



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, November 1, 2010
Meeting Time: **7:00pm**

Members present: Dick Arnold, Ann Fredette, Dawn Haines, Peter Markos, Tim Paiva, Suzanne Petersen, Phil Read, Bill Garrison (City Council Liaison)

City employees present: Gary Bannon,
Absent: Mick Arsenault, Sue Medbery

Meeting called to order at 7:05

Approval of minutes from Oct. 18, 2010

Dick made a motion to accept as presented. Tim seconded. Minutes were approved.

Citizens' Forum: n/a

Reports:

Fundraising:

Dawn reported that several events have been planned:

- Pool-a-Thon and "Dover Swims", week of January 24 – 30, 2011. Ann is in charge of fundraising; Suzanne is in charge of marketing.
- Swim Clinic with Jenny Thompson, Saturday, June 25, 2011. Volunteer SSA parents are in charge. Originally conceived to be earlier in the season and a two day event, Jenny is available that Saturday only. Ann wanted to state for the record that this date is too late in the season to be valuable to swimmers. Dawn and Tim agreed, but felt strongly that Jenny needs to be present.
- "Dover Runs for Dover Swims" 5K road/community trail race, Sunday, June 26, 2011. Peter is in charge.
- Summer kick-off at JT Outdoor Pool, Saturday, July 2, 2011. Mick is in charge. Probably will not be a big money-maker, but a good opportunity to build goodwill and awareness of pools.

Dawn reported that a friend seeking experience with grant writing has offered to volunteer. Potential grants could be used to fund JT pool covers or JT bath house work.

Ann spoke about Pool-a-Thon. All swimmers from all groups will be asked to seek pledges. She is working on finding representatives who will take responsibility for each group, including lap swimmers, therapy swimmers, and rec swimmers. Ann had planned to give pledge sheets in January, but Tim urged her to get them out before Thanksgiving so that swimmers could seek donations before the holidays. Ann requested publicity as soon as possible.

Marketing:



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Suzanne reported that fundraising and marketing have merged. The greatest need in marketing currently is to contact “friends” personally by phone or letter to let them know what is planned and how they might like to help. Suzanne will divide the list and send to Dawn. Tim would like swim clinic info from Dawn as soon as possible to include in SSA meet programs.

Long-Range Planing:

Tim had nothing new to report.

Financend Budget:

Dick reported that a workshop with the city council has been planned for January 19, 2011. Dick and Phil will present what they feel is realistic and doable and offer best-guess revenue projections. Sub-committee chairs and event leaders will be asked to be present to provide details.

Revenue for FY 2011 is better than last year so far. The energy-saving measures that were put in place seem to be helping.

Gary:

He is continuing to work on a plan for advertising space. He will be pursuing Hannaford for direct sponsorship or advertising space. A Hannaford Foundation grant paid directly to the pools is not possible, but Phil offered to have the Great Bay Masters serve as a financial intermediary if a grant is deemed to be worth the effort. Peter will check on former grants.

Gary is still working on securing a regular space in Foster’s for pool-related stories.

Gary spoke at the recent mayor’s open forum. It was well attended and people were interested in the pools.

Mick:

Gary reported that lessons are going well and are full. Mick has been busy trying to tweak maximum pool use. Slow evening times will soon be filled by high school swim teams.

Contracts with user groups are still in process. For clarity, groups are using the pool, but there is no contract in place currently.

Dover Swims logo:

Suzanne made a motion to accept the logo. Dawn seconded. Motion passed with 6 votes in favor, 1 opposed.



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Website:

Suzanne reported that Sue has done preliminary work on a website but needs help at this point. Peter suggested that he create and fund a link from “Dover Swims” to the pool area of Dover’s website. Peter and Sue will discuss this further.

Misc.

Bill noted that the new city media center at McConnell will be creating a cable channel for educational purposes. The committee might want to consider creating a public service project for high school students that features swimming. Due to the nature of public access cable channels, the program(s) will need to be very well publicized.

Adjournment:

Tim made a motion to adjourn. Dick seconded. Meeting adjourned at 8:47.

Minutes prepared by Suzanne Petersen.