



CITY OF DOVER

DOVER POOL ADVISORY COMMITTEE - FUNDRAISING SUB COMMITTEE - MINUTES

Meeting Type: Regular Meeting
Meeting Location: McConnell Center, Meeting Room 220, 61 Locust Street,
Dover, NH 03820
Meeting Date: Monday, August 3, 2010
Meeting Time: **7:00pm**

DRAFT

The first Pool fundraising committee meeting was held on Tues Aug 3, 2010 at 7 pm at the McConnell Center, Rm 220. Dawn Haines, Fran Farmer, Brook Loch, Clia Goodwin, Mick Arsenault, Suzanne Petersen, Pam Simpson, Sandy Lee, Jen Cronshaw, and Pat Campbell were present.

First, Dawn explained the role of the committee in relation to the new Pool Advisory Board, meeting protocol, and relayed recent conversations within the board about the at-large support group, SOS. The committee understands that the city budget keeps the pools open now until June 30, 2011. The new budget begins to be worked on in February. This means the committee (and the board's work) has to demonstrate solid plans and actions for raising funds in the summer season, 2011. We know our goal at the minimum is to close the 50K gap.

Most of the meeting was spent brainstorming ideas for fundraisers, including the following. Some of these ideas are connected to strong marketing ideas:

- outdoor concert/pool party
- outdoor movie at pool
- auction
- Buttons, T-shirts, bumper stickers, etc.
- pool-a-thon
- "Discount Card"
- Swim Clinic with Jenny Thompson
- Benefit concert
- Booth at Apple Harvest Day
- grant writing: Lonza Annual Golf Tournament (they donate proceeds annually to local causes); Kennebunk Savings, TD North, Bank of America: sponsorship and grants. --a float for the Dover X-mas parade --Cruise --Open Water Swim --Halloween party at Indoor Pool

Discussion centered on ways to increase marketing and PR---activities such as the booth at Apple Harvest Day, the X-mas parade, and soliciting sponsors. It's about making the pools and what they offer the community more visible to all. This entails doing a little more research on ways the pools serve the community at large. We talked about how to increase visibility through the media. Suzanne's marketing strategies includes press releases for pool and community events. Pam suggested we target local restaurants for sponsorship. Suzanne suggested we have a contest for a logo to be used on buttons, T-shirts, etc.



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The next meeting is scheduled for Tues Aug 31st. At that time, we will choose events and dates and amount of events for the coming year. In the meantime, Fran is investigating getting a booth for the A H Day, and Brook is looking into the X-mas Parade. Dawn and Clia are researching grants.

Meeting ended at 8:25 pm.

Submitted by Dawn Haines