

## Highlights

- YTD circulation continues to be the highest in the past five years (135,932).
- Event attendance exceeded September 2022 by 68% and YTD is currently up 33% when compared to the last four years. (September numbers in large part due to strong attendance at the 9/7 Peter Mayer concert.)
- YTD children's book circulation is up 20% vs. 2019 (pre-pandemic) figures.
- The History Center Facebook account had a reach of over 83,000 in September, up 86% over the previous month - particularly strong engagement for a 1922 train photo, 1898 Victorian home, and the 26<sup>th</sup> Street School demolition.

## Areas of Focus

- 2024-2026 Strategic Plan – Administrative staff began outlining a community survey to support data gathering for the upcoming planning process. Preparing for small group staff meetings to review SOAR analysis results from June 2023.
- 2024-2026 Capital Planning – Gathering quotes to support project recommendations for upcoming revised capital plan, for review November 2023. Buildings & Grounds and Finance Committee meetings anticipated for late October, early November.
- Personnel and Organization openings
  - Accepted and reviewed applications for a year-round PT Patron Services position.
  - Received notice of resignation from the History Center's Discovery Archivist.
  - Preparing recommendations for Personnel Committee and Trustees for potential Youth Services and History Center positions. Anticipated for late fall 2023.
- Integrated Library System Update – Scheduled three days of onsite training in October for upcoming ILS migration. Launch date anticipated for November 13, 2023.
- 2024 Budget – Continue to work with the Board Treasurer to prepare recommendations for the upcoming budget. 2024 appropriation estimate received.
- History Center Facility – Reviewing quotes associated with the recent air testing conducted at the museum.
- Potential Building Projects – Awaiting meeting with Avalon School administration to determine feasibility of a library renovation project.

## Strategic Goals

### *Engage (Marketing, Service, Community & Staff Engagement, and Events)*

- Events
  - Planning initiated for summer 2024, including concerts at Surfside and possible author visits.
  - In addition to the Surfside concert at the beginning of the month, popular September events included the History Center's first Nostalgia Night and the Library's Mentalist presentation.
  - Book Club Moderator – Seeking applicants for a contract position to host a monthly fiction book club.
- Marketing
  - Coordinated marketing plans through January 2024, including print and digital publications.
  - HC staff prepared content and layout for the upcoming new digital newsletter.
- Outreach
  - Upcoming outreach opportunities include Seafood Festival and Festive Friday weekend. The Library and HC are sponsoring activities at both events.
  - Wrapped up annual outreach efforts with the Diller Home camps.
  - Staff contributed content and presented at the September Avalon Book Club presentation.

## AVALON LIBRARY & HISTORY CENTER REPORT – September 2023

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

- Library
  - Internet service – Staff have been troubleshooting ongoing internet and phone connectivity issues since summer 2023. Reviewing recommendations to address various issues.
  - Outdoor porch repair project anticipated for October.
  
- History Center
  - 26<sup>th</sup> Street School – HC staff documented the recent demolition of the former 26<sup>th</sup> Street School and public library facility on 9/26/23. Some pieces of the facility were obtained for the collection.
  - Collections Committee
    - To meet October 19 to review selected items recommended for deaccession.
    - Working on a revised process for deed of gift documentation to streamline this process.
  - StoryMaps – New resource, coming soon: <https://storymaps.com/profile/AvalonHistory> This service will allow for expanded digital exhibits.

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

- 2023 Audit – Initiated process for the current year audit.
- 2024 Events Survey – Distributed a survey focused on 2024 off-season event planning.
- JIF Supervisors' Training – All organization supervisors are scheduled to attend the active required training.