

September 16, 2020

Mr. Kranz opened the meeting at 7:04 PM with the reading of the Open Public Meeting Law.

Present: Mr. Klein, Mr. Poandl, Mr. Rudawski, Mr. Carnes, Mr. Grimm, Mrs. Kleiber, Mr. Kranz, Mr. Terracciano

Absent: Mrs. Dinger

Mr. Poandl made a motion to accept the June 17, 2020 minutes. It was seconded by Mr. Rudawski and carried by the following roll call vote: Ayes: Mr. Rudawski, Mr. Kranz, Mr. Klein, Mrs. Kleiber, Mr. Poandl, and Mr. Terracciano. Nos: None. Abstained: None.

Old Business:

Mr. Kranz said that we will have to looking at our expenses for next year.

Mr. Kranz said that the commission will have to look at the membership amount from last year to this year.

Mr. Rudawski said that the commission should investigate changing the fee schedule for memberships and swim lessons.

Publicity:

Mrs. Kleiber will be now taking over publicity.

Mrs. Benson presented ideas to the pool commission:

MIDDLESEX BOROUGH COMMUNITY POOL

September 16, 2020

MISSION: How To's for retaining and Increasing Pool Membership

Consider creating a "WELCOME BACK THEME" for 2021 on all media. Accentuating the exciting new events for all ages at the pool.

I am so excited to bring the myriad thoughts on the following pages to the Commission in the hope of inspiring new ideas for retaining and increasing memberships in our beautiful Middlesex Borough Community Pool complex.

The thoughts within are a result of my experiences in various fields of volunteerism and collaborating with Pool Commission, Lee Poandl, Councilman Jack Mikolajczyk and Councilwoman Amy Flood, current pool members, past pool members, and non-members (hopefully soon to be members).

The focus today's are on health. Water activity IS FOR ALL AGES. It is one of the exercises that promotes a full body workout without working up a sweat. It is low impact and assists maintaining balance and flexibility.

Pool activities whether meeting with old and new friends at the pool, part of a Zumba Class, Swim Team, Aquatics, membership, participating in Special Events encourages a "sense of community" while supporting a "healthy lifestyle".

I have so enjoyed working on bringing you the Ideas and thoughts listed on the following pages.

As a resident of Middlesex Borough for over 60 years and a longtime member of the Middlesex Community Pool complex, it is my pleasure to assist in assuring the future of the pool which supports well-being and enjoyment.

Barbara Benson
16 A Middlesex Village Apartments
732-609-3537 bbenson553@yahoo.com

High focus on advertising/marketing
Pool applications: Redo in color with current pictures of pools: accentuate excitement of welcoming back with new events.

PCTV- Piscataway Public Television Channel 15 on Cable Vision, Channel 40 on Verizon Fios. PCTV is located at 455 Hoes Lane, Piscataway. Contact at PCTV George. There is no charge for Calendar. Other options (See Attached). www.facebook.com/piscatawaytv, pctv15@optonline.net
Patch great way to target hyperlocal audience, boost response local/news and info platform. (patch has over 1000 hyperlocal locations).

Middlesex Borough Official website middlesexboro-nj.gov. Contact Marcia Karrow: Borough Administrator.

Middlesex Borough Library:

Arrange Display with pictures (swim team etc.) together with applications

Friends of Middlesex Library website middlesexfol.org

Eblast out of School Superintendent Office, Dr. Williams, Williams@middlesex.k12.nj.us

Flyers delivered to Day Care Centers

Flyers to all departments in Borough. I.e. Fire department, Police Department, Office of Emergency Management, CERT, RS, DPW, Borough Hall Administrator –Marsha Karrow for inclusion on Borough website, Swim Team Coaches, Aqualytes and other community organizers for distribution.

Include coaches in an Ad HOC committee for plans to retain and increase membership.

Condo and Homeowner Association newsletter in town

Flyers to Realtors for Hand Out

Take "A Keep In Touch Approach" for members/public-Instagram, text, email. Update email list.

Deliver flyer to all Apartments of perhaps purchase apartment list to do direct mailing.

Banner/lawn signs. Suggest lawn sign at route 28 entrance to Victor Crowell Park in addition to Mountainview Park.

Push Birthday and other parties.

Advertise in application that members can order food delivery to pool desk. (this represents a no cost benefit).

Have a table at scheduled community events I.e. Easter Egg Hunt and Possibly at Little League Field for handing out flyers and taking applications.

