



**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, October 15, 2012  
Meeting Time: **6:00pm**

Present: Mick Arsenault, Gary Bannon, Jared Felker, Dawn Haines, Suzanne Petersen

### Apple Harvest Day:

Mick reported that \$126.00 was collected through raffle ticket sales and donations. Several free swim passes have been redeemed. Gary noted that many visitors were interested in baby swim classes.

### Lessons:

Mick reported that all classes are filled and he added some weekend classes, too.

### Advertising space planning:

Mick reported that he and Jesse are meeting to create a plan. Dawn added her suggestions for businesses that might want to advertise to those that Mick and Jesse have discussed.

### Dover Swims Week:

Mick reported that Michelle DeSoto is eager to offer a kayak safety class again this year. Mick will approach a SCUBA instructor to offer an intro class. Date is open for discussion, but early January is an option.

### 2013 swim clinic:

Tentative dates were set for Aug. 24, Sept. 7, or Sept. 14. Dawn and Jared will discuss options and ways to maximize the event. Adding a diving component was suggested.

### Swim-a-Thon:

This has the potential to be a big source of revenue if we can get the process right and get swimmers motivated. USA Swimming has ready-to-go kits available at no cost. Because Swim-a-Thon is a copyrighted theme, we will have to share 5% of the revenue with USA Swimming. We need to provide coaches and kids with step-by-step instructions. To get maximum participation, we need to offer lots of incentives (a.k.a. prizes) to kids. Invite parents to attend to cheer their kids on. Time frame: probably at the end of January or early February. Coaches can choose to do the Swim-a-Thon during practice or during an off-time. As an incentive to teams, we can offer a free practice session if they achieve x% participation and/or meet a minimum pledge amount. Pool staff should post pledge progress in the lobby prior to the event. Jared will gather more info from USA Swimming and get back to the group.

### Newsletter:

Suzanne will interview Mike and Joe. Other items will be Apple Harvest Day wrap-up and raffle winners, listing of future events, and pool schedule.

Respectfully Submitted by Suzanne