



**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 18, 2010  
Meeting Time: **7:00pm**

### DRAFT

Members present: Dick Arnold, Ann Fredette, Dawn Haines, Peter Markos, Suzanne Petersen

City employees present: Mick Arsenault, Gary Bannon

Absent: Bill Garrison, Sue Medbery, Tim Paiva, Phil Read

Meeting was called to order at 7:08 p.m.

#### **Approval of minutes from Oct. 4, 2010**

Dick made motion to approve. Dawn seconded. Motion to approve minutes passed unanimously.

**Citizens' forum:** N/A

**Mission statement:** The two versions of the mission statement were discussed. Three members voted for the longer version and one member voted for the shorter version. The DPAC's mission statement is as follows:

The Dover Pool Advisory Committee is a coalition of citizen volunteers and Dover city employees whose mission is to work in partnership with the city to:

- reduce the taxpayer burden by creating viability and financial stability of the pools
- develop and maintain a thriving aquatic program promoting health and physical fitness for residents of Dover and neighboring towns
- Enhance the status of the Jenny Thompson Outdoor Pool as a venue for regional competitive swimming.

The following motto will accompany DPAC letters and media releases: "Ensuring the viability and financial stability of Dover's pools".

#### **Reports:**

Fundraising: Dawn noted concern that the sub-committee has few members, but those who attend are committed and form a solid, core group. Many people seem to want to help with certain projects as needed, but do not want to attend regular meetings.

The following events are being scheduled and planned:

- Pool-a-thon, January. All swimmers will be asked to solicit pledges and marketing will sponsor swimming awareness and safety programs. Anne Fredette will be one co-chair, looking for another co-chair.
- Swim clinic, late May. Two very able and experienced planners will take the lead. Participation by Jenny Thompson is not verified but is being actively sought.
- Summer kick-off, June. Mick will lead efforts to open the Jenny Thompson pool with a big splash.



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- 5K, date tbd. Peter Markos will chair race that he hopes will include the new community trail.
- Golf tournament, September? Brook and Tim Loch and Elaine Hayden(?) will be in charge.

Marketing: Suzanne reported that the media checklist is completed and ready to use. She shared the first "Pool Profiles" article with the committee. Gary needs to finalize space in Foster's and will do follow-up with the city's media manager.

Long-range planning: n/a

Finance and budget: Dick shared his thoughts on the importance of open, transparent communication with the city council regarding realistic assessment of DPAC's issues. He urged all committee members to be prepared to meet with the city council in January for a half-year progress update. "We need to drive the train, not the other way around."

Gary: Only two logos have been received. The committee agreed that the "Dover Swims" logo was the better. The creator, Ken Costello, will be invited to attend the fundraising/marketing meeting scheduled for Oct. 25 to hear suggestions for tweaking the design.

**Dick made a motion to accept the Dover Swims logo with modifications suggested by fundraising/marketing. Dawn seconded. Motion passed.**

Gary asked Dawn what was happening with the Hannaford offer. With so many unknowns from both sides, it was suggested that Dawn and Gary meet with Bill Bonds from Hannaford at the earliest opportunity to get the ball rolling. Ideally, Gary would like to see a long-term relationship develop. This meeting will also help Gary assess how a pool advertising program might develop.

Mick: All lessons are currently running, with 95% capacity. Revenue is up 10% over last year at the same time, due mostly to increase Masters attendance and improved non-resident memberships. "Rip Tide" is looking to reserve Sunday afternoon pool time for triathlon practice, a welcome development. Many people have expressed an interest in buying pool related t-shirts, sweat shirts, stickers, and buttons for a "Downtown Dover Discount" if such a program can get created.

### **New business:**

Dawn made a motion to combine the fundraising and marketing sub-committees.

Ann seconded.

Motion passed unanimously.



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Calendar of upcoming events: this will be discussed on Oct. 25 and is recognized as a priority.

Schedule of sub-committee meetings: Fundraising and marketing will meet the third Monday every month at 7:00 p.m. Dick will talk with Phil about a good time for finance and budget to meet.

**Adjournment:**

Ann made a motion to adjourn. Dick seconded. Meeting was adjourned at 8:22.

Minutes prepared by Suzanne Petersen.