Instagram with link to Pool, pics, updates

Veteran Discounts

Advertise early morning laps

Advertise in with Master swimmer clubs

Increase events to include all ages and interest

Mini Triathlon

Movie Night and Swim

Teen Night

Adult Night

Family Night

Adult vs. Swim Team I.e. relays

Sunday Brunch with non-alcoholic Mimosa's

Mommy and me w/swim lessons (let non-members stay for the day with additional fee)

Health wellness day

OPEN HOUSE

Have a vendor sell swim gear with percentage to the pool or discount to patrons

Addition of a Land/or Water Yoga class

Special Swim Team Tournament-Maybe each group not grouped together I.e. 8, 9, 10.

Partner with swim coaches or recreation department to hold "Dry land swimming program"

*Note: I have collaborated with Councilman Jack Mikolajczyk who is a band member has volunteered to assist garnering bands for events in the \$300 to \$400 dollar range.

*Ideas suggested can be combined with "Themed" events: Beach Party Theme, Caribbean theme big splash, Little splash, superhero day, allowing floaties (possibly run like adult swim for 15 minutes or more).

Fee Structures

Compare pricing a nearby pools, for fees, set up, facilities, activities

Checked out the newly opened Outdoor South Plainfield Community Pool, fee schedule not available at this time. 1270 Maple St. South Plainfield. (See Attached)

Checked out the new Indoor Piscataway Community Pool, 455 Hoes Lane, Piscataway. (see attached).

Organizational Membership I.e. Elks joining as Group discount

Possible gift certificate

Include a referral reference on application for perhaps a \$2.00 voucher at the snack bar, new membership sign-up. Only available to New Member.

Discount to out of town members for early application.

Donations/Contributions/Sponsors

What and how is commission allowed by law, policy, corporate identity permitted to accept.

Sponsorship program- initiate relationships with organizations/groups who support a healthy community.

Investigate possible grants.

Members have suggested we should let them know what may be needed so they can contribute an item or service.

Ideas from members

Additional food items at snack bar

Have pool open later I.e. 9 or 10 for certain events.

Paint pool lobby, bathrooms- perhaps a color other than white; mural on walls inside and out.

Replace the flags at lap pool

Provide copy of rules to those with guest when signing in

Mellow music played during pool hours

Improve sound system

Space for Cornhole game

Shuffleboard.

*Food trucks should be used for events- increase food offerings. *

Financials:

None.

Liaison:

Mr. Carnes is looking into creating a new street name for the pool. Google said that the address can be changed.

Mr. Grimm explained to Mr. Carnes about the Market Street gate. He said that the gate every Memorial Day he would put it up for the summer. He would take the gate down every Labor Day as well.

Mr. Kranz said that he has witnessed kids lifting bikes over the fence.

Mr. Grimm said that one of the former employees used to live on Market St. She used to climb over the fence to come to work.

Mr. Grimm said that the main utilities come from Market Street and our sewer line is from market street as well.

Mr. Carnes said that creating a new street just for the pool or just an address for the pool can help people locate the pool easier. Deliveries would not be going down Market Street, the patrons would not turn down Market Street to find the pool.

The Commission and Mr. Carnes looking at the map of Middlesex on Google maps, and found that Fulton Street runs through the parking lot of the Middlesex High School. Mr. Carnes is looking into the pool having address on Fulton Street.

Mr. Carnes said he will bring this to the town council for discussion.

Mr. Carnes said that when the address does change it could take up to 3 months for it to fully change with Google.

New Business:

Mr. Grimm mentioned looking into changing some fees for next year at the pool. He had asked The Pool Commission to look at the current fees we have in place and suggest new fees for the upcoming season.

Mr. Grimm mentioned changing guest fees. Daily guest pass Monday to Friday is currently \$6.00 a guest and \$8.00 on weekends and holidays. Possible changing long course fees from \$120.00 to \$130.00 per person.

Mr. Grimm mentioned even offering Non- Residents of Middlesex Borough from May 1, 2021 to May 15, 2021 a two-week discount on their memberships.

Mr. Grimm also mentioned maybe rounding up all the membership prices also.

Building and Grounds:

None.

Mr. Grimm:

Mr. Grimm handed out The End of Year Report to be reviewed by The Pool Commission.

Mr. Grimm said that the Cablevision bill is the same price for all departments in the borough.

Mr. Grimm said last year when we had purchased the bench at the pool and the trees. That he should have looked for 3 price quotes seeing as the trees costed over the purchasing budget price of \$1,500.00. The bench alone was \$2,100.00.

Mr. Grimm said that SVY had asked to use both pools for their fall swim team start of season practice while the weather is nice.

Mr. Grimm did say that the only outstanding expenses are the electrical panels, and the pump for the pump house.

Public Comment:

None.

Mr. Kranz made a motion to adjourn the meeting at 8:54 PM. It was seconded by Mr. Poandl and all were in favor. Next meeting will be held at the Middlesex Community Pool September 16, 2020.

Respectfully Submitted,

Katie (Bird) Young, Secretary