

Avalon Free Public Library
Board of Trustees
REGULAR SESSION MINUTES MARCH 14, 2024

A Regular Meeting of the Board of Trustees of the Avalon Free Public Library was held on Thursday, March 14, 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 Kathy Fox, Trustee Barbara Juzaitis, Trustee Kate Nestor, Trustee Michele Petrucci, Secretary D. Lynn Schwartz, Treasurer Jim Thatcher

Absent: Trustee Richard Hoy, Vice President Carl Mattia, Mayor John McCorristin

Also present:

Erin Brown, Director

Monica Coskey, 7 Mile Times

Public Comments: There were no members of the public present and no public comments at this time.

Minutes:

Regular Meeting Minutes Memorialized– February 8, 2024

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

Check Authorization:

Motion made by Treasurer Thatcher, seconded by Secretary Schwartz to approve the payment of 54 checks totaling \$166,867.09. Motion passed unanimously by those present. A list of the checks is attached and made a part of these minutes.

Directors' Report:

The Director's report was forwarded to the Trustees via e-mail and is on file with the Recording Secretary.

Erin conducted an informal compensation study and identified that a few employees required an adjustment to meet NJLA minimums. Erin mentioned a more substantial formal study will be forthcoming either from her or through a recommendation for a consultant later this year.

Erin sought:

- A motion to approve a title change and associated rate increase for Lisa Papineau to Supervising Library Assistant at a rate of 30.20/hour for 19 hours/week, effective March 9, 2024.
- A motion to approve a salary increase of \$600 for Kara Buono, effective March 9, 2024.
- A motion to approve a salary increase of \$300. for Nancy Jacketti, effective March 9, 2024.

A motion by Trustee Petrucci, seconded by Treasurer Thatcher was made to increase specified salaries/rate and passed unanimously by those present.

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Erin would like to pursue seasonal employment opportunities. She sought:

- Motion to post openings for up to 3 Seasonal Library/Museum Assistants
 - \$18.75/hour, 19 hours/week, for a period of 10 weeks
- Motion to post opening for 1 Seasonal Program Assistant
 - \$21.25/hour, 19 hours/week, for a period of 10 weeks

Motion made to post four part time job openings made by Trustee Juzaitis, Seconded by Secretary Schwartz and approved unanimously by those present.

Erin states we have moved forward formally with addressing building needs, via the distribution of an RFQ for architectural programming. Erin hopes to have quotes and responses for April's meeting. The project has a lot of open ends while we try to figure out what we have to offer and specific needs. Twenty-five people participated in the recent focus groups. The annual state report is complete. Personnel-wise we welcomed Lisa Sasdelli as Recording Secretary and have completed training and onboarding for new part time Museum Assistant and fulltime Program Assistant. Erin discussed the new Borough Employee Manual and communicating with staff about any changes and what they need to know. There is some overlap in the manual and the library's own manual. Erin has guidance on changes and is working as quickly as possible to understand priorities. Erin said please note a mix up in payroll data information from February has been corrected. Phase three of the History Center project is complete. Spring into Summer is a community effort to increase engagement in the shoulder season, mainly June. The existing events will occur along with new events, and we are partnering with multiple organizations in Avalon for this shared marketing initiative and awareness. Erin said long term goal is to grow visitation in June. The onsite portion of the annual audit was completed in February. Report expected in Spring. A draft of the technology plan has been completed. Updated strategic plan for 2024-2026 in process, anticipated for April/May. Erin says Surfside Park has had great attendance for summer concerts and staff are trying to plan more strategically this year to help handle the large crowds. Library staff are working with the Safety Committee and Chuck McDonnell on this effort.

Seven Mile Publishing Update:

Monica Coskey began with February email statistics. We had 16 new contacts added. Everything is trending in a positive direction. The highest reach was Cultural Passes and voting for Best of the Shore. We have a new initiative - the Mobile Digital Campaign. 7MP will geo-target Avalon to invite visitors and homeowners to use various services. Staff can track and follow different pages and messages while trying to retarget people already at library or nearby. The Vacation Guide is ready to go to print and postcards are coming out soon. After review of the update, Treasurer Thatcher stated it's a great general strategy for the future and we should wrap it all up in one package. Erin stated library will take on bulk of social media starting May 1st but will still be working with 7 Mile Times and digital mobile initiative. We will learn more in upcoming months.

New Business: No new business at this time.

Adjournment:

President Jacquie Ewing stated next meeting will be April 11, 2024. Motion made by Trustee Juzaitis, seconded by Secretary Schwartz to adjourn the Regular Meeting. Motion passed unanimously by those present. Regular Meeting adjourned at

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4:29 pm.

Respectfully submitted,

Lisa M. Sasdelli, Recording Secretary

APPROVED: _____
Jacquie Ewing, Board President

ATTESTED: _____
D. Lynn Schwartz, Board Secretary