

Avalon Free Public Library  
Board of Trustees  
REGULAR SESSION MINUTES FEBRUARY 9, 2023

A Regular Meeting of the Board of Trustees of the Avalon Free Public Library was held on Thursday, February 9, 2023 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 Hoy, Vice-President Mattia, Trustee Kate Nestor, Trustee Petrucci, Treasurer Jim Thatcher, Secretary D. Lynn Schwartz

**Absent:** John McCorristin, Mayor Martin L. Pagliughi

Also present:

Erin Brown, Director

Monica Coskey, 7 Mile Times

Public Comments:

None

Minutes:

Regular Meeting Minutes Memorialized- January 12, 2023

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

Check Authorization:

Motion made by Treasurer Thatcher, seconded by Trustee Petrucci to approve the payment of 51 checks totaling \$467,051.74. 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. Linda Duffy retired after 15 years of service and training for the three new positions is going well. The Library and History Center facilities project is being coordinated with the school and the library attorney is reviewing approval requirements. Summer 2023 event planning is underway with a tentative plan for up to ten concerts. The Fabulous Greaseband is celebrating their 50<sup>th</sup> anniversary with a Sunday night performance at Surfside Park in July. Obtaining authors is still challenging due to their desire not to travel and an average fee increase of 30%. An author that charged \$15,000. last year is now asking \$27,000. They will focus on only one author event due to the budget. In the Fall they will consider local author events. Gummy bear packets are being handed out with a four-question survey QR code, with a goal to learn how patrons prefer to hear about events. They have started the steps to integrate into a new library system. The cost savings will drop from approximately \$67,000. to \$10,000. per year. There will be a short overlap and the new system is expected to go live in November 2023. The preschool activity in January had over 30 in attendance. The most recent Italian Culture program was well attended with 14 in person and 20 virtual attendees, including one from Italy.

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Seven Mile Publishing Update:

Monica Coskey began with informing the Trustees that Patty Davis has left Seven Mile Publishing. The social media statistics for January had a reach of over 24,000. The e-newsletters had an open of 53% in January and 55% in February with industry standards normally in the 20's. Events for February will include 80's Mix Tape, Hoopla's "Sweet Tunes", Overdrive focus for teens and Sean's Reviews on Kanopy. They are working on the 2023 Vacation Guide. Vice-President Mattia recommended a wedding planning feature.

New Business:

RESOLUTION 5-2023- RESOLUTION REAPPOINTING A MARKETING CONSULTANT TO CONTINUE THE IMPLEMENTATION OF A COMPREHENSIVE BRANDING AND MARKETING PROGRAM FOR THE AVALON FREE LIBRARY

Motion was made by Trustee McCorristin, seconded by Trustee Hoy 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 4:43 pm.

Respectfully submitted,

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

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

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