



CITY OF DOVER

DOVER POOL ADVISORY COMMITTEE MINUTES

Meeting Type: Regular Meeting
Meeting Location: Indoor Pool, Meeting Room, Henry Law Ave, Dover, NH
Meeting Date: Monday, June 3, 2013
Meeting Time: **7:00pm**

DRAFT

Members Present: Dick Arnold, Jess Bonello, Pat Campbell, Sue Medbery

City Staff Present: Mick Arsenault, Gary Bannon

Others Present: Suzanne Petersen

Absent: Tim Paiva (excused), Phil Read, Michael Weeden

Meeting began at 7:03 p.m.

Approval of Agenda: Dick made a motion to approve the agenda. Sue seconded. Motion passed.

Approval of Minutes from May 6, 2013: Jess made a motion to approve the minutes as presented. Dick seconded. Motion passed.

Citizens' Forum: n/a

Reports:

Gary:

- The 2013 fiscal year is wrapping up and budgeted purchases are being completed. Two ADA approved chair lifts have been purchased, one for each facility. They should be delivered in mid-June. The fate of the old lift is uncertain... he might be able to sell it as a back-up unit or for parts.
- The rec. dept. is gearing up for summer. Kamp Kool is sold out.

Mick:

- Both pools are open. The outdoor pool is open only for teams right now. It will open for limited public use on June 17 and regular public use on June 24. The summer schedule will go into effect on June 24, with greater emphasis on the outdoor pool and limited hours at the indoor pool.
- Four new staff members have been hired so far. Training is on-going.
- The annual indoor pool cleaning and maintenance will take place in August. The indoor pool will be closed during that time and indoor pool passes will be honored at the outdoor pool.
- The outdoor pool looks great with new paint and landscaping. Sue asked if the chain link fence could be painted in the near future; probably next year.



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Marketing and Fundraising:

- Due to low enrollment, the Jenny Thompson Swim Clinic has been canceled. Jenny is very interested in helping next year. She suggested we contact a professional agent who organizes swim clinics featuring Olympians and other champion swimmers. They get all the coaches and celebrity guests, handle registration, and do all the advertising. Mick was not sure what, if anything, the pool fund could receive as a percentage of sales or for pool rental time. The publicity for the pool would be nice, but publicity and revenue would be nicer. He will investigate.
- Seacoast Swim Association hosted a big meet at the outdoor pool last weekend. Meets typically draw 600 kids plus their families from the area and outside the area. All-day pool rental is \$1300, significantly more revenue than regular pool activity.
- Social media have picked up an old but new-to-us program on infant and toddler self-rescue. Several parents have enquired and Mick is looking into it. We could probably offer it as a class with outside instructors in the fall. An article about the program is included in the June-July newsletter.
- The marketing person is on the job and is close to landing the first clients to advertise at the pools. Many local businesses have indicated great interest in the opportunity.
- Therapy swim is gaining in popularity. No therapy time is currently offered on weekends. If the Great Bay Masters are amenable, we could offer therapy time in the diving well on Sunday morning, since they use only the main lap pool. Mick will investigate.
- Chain restaurants often offer a sales percentage to groups and we have tried this before to get some donations. Pat will look into involving the Great Bay Masters in this endeavor.
- Fundraising overall is problematic. The city council has an expectation that we, as an advisory committee, should be focused on a job that is usually a paid position or one that is well-supported by a larger group of people. Buzz about the Jenny Thompson Aquatic Facility is a major distraction, as people are confused about the time frame and the need to continue support for the public pools.
- Sue noted that she has seen an increase in the number of therapy swimmers from outlying towns such as Epping and Newmarket. Suzanne offered to contact the rec. director in Epping to see if a senior group might be interested in making a regular (weekly?) trip to the pool.
- Gary was asked for an update on the pools video that had been started. He stated that the videographer had gathered plenty of footage at the pool, but needed to do some interviews. This video will be a critical tool if we want to engage new swimmers.

Suzanne noted that the marketing/fundraising sub-committee's time might be better spent working with the full committee than working separately.



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Dick made a motion to combine the marketing /fundraising meeting into the regular committee meeting. Sue seconded. Motion passed unanimously.

Long-Range Planning:

Tim was absent, but Gary reported that the JTAC group was working on submitting a letter of intent to the city council so that site review and other preliminary work could proceed. They are also working on obtaining non-profit status. The committee members noted great concern that all long-range planning seems to be focused on the JTAC to the exclusion of Dover's public pools. This committee needs to work harder on keeping the public pools relevant and plan for a viable future.

Budget and Finance:

- The numbers seem to be on track and everything is within budget except for the fundraising line item. Net costs could come in under budget for FY 2013. Phil has announced that he will be leaving the committee soon, but he is willing to continue to review the financials and track the budget.
- Credit cards were supposed to be accepted for payments this spring, but still nothing has happened. Not being able to accept credit cards is a strong disincentive to many would-be patrons. Gary will continue to press the issue with the finance office.

Budget Process Status:

Gary reported that the city council held a workshop last week. One councilor asked about the cost of operating the pools versus revenue. The cost to run the indoor pool during open hours is \$123/ hour. The cost to run the outdoor pool is \$139/hr. The councilor was satisfied with Gary's response that lessons and team rentals generate small net revenue and that the only programs that enjoy a city subsidy are those that provide a public benefit: lap swim, therapy, and rec swim. The council did not indicate any plans to cut the pool budget or impede the pools' operations.

Summer Agenda:

Gary indicated that many committees take a month off in summer. September was suggested as a possible month not to meet, but Apple Harvest Day is in early October and the committee needs to plan for that event. Members were encouraged to contact Gary with suggestions.

Roof Repair Update:



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Gary reported that two companies had been asked to provide specs for the job. The invitation to bid for the job will go out soon. Gary clarified that the roof project is over the pool only and will not include the office area or beyond. The problem of moisture coming from the pool will be addressed by installing a vapor barrier inside the roof. The job has been budgeted for \$110,000, but the job might be done with \$80-90,000.

New Business:

- Dick noted that he had originally planned to leave the committee this summer. He has since changed his mind and is eager to play a larger role in keeping the committee strong. He noted that Christophe Cloitre is in the process of applying to be a member. Dick would like to see the committee create a strategy to organize its future and clarify its goals. He would like to see the committee's responsibilities and functions formalized in writing. He sees some of the fundraising efforts as catering to elitists and would like us to be a more inclusive presence. He is willing to serve as the committee chair in the future.
- A new ordinance has been passed that bans smoking in most if not all of Henry Law Park. Signs will be installed in the near future.
- The Rotary Club will be renovating the bandshell to provide better coverage in inclement weather.
- The plan for the new playground at Henry Law Park is essentially complete. The next step is to seek donors and funders,
- Parking options at the pool are still being discussed at city hall. Meters will probably be installed. One likely scenario is that swimmers who hold a 6 month or 12 month pass will be issued a parking permit. A clause in the Henry Law trust stipulates that the park is to be available to use without cost. Planners are trying to work out a system in which people who meet certain criteria will be granted a waiver or a free permit.

Adjournment: Jess made a motion to adjourn. Sue seconded. Meeting ended at 8:05.

Respectfully submitted by Suzanne