



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, February 6, 2012
Meeting Time: **7:00 pm**

DRAFT

members present: Dick Arnold, Pat Campbell, Dawn Haines, Sue Medbery (in at 7:07), Tim Paiva, Suzanne Petersen

staff present: Mick Arsenault, Gary Bannon, Mike Weeden

absent: Phil Read

Meeting began at 7:03.

Approval of agenda: Tim made a motion to approve the agenda as presented. Dick seconded. Motion passed with 5 yes votes.

Approval of minutes from January 4, 2012: Tim made a motion to approve the minutes as presented. Dick seconded. Motion passed with 5 yes votes.

Election of officers: **Dawn Haines was nominated as chair. Pat Campbell was nominated as vice chair. Suzanne Petersen was nominated as secretary. The slate was voted on with 6 yes votes.**

Citizens' Forum: n/a

Reports:

Gary:

- Mike Weeden, new city council liaison, was introduced and welcomed.
- The budget has been reviewed. To move the committee's focus away from fundraising and more toward its advisory role, the proposed 2013 budget has a fundraising goal of \$20,000, which is more realistic than the prior \$50,000 goal. Decreasing the taxpayer burden will continue to be a goal, but the focus will be more on marketing. Rates are going to be adjusted upward slowly and in keeping with local competitors' rates.
- Friends of Dover Recreation is still in the application phase. Grant applications will remain on hold.
- The city manager is working on credit card payments. No noteworthy action yet. Until this is resolved, contracting with outside Web Company is premature. In the meantime, Jesse Bickford is providing some valuable advice and help.



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, February 6, 2012 |
| Meeting Time: | 7:00 pm |

Mick:

- The analysis of Pool-a-Thon donors has been completed and is available through Mick. All groups showed lower fundraising this year, from 20% to 90%. Anne Fredette's superb efforts last year set a very high bar to match this year.
- Lessons have begun and an extra lesson session has been added, resulting in no waiting list. The extra lesson session has brought in an extra \$1000.
- Riptide Triathlon training is taking place on Sundays. A kayak group will begin later in February. Aqua Zumba classes will begin later this month.
- A free kayak class will be offered in April. This is a free class that had to be delayed during the Dover Swims Awareness Week.
- Life guard Jesse Bickford has created a Dover Pools Face Book page and 50 people have already "liked" us.
- As a thank you to those who purchased a year or 6 month membership, a free Valentine's pass will be offered to each member to bring a friend or family member in for free.
- A complimentary editorial recently appeared in Foster's. The writer is a Dover resident and has been approached to join the DPAC as an alternate.
- Great Bay Masters will be voting on a \$500 donation soon. This would be a late donation to the Pool-a-Thon.
- Pool covers for the JT Pool are being priced out. The plan is to purchase the long covers in the first shipment. The second half will occur later. Payback time to recover costs otherwise lost through wasted heat has been estimated to be about 10 years.

fundraising:

Dawn reported that planning for the youth Jenny Thompson Swim Clinic is coming along. The youth day is May 19 all day. Adults will have a half day on May 20. Youth tickets will be \$100 and include lunch, snacks, and a t-shirt. Adult tickets will cost \$50 and will include a t-shirt. Potential sponsors and dry-land coaches are being contacted. Help is needed to organize the adult day. Pat Campbell will contact the Great Bay Masters coach. Note for future: many registrations could have been taken during the UNH swim meet in January, but forms were not yet prepared.

Mick reported that the original road race date in spring had to be dropped due to a swim meet schedule conflict. The local spring race schedule is full. Mick has serious and valid concerns about the lack of help and staffing for the event. A fall date will be considered.



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, February 6, 2012
Meeting Time: **7:00 pm**

The grand re-opening celebration at the JT Pool has tentatively been scheduled for late June to coincide with the end of the school year. Gary and Mick have suggested having Jenny cut the ribbon at the swim clinic instead. This needs to be discussed in greater detail.

The full committee needs to be more engaged in fundraising planning. **Dick made a motion that the full committee discusses plausible fundraising opportunities at the next meeting. Suzanne seconded. Motion passed with 6 yes votes.**

marketing:

Suzanne reported that Mick had covered most topics in his report. Mick added that the New Year's Resolution membership sale brought in \$12,099, with 76 renewals and 24 new memberships. This has resulted in the revenue line's being about \$8000 greater this year than at the same time last year.

long-range planning:

Tim clarified a point from last month's meeting. Although the minutes correctly reflected what was probably stated, the two plans for pools are not being pursued by one organization. The option to winterize the JT Pool is being pushed by the Seacoast Swimming Association. The option to build a new Olympic size pool is being pursued primarily by an individual with some support by SSA. Both plans are "pie in the sky" at this time.

finance and budget:

Phil, Dick, and Gary reviewed the 2013 budget line by line. Everything seems reasonable with minor modifications. The budget is in the middle of the submission process.

JT Bath House Update:

Gary reported that electricity, lights, ventilation, heat, and plumbing are done. The next step is tile work. No specific landscaping plans have been made yet. Getting materials from a local landscaper and help during Dover Clean Up Day would be great. Will investigate.

Goal setting process for 2012: Deferred to next time.



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, February 6, 2012
Meeting Time: **7:00 pm**

Miscellaneous:

Bill Garrison had suggested giving a workshop presentation to the city council again this year. Gary will check with the city manager.

Adjournment:

Tim made a motion to adjourn. Dick seconded. Meeting was adjourned at 8:10.