



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: Thursday, September 30, 2010
Meeting Time: **1:00 pm**

Present: Mick Arsenault, Gary Bannon, Ann Fredette, Sue Medbery, Suzanne Petersen

Review of minutes from Sept. 3 meeting: Approved.

Apple Harvest Day final prep

- approve or amend surveys for pool users and non-pool users. Amendments suggested. Suzanne will do.
- booth “to do” list?
- hand-outs: day passes, friends sign-up sheets, CDC aquatic fitness info, overcoming swimsuit anxiety, donation envelopes, pool schedules and fees, logo contest announcements, DPAC applications, synopsis of pool situation. Suzanne will compile and bring to pool Friday for copying.
- Mick reported that “The Soup Guy” will offer a 20% discount to his Apple Harvest Day patrons when they show a pool membership or free day pass (picked up at the DPAC booth).

Priority project update

- friends group, DPAC e-mail? Gary reported he is working on a DPAC e-mail address. Suzanne shared friends data base so far. She noted that first contact attempt was not successful and reminded group that phone calls and letters should be sent requesting input. Sharing of responsibility will wait until after Apple Harvest Day where more friends will probably sign up.
- market analysis- Completed. Suzanne shared grid comparing Dover with other local pools including an “apples to apples” comparison for resident adult swimmers that showed that Dover’s fee is much less than other pools. She also shared a strengths-weaknesses-opportunities-threats analysis that can help guide work. Group members suggested changes before the analysis is presented to the full committee.
- advertising- Gary reported that progress in being made to standardize pool wall space fees and whom should be targeted.
- new programs- Mick reported that swim team rentals have backed away from Saturday afternoon, thus creating opportunities for family fun time. He is also working on enhancing private lesson offerings and has three instructors lined up who can offer different hours and skills.



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- monthly fun event- Mick reported that Saturday afternoons will be a good time for kid-friendly activities and will begin to plan for this opportunity. Friday evenings are also a possibility.

“Pool Personalities”, “Pool Profiles” articles Suzanne reported that the first person to be interviewed will be Rita P.. Discussion ensued about other possibilities to include representatives from the various user groups. If we have a reporter do the series, the article will run only in that newspaper. If we create and submit the articles, they can be used by many media. Gary will check with Mike at the media office.

Dover Swims week or month This event holds so much potential for marketing and fundraising and will be seized upon at a meeting in the near future.

communications check list: For consistency and to maximize communication efforts, the group agreed to create a checklist that will be followed when new material is generated:

create material, have Gary approve

send to :DPAC

Bill Garrison & Bob Carrier

pool staff: desk communication book, staff meetings

media: Foster’s, pool web site, Dover website, dovernh.org peek
at the week, pool bulletin board, senior center/schools,

Other business: Sue suggested that we sell the sauna. It is taking up space and encourages people to ask when it will be fixed. Gary and Mick reiterated that the sauna will not be repaired, but agreed that selling it as is might be an option.

Adjournment: Meeting adjourned at 3:35.

Notes by Suzanne Petersen