

Avalon Free Public Library  
Board of Trustees  
REGULAR SESSION MINUTES APRIL 13, 2023

A Regular Meeting of the Board of Trustees of the Avalon Free Public Library was held on Thursday, April 13, 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 Hoy, Trustee Kate Nestor, Treasurer Jim Thatcher, Secretary D. Lynn Schwartz

**Absent:** Trustee Kathy Fox, Vice-President Mattia, Trustee John McCorristin, Trustee Petrucci, Mayor Martin L. Pagliughi

Also present:

Erin Brown, Director

Monica Coskey, 7 Mile Times

Public Comments:

None

Minutes:

Regular Meeting Minutes Memorialized– March 9, 2023

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

Check Authorization:

Motion made by Treasurer Thatcher, seconded by Trustee Hoy to approve the payment of 48 checks totaling \$179,834.49. 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 a summer staffing update. There are five positions available, and they anticipate filling them with the same qualified employees who held the positions last summer. The year round, parttime circulation and youth services position will be reposted, since there were no qualified applicants. The 2022 audit report has been received; Board review will be at the May 2023 meeting. Author events planning has been challenging due to costs, but they are aiming to find three more authors. One for July, August and Pickleball Weekend. Secretary Schwartz suggested an author of a pickleball book. New events calendar on the website will launch in May. There is a new Churches of Avalon walking tour available at the history center; brochures will be placed in the churches for better circulation. Communication survey results had 524 responses and the patrons favorite (70%) was to receive information via e-mail. The library and history center newsletter will be combined for cost savings. They will maintain the postcard program. The history center is accepting nominations for the Historic Marker Program through May 15. Library staff are working to anticipate changes to print media distribution and will keep the patrons informed. Digital subscriptions will also be available. Overall physical and digital borrowing has increased compared to March 2022.

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Motion made by Secretary Schwartz, seconded by Trustee Hoy to approve the History Center collections acquisitions. Motion passed unanimously by those present.  
The acquisitions include:

Michael Scythes: ▪ 18 x digital images (printed) of 1984 Tortilla Flats interior mural by Lisa Beard, taken in March 2022 o Al Haring: ▪ June 1963 letter from Borough of Avalon to Avalon residents. Ordinance # 347, announcing change of house address numbers o Susan B. Dietz (daughter of Howard & Louise Blithe) : ▪ 5 x Avalon postcards (Fishing off the Pier postcard has green 1c postage stamp, identified as being from 1940) ▪ Avalon Hotel room key ▪ Doric Zogas numbered AYC print ▪ Rock'n Chair menu ▪ July 1982 Avalon – Historical Highlights, compiled by Cape May Co. Library ▪ B&W aerial photograph – 21st St/Princeton Harbor o Cary Lawson: ▪ Princeton jacket ▪ Cary's Sunoco T-Shirt o Bob Penrose: ▪ 1983 Maris Stella brochure (we have at least 2 of these) ▪ Avalon's High Dune booklet (we have at least 2 of these) ▪ 1956 American Druggist Counter doses for the Home from Keen's Pharmacy ▪ 1987 Borough of Avalon: General Information notice ▪ Avalon Police Det. Dog owners notice ▪ Fly Swat advertising Suzi's Beauty salon of 2199 Dune Drive ▪ Avalon Bureau of Fire Safety item ▪ Phillips Exxon mini tape measure in shape of car tire ▪ Matalucci Bros. – Cape Concrete and Princeton Grille tin thermometer ▪ Fischer Hardware weather Checker and thermometer

Seven Mile Publishing Update:

Monica Coskey began with email statistics. April's featured programs had 34% opens, new books 66%, both surveys had 53% and the Check-it Out newsletter 51%. Facebook followers 2,038, Instagram 1,452, which includes 10 new followers. The most popular posts in the 90-day look-back were kids events and movie reviews. Social Media for April focused on The Athletic, business services and New York Times Cooking Holiday Recipes for Easter. Projects for summer include the newsletter, summer graphics, kids summer guide and the 7 Mile Times ad.

Adjournment:

Motion made by Trustee Hoy, seconded by Secretary Schwartz to adjourn the Regular Meeting. Motion passed unanimously by those present. Regular Meeting adjourned at 4:30 pm.

Respectfully submitted,

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

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

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