



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, October 17, 2011
Meeting Time: **6:00pm**

present: Mick Arsenault, Gary Bannon, Dawn Haines, Sue Medbery, Suzanne Petersen, Linda (Dover HS and SSA swim coach)

Kids' t-shirts and adult sweatshirts are in. Orange is very bright. Mick will set up display.

Thank you notes to Apple Harvest Day volunteers were mailed out.

Pool-a-Thon: Fundraising packets will be distributed during the week of Nov. 14-19. Swimmers will seek pre-swim pledges for a specific practice date when the purpose will be to swim as many laps as possible. Mick will consult with coaches to assign the specific date in December for each team. Team that collects the most in donations will win a percentage of the total they collected. Amount to be determined. Team members will need a solid sales pitch so that the event isn't merely a plea for donations. If a swimmer is on two teams, the total collected will be split between the two teams. A quilt has been donated to use as a raffle prize. McDonald's will sponsor Kasia's swim; no other offer to help right now.

Packets need to be assembled and ready to go by Nov. 14. Suzanne will revise materials from January 2011 Pool-a-Thon and send out for comments.

Mick and Dawn will brief the kids' teams along with coaches. Sue M. will take the lead with therapy and hydrofitness class. Suzanne will take the lead with 11-1 and evening lap swimmers. Fran Farmer will be asked to coordinate early bird swimmers. Ann Fredette and Pat Campbell will be asked to coordinate masters swimmers.

Dawn suggested that we set up a table at SSA swim meets at UNH after Thanksgiving. She will have brochures for the Jenny Thompson Swim Clinic, t-shirts, newsletters about DPAC, the raffle quilt, and a donation jar.

Halloween Family Pool Party: Date is set for Oct. 29, 3-5 p.m.. Mick has already begun advertising. Gary offered to donate a big pumpkin for the best aquatic costume prize. Bake sale items were requested: popcorn balls, caramel apples, cider, pumpkin cookies, etc. We need Halloween music and small pumpkins.

Dawn's meeting with Mike Joyal: Dawn was given reassurance that there is no issue with keeping the pools open in the foreseeable future. Significant fundraising efforts were not seen to be a realistic or sustainable direction for the DPAC. Revenues can be increased through higher rental fees implemented over the next few years. The burden of fundraising will, therefore, be shifted to teams. The DPAC's focus will probably shift to better marketing.

Sue M. reiterated her belief that having no credit card payment option was a handicap to our efforts and the future of the pools.

Respectfully Submitted by Suzanne