



# Avalon Free Public Library & History Center Report January 2017

## Administrative

- HVAC – Work on the Library AHU dampers is almost finished.
- Children’s Area entrance capital project – Have decided to go in another direction with this project; staff are exploring options.
- Porch - Putting the finishing touches on the Library’s vestibule project. Branding the Porch and overhauling signage.

## Strategic

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

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

- Finalizing the replacement orders for the Children's and Young Adult nonfiction collections.
- Attended annual NJ Library Cooperative (LibraryLinkNJ) Strategic Planning session.
- Evaluating possible website services and outlining a timeline for the project.
- February Book Campaign - Blind Date with a Book promotion to encourage reading and book engagement.
- Better World Books - Finalized agreement to work with BWB as a possible resource for deselected materials.

### Goal 2 – Provide Exemplary Customer Service.

- Completed interviewing and practicum process for new PT assistant. Candidate will be selected in February.
- Continued working with Exude to complete compensation study

### Goal 3 – Foster an Awareness of Avalon’s Past.

- Researched plaque design/pricing for Borough’s Historic Preservation initiative.
- Pursued patron research request on the following topic:
  - Photos of Virginia Lou’s Restaurant
- Drafted form letter for donated items not accepted by Collections Committee.
- Began planning for displays on Police Department, Rescue Squad, and 125th Anniversary of Avalon.
- Began researching uncatalogued items hung on walls (maps, photos, etc.) to create interpretive labels.
- Collections Committee recommends acquisition of the following donations:
  - Kevin Scarpa/ Avalon Fire Dept. –
    - Model fire truck (1974 American LaFrance Quint) made in 1975 by Charles “Chuck” Haines (deceased), given to firehouse, kept on top of old TV behind bar.
    - Digital copies of framed & mounted certificates –
      - Avalon Vol. Fire Co. Incorporation 1910
      - Peermont Vol. Fire Co. #1. Incorporation 1913
      - Name change of Peermont Vol. Fire Co. #1 to Avalon Vol. Fire Dept. 1931

## Avalon Free Public Library & History Center Directors' Report – January 2017

- Chuck Covington –
  - 2004 NJAC (New Jersey Administrative Code) documents, emails, audits, articles, etc. regarding Borough of Avalon Legislation to Reduce Minimum Library Tax.
- Deb Martinelli –
  - 8½" 11" color copy of photograph – icy 20<sup>th</sup> St. depicting back of Princeton and Sea Grill in the 1980s.
  - Color 'Lusterchrome" postcard of Pennsylvania Harbor, Avalon
  - Color postcard – Aerial view of Avalon, New Jersey

### Goal 4 – Promote Engagement with AFPLHC.

- Reviewed marketing goals for 2017 and began revising workflows.
- Revising the "New Resident Postcard" and email gathering tools to expand reach to new community members.
- Submitted calendar of events and programs, + draft text for featured pages, to Borough's Information Guide.
- Continued planning of summer programs:
  - Borough 125th Anniversary celebration, in conjunction with bocce tournament, Saturday May 20.
  - Confirmed date for Library Open House - June 24. Collaborating with APAC's Art Show to be held at AES on the same day.
  - New kickoff to Author Lecture series: Beach Book Picks, June 28.
  - Summer Reading Program: Coordinated with Recreation Department to develop complementary summer children's programming. A free kids' program will now be offered every weekday of the summer. Cross promotion will be supported with a publication to be circulated at all Library, HC, and Recreation events.
    - Library & HC contributing:
      - Incentive reading program
      - Featured events
      - Book Club
      - HC Mini-Camps
      - Lego Days, Arts & Crafts, Video Games