

Administration

- Personnel
 - PT Circulation opening – recommendation for internal opening, for Board review.
 - PT Youth Services position – Reworking previous posting from fall 2022, anticipated reposting, late fall 2023.
- Joint Insurance Fund Training – Enrolling staff in a new platform for safety and emergency training.
- History Center Security Drills – Working with staff to review security and emergency procedures.
- Cyber Security Training – All staff have completed the second online training for 2023.

Engage (Marketing, Service, Community & Staff Engagement, and Programming)

- Events
 - July 2023 saw a significant increase in event attendance – 157% over July 2022 and 60% over July 2019. This was in large part due to a concentration of special events, including five large concerts (Fabulous Greaseband, 100 Years of Broadway, Frontiers, Bay Atlantic Symphony, and Gypsy).
 - Additional popular events included weekday kids’ activities, a visit from bestselling author Ann Napolitano, and the History Center’s summer open house.
 - Planning for October and November events is complete and ready for transfer to marketing.
 - Preparing a pilot project in October and November for offseason kids’ and family programming to develop a framework for ongoing monthly events.
 - PA system acquired to support outdoor speaker events has been a successful equipment addition.
- Marketing
 - Managed design queue, in coordination with updates to marketing pieces, both reprints and new for distribution summer 2023.
 - Reworked Marketing Cycle for the remainder of 2023 to coordinate program and promotional workflows.
 - Tested various marketing strategies (print marketing, social media videos, banner planes) using popular events to gauge most successful options.
 - Identified and developed new publications to promote events and services, including concerts, HC initiatives, and more.
- Outreach & Engagement
 - Outreach included a presence at various community events and special outreach activities including Book Bike Story Time.

Enhance (Library & History Center use and facilities, Collections, and Digital Resources)

- Library
 - Youth Collections – Updated display and new book features have been added to the children’s and teen collections, circulation increases show they have been well received. Children’s and teen circulation stats:
 - 7% up over July 2022
 - 32 % up over July 2021
 - 10% up over July 2019
 - 20% increase in teen book borrowing over July 2022
 - Adult Collections – Similar display improvements made in the adult fiction areas in July 2023.
 - Parking –Received updates from the Borough about potential 2024 shifts to area parking.
 - Shades – Final library shades installation, completed.
- History Center
 - Exhibits 2023 – All new exhibits have been installed, including a replica of Sullivan’s counter, with special thanks to Dave & Avalon Public Works.

AVALON LIBRARY & HISTORY CENTER REPORT – June 2023

- Facilities Items – Various HC building items received attention in July (HVAC duct repair, sprinkler system repair, door repair, restroom updates, internet upgrades).
- Collections Committee met July 18th, items below recommended for acquisition:
 - 05/15/2023 – Lynn Schwartz
 - Tozour Kerr Custom Builders Inc. sign
 - Tozour Kerr glass (we have one in collection)
 - Tozour Kerr and Tozour Enterprises business cards (in local business exhibit)
 - 06/12/2023 - Nancy Jacketti :
 - Newspaper & photocopies of events in Avalon
 - 06/05/2023 – Jan Van Dyke
 - Various Avalon photos and videos from 1960s (on flash drive) & 1990
 - Avalon Reporters, AHLOA newsletter, real estate listings
 - 06/07/2023 – Susan McLaughlin
 - Cigarette sign from Charlie's Luncheonette
 - 5c Candy wooden sign from Charlie's Luncheonette
 - Beachcomber Newspaper dated 06/07/1996 – articles on Avalon Hotel and Helen L. Diller Vacation Home
 - Newspaper article re – Ferguson Construction Co. saving historic site of John Holmes Family Cemetery on Rt 9, CMCH
 - 1992 and 1995 Avalon Reporters
 - 3 x photos to scan & return – 2 of “The Wheel House Bike Shop” between Warner Cable & Kohler's
 - 1 photo of Esther Travers in first Avalon Chamber of Commerce booth, approx. 1965
 - 06/24/2023 – Rose Marie & Frank Chew
 - Red Avalon Supply Co. sleeveless jacket
 - Canvas Avalon Supply Co. tool belt
 - 06/22/2023 - Rev. Dave Montanye
 - Various United Methodist Church T-Shirts

Envision (Analytics, Reporting, Long-term Planning, and Innovation)

- Training and Employment Software Review– Evaluating tools to improve consistency for staff training and onboarding.

