



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: Wednesday, January 4, 2012
Meeting Time: **7:00 pm**

DRAFT

members present: Dick Arnold, Sue Medbery, Tim Paiva, Suzane Petersen

staff present: Mick Arsenault, Gary Bannon

absent: Pat Campbell, Dawn Haines

approval of minutes: Dick made a motion to accept the minutes as presented. Sue seconded. Motion passed with 5 yes votes.

citizens' forum: n/a

election of officers: Deferred by consensus to a later date.

reports:

Gary:

- The new city council has been installed. All committees will be getting council liaison appointments soon. Bill might not be able to represent DPAC due to obligations in Concord.
- Mild weather recently has helped to keep the fuel bill below projected costs.
- The dehumidifier and temperature control have required a few repairs.

Mick:

- Winter lessons begin soon. Spring lessons will allow afternoon sessions due to break in swim team schedule.
- Swim teams are actively using the pool with very little down time.
- The Pool-a-Thon has brought in \$4550.01 so far. This is far below amount raised for the first Pool-a-Thon. A few pledge packets are still coming in, but nothing significant is anticipated. Mick will provide details about who brought in what.
- The quilt raffle brought in \$165.00.
- JT Pool covers will need to be ordered soon to assure proper delivery.



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fundraising/marketing: Suzanne reported

- Two lifeguards have begun to help with marketing. They have some good ideas and contacts with high school groups. One of their ideas was to offer a 15% New Year's Resolution discount. Mick reported great interest so far among swimmers.
- Dover Swims Week will run Jan. 8-Jan 14. Several free classes will be offered.
- Help nominating a student swimmer for the Feb. Pool Profile was requested. Tim will get SSA to provide a suggestion.
- A new brochure to explain DPAC's purpose and accomplishments was created and is ready to be used pending printing. SSA will be hosting a big event this weekend at UNH and Dawn will set up a table there on behalf of DPAC.

Mick reported that the grand-reopening of the JT Bathhouse and Pool will take place on or before June 30 to coincide with the close of the school year and if possible to coincide with the 5K road race. Tim indicated a potential schedule issue for that date. Mick and Tim will discuss later.

long-range planning:

Tim reported that one group is considering two alternative plans to "enhance and improve aquatics":

- winterize the JT Pool
- build a new pool

The city manager is aware and is providing data to the group. The group is seriously investigating both options.

finance and budget:

Gary reported that the budget is on track. No recent details have been reviewed by the sub-committee.

JT Bathhouse update:

Gary reported that the outside is looking better. Landscaping will take place in spring after the dust settles. Plans to improve the stairs leading up to the pavilion will be



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included in future upgrades. Inside, installation of ventilation, lights, and walls are completed. Plumbing is roughed in at this time.

Tim announced that SSA has obtained the necessary permit to build an extension to the pavilion. Construction will take place in the spring.

JT Pool covers:

The Pool-a-Thon did not bring in the amount needed to buy covers. Some extra money realistically might be found, but not the full amount. The best bet for now seems to be to buy a section of new cover this year and other sections as the budget allows. Separate shipping will be more expensive.

goal setting process for 2012

Gary: We need to focus on pro-active planning.

Sue: The committee had many positive gains in the last year. Pool attendance seems to be better. City needs to accept credit card payments as soon as possible. We miss a lot of business and revenue by not accepting credit card payments.

Dick: Noted his concerns about the purpose of the committee. Is it predominantly to raise money for the city? We need a clear agreement with the council.

Phil: Are we failing to raise enough money?

Suzanne: Per conversation at the non-quorum discussion in December, Bill urged DPAC to set its own direction and not merely react/respond to the council. The Pool-a-Thon was not as successful as last year but we do have many other opportunities to increase revenues: selling advertising space, sponsorships of programs, better marketing.

Gary: Will meet with manager next week to discuss DPAC planning and strategy. DPAC currently is the only rec. dept. committee whose goal is primarily to raise money. Other committees are geared for planning, some budget work, but not fundraising. Manager is open to reviewing the fundraising goal. Gary does not want to put in \$50,000 fundraising goal as part of FY 2013 budget.



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Phil: discussed the budget review process The first year, the committee was involved. Last year, there was very little committee involvement. Gary responded that the city's new software implementation last year made committee involvement very difficult due to last-minute alterations. The system is now fully in place and should be more committee-friendly for FY 2013. The initial budget is due mid-January. There will be a series of adjustments and tweaking until April 15. The council must finalize everything by June 15.

other business:

- Pat Campbell is now officially appointed to the committee.
- Suzanne reminded members to submit a short bio for future grant applications.

adjournment: Tim made a motion to adjourn. Sue seconded. Meeting adjourned at 8:15.