

Meeting Minutes for Pool Commission Meeting on 1/9/22 at 7:00 PM

Attendance: Bill Brown, Tom Gilmore, Ted Beach, Randy York, Mandy Rohal, Karen Berkich, Betsy Bybee

Thanks for all who joined the meeting and we hope wellness to all those who couldn't attend. Below are the brief meeting minutes. Please review and let me know where you would like to help out. We need all hands on deck going in to this transition year. I have bolded your name next to some deliverables so please report back on your items so we can keep moving forward.

GOALS FOR THE YEAR

- Successful transition to the new pool management company.
- Increase membership by 10%
- Create health/mental health mindset around the pool and possible sponsorship from hospital for Swim Team and Speaker Series
- Create a 5-10 year master plan for the pool with renderings/costs

Bill reported that the latest quote to fix some of the leaks is \$54K. This is also the number that went to Council as an ask for the pool this year. CME is really the only company that lines these types of pipes so Bill is getting in touch with someone that Cincinnati Pool Mgmt suggested on getting a rough quote on replacing the filtration system for the lap pool and thus bypassing having to fix the leaks. **It is important to note that this is all the money we have and if we decide to fix the leak, then we have essentially no more money coming from Council this year (for landscaping, painting, etc). More to come on this topic in the next couple weeks.

Bill: He will set up meeting and include Mandy to see how much it would be to create a new filtration system for the lap pool and potential new baby pool. Needs to be done quickly so we can make a decision on the leak issue

It was discussed that it would be nice to do the internal painting and possibly freshen up the lobby area with trophies and swim records, etc. If this were to happen, we would need to do a fundraising event. The designed has been down to the pool house and had some suggestions on how to mimic the inside of the tennis facility.

LORNE--I know you mentioned that someone ear marked some money to donate to the swim team after they passed away. Are you able to reach out to see if this would be a project they would be willing to donate to? This would be something that we would need to start working on now to get workers lined up.

Betsy, Alicia and Mandy are going to tackle the social calendar which also will include some type of fundraiser in April/May. We need to have the calendar created and given to the management

company in May but we discussed this being a good idea for marketing memberships if we could provide a social calendar.

Marketing Memberships: Goal is to increase overall membership by 10%

We discussed having a community day when anyone in the Village can attend the pool and we can have people there promoting swim lessons and memberships. The best date for this would be Saturday, June 4.

Likewise, an MPPG party to get young families in will also need to be scheduled. This would be best during the morning so maybe Sunday, June 12.

Literature drops need to be focused on the historic district. We can advertise that we will have Saturday swim lessons and that you don't have to be members, just residents, to enroll.

We talked about approaching Marielders and trying to get membership increased with that age group.

Mandy is going to have a phone conversation with Mac and the management company to gather all the information that needs to go on the website for membership, swim team, and swim lessons.

Tom; Can you work on 5 different social media posts advertising memberships. I also thought it might be a good idea to have pictures and quotes from some people of why they are a pool member. These need to be completed by Feb 1.

We also discussed a potential sponsor for the Swim Team. We discussed 50 West but then the conversation quickly turned to creating a whole atmosphere around wellness.

Tom: Can you reach out to the group that is helping the high school/MAC team to see what hospital and any connections that they might have?

Ted: We talked about BYOB or alcohol events at the pool. What has your research shown with the new 10 MIL policy that Cincinnati Pool Management carries?