

Highlights

- 2025 Budget planning
- Amended/Revised Shared Services Agreement
- Updated Borough of Avalon Employee Handbook
- Over 220 in attendance at the annual Mrs. Claus Story Time on Festive Friday!

Areas of Focus

- Building Plans – Scheduling a meeting with AVES BOE Buildings Committee to review options for the library site.
- 2025 Budget – Finalized compensation and operations budgets for the coming year.
- Shared Services 2025 – Finalized revised agreement anticipated in January 2025 following feedback from community partners.
- New Employee Handbook – Distributed the updated Borough of Avalon Handbook.
- Library Board – Prepared an outline of duties shared by the Board Treasurer and Director.
- Capital 2024 – Finalized open capital projects for the current year.
- Circulation Desk – continued planning for an updated circulation desk.
- Training 2025 – Generated department specific annual training schedules for staff JIF training in the coming year.
- Payroll & Compensation – Worked with the Borough Finance Office to address various details related to payroll and employee time.

Strategic Goals

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

- Library & History Center Use – Membership, overall circulation, and onsite computer use were up compared to November 2023. First the first time in many months, digital circulation was less than the borrowing during the same month the previous year. Onsite visits were down compared to November 2023, but year to date visits are up. HC social media engagement was on par with this time last year and significantly up vs. October 2024.
- Selection of Current HC Projects
 - Using Ancestry.com to support Avalon family history tracing.
 - Collection cataloging and rehousing efforts continue.
 - Exhibit preparations for 2025 initiated.
- November 12, 2024 HC Collections Committee:
 - Kevin Scarpa 10/3/24 – circ 2000 defibrillator
 - Betsy Smith 10/3/24 – Avalon Memories essay, written by son Dan Smith, 1997
 - Barbara Natale 10/15/24 – 2x Sealark Bed & Breakfast signs
 - Robert Penrose 10/24/24 – Various local business signs
 - Amy Hinterleiter 10/25/24 – Assorted
 - 1906 B&W photo postcard – Avalon Hotel
 - 1917 B&W postcard – Avalon Development Co.
 - 1958 Color postcard – Avalon Yacht Club
 - 1996 petition to Mayor Pagliughi & Borough Council against dredging Princeton Harbor
 - Sue Keen 10/2024 – Seagrill matches, 2019 Team Avalon button
 - Cheryl Mattson 10/30/24 -Assorted
 - B&W photo postcard of the Boardwalk, Avalon NJ
 - Color artists impression postcard – Pennsylvania Harbor, Avalon, NJ
 - B&W 1946 artists impression postcard – Princeton Harbor, Avalon, NJ
 - Shannon Nagle 10/30/24 – window glass from the site of Robert Golden house – 4555 Dune Drive
 - Shannon Nagle 10/29/24 – 2x AVFD 110th Anniversary Coins
 - Al Haring 10/2024
 - assorted beach tags

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- Smiley face key ring – Uncle Philsey
- Shane Purdy 11/2/24 & 11/5/24 – 2x Purdy Real Estate signs
- Erin Brown 11/12/24 – 4x Avalon event and business t-shirts
- Susan McLaughlin 11/12/24 – Chamber of Commerce booth contract 1969

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

- Events/Marketing – Finalized events and resources for February/March marketing content, details to be shared via a community mailer, flyers, and various digital and email pieces.
- November Outreach & Engagement – Festive Friday, Avalon Post Office
- Social Media – History Center social media engagement was up in October. Popular posts included images of early Avalon (1890s-1910s).
- Summer 2025 –Finalizing details for assorted summer speakers and concerts.
- Staff Strategic Highlight – Resource Promotion – Launching a new effort in 2025 to create an improved framework for staff training to support shared promotion of a single resource on a rotating schedule.