

Avalon Free Public Library  
Board of Trustees  
REGULAR SESSION MINUTES FEBRUARY 8, 2024

A Regular Meeting of the Board of Trustees of the Avalon Free Public Library was held on Thursday, February 8, 2024, at 4:00 pm in the Library Meeting Room.

Attendance: Public - - - - - 0

The meeting was called to order by President Ewing. Ms. Ewing read the Open Public Meetings Act. Pledge of allegiance.

Roll call:

**Present:** President Jacquie Ewing, Trustee Richard Hoy, Trustee Kathy Fox, Trustee Barbara Juzaitis, Vice-President Carl Mattia, Trustee Michele Petrucci, Secretary D. Lynn Schwartz

**Absent:** Trustee Kathy Fox, Mayor John McCorristin, Trustee Kate Nestor

Also present:

Erin Brown, Director  
Monica Coskey, 7 Mile Times

Minutes:

Regular Meeting Minutes Memorialized- January 11, 2024

Motion made by Trustee Petrucci, seconded by Secretary Schwartz that the minutes be approved as submitted. Motion passed unanimously by those present.

Check Authorization:

Motion made by Treasurer Thatcher, seconded by Vice-President Mattia to approve the payment of 45 checks totaling \$300,971.93. Motion passed unanimously by those present. A list of the checks is attached and made a part of these minutes.

Directors' Report:

Director Brown's report was forwarded to the Trustees via e-mail and is on file with the Recording Secretary. Digital borrowing in January 2024 was the highest of any winter month to date and physical circulation slightly outpaced January 2023. History Center social engagement had over 113,000 reaches with most popular posts about Avalon historic houses. Strategic Planning in person had approximately 30 participants and the Community Survey responses received 850 to date. Lisa Sasdelli was introduced as the new recording secretary, who will replace Kimberly Mastriana upon her retirement on March 1<sup>st</sup>. Multi-phase personnel shift that began in 2019 for adequate staffing to serve the community is now completed. There are now three departments with department heads for Programming/Outreach, Technology/Collections and Patron Services. The Board of Education's architect has presented a potential avenue for the building expansion. A push-out could increase square footage and reprogramming of existing spaces will also be reviewed. Wi-Fi hotspots program has been expanded to better meet patron demands. The library has been nominated for 2024 Best of Jersey Shore and voting will be in February.

Seven Mile Publishing Update:

Monica Coskey began with January email statistics. Check it Out e-newsletter had 53% opens and new books 68% total followers- Facebook 2,202 and Instagram 1,545. Facebook's top post for highest reach and reaction remains Festive Friday and highest comment was Rudi watching DVD's. They are in the process of completing the 2024 Vacation Guide, March programs and Thursdays at Surfside graphics.

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New Business:

RESOLUTION 5-2024- RESOLUTION OF THE TRUSTEES OF THE FREE PUBLIC LIBRARY OF THE BOROUGH OF AVALON IN THE COUNTY OF CAPE MAY, NEW JERSEY AUTHORIZING THE APPOINTMENT OF LISA SASDELLI AS RECORDING SECRETARY TO THE TRUSTEES

Motion was made by Trustee Juzaitis, seconded by Trustee Hoy to approve the resolution. Motion passed unanimously by those present.

RESOLUTION 6-2024- RESOLUTION AWARDDING A COMPETITIVE CONTRACT (FAIR AND OPEN PROCESS) AND APPOINTING A MARKETING CONSULTANT TO PREPARE A COMPREHENSIVE MARKETING PROGRAM AND TO PROVIDE OTHER SERVICES, FOR THE AVALON FREE PUBLIC LIBRARY

Motion was made by Vice-President Mattia, seconded by Secretary Schwartz to approve the resolution. Motion passed unanimously by those present.

Adjournment:

Motion made by Trustee Hoy, seconded by Vice-President Mattia to adjourn the Regular Meeting. Motion passed unanimously by those present. Regular Meeting adjourned at 4:33 pm.

Respectfully submitted,

\_\_\_\_\_  
Kimberly F. Mastriana, Recording Secretary

APPROVED: \_\_\_\_\_  
Jacquie Ewing, Board President

ATTESTED: \_\_\_\_\_  
D. Lynn Schwartz, Board Secretary