



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: Monday, April 25, 2011
Meeting Time: **6:00pm**

Attendees: Mick Arsenault, Mary Avrett, Gary Bannon, Pat Campbell, Jenn Cronshaw, Jeff Gibson, Dawn Haines, Larry Johnston, Mike Joyal, Suzanne Petersen

McDonald's re-opening event:

Larry Johnston noted that the proposed donation to Dover Swims had been approved. Over the three day weekend, 10% of profits will be donated to Dover Swims, could be \$3,000 to \$4,000. Opening date is TBD, but everyone is shooting for June 23, which will coincide with Swim Clinic and 5K race. McDonald's will coordinate publicity but would like DPAC's hard-core promotion strategy. Larry has been doing research about Jenny Thompson and the pools. The more he learns the more opportunity he sees for win-win collaboration. He will be attending a business gathering tomorrow and is excited to share the possibilities that the pools present. Suzanne will e-mail the Dover Swims logo to him for placement on tray mats and other re-opening publicity.

Larry encouraged DPAC to apply for a Ronald McDonald Foundation Grant, regardless of our tax status. McDonald's is eager to be a partner. Dawn will follow-up.

Swim Clinic:

Mary has created a wish list for food donations and staffing support for the event. A box for food donations will be placed in the lobby of the indoor pool. Coaches are all lined up and Jared Felker has created the schedule for the event. An SSA parent will be producing and donating a banner for the event that includes sponsors. PhotoSmith will be donating printing jobs associated with the event. T-shirt design is nearly complete. Sponsor logos will be printed on shirts, but unsure if Dover Swims can go on due to added cost. Next year, plans should be made to have Jenny offer a workshop to masters swimmers in the evening. Suzanne and Mick will make sure the clinic is noted in upcoming newsletters.

5K road race:

No one has been able to speak with Peter Markos. Several attendees noted frustration and wondered if the event would actually take place.

SSA golf tournament:

No news available.

Fourth of July summer opener at outdoor pool:

Mick will be making plans. Swimming at night will be a key feature.

May Family pool party:

Mick announced that pool will host a special evening Friday, May 27 (Memorial Day Weekend) 6-9 p.m.. Life guards will be on duty, so games need to be organized and run by volunteers. Mick will create list of jobs to post in May newsletter.



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Update from Mike Joyal:

Mike reported that the city's budget is facing a shortfall of close to \$3million from state funding for various commitments the state has with the city. Cuts may need to be made across the board. The council is unlikely to vote to raise taxes to that level to make up for significant state funding cuts. The pools are in the budget and no suggestion for closure has been recommended. What has been suggested, however, is that the pools should be self-sufficient. Politically, the budget is a tough decision, as this will be an election year.

Marketing:

Gary reported that he had met with an advisor to tweak the RFP for pool marketing. This should go out soon. A highly qualified member of the Rec. Dept. Advisory Committee has volunteered to complete the application for 501 (c) (3) status for the Friends of Dover Rec. Gary also met with a website advisor who recommended that we purchase all related domain names, (.com, .net, .gov, .org) before we publicize the website so that all web traffic will go to the right place.

Meeting ended at 7:00.

Respectfully Submitted by Suzanne