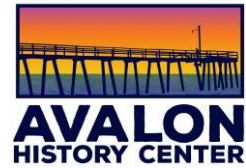




Directors' Report

November 2016



Combined Library & History Center

Administration

- Progressed in Exude study by compiling personnel data, reviewing job descriptions, and supplying fact-based documentation regarding Avalon's unique qualities.
- Coordinated with Avalon Rescue squad to complete staff AED/CPR training.
- With Finance Committee oversight and participation, developed 2017 operational and capital budget.

Marketing and Community Engagement

- Festive Friday
 - Sponsored live music at Veteran's Plaza: Cumberland County band, Bay Atlantic brass quintet.
 - Organized Festival of Trees.
 - Contributed Library and History Center trees for the event.
 - Offered eCard signups for Avalon property owners.
 - Staffed a craft table with branded bookmarks and colored pencils for visitors to color or take home.
- Met with 7MP to review 2016 marketing goals and progress.

Programming

- Committee met and discussed:
 - Off-season featured programs on first and third Saturdays. January: healthy eating & Mummers performance.
 - Scheduling summer lectures
 - HC: alternate Tuesdays
 - Library: Wednesdays
- Have selected author and are finalizing dates for July 2017 major author event. Selected author is subject to availability.
- Met with new Executive Director at Bay Atlantic Symphony to discuss music selection.
- Scheduled NYE program to highlight completed vestibule: harp performance from 1pm-3pm. Considering branding as "enjoy music on Avalon's front porch" or similar.

Library

Administration

- Worked with 7MP to share information about the Library's recent recognition from Library Journal magazine. Efforts included thanks to both the Library team and patrons for their role in this recognition.
- Cape May County Library Commission agreed to provide Avalon resident students of Stone Harbor and Avalon schools with free County Library cards.

Capital

- Work on the vestibule project is nearly finished. Furniture delivery is complete with some minor finishing work to be done. The space has been well received.
- Began the first phase of work on the children's area project. Signed agreement and coordinated with Janice Davis on project particulars.

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

Community Engagement

- Joined NJ Talking Book and Braille Center at Cape May County's Disabilities Awareness Day. Shared information about unique Avalon Library resources.
- Invited to speak at November ASCO meeting. Connected with members, shared Library and History Center information, obtained recommendations for Library services and programming.

Technology

- Used holiday eCard promotion as a model to develop a procedure and guidelines for an online library card/eCard.
- Worked with staff to continue developing plans and goals for a redesign of the Library's website.

Collections

- eCirculation continues to grow. In November, 42% of circulation was via online resources. Worked with a representative from OverDrive to analyze our usage.

Facilities

- Addressed items related to the maintenance issue from October 2016.

History Center

Administration

- Secured Social Affairs permit for Holiday Open House.
- Full staff received training on fire safety/use of fire extinguisher.
- Collections Coordinator completed Archives online course through AASLH.
- Joined American Alliance of Museums to secure additional professional resources.

Marketing & PR

- Promoted Holiday Open House.
- Distributed winter Tidings Newsletter.

Programs & Outreach

- Held monthly Teatime on 11/17.
- Biz/org representatives visited History Center to pick up trees.
- Pursued several patron research requests including the following topics:
 - Fellenbaum family photos
 - Water tower history
 - Packham family question
 - "Avalon, The Gem of the Beaches" plaque

Collections

- Completed "Shop Talk" exhibit on local businesses.
- Participated in photo display project for new Icona Golden Inn.

	# Visitors On-site	# Reached Digitally	# Objects Catalogued	# Objects Digitized
November 2015	38	4,135	262	262
November 2016	66	9,739	35	35