



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, November 21, 2011
Meeting Time: **6:00pm**

Present: Mick Arsenault, Gary Bannon, Pat Campbell, Suzanne Petersen

Ronald McDonald House Foundation grant application: outdoor pool covers

Suzanne reported that she had spoken with the president of the foundation and had been told that grants are not awarded to purchase materials for municipalities. Suzanne e-mailed Larry Johnston to find another angle and to get feedback from Sal Napoli, the trustee who had encouraged DPAC to apply. The consensus was that the application would not be submitted, but other opportunities would be explored at the regional grant cooperating collection in Concord.

Pool-a-Thon:

The original purpose of the Pool-a-Thon was to raise money for the Dover Pool Fund. With the news that Ronald McDonald would not pay for pool covers, Gary sought permission from the city manager to designate the primary purpose of the Pool-a-Thon as going toward the purchase of pool covers for the outdoor pool. Posters, letters, and packets have been prepared and 90% distributed. Suzanne created a large poster for the lobby that will help people visualize the need and progress toward the goal of \$14,000. Publicity about the Pool-a-Thon occurred through Dover Download and Foster's. Pat has been trying to reach as many Master Swimmers as possible and reported mixed results.

Post-Thanksgiving Pool Party:

A pool party on Friday night was suggested to offer folks a chance to exercise off their holiday meal and relax after a busy day shopping. It won't be anything fancy, but it is an opportunity to market the pool. Mick will look into getting a lifeguard to organize games. Suzanne will handle publicity when she hears from Mick.

Dover Swims Week in January:

Mick reported that Michelle Desoto has signed on to teach a kayak lesson again this year. Suzanne reported that Nancy Pleiter-Sadowy has offered to lead a demonstration class for non-traditional aquatics for kids with and without disabilities. A pool party will be planned, preferably on a weekend afternoon.

December Newsletter:

Suzanne will contact Jared Felker, SSA head coach, for his suggestion for a student pool profile. Gary and Mick will pull together a "wish list" for pool supplies. Other articles will cover progress at the outdoor pool bathhouse and a raffle for the quilt donated by one of the therapy swimmers.

Doverswims@dover.nh.gov Update:

Mick reported that the sender address has been requested, but more people need to look at Doverswims.com before a decision can be made on how best to use it.



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Marketing Help:

Gary reported that there has been some contact but little progress with the marketing person who had shown interest. At this point, he feels it would be prudent to pursue a marketing relationship with Jennifer Parks who spoke to the full committee about website and marketing possibilities earlier in November. Credit card and debit card payments are on the city manager's to-do list for 2012, so we might need to wait and see what transpires city-wide before we get too involved with web-based e-payments.

Road Race:

Mick spoke with the city police officer who handles road races, and Dover already has a race scheduled for May 13. Mick suggested hosting the race on June 30, the same day as the summer splash at the outdoor pool. The race would probably start at Henry Law Park between 8 and 9 am. The pool party will start at noon. Police coverage for the race will cost \$68/hr per police officer for 4 hours. Mick will see if the chief will waive the fee.

Respectfully Submitted by Suzanne