

### Highlights

- Board review of architectural concept for 32<sup>nd</sup> Street site.
- Summer event coordination and promotion ongoing, including new and annual marketing efforts.

### Areas of Focus

- Building Plans – Architects presented a potential concept for 32<sup>nd</sup> Street site. Trustee committees met to review related details and discuss possible next steps.
- Return of Surplus Application – Submitted May 2025.
- Staff Training – prepared staff training for circulation, technology resources, and reference services.
- Personnel
  - Completed interviewing for seasonal employees.
  - Prepared onboarding tools for summer hires.
  - Initiated an opening for a Museum Intern.
  - Received notice from a year-round employee. Preparing plans to fill the upcoming vacancy.
- Capital Planning
  - Finalized plans for a new circulation desk, anticipated fall 2025.
  - Updating HC Conference room furniture, anticipated June 2025.
  - Selecting new museum cases for the local business exhibit.
- Summer Marketing – Completed outline and copy for new and annual publications, signage, advertising, and related items.
  - New for 2025 – CMC Herald Insert – June 25
  - Special promotion effort for the Avalon History Center.
  - History Center postcard mailer

### Strategic Goals

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

- Selection of Current History Center Projects
  - Researching Revolutionary War soldiers' information with the idea of creating a self-guided CMC cemetery tour for Rev250. To potentially be shared with other local history groups.
  - Efforts continue on the new 2025 exhibit featuring local business signs.
  - Staff continued expanding biography information in the People section of PastPerfect.
  - Updated Hometown Heroes booklet for 2025.
  - AHS newsletter, Tidings, completed and distributed.
  - HC Collections Committee met 5/20. Acquisitions list to be shared for recommendations.
- Information Service Point – Library circulation desk updated to include a service point for information requests.
- Website – Updated high use areas of the library's website to increase usability.
- Library printing – One of the library's most in demand services is public printing. As of June, the library will only offer printing via Princh, air printing will no longer be an option.

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

- Summer Reading Program – This annual event kicked off on May 23. Nearly 100 had signed up as of early June.
- May Outreach – Staff participated in community outreach at the Garden Club's plant sale and the Borough's Memorial Day parade.
- Spring into Summer – Prepared staffing and coordination for upcoming SiS events, including Art & Authors.
- Resource Promotions Update – Prepared tools for AHC resource promotion – staff training, signage, giveaway. Goal is to increase 2025 summer visits by 10% over 2024.
- Staff Development – The annual staff development activity was held in May, at Island Studio in Stone Harbor.