

Avalon Free Public Library
Board of Trustees
REGULAR SESSION MINUTES FEBRUARY 10, 2022

A Regular Meeting of the Board of Trustees of the Avalon Free Public Library was held on Thursday, February, 2022 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 Kate Nestor, Trustee Michele Petrucci, Secretary Lynn Schwartz, and Treasurer Jim Thatcher

Absent: Trustee Richard Hoy, Vice President Mattia, Trustee McCorristin, and Mayor Martin L. Pagliughi

Also present:

Erin Brown, Director
Patty Davis and Monica Coskey, 7 Mile Times

Public Comments:

None

Minutes:

Regular Meeting Minutes Memorialized– January 11, 2021

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

Check Authorization:

Motion made by Treasurer Thatcher, seconded by Trustee Petrucci to approve the payment of 51 checks totaling \$337,854.75. 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. The Director began with personnel updates and noted that two employees will celebrate ten (10) years of service in February and there is long term staff consistency. A program survey was sent to patrons to support planning for summer 2022. Approximately 80% of the responses so far, would like to attend an in-person event. Over 70% are willing to attend a large-scale event on a weekday morning. Two of the Thursday summer concerts at Surfside Park will be sponsored by the library. Avalon Elementary School is replacing the lighting with LED and there will be energy savings and an improved visual impact. This will also include the parking lot lighting. The statistics report (2018-2021) for circulation trends, program attendance and visitation were reviewed by the Director. The History Center has a new resource; a historic photograph collection that can be accessed under the Exhibits and Resources tab on page their website.

Seven Mile Publishing Update:

Patty Davis began the Board Report by giving statistics for December; email tracking was higher than usual and social media reached approximately 25,000. Alerts and announcements were approximately 8,300 of the total reached. The focus for February is book recommendations based on genre, month of love and weekly programs. The Spring Newsletters were mailed and include programs for March, April and May. The Spring edition

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of the 7 Mile Times will include featured events, features for the library and history center, beach vacation guide, must reads and must watches. Highlights in the 2022 contract renewal will include advertising the library as a business center with copy and fax services.

New Business:

RESOLUTION 5-2022- RESOLUTION OF THE TRUSTEES OF THE FREE PUBLIC LIBRARY OF THE BOROUGH OF AVALON IN THE COUNTY OF CAPE MAY, NEW JERSEY AMENDING LOAN RULES FOR PATRON BORROWING

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

RESOLUTION 6-2022- RESOLUTION REAPPOINTING A MARKETING CONSULTANT TO CONTINUE THE IMPLEMENTATION OF A COMPREHENSIVE BRANDING AND MARKETING PROGRAM FOR THE AVALON FREE PUBLIC LIBRARY

Motion was made by Secretary Schwartz, seconded by Trustee Nestor to approve the resolution. Motion passed unanimously by those present.

Adjournment:

Motion made by Trustee Petrucci, seconded by Trustee Nestor to adjourn the Regular Meeting. Motion passed unanimously by those present. Regular Meeting adjourned at 4:31 pm.

Respectfully submitted,

Kimberly F. Mastriana, Recording Secretary

APPROVED: _____
Jacquie Ewing, Board President

ATTESTED: _____
D. Lynn Schwartz, Board Secretary