



CITY OF DOVER

DOVER POOL ADVISORY COMMITTEE - MARKETING SUB COMMITTEE - MINUTES

Meeting Type: Regular Meeting
 Meeting Location: Indoor Pool Meeting Room, Henry Law Ave, Dover, NH
 03820
 Meeting Date: Friday, September 3, 2010
 Meeting Time: **10:00am**

10:00 a.m. to 11:30 a.m., Indoor Pool Office

present: Mick Arsenault, Gary Bannon, Sue Medbery, Suzanne Petersen

absent: Ann Fredette

Review and acceptance of meeting minutes from August 13, 2010.

Sue M. made motion to approve.

Suzanne P. seconded.

Motion approved.

Apple Harvest Day, Oct. 2, 2010

Fundraising will take lead on this. We need to make sure the booths have friends sign-up sheets, how to make a donation, hand-outs about pools.

(Gary has a pools brochure. What else do we want? Facts about pools, exercise opportunities, lots of photos, ½ sheet surveys to be filled out on site or mailed in.

Help needed to staff booth on Central Ave.:

1-3 2 people needed
3-close 2 people needed—Sue M.

Help needed to staff booth at indoor pool:

9-11 1 person needed
11-1 1 person needed
1-close 1 person needed

Ten month plan:

- Sept. get friends group gathered and start planning, first mtg Sept. 15
name and logo contest applications due Sept. 17
- Oct. Apple Harvest Day Oct. 2, advertising space info available to local
businesses, offer surveys to visitors
- Nov. Holiday Parade
- Dec. Drop and Shop – provide afternoon fun for kids on Sat. afternoon
while parents shop, to be coordinated with chamber of commerce
- Jan. pool-a-thon.. open competition for kids
- Feb. tba
- March benefit concert
- April senior Olympics at pool at other venues around Dover



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May tba
 June summer splash-down at JT
 July swim clinic with Jenny

Major tasks:	who:	when:	priority ranking:
advertising	Gary and Mick	package ready by Oct 1	3
friends group	Sue and Suzanne	by Sept. 15	1
monthly fun event (theme party, contest)		begin in Jan	5
new programs (water polo, aquatic fitness, more lessons, based on survey results, demographics, etc.)	Mick	begin in Jan.	4
<u>getting new pool users:</u> * overcoming swimsuit panic * fun and social pool time * guest passes, bring a friend * military time * other town rec depts. * weight loss/health improvement challenge	all- engage friends group	begin in Sept.	
<u>monthly press release topics:</u>	Suzanne	on-going	



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<ul style="list-style-type: none"> * physical benefits of swimming or aqua fitness * social and psychological benefits of exercise * rehab * personal stories about pools or water fun * profiles of swimmers, etc. * 			
market analysis (comparison with other pool offerings and prices)	Suzanne P.	by Sept. 15	2
web site(s)	Sue M.	on-going	

Agenda items for next meeting, Thursday Sept. 9:
 tour hockey arena for advertising ideas, have short meeting afterwards to firm up friends agenda and goals.

Mtg adjourned at 11:30. Notes by Suzanne Petersen