



**CITY OF DOVER**

## DOVER POOL ADVISORY COMMITTEE - MINUTES

Meeting Type: Regular Meeting  
Meeting Location: Indoor Pool Meeting Room, Henry Law Ave, Dover, NH  
03820  
Meeting Date: Monday, July 11, 2011  
Meeting Time: **7:00 pm**

### DRAFT

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

city employees present: Mick Arsenault, Bill Garrison

absent: Gary Bannon, Peter Markos, Tim Paiva

Meeting began at 7:15 p.m..

#### **Approval of minutes from June 6, 2011**

Sue made a motion to approve as presented. Suzanne seconded. Motion was passed unanimously.

#### **Reports:**

Mick (and Gary in absentia):

Three bids for the outdoor pool bathhouse upgrade were received. One was disqualified for having no bond information. The other two were greater than the \$185,000 available to do the job. Gary will see what can be done to ensure essential upgrades (plumbing, ventilation, sanitation) are taken care of for now, with other upgrades to take place later.

Gary has met with 2-3 marketing professionals. No further information is available now.

Indoor Pool- busy schedule Monday through Friday, lessons are on-going.

Outdoor Pool- very busy, especially when weather is hot. Water heaters have been turned off. The pool is being rented by six teams, at least one rental each day.

Two pool cover bids were received: \$8900 and \$14,400. Current cover is beyond repair and usefulness.

The total raised during the swim clinic was \$12,051, including a substantial donation from McDonald's. Suzanne has drafted thank you letters to all pertinent parties and sent them to Gary to be printed on city letter head and mailed.

Summer kick-off party at the Outdoor Pool was a great success. The event featured music, games, and prizes. Mick estimates that business was twice normal.

#### Fundraising:

Dawn reported that Larry Johnston of McDonald's has ideas for at least three other fundraising opportunities.

Comments about the swim clinic were generally positive. The most common complaint was lack of pool time with Jenny Thompson. Some kids had no time in her lane and the time spent with younger swimmers did not match time with older swimmers. Goal next year is to attract 200 swimmers to register. Jenny has given her assurance that she will be there.

Dawn expressed frustration that volunteer support for DPAC activities has waned and that SSA is taking on a lot of extra burden. Some SSA mothers spent the entire day at the swim clinic. Suzanne responded that several adult swimmers had offered to help but had to be told that SSA would be handling the jobs listed on the help sign-up sheet. She also noted that most if not all food donated for the concession stand was from adult swimmers at the indoor pool.



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### Marketing:

Suzanne suggested a Family Final Fling at the outdoor pool to keep up the momentum of marketing efforts.

She also mentioned that Larry Johnston of McDonald's is a valuable asset to help promote the pools with his enthusiasm and established media contacts.

### Long-range Planning:

Dawn reported that work is on-going. Nothing new to report.

### Finance and Budget:

Mick reported that total revenue generated by DPAC efforts was at least \$30,000. Dick shared his opinion that that figure is also a realistic goal for the next fiscal year.

Phil shared copies of YTD accounting, noting that the year might end with a higher than anticipated net loss; it will depend on how strong June revenue is when it is reported. The committee discussed swim lessons and why the need continues to be so great but with limited class offerings. Mick noted that most parents want lesson time from 4-7 p.m., a direct conflict with team rental time. If staffing time were increased, more lessons would probably be made available at the indoor pool in the summer.

### Event schedule:

Apple Harvest Day- first Saturday in October, Oct. 1 this year

SSA Golf Tournament- October 6

Pool-a-Thon- early to mid December so that high school teams can be included.

Group agreed that donations should be based on number of laps swum by participants.

Dover Swims awareness week- mid-late January?

Swim Clinic- mid-late May?

5K road race- late May or early June?

Summer Kick-off Party at Outdoor Pool- June 30?

### Volunteer Recognition:

Bill recommended that the committee create certificates of appreciation to give to volunteers who help at events.

### Committee Composition:

Dawn, Peter, and Sue's appointments ended June 30. Dawn and Sue need to go to city hall to complete forms. It seems Peter might not be interested in continuing with the committee. Appointment sub-committee of city council needs to be aware that DPAC needs two more members. Gary will be asked to follow-up.



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### Website Update:

Mick reported that doverswims has been registered with all domain types (.com. .org., .net, etc.). Typing in "www.doverswims.com" will send the viewer to the pool section of the city website. The issue right now is that viewers who google "dover swims" are directed to the 5K race, not the website. Mick will follow up.

### Adjournment:

Sue made a motion to adjourn. Suzanne seconded. Meeting was adjourned at 8:25 p.m..