



**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, August 13, 2010  
Meeting Time: **10:00am**

2:00 p.m., indoor pool office

present: Suzanne Petersen, Anne Fredette, Suzanne Medbery, Gary Bannon, Mick Arsenault

First meeting, so no old business to discuss.

Gary gave update on marketing initiatives planned or underway through Dover Rec. Dept.:

- facility-specific brochures are planned and will be placed in restaurants, hotels, and all city-owned venues. Will look into placing them at post office and with real estate agencies. The program brochure goes out 2xs/yr.
- Mike Gillis, city media coordinator, is gathering photos of pools. Will be the main person for press releases. Is planning to have a streaming video for pool area of city web-site. Use of Facebook to reach users and make friends is under way.
- Gary and Mick will be running demographics so we can get a better handle on who uses the pool and when. These data can then be used to guide education and advertising efforts.
- Gary will gather info about advertising at ice arena: size of ad, location of ad, multi-year contracts. From there we can develop brochure for potential advertisers.

Brief review of other local pools:

- Portsmouth: really pushing targeted group fitness classes and services. This strategy requires finding and hiring medical and training specialists. It also will necessitate raising the water temperature of the pool to 85 degrees and, thus, lower the suitability of the pool to accommodate and draw swimmers, especially competitive swimmers.
- The Works of Wentworth-Douglass Hospital: programs are largely geared for family fun and fitness. Swimming is reportedly not great due to warm, murky water. Most fees not available on-line. Suzanne P. will stop by to get fee schedule.
- UNH pool: variety of offerings for fitness and swimming. Costs are comparable to Dover, but parking was noted to be a big obstacle for users who cannot walk to the facility. Pool is open only when classes are in session.
- Where does Dover fit? We need to add more fitness classes of a generic nature that allow people to have fun and socialize. We need to keep our edge as a competitive, swimming pool.



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### Friends group:

To be successful, they need to have a list of members, a catchy name, and a logo. Ideally, these would all be in place prior to a big push, but we do not have that luxury. Suzanne P. created a press release for a name and logo contest that Gary will give to Mike G. The same press release will be posted at the pools and e-mailed to SOS folks. Dawn will need to send it out, as our names are not yet recognizable. Apple Harvest Day will be a golden opportunity to solicit friends, educate the public about the pool and its offerings, and offer free day passes so they can try it out. Senior Center has monthly social where we could sell the pool and solicit friends.

### Misc. suggestions:

- contact local military recruiting office and offer swim lessons
- deal with rec. depts. from other towns to offer swim lessons
- offer swim stroke improvement sessions, as separate class or periodically during lap swim
- probably the biggest barrier to getting people to use the pools is fear of wearing a swim suit in public. How do we help people overcome that fear?
- develop a survey for current users of the pools: what they like best, what needs to be improved, requests for additional programs, etc.
- city website and DPAC websites should include links to Google maps to help people find the pools
- Suzanne M. suggested Staples has reasonable prices and work can be e-mailed to them
- create a "bring a friend" incentive
- encourage members to buy punch pass for visiting guests

### Agenda for next meeting:

date, time, and place: to be determined  
match marketing projects to Gary's multi-year plan  
review demographics if available  
Apple Harvest Day  
friends update  
website update

Notes by Suzanne Petersen