



# Avalon Free Public Library & History Center Report January 2018

## Administrative

- Met with representatives from Trane concerning the joint Borough, School, and Library HVAC project.
- Reviewed information regarding the Friends of the Avalon Free Public Library.
- Addressing various personnel items related to the resignation of a PT Senior Library Assistant.

## Strategic

### Goal 1 – Inspire the Community to Read, Learn, and Grow.

#### (Library use, collection development, analytics, digital outreach, & technological literacy)

- Strategic planning – Finalizing the plan. To be presented to the Trustees at the March 2018 meeting.
- Stacks website – Finalizing design elements. Initiating plans for the launch.
- Received notification from USPS that the software used to ship Library by Mail resources is changing.

### Goal 2 – Provide Exemplary Customer Service.

- Reworking the desk arrangement for the Digital Library Associate to improve the process for one-on-one help.
- Increased bandwidth to support faster, more reliable Wi-Fi for patrons and staff.
- Replaced the Library's Scanning Station to ensure more reliable scanning and faxing service for patrons.
- Received the new Library book drop. Awaiting installation by the Department of Public Works.

### Goal 3 – Foster an Awareness of Avalon's Past.

- Worked on concept for History Center summer children's programs: "Behind the Scenes at the Museum"
- Hosted programs including Cobb photo slideshow (48 attendees), teatime (5 attendees), and barber shop quartet (20 attendees).
- Collections Committee recommends the following for acquisition:
  - 12/06/2017 – Martha Wright
    - EMS blue jumpsuit
  - 12/06/2017 – Chuck Covington
    - Evening Bulletin collection of WWII headlines & pictures, c. 1946 – for reference purposes
    - News of the Nation, (bicentennial edition) A Newspaper History of the USA, c. 1975 – for reference purposes
    - Copy of Declaration of Independence – for reference purposes
  - 01/10/2018 – Jacquie Ewing
    - "Avalon N.J., Recreation" by Charles F. Kettering (this will be 3rd copy in collection)
    - "Shore News" Vol 1, Issue 3 – March/April 1997, Distributed by Coldwell Banker
    - "Shore News" Vol 1, Issue 4 – May 1997, Distributed by Coldwell Banker
    - "Shore News" Vol 1, Issue 5 – June/July 1997, Distributed by Coldwell Banker

## Avalon Free Public Library & History Center Directors' Report – January 2018

- 3 x color photographs of Avalon The Jewel of the Jersey Coast sign, under Beachcombers sign, all date stamped Sept. '70
- 1 x 8"11" B&W photo of children & adolescents, adults in swimwear/summer wear. Group identified as Red Cross swimming lessons, maybe from 1966.
- 01/13/2018 – Al Haring
  - B&W Postcard of Keen's Pharmacy, Avalon NJ. Handwritten message on back to "Mother" (Susan D? of Philadelphia) from "Thelma D"
  - B&W Postcard of Mooney's Pottery Rte 9, Swainton
  - Color photo dated August 1967, of Marian Moore & Al inside of Marian's Pokerino
  - B&W photo, dated 1970 – Charlie & Marian Moore
- 01/16/2018 – Ron Griffin (Pudgie Pelican)
  - Large metal pelican statue, Mascot stood outside of Pudgie Pelican for many years. Was made in Mexico. Pudgie is currently in Eagles costume.
  - Smaller metal pelican
  - Concrete garden pelican
  - Oval surfboard sign for "Pudgie Pelican"
- 01/19/2018 – Avalon Police Dept. via Ruth Thraen
  - Copy of Storm of '62 photograph, in frame.
  - May 18, 1973 Departmental Correspondence memo from Chief Joseph Foley to All Police Personnel, on the occasion of JFK Jr's week-end visit to Avalon.

### Goal 4 – Promote Engagement with AFPLHC.

- Opened and reviewed submitted marketing services proposal following January's RFP process.
- Continued dialogue with Bay Atlantic Symphony regarding music selections and pricing for summer 2018 concerts.
- Attempting to expand the Summer Author Series to include additional major authors.
- Finalizing information for submission to Borough's Information Guide.
- Reviewed details for the Library book bike with an area vendor.
- Press release detailing History Center exhibits & programs planned for summer, distributed to media and local contacts, resulted in the following:
  - Article in Gazette newspapers.
  - Online coverage by Cape May County Herald.
  - Distribution to AHLOA's e-mail list of ~1,300 people.
  - Article on AFPL's blog, linked to social media, and linked in Library's monthly e-newsletter.
- Working with Borough officials on Green Team activities, especially pursuing initiatives related to Arts & Culture.