



**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, February 7, 2011  
Meeting Time: **7:00 pm**

### DRAFT

members present: Dick Arnold, Dawn Haines, Sue Medbery, Tim Paiva, Suzanne Petersen, Phil Read

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

absent: Peter Markos

guests: Larry Johnston, Kasia Connors

Meeting was called to order at 7:00 p.m..

#### **Approval of minutes from January 3, 2011**

Motion to approve minutes as presented was made by Tim. Motion seconded by Dick.

Approved with 4 votes, with Phil and Sue abstaining due to their absences at the last meeting.

#### **Citizens' forum:**

Larry Johnston, Senior Area Supervisor for McDonald's, informed the committee that the Dover McDonald's was granted a permit to rebuild the restaurant. Predicted completion date is April 1, 2011. At such occasions, a financial gift is usually given to a worthy cause in the town. McDonald's would like to make a gift to the Dover Pool Fund. Mr. Johnston also mentioned that Ronald McDonald Charities would be pleased to receive a grant application from the committee. Connecting the two funding sources might prove to be a golden opportunity for the pools. Contact information for Ronald McDonald Charities was provided and Dawn will follow up tomorrow.

#### **Election of officers**

Phil nominated Dawn as chair. Dick seconded.

Dawn nominated Phil as co-chair. Dick seconded.

Dawn nominated Suzanne as secretary. Tim seconded.

Nominations were approved unanimously.

In her first move as the new chair, Dawn suggested that the committee change the meeting procedure somewhat. She noted that reports are often interrupted by discussion and this encumbers the meeting. After discussion, it was decided that reports will be allowed to proceed uninterrupted, followed by questions and discussions. When reports are given, Gary will go first, Mick will go second, and then the sub-committees will offer their reports.

#### **Reports:**

Gary: The budget is being entered into the city's new finance program. Both total dollars and trends look good.

Mick: Swim lessons are full and are taking place weekdays, evenings, and weekends.



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Public high school teams will end their swim season on Feb. 11, so afternoon rec swim will return. Private school teams might continue to use half the pool during rec swim for a longer time. Revenue is up \$8000 over last year at the same time.

A new schedule is being created and will be included in the February newsletter that is in process. Bill asked if slow times identified in the metrics were being addressed. Hydrofitness class, identified as an under-utilized session, is showing improved attendance, and rec swim attendance should improve once high school team practice ends.

Due to the success of Dover Swims Week activities, a summer Dover Swims Week will probably be planned for late August. The use of a jar for spare change was quite successful at generating extra revenue during the Pool-a-Thon and Dover Swims Week, and should be repeated.

Fundraising: Dawn reported that the Pool-a-Thon/Dover Swims raised \$14,898.55. The positive surprise came from the fundraising efforts of older swimmers. The breakdown of revenue follows:

Great Bay Masters	4213.00
Seacoast Swimming Ass'n	3555.05
lap/therapy/hydrofitness swimmers	2627.00
Oyster River Otters	1167.50
new memberships/pool passes	962.00
Berwick Academy	555.00
St. Thomas Aquinas H.S.	530.00
Dover High School	415.00
t-shirts sold	384.00
city employees	175.00
Oyster River H.S.	134.00
Dover Children's Home bake sale	86.00
raffles	81.00
cannon-ball contest	14.00
<b>total</b>	<b>\$14,898.55</b>

Expenses from the event were minimal: pledge envelopes, printing, and cost to print t-shirts.

Ann Fredette did a fabulous job organizing the Pool-a-Thon. In the City Manager's [January 2011] report that is going to the council this week, there was a positive statement regarding the money collected to date and a special thanks to Ann Fredette for her hard work in making this happen.

Discussion ensued. A lesson for next time: swimmers should be given the option to get pledges based on laps swum or some other in-pool criteria, not just ask for donations to support the pools.



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Dawn expressed concerns about the ultimate goal of fundraising. Discussion again ensued. In the end, Dawn felt confident that she could pursue grants and would begin work on the Hannaford Foundation and Ronald McDonald grants as soon as possible.

Marketing: Suzanne reported Dover Swims Week activities were well-attended, including 97 swimmers who took advantage of the free rec swims. For the future, publicity needs to be completed much more in advance. Getting schools and the chamber of commerce to give the event space on their marquees would be most helpful for getting the word out.

She and Mick are working on the February newsletter. More articles are needed, so members were asked to suggest topics, pool profile subjects, and to submit articles.

Long-Range Planning: Tim reported that he had met with the city manager, the city attorney, and the recreation director on January 7. Covering the Jenny Thompson Outdoor Pool is already in the city's CIP long range plan. The renovation of the bathhouse will be going out to bid for FY 2012. \$185,000 has been approved in the CIP, but Bill warned the council can revoke that approval.

There are three options currently under consideration for Jenny Thompson Pool:

- 1) Leave the pool as is; this is generally regarded as unacceptable.
- 2) Create a separate capital fund-raising effort for the pool and continue to have the city run it.
- 3) Find an outside party to lease it from the city and run it as a facility open to the public. An interested party will be meeting with the city council in the near future to discuss this option.

The Jenny Thompson Outdoor Pool will be seeing some upgrades this summer:

- SSA is donating a new scoreboard.
- The pavilion will be expanded to increase the area covered by roof. SSA will donate materials and labor to build.

Budget and Finance: Phil reported that the budget currently does not show any revenue from fundraising. In addition to that line item, other data need to be tweaked before the report is presented to the city council. The net cost to the city will probably be in a good range when all is said and done. A meeting to finalize the report will take place on Thursday, Feb. 10.

### **Workshop:**

The purpose of the workshop scheduled for Feb.16 will be to highlight numbers and activities to the city council. Reports should be succinct and focus on the \$50,000 goal. Gary will collect information from each sub-committee to create a Power Point presentation. Speaker order: Dawn (intro and fundraising), Suzanne (marketing), Tim (long-range planning), Phil and Dick (finance), Gary (summary).

Pre-workshop practice and finalization will take place Monday, Feb. 14 at 5:00 at the Indoor Pool meeting Room.



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**Other business:**

Tim will announce to SSA the Pool-a-Thon donation. He expressed his desire for the committee to ask Ann to reconsider her resignation. The committee agreed.

**Adjournment:** Dick made a motion to adjourn. Sue seconded.

Meeting was adjourned at 9:25 p.m..