

Highlights

- New Trustee – Welcome, Chet Johnson, to the Avalon Library Board!
- Summer event coordination and promotion ongoing, including new and annual marketing efforts. Event attendance in July was almost double July 2024.
- Facilities – continued the process to progress facility improvement projects.

Areas of Focus

- Building Plans – Next steps for facility improvement projects to be discussed at August Board meeting. Buildings & Grounds committee is recommending moving forward with pursuing an agreement with an architect to address the 39th Street facility.
- Library Board – Met with new library trustee to review Board practices and discuss ongoing/upcoming projects.
- Personnel
 - Opened a search for a new PT Youth Services Librarian, recommendation anticipated for August.
 - Finalized remaining personnel recommendations for 2025.
 - Coordinated facility coverage and scheduling.
- Capital Planning – Planning for removal of current circ desk and installation of new desk, anticipated in October.
- Summer Marketing – Continued copy/proof process for new and annual publications, signage, advertising, and related items.

Strategic Goals

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

- Library Use – Patrons are primarily using the library facility in summer 2025 for the following services:
 - Borrowing materials for all ages, particularly books and special loans (bakeware, tech)
 - Overall borrowing on par with July 2024, approx. 25,000 loans
 - Attending programs (in particular, special events and kids' programs)
 - 91% increase in event attendance vs. July 2024!
 - Space to work/study (computers, Wi-Fi, bookable spaces)
 - 25% increase in bookable spaces, 57% increase in Wi-Fi use)
 - Spending time with kids/grandkids
 - Printing
 - 31% increase in printing over July 2024
- Selection of Current History Center Projects
 - Trivia Night presentation and coordination underway.
 - Third and final 2025 Kids' Mini Camp is prepared for 8/14.
 - Exhibits: Two of three new Local Business exhibit cases were installed, to make space for the planned Kids' Please Touch space in that room. Items for the Please Touch purchased. To include an Avalon Now & Then flip-up photo display for kids to view along with other activities related to Avalon and the beach environment.
 - Rev250: Bonita sent two History Center-created articles to the County History Museum to be published in the county-wide Rev250 booklet. One about saltworks in the barrier island communities of the County; the other is the Revolutionary Veterans' biographies and burial locations. Veterans' bios and burial sites will be made into a self-guided tour produced and distributed by the AHC.
 - Digital Platform: Shannon continues work on the new digital exhibit and collection platform for launch in late fall.
- Library Website – Temporary website updates have been completed. Tentative plans to move to a new platform in 2026 have been initiated.
- Bookable Spaces – 239 reservations were made for the library's study spaces in July, 25% over 2024.

AVALON LIBRARY & HISTORY CENTER REPORT – July 2025

- Technology Services – Pattern of an increase in onsite Wi-Fi use, and growth in onsite printing vs. same time in 2024 continues.

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

- Summer Events – Attendance at July events had some surprises, but overall numbers are nearly double July 2024. Concerts, special events, and weekday kids' events drew the largest crowds.
- Summer Outreach – Staff participated in outreach at National Night Out.
- Little Free Libraries – Two additional little libraries were installed in July, at Grace O' Brien and Surfside Park. (It's been a real challenge to keep Surfside Park stocked!)