

Avalon Free Public Library
Board of Trustees
REGULAR SESSION MINUTES FEBRUARY 11, 2021

A Regular Meeting of the Board of Trustees of the Avalon Free Public Library was held on Thursday, February 11, 2021 at 4:02 pm via Zoom due to current Covid-19 procedures in place.

Attendance: Public - - - - - 0

The meeting was called to order by Director Brown.

Pledge of allegiance.

<u>Roll call:</u>	President Jacquie Ewing	Absent
	Trustee Richard Hoy	Absent
	Vice President Carl Mattia	Present
	Trustee John McCorristin	Present
	Trustee Kate Nestor	Present
	Mayor Martin L. Pagliughi	Absent
	Trustee Michele Petrucci	Present
	Secretary D. Lynn Schwartz	Present
	Treasurer Jim Thatcher	Present
	Trustee Stacey Tracy	Present

Also present:

Erin Brown, Director
Patty Davis, Seven Mile Publishing
Monica Coskey, Seven Mile Publishing

Director Brown read the Open Public Meetings Act Announcement.

Public Comments:

None

Minutes:

Regular Meeting Minutes Memorialized- January 14, 2021

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

Check Authorization:

Motion made by Treasurer Thatcher, seconded by Trustee McCorristin to approve the payment of 36 checks totaling \$301,392.60 Motion passed unanimously by those present. A list of the checks is attached and made a part of these minutes.

Trustee Hoy joined the meeting at 4:04 pm.

President Ewing joined the meeting at 4:07 pm.

Directors' Report:

Director Brown forwarded the report to the Trustees via e-mail and it is on file with the Recording Secretary. Director Brown recognized Bonita Risley for her full-time service of

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five years and part time that began approximately ten years ago. She then updated the Trustees on summer staffing plans. If Covid-19 conditions permit, they will expand the evening and weekend hours. For Capitol 2021 the History Center will begin digitization of documents in the next couple of weeks and it will be uploaded to a cloud service. Library use is showing a strong pattern for the past six months; physical visitation is at about half compared to the pre-Covid years, but overall circulation has increased because of the dramatic digital circulation growth. The planning survey has received over 1,150 responses via mail and online. The Planning Committee will take a close look at the information received in the responses for the strategic plan. In addition, the program survey will guide the future planning of events. The plan for focus groups will be approximately 20 participants beginning the end of February, which will be run by Director Brown and Shannon Nagle. There was lengthy discussion between Director Brown and the Trustees whether a Board Member should show a presence and participate in the focus groups. Director Brown will consult with the Planning Committee and report their opinion to the Trustees. Virtual programming focus has been shifted to high quality content that people may not otherwise be able to obtain for free, such as a cooking class, art class or specialized lecture. They are currently on a two-month planning cycle for summer programs for flexibility. In January the History Center had a lecture, virtual exhibit and tea-time that were virtually attended or viewed by a total of approximately 300 people. In March, "Creative Bug" a video subscription site with art and crafts will be added.

Seven Mile Publishing Update:

Patty Davis' report was presented using a slideshow presentation. Ms. Davis gave statistics for January, which included e-mails were at 66% and the social media campaign had over 6,700 reached. They will be adding an additional email the third Wednesday of each month promoting the events in the upcoming month. They are working on two new projects; a resources brochure that will highlight all of the virtual and online resources and a programming postcard that will highlight the programs for March and April. Advertising contracts with ads in the 7 Mile Vacation Guide, 7 Mile Times and the Cape May County Herald are being renewed for 2021. They are also on a two-month scheduling cycle.

President Ewing informed the Trustees that there were three submissions for marketing consultants in 2021, and the Marketing Committee has selected Seven Mile Publishing and Creative to contract with in 2021.

New Business:

Resolution 5-2021: RESOLUTION AWARDING 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 Trustee McCorristin seconded by Secretary Schwartz that the resolution be adopted. Motion passed unanimously by those present.

Adjournment:

Motion made by Treasurer Thatcher, seconded by Trustee McCorristin to adjourn the Regular Meeting. Motion passed unanimously by those present.

Regular Meeting adjourned at 4:30 pm.

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Respectfully submitted,

Kimberly F. Mastriana, Recording Secretary

APPROVED: _____
Jacquie Ewing, Board President

ATTESTED: _____
D. Lynn Schwartz, Board Secretary