



AVALON FREE PUBLIC LIBRARY & HISTORY CENTER REPORT

July 2021

Administrative

- Welcome to our newest Trustee, Kathleen Fox!
 - The Oath of Office was administered by the Borough Clerk on 7/30/21.
- Personnel
 - Preparing recommendation for Personnel Committee for new and open positions.
 - Coordinated/supported coverage for personnel on temporary leave, including finance, collection management, and circulation.
 - Harriet Norcross celebrated 5 years with the Library in July.
 - Elizabeth Hogan retired from the Library in July after 15 years of service.
- COVID-19
 - Check-in station on the porch was removed in July, seating was returned.
 - The Library and HC will follow a Borough mask requirement anticipated for 8/9/21.
- Library workstation shift, including a new Library by Mail workroom.
- Monthly Staff Security & Emergency Training: August staff training topic: Patron scenarios

Strategic

Engage (Marketing, Service, Community & Staff Engagement, and Programming)

- Programs
 - Currently managing three event formats: virtual live, virtual prerecorded, and in person outdoor, planning for two new formats by October – in person inside and hybrid (in person inside with a remote option).
 - Sept. & Oct. events set, including a planned inperson outdoor author event in September at Surfside Park.
 - Addressing tech requirements for virtual and prerecorded events (calendar listing details, video editing, marketing coordination, program registration).
 - Coordinated weekly Summer Reading Program and Take & Make Craft program and supplies.
 - New program moderator selected for Romance Book Club and Italian Culture Group.
- Marketing
 - Prepared copy and details for upcoming marketing pieces, proofed pubs.
 - Tested paid social media advertising to provide additional promotion for virtual events.
 - Reusable bags ordered spring 2021 delayed, anticipated for late August.
- History Center
 - In person and virtual events through the end of 2021 are set, planning in process for 2022 events.
 - Coordinating details for the September 4 exhibit opening for *The Sun Never Sets*.
 - HC and Library staff coordinating with Borough personnel on new video/oral history interview project.
 - Developed new crossword for August, following the success of the previous puzzle.

Enhance (Library & History Center use and facilities, Collections, and Digital Resources)

- Library
 - Working with 7MP to develop a wayfinding tool for patrons.
 - Evaluating the shelving layout for adult collections to determine if a different approach would gain shelf space and be easier for patrons to navigate.
 - Completed a clean out of the library storage unit.
 - Developed a series of new displays and signage to attract attention to collections, physical and digital.
 - Demand for public printing has grown dramatically– identifying needs to meet demand.
 - Reviewed annual magazine renewal, processed order for 2022, retaining bulk of magazine offerings.
- History Center
 - Addition: Met with B&G Committee to review priorities for the History Center project.
 - Coordinating with Historical Society to rework AHS gift shop.
 - Mini Exhibit planned for Library Project – *Summer's End*.
 - Panel honoring Murray Wolf developed for the Lifeguard exhibit.

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- Hot water heater failed, DPW to provide quotes for a replacement (no damage to facility or collection).
- Desiccator cabinet ordered July 2021.
- History Center Collections Committee – pending Board approval.
 1. **Craig Cunningham – 1/18/2021**
 - 2 x copies of Ryan’s Pancake House photographs dated 1968/’69
 2. **Kathy Tauber – 1/23/2021**
 - Glass “Jack’s Place” beer glass
 - Plastic “Jack’s Place” chip dish
 3. **Sgt. Steve Bowers for Avalon Police Dept. – 2/11/2021**
 - K55 Traffic Radar equipment
 4. **Kim Park, Stone Harbor Museum Director – 02/19/2021**
 - Avalon Pier photographic postcard, message & address on reverse. Post marked 07/20/1932
 - Windrift menu from 1988
 - Windrift menu from 1989
 - Large Windrift Spring & Fall menu
 - 2 x Beachcomber Motel photographic postcards, message & address on reverse, dated July 10 & 12 1972
 5. **Bruce F. Udovich – 2/27/2021**
 - “Paper Peddler” bookmark/business card
 - “Cooper’s Snowballs” coupons
 - “Cooper’s Snowballs” fridge magnet
 6. **James Deever – 5/5/2021**
 - 2 x glass Miller Lite beer glasses. Jack’s Place, Avalon, NJ engraved
 7. **Carol MacFeat – May 2021**
 - Blue & gold paper pom-pom (cheerleaders)
 - Bright blue cheerleaders corduroy skirt
 - Cream colored wool sweater
 - 2 pairs blue & gold shoe pom-poms
 - 2 pairs bright blue socks
 - 2 x green & white corduroy cheerleaders skirts
 - Green woolen sweater
 - Pair of green socks
 - 2 x green & white shoe pom-poms
 - Green corduroy headdress
 8. **Rose Marie Chew – May 2021**
 - 2019 Brendan Borek High Tides Memorial Fund highlights of 2018 events
 - Avalon fishing Club membership application
 - 1992 ABP Annual Lifeguard’s Ball
 - Several local business ads
 - 4 x Avalon Vol. Fire Dept window decals – 2011, 2015, 2020 & 2021
 9. **Sue Keen – May 2021**
 - Photocopy of black & white photo of Betty & Jean (Dorothy) Rhodes by Avalon Boardwalk
 10. **Linda McGovern – 05/28/2021**
 - Hydrangea Club citation of merit certificate dated 07/31/1981
 11. **Lois Scarpa – 06/10/2021**
 - 8 x black & white photos of 1991 Halloween storm off Atlantic coast
 12. **Civic Club of Avalon – 06/14/2021**
 - Boxes of books of meeting minutes, ledgers, etc. from 1945 onwards pertaining to Women’s Civic Club of Avalon – Avalon’s oldest running organization still meeting today (started in the 1930s).

Envision (Analytics, Reporting, Long-term Planning, and Innovation)

- BizHub Community Navigator: Included as a spoke organization in CMC’s grant application for the Small Business Association Community Navigator program.