



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, August 30, 2010
Meeting Time: **7:00pm**

members present: Dick Arnold, Dawn Haines, Peter Markos, Phil Read, Suzanne Petersen
alternates present: Ann Fredette, Suzanne Medbery
city employees present: Mick Arsenault, Gary Bannon, Bill Garrison (city council)
absent: Tim Paiva

Meeting was called to order at 7:00 p.m.

Approval of August 16, 2010 minutes

Dick made motion to accept.
Suzanne P. seconded.
Approved unanimously.

Citizens' forum: n/a

Reports:

Fundraising:

Dawn had nothing new to report. Next meeting is scheduled for Tuesday, Aug. 31. Phil recommended that the subcommittee create a plan with goals and realistic lay of the landscape. Dawn asked Gary for clarification about the \$50,000 item under fundraising. Gary explained that for ease of bookkeeping and better understanding, the \$50,000 figure that is DPAC's target was listed under fundraising, but the fundraising sub-committee is not responsible for generating that amount. The entire DPAC will share in meeting that goal, through fundraising, marketing, improved financial tracking and management, and long-range planning.

Marketing:

Suzanne P. had nothing new to report. Next meeting is scheduled for Friday, Sept. 3. Gary handed out new Dover Recreation Dept. flyer featuring the pools. These have been distributed to local merchants, train station, local "things to do" displays, and the chamber of commerce. Gary would like help with sandwich boards.

Long range planning:

Tim was absent, so no updates.

Finance and budget:

Dick reported that Mick has been asked to create a breakdown of pool use by hour for a sample period of time. The goal is to identify peak hours and determine that peak hours are being managed appropriately and to identify times when the pool could be used more effectively. Gary reported that the new accounting system used by the City will not create the reports the sub-committee is requesting. His staff and the sub-committee will create a custom report that will refine data to be more usable and useful to the committee.



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Gary:

He passed out the budgetary plan from pre-DPAC slides provided to the City Council. These will be useful to sub-committees as they create project plans and time lines. The proposed increase in group rates alone will not be sufficient to meet the \$50,000 goal. He clarified that money in the general fund comes from city taxes. The special fund money comes from swimming lessons, etc..

Mick:

He will have July and August cost analysis report next time. The Labor Day event that the committee requested that he organize will not happen due to limited staff. He will try to get extra business by offering family pricing and music. He mentioned that masters' fees will begin going up incrementally in the very near future. He was not able to release details yet.

Old business:

Mission statement:

Dawn made a motion to approve.

Dick seconded.

Suzanne P. noted that according to the hand-out provided by Tim, the mission statement as written is missing a key piece that addresses what DPAC is and its purpose.

The motion and second were withdrawn. Suzanne will draft an amendment and send it out to the committee for review.

Apple Harvest Day, Oct. 2, 2010:

Gary asked that everyone think about the event, what kind of visuals to share, setting aside time to work at the booth, etc.. Fundraising and marketing sub-committees will discuss and create firmer plans. Rec. Dept. will have two tables, one for pools and the other for other Rec. services. The committee reminded Gary to leave the garage doors open at the pool and encourage visitors to tour the facility. Much of the pool time will be filled with SSA, but lap swimmers will need limited traffic through the locker rooms.

New business:

Group rates:

New rates have been recommended but they have not yet been approved by the City administration and no contracts have been signed. Gary cannot discuss rates until they become part of the public record.

Miscellaneous:

Mike Joyal's message and tone at the last meeting were not well-received. Many committee members felt Mike believed the committee was not tackling the \$50,000 problem quickly and aggressively enough and the committee was clearly going to fail. It was noted that the committee probably will fail without support from the council and Mike. To turn Mike's opinion around, the committee needs to present Mike with sub-committee plans of action with realistic estimates of what is doable in the near future.



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Peter suggested a novel and significant fundraising possibility through one of his friends who is a world-famous underwater photographer. The friend does slide shows that draw big crowds and he might be willing to help the committee. One possible venue might be the Music Hall in Portsmouth.

News: Mike Parratto, the current SSA coach, has announced his resignation. Discussion ensued for future activity.

Parking continues to be an issue. With most Dover parking under meters, the pool parking lot is being seen by some as a free alternative, thus bringing in more cars. To even the field, the pool parking lot may be put under meters as well. This would create another problem, in that people who cannot afford to pay for a meter would be denied equal access to the park. Gary is in discussions with the attorney general about the issue. Creating more spaces by converting lawn to pavement is not an option. For the time being, parking should ease up significantly with school open and fewer patrons of the Children's Museum taking up spaces on weekdays.

Adjournment:

Suzanne P. made a motion to adjourn.

Dick seconded.

Approved. Meeting was adjourned at 8:54.

Submitted by Suzanne Petersen 8/31/10