



CITY OF DOVER

DOVER POOL ADVISORY COMMITTEE - MINUTES

Meeting Type: Regular Meeting
Meeting Location: Dover Indoor Pool, Meeting Room, Henry Law Ave, Dover, NH 03820
Meeting Date: Monday, July 26, 2010
Meeting Time: **7:00pm**

DRAFT

present:

committee members: Dick Arnold, Dawn Haines, Peter Marcos, Tim Paiva, Suzanne Petersen, Phil Read

alternates:

Ann Fredette, Suzanne Medbery

city employees:

Mick Arsenault, Gary Bannon

absent: Doug Dodd, Bill Garrison (city council rep)

Meeting was called to order at 7:04 p.m..

Approval of July 19, 2010 minutes

Two names were misspelled on draft. These were corrected.

Tim made a motion to accept the minutes as amended.

Dick seconded.

Motion was approved.

Reports

Mick reported outdoor pool has been busy. Weekends are getting better.

Requested clarification of what committee wants in his reports. Finance and budget subcommittee will create list of needs, such as tracking trends in use, comparison of actual expenses and revenues vs. budgeted, peak hours report, and unusual events. They will create a reporting format.

Gary reported that he and his staff are gearing up for reports and setting up e-mail accounts and creating notebooks for committee members. The city has recently changed its financial reporting system. New system will have reports available sooner and will be able to provide interim reports. Banners for pools are in process and should be ready very soon. Portable banners to be placed around city are being planned.

Meeting protocol

Phil requested that members stay focused, remain courteous, and raise hands so that he can acknowledge speaker.

Development of mission

Tim suggested that all committee members write down three key points that should be the focus and e-mail them to him. These will serve as a starting point and help clarify our group's expectations and discussion for next time. Pending assignment of Tim's city e-mail address, please send mission points to tim@seacoastswimming.com. Mick will contact Doug to fill him in.



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Establishment of sub-committees

programming and operations: Discussion ensued about the worth of this sub-committee. The committee agreed to leave this to Gary and Mick and requested they keep the committee abreast of developments. Gary requested that if committee members have suggestions or concerns to address them to Gary.

fundraising: This group will find ways to generate revenue that is not derived directly from normal pool activities. These will include locating and applying for grants, seeking donations for capital improvements, creating special events, and increasing the endowment. Realistically, fundraising will not begin in earnest this summer. Dawn will serve as chair and Suzanne P. will assist. Clia Goodwin was recognized as an important asset to the subcommittee and her assistance will be encouraged.

marketing: This group will build and maintain awareness of the pools, encourage greater use and support of the pools, and guide communications through the media and a website. Suzanne P. will serve as chair with assistance from Ann and Suzanne M. Suzanne P. will contact the NH Small Business Administration and the Dover Chamber of Commerce for assistance in creating a plan.

finance and budget: This group will provide guidance and expertise in how money flows in the management of the pools. They will develop key items to monitor and will advise Gary appropriately. Dick and Phil will lead this group and will seek the participation of Skip Smith who helped with the preliminary review of finances.

long-range planning: This group of “dreamers” will develop plans to ensure the long-term survival and future of the pools. The gathering of strategic information such as deeded clauses in park use and zoning has already begun. Tim will serve as chair with assistance from Dawn and Peter.

Friends of Dover Pools group

Peter reported that donations to a public resource are tax deductible. As such, the Friends do not need to incorporate themselves as a non-profit.

The need to keep citizens energized about the pools and their future was recognized and discussed. Their energy can best be put to use on sub-committees, but all interested parties should be kept abreast and their help should be encouraged on projects as they arise. The marketing group will be very active with the Friends and will guide and encourage them. Dawn, as initial contact person, will need to communicate with them to make the transition from SOS to Friends once city e-mails are up and running. Much more remains to be discussed... next time.

Other business

Ann expressed concerns about the potential change in relationship between Seacoast Swimming Association (SSA) and the Dover pools. SSA has always been the primary customer of Dover pools and SSA's success has been defined in part by the availability of pool time. In turn, the pools have derived a large proportion of revenue by the intensive use by SSA. Were this situation to change, both SSA and the pools would suffer. Much discussion ensued and the committee agreed that SSA is important but that the



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status quo cannot be sustained. Gary will do his best to accommodate the interests of all parties and minimize negative impacts. It was agreed that specific reference or support of SSA should not have a place in the mission of the pools.

Miscellaneous suggestions for activities:

Committee should create website and mailing list. Use SOS group list as beginning.

A community race day should be planned so that all swimmers can have a chance to compete.

Labor Day weekend might be a good time for an end-of-summer bash, but attendance might be low.

Local families visiting the children's museum should be given a ticket to tour the pool.

Adjournment

Dawn made motion to adjourn.

Tim seconded.

Meeting adjourned at 9:00 p.m.

Next meeting Monday, Aug. 2, 2010, 7:00 p.m., indoor pool meeting room

Submitted by Suzanne Petersen