

Highlights

- Combination of Spring into Summer events and the expanded partnership with the Borough for concerts led to a significant increase in June program attendance.
 - Over 1,000 in attendance at each Thursday concert in June.
 - Over 300 in attendance for the kids' penguin program.
- Bookable spaces opened June 17th and in two weeks, without promotion, nearly 60 sessions were held. 70 future sessions currently scheduled, as of early July.
- The History Center's Facebook page had a monthly reach of over 300,000 – up 200% vs. the previous month!
- Buildings and Grounds Committee received the first round of rough concepts from architect.
- Michael celebrated 15 years of service to the Avalon Library!

Areas of Focus

- Summer 2024
 - Events – Prepping and staffing a range of events for all ages. 50 events held in June, 63 scheduled for July.
 - Personnel – Completed onboarding for new and returning seasonal employees.
 - Marketing – Identified and requested final pieces needed to support marketing of resources and events during the summer months.
 - Facilities – Evaluating 2024 updates, including new kids' event entry traffic and circulation desk line system, to determine what is and isn't effective.
- Spring into Summer 2024
 - SiS activities contributed to more than half of all June event attendance – over 2,200.
 - Significant time/resource effort both leading up to and in June.
- Architectural Programming – SOSH shared a first set of concepts with the Buildings and Grounds committee. A meeting to review next steps is anticipated for July, with an update to Trustees by midmonth.
- Capital Planning 2025 – Initiated the planning process, project recommendations anticipated by early fall.
- Training – Completed inputting Security and Emergency procedures into the new online training tool. Released to a small group of staff for testing.

Strategic Goals

Strengthening Community Connection (Library & History Center use and facilities, Collections, and Digital Resources)

- Bookable Spaces – Launched this new service mid-June. Using staff feedback to improve workflow.
- Koha Library Training – Held multiple staff trainings to review library system procedures.
- Weintraub Family history – Museum staff currently working with community members connected to the Weintraub family and house.
- Facilities
 - Library HVAC – Chiller repair completed in June, following repeat outages early in the month.
 - Temporary Signage – To support wayfinding for the library and museum. Rehab of 39th & Dune sign underway. The library is expanding the window wrap signage to match the school's recent updates.
 - Fire Alarm – As part of a building-wide project, the library was upgraded to a new fire alarm system.
 - Phones – Reworking the network to improve phone quality.

Cultivating Culture in the Community (Marketing, Community & Staff Engagement, and Events)

- Summer Reading Program – Over 200 enrolled, the program runs through mid-August.
- Social Media – Highest ever engagement for the museum's Facebook page. Popular content included the AHS House Tour, Tortilla Flats' mural, nostalgic Avalon summers and a post noting the new farm stand on Route 9. Both the library and museum also saw strong engagement on Instagram in June.
- Outreach – Recent staff outreach activities included AHLOA's Community Connections, on June 22 – see photos on reverse.

AVALON LIBRARY & HISTORY CENTER REPORT – June 2024

