

Highlights

- 2023 Community Survey distributed in December – as of early January nearly 650 responses have been received.
- Various metrics closed out 2023 at their highest in the past five years – overall circulation, event attendance, and website visits. Areas where future growth is sought – onsite visits, patrons, social media engagement. Patron base is currently 4% under (preCOVID) 2019 figures – aiming to meet or exceed in 2024.
- Offseason special kids' events continue to draw crowds - over 170 patrons in attendance at the annual Happy Noon Year event!

Areas of Focus

- 2024-2026 Strategic Plan – Compiling feedback from the 2023 Community Survey. Preparing reach out to individuals who expressed interest in participating in focus groups.
- Personnel
 - PT Museum Assistants & FT Program Assistant – Reviewed applications and completed interview process. Hiring recommendations anticipated for January 2024.
 - Recording Secretary – received notice of retirement from current Board Recording Secretary, preparing documentation to post an opening for the position.
 - Anticipate new employee manual from Borough of Avalon. Will identify policy changes that require attention.
- History Center Facility – Anticipate moving forward with phase two (2nd floor) in January, once quoting process is complete.
- Potential Building Projects – Aim to meet again in January with the BOE architect to resolve remaining questions about any available expansion options.
- Marketing RFP 2023 – Currently open – scheduled to close on January 18, 2024. Anticipated for consideration in February.

Strategic Goals

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

- Events
 - Summer 2024 – Planning continues for community partnerships, concerts, and speaker events.
 - Staff continue to investigate new approaches for author events.
 - Yay It's Thursday – new series to expand offseason weekday kids programming, based on feedback from the fall 2023 pilot program.
- Marketing
 - Preparing plans for spring and summer 2024.
 - Developing a brochure focused on kids' resources for outreach distribution.
- Outreach
 - Little Free Library – Selected and purchased a freestanding Little Free Library to be placed at the History Center, part of a strategic staff initiative.

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

- Internet – Library bandwidth expanded as part of an ongoing 2023 project to ensure sufficient internet quality for patron and staff use.
- Donation – A series of donations were made in late 2023 in memory of a long-time library patron. Collection items will be purchased and marked to note the contributions.
- History Center Collection Committee – January 2, 2024:
 1. **Kathy Stickney via Kimberly Mastriana :**
 - Laminated artwork (hand-drawn) for The One Eyed King coffee house
 - Laminated menu for The One Eyed King

AVALON LIBRARY & HISTORY CENTER REPORT – December 2023

B&W photo of Louis J. Rosato, Jr., owner of The One Eyed King

2. Tim McFarland:

4 x color photographs of Sam's Food Market

3. Joseph Stickney III:

1965 B&W photo of Joseph III & Robert Stickney

1930s B&W photo of Joseph Stickney, Jr. (donor's father) in Avalon

B&W photo of donor's grandmother & sister in Avalon

Set of B&W photos post Storm of '62

2 x color photos of John Walter with Old Avalon Blvd in background

4. Rose Marie Chew:

Tonio's Pizza magnets

Phil Barber of Kudos American Grille business cards

29th St. & Boardwalk Skee Ball tickets

2007 Avalon Recreation summer schedule of events

1963-1967 Avalon Water & Sewerage bills addressed to Franklin & Rosemarie Chew

Color photograph of Frank Giampa on his boat

2 x plastic Avalon Supply Co. Inc. wallets

7. Kevin Scarpa:

Items collected by K. Scarpa from Harry Clayton property at 1339 First Ave.

2 x framed photos

1994 Borough resolution plaque honoring Haring M. Clayton, 1994 retirement plaque, 2008 Cape May Co. Freeholders resolution # 330-08 plaque honoring Harry M. Clayton

Mugs & tankards

ID cards

2 x postcards, 1 x personal card

Firefighters coat

8. Avalon Fire Dept.:

2 x MSA Altair gas monitors

Bullard Thermal Imager

9. Dropped off at AFPL – no donor info.:

Avalon Monopoly Board

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

- 2024 Statistics
 - Preparing new reporting to address expanded statistical categories following the library system migration.
- Professional Development
 - Administrative Staff are reviewing options for staff professional development opportunities in 2024.