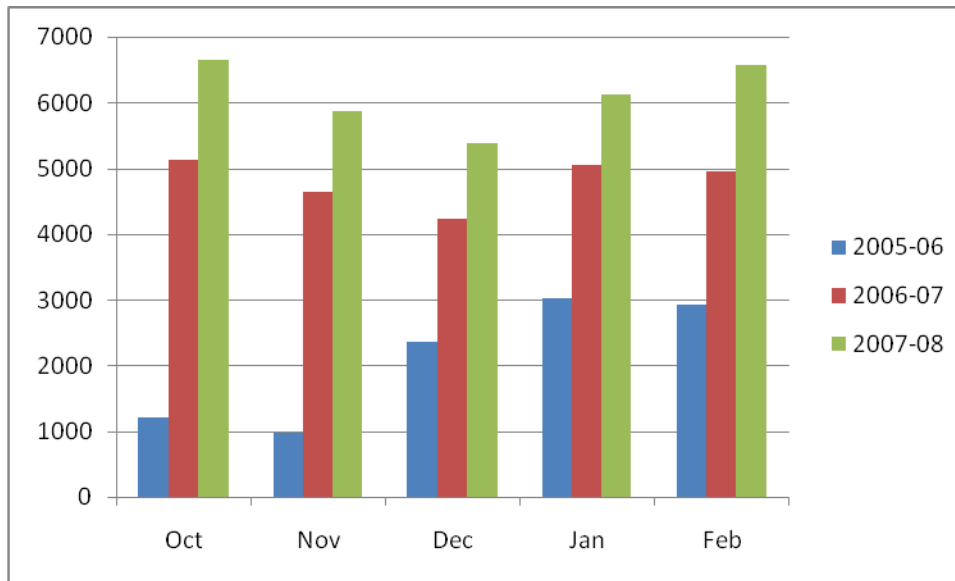


Director's Report for February 2008

February circulation (6571) increased 7% above January's circulation (6118) and 33% above this time last year (4952).

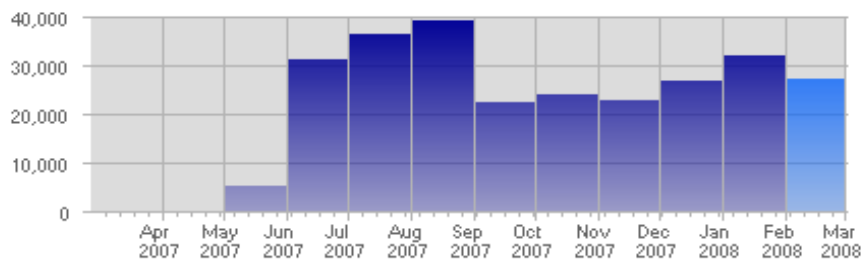


36 new cardholders were added in February bringing the total number of patrons to 6380. During the past month, Terri Breslin has been updating our patron database. She has found and subsequently reclassified patrons who were erroneously listed as resident homer owners or non-resident homers owners. As a result the number of resident home owners has declined while County resident and non-resident home owners have increased. While the project continues for the next 2 months, the statistics will fluctuate.

882 computer sessions in February. This is 10% decline from the previous month (982), but a 13 increase from this time last year (783).

894 items added to the collection in Febraury.

AFPL website had 8,560 visits in February. This is a 19% decrease from the previous month (10,579). In January, 27,429 pages were viewed while 1,452 files were downloaded.





Bay-Atlantic Contract Signed.

On Feb. 15, the Bay-Atlantic contract was “officially” signed by representatives of APAC, Bay-Atlantic Symphony, and The Avalon Free Public Library during a brief ceremony. There was press coverage from the Middle Township Gazette and the Atlantic City Press.

In celebration of Read Across America Week and the birthday of Dr. Seuss, the library sponsored a visit by the Turtle Singer (Karen Buckley) to the Avalon Elementary School on Feb. 29 for a turtle read and feed. Students were encouraged to read their favorite books to the turtles and learn aspects of turtle lore. They were allowed to feed the turtles grapes and juicy live worms afterwards. Everyone enjoyed the visit except the worms.



The library has applied for the 2008 Governor’s Tourism Award. The Awards serve to honor the exemplary individuals and organizations that have contributed to the experience of visitors and the quality of life of residents. The focus of the application revolves around the 2007 Symphony by the Sea series, the collaborative work done by various organizations and businesses to make the series a success, and the impacts it had on visitors and residents of Avalon and Cape May County. Ten awards will be presented at 2008 Governor’s Tourism Awards Ceremony on April 10.

Director attended a 2-day workshop on web design sponsored by the South Jersey Regional Library Cooperative.

Feb. 24, 2008

Dear Avalon Library Trustees,

You should all congratulate yourselves on running such a splendid library. I have always been a library user ever since my mother took me to the Verona, New Jersey public library in 1932! I can still see myself carrying an arm-load of books out the door.

Your whole staff is so congenial and helpful and I especially want to thank Milt Kuhn & his staff for assisting me with my taxes.

Sincerely,

Jenet Hicks