



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, October 4, 2010
Meeting Time: **7:00pm**

members present: Dick Arnold, Ann Fredette, Peter Markos, Tim Paiva, Suzanne Petersen, Phil Read

city employees present: Mick Arsenault, Gary Bannon, Bill Garrison

absent: Dawn Haines, Sue Medbery

Meeting was called to order at 7:01 p.m.

Approval of minutes from Sept. 20, 2010

Dick made motion to discuss.

Ann seconded.

Phil requested the following amendment under paragraph one on page two as missing from the minutes: Fundraising sub-committee efforts are not expected to exceed \$15,000 to \$20,000 in fiscal year ending June 2011. Other sub-committees will be expected to increase revenues and decrease expenses to close the City Council mandate of closing the differential of \$50,000.

Discussion ensued.

Dick made a motion to amend the minutes.

Suzanne seconded.

Approved with one abstention.

Phil made a motion to accept minutes as amended.

Tim seconded.

Approved.

Citizens' forum: n/a

Reports:

fundraising: Dawn was absent, so no report was given.

Ann strongly suggested that an event be planned and action be undertaken as soon as possible. Dover Swims should probably be that event.

marketing: Priorities: Suzanne reported that the market analysis was completed and copies were given to everyone present. Compared to other pools in the area, Dover's fees are lower. The SWOT analysis was discussed briefly and offered as a map for guiding committee activities. Building a strong friends group will be undertaken in earnest after new additions from Apple Harvest Day are added and the DPAC e-mail address is created. The creation of an advertising package is in process. New programs are being investigated and special events might take advantage of newly freed up pool time on Saturday afternoon.



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Pool personalities/pool profiles: First interviewee has given permission to be focus of article. Foster's is willing to reserve space for pool related articles submitted by DPAC or friends. The same article can be submitted to multiple sources.

Dover swims: event holds great potential and will be actively pursued at the next meeting.

Communications check list: A checklist will be created to ensure media releases follow a regular process. This will help maximize our efforts and create consistency.

Sauna: Selling the sauna as is was suggested. Its presence encourages pool patrons to focus on a luxury the city cannot afford. The full cost may not be recouped, but the sale could bring in some extra money and open floor space. This might be considered.

long-range planning: Tim reported receipt of Guppy Park information. He offered four options:

1. Keep the status quo.
2. Winterize the outdoor pool and have the city run the facility.
3. Winterize the outdoor pool and have a private entity run the facility.
4. Winterize the outdoor pool and have a private entity purchase the facility and then run it.

A fifth option was offered: create a public/private partnership.

Per city deeds and federal land & water conservation stipulations, any impediment to open, public access and enclosing the facility might have negative and unintended consequences. Other issues and "what ifs" were mentioned. Thorough research was recommended.

Consideration of upgrading outdoor pool bathhouse before considering winterization of entire facility was recommended as was consulting with Bob Carrier for concrete plan of action.

finance and budget: Mick reported that his pool use research has shown times when the pool is under-utilized: 8:30 to 9:30 a.m., 2:30 to 4, 7-9 p.m.. Opportunities exist with swim lessons, masters, and birthday packages. It was noted that Great Bay Masters memberships are up 20% and regular memberships are up 5%. It was noted that Noble and Marshwood High Schools might be looking for pool time. Swim lesson costs are quite low compared to other pools in the area. Lessons are in demand and many parents complain that they cannot get their children into classes. More classes would probably be filled, but finding room in the schedule is difficult.

Given the \$50,000 goal that DPAC faces, Dick suggested the committee begin to think about potential consequences if certain programs or budget items are cut. The committee agreed that this is something for a later time and felt it important to focus on succeeding not failing.



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Gary: The committee needs to be a regular presence in the written media, radio, and on the web.

Mick: Lessons began Sept. 19, being offered everyday. Home schoolers will begin utilizing the pool regularly soon. The pool had 5503 visitors in September, but many of those visitors were not there to swim. He suggested that charging for toilet and shower use following road races could generate significant revenue and good will.

Mission statement: The revised version suggested at the last meeting was not available. Despite lively discussion at the last meeting, only one member offered any suggestions. It was suggested that this be the priority of the next meeting.

Dick made a motion to postpone the final vote until the next meeting.

Tim seconded.

Approved.

Apple Harvest Day: Gary reported that a steady stream of visitors asked questions and took schedules & free day passes. Many non-residents did not know the pool was available for them to use. Many did not know the pool was so close to where they were standing at the event. A total of \$346.05 was raised through raffle ticket sales and donations. Two pool-related businessmen requested information about advertising at the pools and offered to make donations of pool supplies. It was noted that Fran Farmer was at the booth from set-up to take-down and was a key to a successful day. Fran offered to write thank you notes to raffle prize donors and to Foster's acknowledging the donors' help and generosity. On the whole, the day was a great success and the pools will continue to be a presence at future Apple Harvest Days.

Coordination of sub-committees: Gary noted the importance of sub-committees' working toward similar goals and not doing redundant work. He requested that each sub-committee plan meetings on a regular schedule, such as the first _____ of each month. Suzanne suggested that fundraising and marketing join forces due to take advantage of eager volunteers and similar goals.

Misc: Members were reminded to use the Dover e-mail system and all members were encouraged to make it a part of their routine.

The next meeting is scheduled for Oct. 18. As of November, meetings will be held the first Monday of the month only.

Adjournment: Tim made a motion to adjourn. Dick seconded.

Meeting adjourned at 8:43.

Minutes prepared by Suzanne Petersen.