



### Administrative

- COVID-19
  - Revised procedure for out of state time off requests during the COVID-19 pandemic.
  - Developing multiple scenarios for library service in the summer, depending on what the situation will support.
- Personnel
  - Evaluated current staffing needs and planning for summer 2021 at both the Library and HC.
- Capital 2020
  - Shades partially installed Feb 2021.
  - Children's room furniture install week of March 29. DPW coordinating furniture move week of March 15.
- 2020 Audit: Worked with auditors for the 2020 audit.
- History Center addition project: Met with architect and engineer to prepare next phase of plans.
- Technology Plan: Drafted 2021 Technology Plan for annual RoS application.
- NJSL Annual Survey: Completed the annual survey for the State Library. The report compiles extensive data from all libraries throughout the states including budgets, borrowing, staff, programs, technology, and facilities.

### Strategic

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

- Borrowing: Circulation continues to be up over previous year figures, due to digital growth.
- Strategic Planning
  - Planning Survey: Received an additional 150+ surveys for a total of 1,300 responses. The data from these additional responses closely mirror patterns found in the previously reported responses.
  - Focus Groups: Met with four groups of patrons and community members to gather data for the SP.
- Summer Programming
  - Shifting program topics for adults, teens, and kids to focus on content that is responsive and not easily obtained elsewhere for free.
  - Reworking past favorites into new virtual options.
  - HC to offer their summer lecture series virtually.
- 2021 History Center Exhibits: Both exhibits are under development.
  - Avalon Pier
  - Brendan Borek High Tides Memorial Fund
- Museum Passes: Resumed lending of passes for museums and cultural locations that are currently open.
- Read Across America: Developed a week of story times in support of RAA week in early March.

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

- 2021 Avalon Recreation Guide: Provide details about kids' summer programs for the annual print Rec Guide. Adult programs will be marketed via online Borough resources and via print and web library marketing.
- History Center Collections Committee recommends the following for acquisition:
  1. **Nancy Jacketti – 9/15/2020**
    - Framed letter from Rev. Kenneth C. Werner. Entitled "L'il Girl's Statue Flies Family Fun"
    - Framed photograph of Kite Girl
    - Framed Inquirer newspaper article by Sue Chastain, entitled "Avalon: A restful spa outstanding for what it isn't"
  2. **Michelle Petrucci – 09/21/2020**
    - 6 x 1978 Avalon Vol FD glass housing mug (*Keep 1, give 5 to Kevin Scarpa for fundraising - we do have 1 in the collection already but let's accept another, just in case!*)

## AVALON FREE PUBLIC LIBRARY & HISTORY CENTER REPORT – February 2021

- 2 x 2019 beach tags (*for collection*)
  - 5 x 2019 Holiday beach tags (*keep 2 for collection, put 5 in gift shop for sale*)
  - 4 x 2020 Holiday beach tags (*keep 2 for collection, put 2 in gift shop for sale*)
- 3. John & Madeleine Carr – 09/29/2020**
    - Rusted railroad spike found in the garden of their property on First Ave.
  - 4. William Leahy – 09/30/2020 & 11/24/2020**
    - Collection of framed copies of old photographs & documents regarding prominent sites in Avalon. These hung in the Rock 'N Chair & inc. images of the Rock 'N Chair, Avalon Wharf, Railway, etc.
    - 2 x photocopied photos – Leahy sign shop, Leahy Sr. in front of Welcome to Avalon sign
  - 5. Colleen Cameron – 09/30/2020**
    - T-Shirt with 2006 beach tag design
    - T-Shirt with 2007 beach tag design
  - 6. Susan McLaughlin – 10/08/2020**
    - “I Stop for Turtles” sticker
    - 1964 newspaper article on Chamber of Commerce info. Booth
    - 1 x color photo of Dippy Don’s
    - 7 x color photos of Whitebrier Inn on the move
  - 7. Borough of Avalon via Jacquie Ewing – 10/09/2020**
    - Framed Ray Ellis print of Harvey’s Harbor, found in 26<sup>th</sup> St School
  - 8. Jerry & Diane Hurd – 10/20/2020**
    - Color photo of Sullivan’s Dept. Store (closed)
    - Color photo of small white bungalow on Ocean Dr.
    - CD ROM of 2003 Windward Harbor fire photos
    - April-May 2004 7 Mile Times (front page feature – Windward Harbor fire)
    - 1948 Avalon Life Guards Bal Masque booklet
    - Correspondence (hand-written & typed) about & for 100<sup>th</sup> Anniversary of the Avalon Beach Patrol
  - 9. Mayor Pagliughi via Sue Keen – 10/23/2020 & 11/25/2020**
    - Various Borough pamphlets & newsletters
    - Framed Avalon print by Lance Amici plus letter of authenticity
    - Wetlands print by Fred Carbone
    - Newspapers from Sept. 12<sup>th</sup> & 13<sup>th</sup> 2001, re 9/11
    - 3 x framed photographic views of Avalon
    - Various newspaper articles regarding Avalon
    - Photocopies of info on Fenton Groff, dune grass planting, environmental issues relevant to Avalon
  - 10. Martha Wright – 10/26/2020**
    - Greyhound Poker Palace coupons

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

- Technology Help: Revised library procedures for providing technology assistance during the COVID-19 pandemic.
- Cloud Backup Software: Implementing new software for computer backups and cloud access.
- Chat service: The Library has canceled the web chat service initiated in summer 2020 due to lack of use. We have found patrons prefer phone, email, social messaging and in person tools.