



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, February 20, 2012
Meeting Time: **6:00pm**

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

Jesse created a handout summarizing the New Year's Resolution Sale results:

- 100 people took advantage of the discount, yielding \$11,090.00.
- 24 new memberships brought in \$3010.00.
- 76 membership renewals brought in \$9080.00.
- 44 people responded to a post-sale survey. 31 were residents and 13 were non-residents. Most respondents were 55 or older.
- The most effective methods to advertise the sale were signs at the pool and suggestions from staff.
- The most popular programs for memberships were lap swim, therapy, and rec swim.

Updates:

- pool utilization: York and Farmington will bring vacation camps to the pool during vacation week for to fill the 1-2:30 slot.
- JT Bath House: Tile work is next, then finish plumbing, sinks, and the lobby. Information from the city is needed regarding landscaping. Suzanne will check with local landscapers and the UNH Stormwater Center for possible partnership opportunities.
- JT Swim Clinic: SSA has publicized it. Pat will check with regional masters for publicity opportunities at upcoming Harvard meet. Suzanne will publicize it in the March newsletter. No update available from Dawn.
- JT pool covers: No order has been made yet. Gary is trying to deal directly with the manufacturer. Goal is to order at least three long sections for the main pool area.
- newsletter: topics will be championship girls' teams from Dover and St. Thomas, bathhouse update, JT Swim Clinic, Aqua Zumba, lesson schedule and sign-ups, St. Patrick's eve pool party, clean fun/ swimming limerick contest, local swimmers going to Olympic trials, sign up for Face Book and/or Dover Rec Newsletter.

New items:

- bike tour May 19 and 20(?): Mick was contacted by a bicycle group that will be crossing NH. With the closure of the Memorial Bridge, riders will need to be redirected away from the immediate coast. They have asked for a rest and support stop at Henry Law Park. We can host a DIP SAG.
- Henry Law Park planning: A public hearing will be held March 6 at the McConnell Center at 7:00 p.m. to begin discussions about improving the playground area and smoothly connecting the playground area to the Rotary Park. The city has been approached by a water artworks company that wants to create a demonstration project. Gary would like to include a water-based park area for the kids. This is a great opportunity to think big and



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create connections among the pool, the community, the Children's Museum, and the river. Actual improvements would begin in spring/summer 2013.

Respectfully Submitted by Suzanne