



# Avalon Free Public Library & History Center Report March 2018

## Administrative

- **Personnel Recommendations** – The Directors collaborated on a series of personnel recommendations and are submitting them to the Trustees for their approval. These positions focus on the Library's goals for supporting service, programming, and outreach. If approved, any associated resolutions would be presented at a future 2018 Board Meeting.
- **HVAC Project** – Received proposal from Trane Project Team on Monday, April 9. Reviewed plan with Space, Buildings, and Grounds and costs with Finance Committee. Project planned for summer 2018.
- **Summer Hours** – Recommendation to revise Library summer hours (July 1-September 2)
  - Friday 9am-8pm
  - Sunday 9am-5pm
- **Staff In-service Day** – May 9, 2018 – The Library will open at 2pm.
- **Strategic Plan and Staff Committee**
  - Will begin marketing the plan in late April, into May.
  - Working on a quarterly schedule for updating the Board on our Measures of Success.
  - Held first Staff Committee meeting since the approval of the new plan. Staff contributed ideas for working toward our initiatives.
- **Disaster Plan and Security** – Working on drafts of both a Disaster Plan and a series of security procedures. Attending the AVES School Board meeting in April to learn more about the work the School is doing and understand how we can support their goals to ensure the School and Library meet current security standards.
- **Administrative Planning Team initial meeting** – The goal for this team is for those leading areas of library and history center services to connect every other month to update each other and collaborate on planning for the organization.
- The 2018 Technology Plan and Strategic Status Report have been completed.

## Strategic

### Increase Use (Library & History Center use, Collection Development, Programming, Analytics)

- **Website** – The New [www.avalonfreelibrary.org](http://www.avalonfreelibrary.org) is live! To assist patrons with the transition, Sean Farrell has developed a welcome video and a tutorial to help users navigate the new site. Patron feedback is coming in slowly and has been positive.
- **Monthly Resource** – Qello – As 7MP has reported at previous meetings, each month they will be focusing on a different Library resource. The March promotion was Qello Concerts a streaming music and concert app that works on mobile devices as well as Roku and Apple TV.
- **Library by Mail** – Staff have worked with the Avalon USPS over the past two months to develop a new process for producing merchandise return labels for library By Mail. While a temporary (long term) solution has been reached, staff would like to identify ways to improve and streamline this service.
- **Kids' Summer Program Planning** – The Library plans to host programs for kids every weekday from June 25<sup>th</sup> to August 31<sup>st</sup>. Staff have been working to plan and schedule programs.

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- **League of H.S.** – History Center co-hosted NJ League of Historical Societies event in partnership with Stone Harbor Museum, including giving a brief presentation, recommending trolley tour stops, and welcoming the group of 30+ into the History Center.
- **History Center Summer Projects** – continued soliciting object donations related to, and conducting research on, topics for summer exhibitions and programs.
- **Historic Collection** – the Collections Committee recommends acquisition of the following:
  1. **02/03/18 - Colleen Cameron** –
    - Windrift resort Motel rate schedule 1979
  2. **02/08/2018 – David Sonner (in memory of mother Bobbi Sonner)** –
    - Watercolor painting (with frame) by W.Wallace Smith. Signed & dated 1971. Belonged to Bobbi Sonner, friend & care-giver to Bill Smith
    - 5 x digital photographs featuring Fire Lions junior team “Mighty Midgets” & Boy scouts Troupe 270. All identified. Early to mid 1970’s.
  3. **02/09/18 – Lorraine Carolfi via Carol MacFeat** –
    - 2 x Polo Shirts & 5 x T-Shirts from Jack’s Place
    - 1 x Phil’s Bongo Room T-Shirt
    - 1 x Sylvester’s Fish market T-Shirt
    - 1 x Meany’s Restaurant T-Shirt
    - 1 x Reunion at Jack’s Place T-shirt
    - 2 x Family Reunion Champagne Breakfast T-Shirts
    - 2 x OarHouse T-Shirts
    - 1 x Mini Golf T-Shirt (Avalon Businesses on back)
    - 2 x Misc. local band T-Shirts  
Circa 1970’s & 1980’s
  4. **02/20/18 – Jack & Mimi Dunleavy** – (for donation)
    - 3 x DVD’s of Avalon Players performances of Annie (1999), Cindarella (2000), and Music Man (2002)
    - 14 x T-Shirts advertising performances, cast & crew on back
  5. **02/20/18 – Jack & Mimi Dunleavy** – (for loan related to upcoming exhibition)
    - Avalon Players costumes, inc. hats, & photographs from son Eddie’s performances in early 2000’s. Costumes & photos from Music Man, Peter Pan, Cindarella
    - Avalon Players beach towel
  6. **03/06/18 – Mike Quinn** –
    - Pennsylvania Harbor postcard
  7. **03/13/2018 – Deb Martinelli & Craig Cunningham** –
    - 11 x color photographs of scenes around Avalon, circa 1970’s (2 x dune photos date stamped Feb 1979)
  8. **03/14/2018 – Andrew Baumbach** –
    - Avalon resort brochure & letter. (Brochure has picture of Mayor Bell, so dated 1967-’73)

### Spread Awareness (Marketing, Service, and Community Engagement)

- **State of the Library** – The Directors collaborated to present the annual State of the Library at Council on Wednesday, April 11. The focus of the presentation was the 2017 community report and the newly approved Strategic Plan.
- **Summer Programming & Marketing** – Wrapping up summer programming plans in order to get summer marketing pieces developed by May. Planning for a publication lineup that is similar to 2017, with a few new items.

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- **Summer Authors** – Event coordination has begun. Press release was picked up by the Press of Atlantic City. Staff are working to identify the best way to support registration/attendance for these popular events.
- **Happy National Library Week!** April 8<sup>th</sup> marked the start of NLW. Staff were recognized on Tuesday, April 10 for National Library Workers' Day.
- **AHLOA Community Connections** – The Directors are scheduled to represent the Library and History Center as Saturday's community event.
- **Video tour of historic house** – video tour of house formerly at 254 6th St. was sponsored by Historical Society. Place video on YouTube, with links from the frontpage of the HC website and Library blog. Also uploaded to Facebook.
- **Sacred Heart Church** -- assisting Historical Society/Catholic Church with 90<sup>th</sup> Anniversary activities.

### Foster Innovation (Digital Outreach, Technological Literacy, Innovation, Staff Engagement)

- **Staff Technology Committee** – In an effort to make the investigation and implementation of new technologies more collaborative, we have formed a staff committee. The group is tasked with identifying new technology that may support our mission and working together to identify feasibility, costs, and programming possibilities.
- **Innovative Interfaces Integrated Library System (ILS)** – Met with our new representative from ILL to review our current ILS options. Our current system Millennium will be phased out in the coming years and we are initiating the planning process to determine how to proceed.
- **Public Library Associate Conference** – Michelle Devine represented the Library at this year's PLA conference in Philadelphia. She attended a series of workshops and met with various library vendors.
- **RefUSA Training** – Library and History Center staff are scheduled to attend RefUSA training led by an EBSCO representative on Friday, April 13. This training will help staff promote this resource to our patrons. RefUSA enables users to find jobs and business opportunities, research businesses and executives, view market trends, and discover news articles for research.