



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, May 7, 2012
Meeting Time: **7:00pm**

DRAFT

members present: Dick Arnold, Jess Bonello, Pat Campbell, Dawn Haines (in at 7:48), Sue Medbery, Tim Paiva, Suzanne Petersen, Phil Read

staff present: Mick Arsenault, Gary Bannon

absent: City Councilor_Michael Weeden

Meeting began at 7:00 p.m..

approval of agenda: Tim made a motion to accept the agenda. Dick seconded. Motion passed unanimously.

approval of minutes from April 2, 2012: Tim made a motion to accept the minutes as presented. Dick seconded. Motion passed unanimously.

citizens' forum: n/a

Gary introduced Jess Bonello to the committee. Jess shared who she was and why she was here. Welcome, Jess!

reports:

Gary: He and the staff are busily getting ready for summer.

The Rec. Dept. has been asked to trim its budget and the McConnell Center gym is not funded under the budget proposed by the city manager. Gary has proposed changing the funding of operational budget in the General Fund versus running it in the Recreation Special Revenue Fund so that all revenue would go to the special revenue fund. He has also proposed having McConnell Center tenants pay a share of the expense incurred for shared personnel for the building operation related costs. These changes will result in a more self-sustaining model and should enable the center to break even. With these changes, he will need greater flexibility to adjust fees in response to the market. He handed out the proposed fee schedule for recreational programs for review. He noted that to stay financially viable, resident and non-resident fees might need greater parity if the programs are to attract the widest clientele.



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Mick: The outdoor pool has been cleaned and refilled. The old covers are being used for the time being, but a full set of new ones has been ordered. The \$16,000 price includes shipping and UV protective blankets for the covers when they are not in use.

To prepare for the summer, new staff members are being scheduled and trained, supplies have been ordered, and lessons have been scheduled. SSA will begin using the outdoor pool next week.

fundraising and marketing:

- Suzanne reported that the public grand re-opening of the pool is being planned for late June. Offerings will include live music, pizza for sale, and a summer pool pass discount.
- Jesse Bickford suggested at the sub-committee meeting that the city install a sign for the indoor pool below the Henry Law Ave. street sign and install a sign at the parking lot entrance.
- Pat has contacted several local landscapers to see if any is interested in the outdoor pool for an adopt-a-spot. So far none has expressed an interest. She will continue to seek other entities that might want to adopt that spot.

long-range planning:

- Tim noted that he had attended a Dover 2023 Vision meeting and found that the pools were not mentioned. He tried to find opportunities to address them, but the prepared topics were more general in nature.
- He noted that two plans are still on the table. A local businessman's plan to purchase land and build a huge aquatics complex in Dover was changed when the opportunity fell through. He is now exploring purchasing land in Somersworth.
- The second plan involving a local non-profit is being explored intensely. If the outdoor pool were converted from an "L" shaped pool to a regular rectangle, the 50m length could support 8 lanes and the 25m width could support 20 lanes. A second pool would be built on site to provide a warmer area for lessons and therapy, as well as diving warm-up during competitions. The entire complex would be covered and connected. The non-profit would lease the pools from Dover and manage them. The non-profit has hired a consultant and met with a representative from Mertha Pools. Meetings were held with local swim coaches, parents, the city manager, Gary, Mick, SSA, Great Bay Masters, and instructors to gather data for a feasibility study. The study report is due June 11. The non-



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profit has requested a truthful analysis and not simply a rosiest picture. If the study reveals that the proposed facility and vision are not warranted, no further action will be taken. Discussion followed.

Phil thanked the non-profit for committing to undertake the study at its expense.

finance and budget: Phil handed out summaries of finances to date. Other than FICA, everything is on track.

Jenny Thompson Outdoor Pool bath house update: Gary reported that the construction crew will be out soon. Mick and his staff are painting and putting finishing touches on shower fixtures. The outside was power-washed and a totally new color emerged. Gary hopes to seal the walls before painting to help prevent peeling. The sign that formerly was on the front of the building is getting cleaned and repaired. When done, it will be installed over the entry. Landscaping will be minimal, but Gary hopes to seed the lawn, stabilize the soil, and place planters to help direct foot traffic through the area. The ribbon cutting ceremony will take place on Saturday, May 19 at noon. This is half way through the swim clinic scheduled for the same day.

budget: Gary will present the rec. dept. budget to the city council on May 16 at 6:00 in McConnell Room 306. He noted that several councilors have approached him to state they are thankful the pools are not slated to be cut. The overall rec. budget is as tight as it can be, but it should see the pools through. The largest risk right now is an unexpected maintenance issue; the budget does not have the flexibility to cover a big expense if something goes wrong.

Jenny Thompson Swim Clinic: Dawn reported that pre-registration is far below last year's clinic. The SSA coach feels the date this year is too early in the season and that a late summer/early September date might be preferable. He also suggested offering filmed swims with commentary by Jenny. Dawn was able to secure 6 sponsors for the event, which is better than last year's sponsorship. McDonald's will not be able to donate a percentage of sales as had been hoped, so the meet-and-greet there will be canceled. Dawn will look into having a meet-and-greet at the pool following the swim clinic on Saturday so that the general public can have a chance to see Jenny.

other business:



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Dawn noted with concern that Mike Weeden has missed most DPAC meetings. The other members suggested that she contact him to share her concerns and encourage him to attend so that he can fulfill his obligations as liaison to the city council.

Sue noted that therapy swimmers constitute a significant proportion of pool users nationally, but DPAC could and should do a better job attracting senior citizens to use the pool. Sue would like to distribute brochures to the Dover Housing Authority and the 4 senior apartment complexes near the pool. The committee supported her plan.

adjournment: Suzanne made a motion to adjourn. Sue seconded. Meeting adjourned at 9:00.

Respectfully Submitted by Suzanne