



CITY OF DOVER

**DOVER POOL ADVISORY COMMITTEE
FUNDRAISING/MARKETING SUB COMMITTEE
MINUTES**

Meeting Type: Regular Meeting
Meeting Location: Indoor Pool, Meeting Room, Henry Law Ave, Dover, NH
Meeting Date: Tuesday, October 25, 2010
Meeting Time: **7:00pm**

Present:

Mick Arsenault, Mary Avrett, Pat Campbell, Ken Costello, Jenn Cronshaw, Ann Fredette, Bill Garrison, Dawn Haines, Elaine Hayden, Brook Loch, Peter Markos, Suzanne Petersen

Meeting began at 7:00 p.m.

No minutes reviewed.

Dawn updated the group regarding the swim clinic planned for May. Jenny Thompson has indicated that May will be extremely busy for her. The event will probably need to be held in June, with a potential date of June 11-12. Expenses to the pools seem to be minimal if at all. Projected revenue is based on charging each participant \$75 for the clinic only or \$85 for the Friday evening seminar and the Saturday clinic. SSA will begin promoting the event as soon as possible.

Ann updated the group regarding "Dover Swims" week and the support-the-pools-a-thon. The date scheduled is the week of January 24- 30. Ann has created draft promotional material including informational posters and pledge sheets. Suzanne will add grid lines and the new logo as soon as it becomes available. Ann projected that revenue should be in the \$12,000 range. All swimmers will be asked to seek pledges, but not be based on laps swum. She recommended that swimmers get pledges up-front. Pledge sheets will be available three weeks prior to the event. She suggested that each major swimming group have a lead: SSA, adult lap, early bird, therapy, high school swim teams. It was suggested that posters be made for local businesses that pledge support. Peter suggested that groups of swimmers be assigned certain business areas to reduce multiple solicitations.

Elaine handed out basics for the golf tournament. The event was planned for October, but after discussions, a Thursday in May will be pursued. A successful tournament will need many volunteers and good coordination, but the potential for \$5,000 to \$8,000 profit for the first year seems reasonable. Elaine will try to gather more details from other groups who have run golf tournaments so that coordinators and volunteers can be prepared. The event will be run by SSA and bear its name, with proceeds going to Dover's pools. Profits from future tournaments may be designated differently. Elaine will check with SSA leadership to ensure that the donation to the pools gets their approval. SSA will begin promoting the event as soon as possible. Jenny Thompson and USA Swimming will be asked to participate.



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Ken Costello was present to address questions and concerns by the group about the “Dover Swims” logo he created. He offered four versions and the group liked the oval with the light blue sky and medium blue water and a solid black swimmer. After changing the font color on “Dover Swims” to black, the group enthusiastically endorsed the logo. It was suggested that the Dover swims website address be incorporated onto the wave and that a motto that mentions the pools accompany the logo on t-shirts, etc. Suzanne will create publicity about the new logo.

Peter updated the group about the 5K race, “Dover Runs for Dover Swims”. The route is still being planned and a good section of the course will utilize the new community trail. The best date seems to be June 25 or June 26 in the morning. Peter will be pursuing a major race sponsor that might be able to reimburse businesses that offer a discount to runners who show their bib tag number. Mick suggested that the outdoor pool summer kick-off event coincide with the race, and the group agreed that was a great idea.

Dawn reported that she met with a Hannaford executive about a charitable donation that had been offered. Unfortunately, due to Hannaford Foundation’s policies, the donation cannot be made to a municipality. It was suggested that she look into their policies regarding a donation to SSA that might in turn make a donation to the pools. Donation aside, regular advertising with Hannaford might still be a very viable opportunity.

Suzanne reported that marketing, now joined with fundraising, needs help with various projects, primarily building a good, working friends group. Folks who signed up as friends need to be contacted with a phone call or letter to clarify how they wish to help and offer volunteer opportunities with planned events. Marketing can help fundraising with publicity, but fundraising has many ideas that directly benefit marketing, too. She passed out a media checklist to event leaders to help ensure consistency and communication. Many missed marketing opportunities were noted. SSA is a key partner to the pools and communication needs to be improved. Suzanne will request a schedule of meets from SSA to arrange for media coverage when appropriate and to keep DPAC informed of their key events.

Meeting adjourned at 9:10.

Minutes recorded by Suzanne Petersen