



# Avalon Free Public Library & History Center Report July 2018

## Administrative

- **HVAC Project** – The project began on July 9. The Library has experienced disruptions in service but has been able to maintain regular hours and scheduled programming. Project completion is still anticipated for mid-August.
- **Borough of Avalon Bond Ordinance for HVAC Project** – Introduced at the July 25, 2018 Borough Council meeting.
- **HC Addition** – received feedback from attorney, insurance agent. In process of finalizing contract.
- **HC phones** – have been transferred to Borough system. Fire/burglar alarm transferred to working via radio system rather than phone line.

## Strategic

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

- **Events in July** – Hosted 5 special events in July, plus 73 other programs for adults, teens, and kids. Coordinated associated logistics.
- **Fall Programming** – Planning for October 2018 through January 2019.
- **Major Author 2019** – Submitted a letter of intent concerning an author event for summer 2019. Details to be reviewed by Trustees in January 2019.
- **HC expanded displays in Lifeguard room** -- information on lifeboat, S.J. Championship winners, and women of the Beach Patrol.

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

- **Marketing** – continued established marketing processes with emphasis on Tutor.com service, new film service Kanopy, and August events such as Beach Book Picks, author series, and jazz quintet.
- **Social Media** – created “Follow First” video to encourage increased engagement on Facebook.
- **History Center Collections Committee** did not meet this month, but several objects have been taken into temporary custody for their review shortly. Attempting to authenticate chairs potentially from the Black Eagle.

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

- **AV Equipment** – Exploring options for new projection solutions in the Library Lab and other programming spaces.
- **Security Training** – EB completed an ALA session titled “How to Respond to a Security Incident in Your Library.”
- **HC Staff professional development** – visited two local small museums to observe displays and interpretation.