



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

DRAFT

Members Present: Dawn Haines, Sue Medbery, Tim Paiva, Suzanne Petersen, Phil Read

City Employees Present: Gary Bannon

Guests: Pat Campbell, Jennifer Parks

Absent: Dick Arnold, Mick Arsenault, Bill Garrison

Meeting began at 7:02 p.m.

Approval of agenda: Sue made a motion to approve the agenda. Tim seconded. Motion passed with 4 yes votes.

Approval of minutes from Oct. 3, 2011: Tim made a motion to approve the minutes as presented. Suzanne seconded. Motion passed with 5 yes votes.

Citizens' Forum: Jennifer Parks of Loud Canvas Media, LLC. attended at the invitation of Dawn Haines. Jennifer outlined her company's offerings, which include website design & hosting and e-commerce. She offered to meet with the marketing sub-committee, listen to ideas, and propose possible solutions. The committee was particularly interested in creating a mechanism for patrons to pay for memberships through credit or debit cards, a service currently unavailable for Dover municipal services. Gary will arrange a meeting with the city's information technology manager to see what is possible or not for DPAC as a city-sponsored group. He will then arrange a meeting with the IT director and Jennifer to guide her proposal. Jennifer asked who would update and manage the website if it were created and Suzanne offered to take on that role.

Reports:

Gary:

High school swimming begins Nov. 14, so the pool will be busy. The pool schedule will change.

Mick has hired new lifeguards and is working on updating the current staff on their certifications and doing in service training.

Overall, things are going well; only a minor blip in power during the Oct. 29 snow storm. The roof over the pool's west side is being patched until a more permanent repair can be done.



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The dehumidifier is still touchy during wet weather.

Gary handed out free day passes to committee members to be given to prospective patrons.

Fundraising/Marketing:

Dawn inquired about marketing/fundraising opportunities at the SSA swim meet at UNH over Thanksgiving break. She would like to set up a small Dover Swims booth to hand out brochures specific to competitive swimming and the Jenny Thompson Outdoor Pool. Tim suggested her time would be better spent at a January meet that will be bigger and that he would first need to check the contract to see if a booth is permissible. Dawn asked Suzanne to create a trifold brochure for January.

Suzanne reported that the grant application for pool covers is well under way and will be ready for the Dec. 1 submission deadline. A possible percent match for the Pool-a-Thon from McDonald's is not going to happen. Instead, they will sponsor Kasia for her laps during the event.

Suzanne noted that the Oct. 29 Halloween pool party went well with about 20 kids coming and going. Mick did a great job leading games. The staff did a great job decorating the lobby. Suzanne expressed gratitude to Mick for coming in on his day off to make the event a success. She hopes that a post-Thanksgiving party can be scheduled.

Long-Range Planning:

Tim reported that several parties were interested in creating an arrangement with the city, but most were awaiting the results of the local election before going farther. He apologized for his recent absences and that he will need to miss December's meeting because of work commitments.

Finance and Budget:

Gary reported that expenses and revenue are pretty much on target. Final October numbers were not available yet, but he would get them to Phil as soon as possible.

Updates:

Jenny Thompson Outdoor Pool bath house renovations:

Demolition has begun. The shower areas have been gutted. The outside front entry way and wooden stairs will be removed. A concrete staircase will be installed. The goal is to have the project completed by January. Dawn suggested we contact a local landscaper or supplier to provide materials in exchange for posting a sign acknowledging their gift



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to the city to do some of the landscaping work in the spring. She will look into the prospects.

Pool-a-Thon:

Mick and staff are assembling packages and they will be ready to distribute on Nov. 14. All swimmers will be asked to use the Pool-a-Thon for three purposes:

- collect much needed funds
- get at least a small donation from as many people as possible
- spread the word that the pool is important

Gary mentioned the importance of being assertive and following-through.

New Business:

DPAC and Friends of Dover Rec. board recruitment:

Gary asked the group to mention to friends and colleagues that DPAC and the board need members. These positions should go first to Dover residents, but those who are not residents but have skills or contacts might be accommodated. DPAC needs one regular member and two alternates. Suzanne noted that a youth liaison would be a real asset to the committee and asked members to recommend individuals or encourage coaches to mention the need to their teams.

The Friends of Dover Recreation Board of Directors is currently composed of the minimum number to be incorporated, but Gary would like to see better representation across the programs offered by Dover Recreation. Suzanne offered to consider being a member of the board to represent pool interests.

Miscellaneous:

Sue noted that she found brochures for Frisbee Memorial Hospital's Rehab 3 aquatic programs at Red's Shoe Barn. She urged the committee to engage in better marketing to therapy patrons.

Suzanne inquired about family rate passes. Gary responded that the pool had offered them before, but they were rarely purchased. The rates were based on a family of two parents with two or more kids. The idea can be revisited, but the need for a family pass does not seem to be pervasive.

Adjournment:

Tim made a motion to adjourn. Sue seconded. The meeting was adjourned at 8:10.