



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, September 17, 2012
Meeting Time: **6:00pm**

present: Mick Arsenault, Jesse Bickford, Pat Campbell, Dawn Haines, Suzanne Petersen

absent: Gary Bannon (excused), Sue Medbery

Advertising at the pools:

Mick shared copies of the advertising rate schedule for the ice arena. Pools will follow the arena's model and use AMI graphics for consistency in banners.

- Members are asked to send suggestions of potential advertisers and sponsors to Gary for follow-up.
- Mick will compile visitation data for each pool, a list of all scheduled/annual events, and a copy of the advertising contract that the arena uses.
- Besides wall and fence space at the pools, we should also include opportunities for ads on Face Book, the Dover Swims newsletter, and the monthly pool schedule.
- Jesse will try to have rates and brochures ready for Nov. with an official roll-out for Jan.1. A discount for SSA, Great Bay Masters, and other teams will be considered.

Marketing to senior citizens:

Mick will be making a presentation for Senior Center patrons soon. He will put together a special offer for morning down-time between Thanksgiving and the start of swim lessons in the new year. He will check with Mike Gillis on the status of the pools video.

Dover Swims week:

Start planning now. Offer free swim technique advice, kayak lesson, New Year's discount on membership, show a movie for teens, raffle off a swim clinic t-shirt signed by Jenny T. Focus on marketing, not fundraising.

Signage:

HELP! Signs are needed as soon as possible. We cannot wait for the Henry Law Park re-design for proper signs.

Movie night at the outdoor pool:

Very disappointing... one family attended. Attendance at the ice arena was very low, too; no one was around, bad choice of weekend. Try again, but next movie should be inside during cold weather, geared for teens and not families with young kids. Offer during Dover Swims Week?

Apple Harvest Day, Oct. 6:

Fran has organized the booth the last two years, but she has not been contacted yet. Suzanne will contact her and encourage her participation. Jesse mentioned that he would like to organize the lifeguards to run the road race as a Dover Swims team, wearing their life guard attire, carrying life rings and red floats, and blowing their whistles to tell others to "walk!"



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October newsletter:

Mick will find an appropriate family to profile and let Suzanne know. Pat found a good article in the AARP newsletter that Suzanne will summarize and include. Dawn suggested a quick note to congratulate Jenny T. on the birth of her baby; Mick will try to get a few details. Apple Harvest Day efforts will be noted. Mick will create a coupon. The upgraded heating system at the Indoor Pool will be described and photographed.

2013 swim clinic:

Dawn reported that Jared F. recently married and Jenny T. recently had a baby, so she has been giving them some space. She will get in touch in September. The tentative date will be August with a morning session for youth and an afternoon session for adults. Other professional swimmers will be contacted and integrated into the program.

T-shirts:

Mick reported that stock should be refreshed. He will try to place an order soon.

Respectfully Submitted by Suzanne