

Avalon Free Public Library
Board of Trustees
REGULAR SESSION MINUTES DECEMBER 10, 2020

A Regular Meeting of the Board of Trustees of the Avalon Free Public Library was held on Thursday, December 10, 2020 at 4:00 pm via Zoom due to current Covid-19 procedures in place.

Attendance: Public - - - - - 0

The meeting was called to order by President Ewing.

Pledge of allegiance.

<u>Roll call:</u>	President Jacquie Ewing	Present
	Trustee Richard Hoy	Absent
	Vice President Carl Mattia	Absent
	Trustee John McCorristin	Absent
	Trustee Kate Nestor	Absent
	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

President Ewing read the Open Public Meetings Act Announcement.

Minutes:

Regular Meeting Minutes Memorialized– November 12, 2020

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

Public Comments:

None

Check Authorization:

Motion made by Treasurer Thatcher, seconded by Secretary Schwartz to approve the payment of 41 checks totaling \$129,057.24 Motion passed unanimously by those present. A list of the checks is attached and made a part of these minutes.

Carl Mattia arrived at 4:03 p.m.

Directors' Report:

Director Brown forwarded the report to the Trustees via e-mail and it is on file with the Recording Secretary. Director Brown opened her report with Covid-19 updates. After having two staff members test positive, they found the policies and procedures put in place

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this summer worked but that there were a number of less tangible challenges that were harder to anticipate. Patrons continue to be compliant. November statistics showed the visitation was less than half of November 2019. Overall circulation was up by 15% with 70% being digital. This was the first month of patron growth versus the previous month since March 2020, likely due to the Cape May County Library closing inside service at the end of November and Avalon's larger year-round population.

History Center is seeing digital growth and they have started recording some of their programs. The "Ten Villages of Upper Township" had 634 views. They will use that resource whenever possible because when a viewer lands there, they get sent to other videos and it increases the overall digital engagement. Vice President Mattia added that the Christmas History program was very well done and his daughter who teaches students in Maryland had also utilized it in her class. President Ewing commented on how the virus has pivoted the way to approach programming. Director Brown said offering remote programs and remote book clubs are allowing Avalon taxpayers who live out of town to participate. The focus moving forward is to see if homebound delivery for Avalon residents is needed.

President Ewing brought up the Concert and the Author Series events and how future numbers might be very low. The most optimistic guess would be a potential hybrid, restricted event with a possible lottery for in-person attendance in addition to streaming. We will not know the Covid-19 restriction parameters until later in the winter for planning.

The 2020 survey was mailed out along with an online version of the survey. They have already received over 370 responses to the survey in one week. History Center's "Last Call at 36th and Ocean", remembering the Black Eagle, Gallagher's and Jack's Place exhibit is open. They are working on a hybrid in-person and virtual opening possibly in January.

Vice President Mattia mentioned the psychological impact of the Coronavirus and asked if the Borough offered health assistance to the employees either individually or as a group. Director Brown said the employees with health insurance have access to this service. Ed Dean, Safety Coordinator also sends periodic JIF updates which have been distributed to all staff.

Seven Mile Publishing Update:

Patty Davis' report was forwarded to the Trustees via e-mail and it is on file with the Recording Secretary. Using a slideshow presentation, Ms. Davis gave the current statistics, usage and content. November's social media campaign numbers are also up with over 13,000 reached. History Center visitation increase in November due to a strong turnout on Festive Friday. Just before Thanksgiving they launched new pieces including Tidings, winter mailer and a survey. They will begin promoting January and February programs with a postcard mailer.

New Business:

Trustee Petrucci mentioned that those members terms expiring December 31st will be renewed in January for another year. President Ewing announced the Avalon Historical Society Project Proposal scheduled on this agenda will now be postponed to the January 14, 2021 agenda.

Resolution 22-2020: RESOLUTION OF THE TRUSTEES OF THE FREE PUBLIC LIBRARY OF

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THE BOROUGH OF AVALON IN THE COUNTY OF CAPE MAY, NEW
JERSEY AUTHORIZING THE 2021 OPERATING AND CAPITAL BUDGETS

Motion was made by Vice President Mattia, seconded by Secretary Schwartz that the resolution be adopted. Motion passed unanimously by those present.

Adjournment:

Motion made by Vice President Mattia, seconded by Trustee Petrucci to adjourn the Regular Meeting. Motion passed unanimously by those present.

Regular Meeting adjourned at 4:34 pm.

Respectfully submitted,

Kimberly F. Mastriana, Recording Secretary

APPROVED: _____
Jacquie Ewing, Board President

ATTESTED: _____
D. Lynn Schwartz, Board Secretary