

Avalon History Center Director's Report – February, 2015

	# Visitors On-site	# Reached Digitally	# Objects Catalogued	# Objects Digitized
January 2015	4	679	30	28
February 2015	6	3,769	18	35

Administration

- Formal evaluation filed for Bonita Risley
- Confirmed high school interns for two weeks in May
- Sought strategic plan input from members of AHLOA
- History Center expanded hours, from May 15th to December 31st:
 - Tuesday: 10-4
 - Wednesday: 1-7
 - Thursday, Friday, & Saturday: 10-4
 - Sunday: 12-4

Marketing

- Logo under development
- Brochure under development
- Will advertise in summer issues of 7 Mile Times
- Created website concept & pursuing web developers
- Social media campaign, as described in marketing plan, began and substantially increased digital engagement

Programs & Community Outreach

- Presented at AHLOA on general HC info, acquisitions effort, Oral Histories
- Received Mayor's input on planned programs
- Scheduled Open Mic Night for Wednesday, July 22nd
- Joan Berkey agreed to present a historic preservation program in early fall

Ongoing Major Initiatives (Oral Histories, Digitization, Historic Preservation)

- Conducted Oral History with Betty Keen
- Determined that additional equipment (such as camcorder, photography backdrop, freestanding lights) would benefit Oral Histories & Digitization
- Continued newspaper digitization

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- Improved file management practices for digitized items
- John Tracy agreed to notify us of pending demolition for any houses built before 1950
- Investigating 26th St schoolhouse as potential preservation project

Exhibits

- Director recommends and Collections Committee confirms recommendation to remove whaling exhibit; aim to remove and replace by summer
- Exhibits concepts under discussion are: (a) feature on historic newspapers (b) full-room display on beloved local businesses
- Staff “spruced up” the Native American case with new display accessories

Collections

- Determined need for additional equipment for collections care & security, including dataloggers, HEPA vacuum, storage cabinets, security cameras, etc.
- Initiating acquisitions drive by contacting local organizations to ask for object donations
- Collections Committee recommends the following acquisitions:
 - Flyers from Home and School Association advertising sale of "The Game of Avalon" and promoting after school programs, offered by Sarah Burns
 - Several items offered for donation by Rose Wells, consisting of:
 - Binder containing photos, clippings and ephemera regarding art exhibits at Avalon Museum (Bill Smith's kitchen & Ray Ellis), several local businesses, the Women's Civic Club, Avalon Museum events
 - Avalon borough 4th of July Family Fun-Fest plastic cup
 - Two pens from Avalon Fire Dept 75th anniversary
 - Pen from Sullivan's Department Store
 - Hand-written notes about many aspects of Avalon's history
 - Letters from and photographs of Spencer Windle, who wrote pamphlet about USCG Beach Patrol in Avalon
 - Clippings from 7mi times regarding several Avalon history topics
 - Two aerial photographs, one 1960s and one 1950s

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- Typed document by Peter D. Lafferty entitled “Avalon As I Remember It”
- Cape May County Bridge Commission map circa 1950
- Postcard with artwork depicting the American Store
- Postcard of Hun Cole and his biplane
- Eight photos of the building across from the 29th St Pier, including an Arcade, Godfathers Food Court, and ice cream parlor
- 1942 photo of Frank DiBeneditto & Bud Wunder
- 1947 photo of an Avalon policeman
- 1950s (?) photo of Stan Holmes
- 1985 photo of Phil's deli
- 1996 photo of Sullivan's Department store