



Avalon Free Public Library & History Center Report December 2016

Administrative

- **HVAC** – AES & CM3 are pursuing a solution for the Library's AHU dampers to repair them ASAP. Work for the overall HVAC system study continues, with data expected in spring and summer.
- **Children's Area entrance capital project** – reviewing initial concepts.
- **Personnel** –
 - Pursuing the hiring of a new PT Library assistant following a recent resignation.
 - Three staff members received years of service recognition from the Borough (Bonita Risley – 5, Elizabeth Hogan – 10, Shannon Nagle – 10).
- **Finance** – Received insurance payment related to October 2016 maintenance issue.

Strategic

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

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

- **Statistics** – Preparing new surveys for kiosk systems. Evaluating new statistical reporting for 2017.
- **Website** – Outlining goals for website redesign, refining design objectives, compiling information for developer.

Goal 2 – Provide Exemplary Customer Service.

- **Personnel study** – Continuing work with Exude to refine job descriptions and outline framework for compensation ranges.

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

- Resolved several patron research request on the following topic:
 - Avalon The Gem of the Beaches plaque
- Joined beta testing of crowdsourced photo-sharing, timeline-building module.
- Collections Committee recommends the following items for acquisition:
 - John McCorristin (Mayor Bell lived at 24th St. & First Ave in yellow house. J. McCorristin renovated it and offers the following):
 - 27½"x3½" wooden sign, painted white with black lettering reading "BRIG. GEN. (Brigadier General) E.V.H. BELL"
 - Wooden plaque with brass plate & eagle motif, from 1968 Tri-Resort Champions, to Mayor E.V.H. Bell
 - Award in form of wooden stand with large turkey attached to top. Front has metal plaque inscribed – "1970 SOIL CONSERVATION AWARD PRESENTED TO EDGAR V. BELL BY N.J. STATE FEDERATION OF SPORTSMENS CLUBS, THE NATIONAL WILDLIFE FEDERATION, & THE SEARS ROEBUCK FOUNDATION"
 - James Thatcher
 - 10"x8" black & white aerial photo of Avalon. Date reported as March 14, 1962. General consensus is that this is *not* from 1962 – seems to be summertime, there is evidence of deck furniture out on balconies, cars look from different era, Breslin house is visible (built in 1971-72). Right hand street is 15th St., CG Station visible, Wolfington house visible.

Avalon Free Public Library & History Center Directors' Report – December 2016

Goal 4 – Promote Engagement with AFPLHC.

- **Marketing** - Reviewing and evaluating 2016 strategies to plan goals and campaigns for 2017.
- **Online Resources Campaign** – Identifying a monthly and quarterly framework to promote Online Resources – to be used by AFPL & 7MP for a focused promotion of these tools.
- **Programming** –
 - Identifying community partners for spring/summer/fall events and engagement. Ensuring Library and HC programming supports community efforts and interests.
 - Securing dates for major Library & HC summer programs, with focus on having these listed in the Borough's Information Guide.
 - Defined concepts for further off-season programs:
 - February: Avalon Home Movies / Presidency
 - March: Railroad lecture / Irish dancers
 - Held HC Holiday Open House (~70 attended).
 - HC held special Holiday Teatime on 12/15.
 - Library hosted a Harp performance on New Year's Eve (80 attended).