

Middlesex Community Pool Swim Commission | January 6, 2021

Mr. Kranz opened the meeting at 7:01 PM with the reading of the Open Public Meeting Law.

Make up meeting from December 16, 2020 there was a snowstorm.

Roll Call

Present: Mr. Poandl, Mr. Kranz, Mr. Rudawski, Mr. Klein, Mrs. Kleiber, Mr. Grimm, Mrs. Benson, and Mr. Eodice.

Absent: Mr. Terracciano, Mrs. Dinger

Mr. Rudowski made a motion to approve the old business minutes from November 18, 2020. It was seconded by Mr. Klein and carried by the following roll call vote: Ayes: Mr. Poandl, Mr. Kranz, Mrs. Kleiber, Mr. Klein, and Mr. Rudawski. Nos: None. Abstained: None.

Old Business:

None

Publicity:

Publicity Items for December 2020/January 2021 Meeting

Winter Update and Pool Flyer Submissions:

11/19 Sent to Marcia Karrow for AOT publication in December. Paper will be printed by the end of this week! (12/14)

11/19 Sent to Mayor Madden as requested

11/19 Submitted to Green Brook Gazette/Renna Media. I was advised that what we are submitting for an article is advertisement material. We can place an ad, which is inexpensive. (See rate sheet below)

11/20 Sent to Middlesex BOE Supt. Williams to be run in The Nest for the entire month of December

11/20 Sent to Green Brook BOE for their Eblast

11/20 Sent to AOT for inclusion in other publications as follows:

Bound Brook in December (linked our article to Bound Brook's electronic version)

Dunellen in January

South Bound Brook in February. I will send an adjusted article as the time will be closer to registration time

11/24 - Follow-up phone call to Marcia Karrow to confirm receipt of our article and photos for AOT Middlesex publication. Yes, article and photos received.

12/1 Sent to Warren BOE for their Eblast

12/1 Sent article, pool grounds photo, and flyer to Gannett for Central Jersey Daily Rundown

12/20 Joined Green Brook, Warren, and South Bound Brook Facebook pages to post pool updates.

Winter Update posted on one of three Warren pages and within hours we received an inquiry for 2021 pricing.

Winter Video: I created a video to be posted in mid-January. At that time the holidays are done and there's nothing going on. Link: <https://youtu.be/LaIEyoL5kQk>

Publicity Meeting Between Commission Meetings:

Pool Calendar: Met to put together a calendar/timeline for pool publicity, e.g. deadlines for publications, events that take place in town where we could be visible, and discuss timing for events at the pool. (previously submitted to Commission)

Hand-distribution of our tri-fold flyer to the various apartment complexes within the Borough We were reading the Borough Codes and found "Chapter 112 – Advertising Materials." Referencing Article 112-4, "Record of Refusals, Unlawful Distribution." 112-4 a. specifies "The Borough Clerk shall maintain a list of addresses of the owners, occupants, tenants or persons in charge of private premises who have notified the Borough Clerk that they do not wish to receive delivery of unsolicited newspapers or advertising matter." We spoke with Linda Chismar, Borough Clerk, and she does not have this particular list. She directed us to Marcia Karrow, Borough Administrator, for clarification. Email sent to Marcia Karrow. Our main goal is trying to retain the members we have and attract new members to the pool. The Code is attached in a separate PDF file for your review.

Events

Open House

We need to start picking a date for January and forward publications.
How soon are the pool grounds ready for public entrance?
Open House in April or on the morning of opening day?

Polar Bear Plunge

We need to start picking a date for January and forward publications.
How soon would the lap pool ready?
Need to pick a charity for the proceeds. Possibly "The Friends of Middlesex Borough/Todd Nicolay/Front Porch Project" Up for suggestions.
It would be a news-worthy event. I could most likely get the local papers to come out, possibly News12.

Easter Egg Hunt - have a table with display and opening day flyers; plan how to give out a few one-day passes (dependent on date of Easter)

Memorial Day Parade

Need a banner to be carried in parade. (6x2 foot)
Ask for staff volunteers; coaches contact past swim team and synchro team members to volunteer
Announce Memorial Day parade volunteers at Swim Team meeting
Invite Aqua Zumba instructor to parade, demonstration at pauses in parade

Registration: We should add a field for "how did you hear about us" so we know which of our publicity efforts are working and in what towns.

Count-down Clock Is there a way to have a count-down clock to pool opening on our website?

Apartments: Contacted The Lofts and The Meridia about sharing our flyer with tenants. The Lofts doesn't do this. No call returned from The Meridia.

Realtors: Pool flyer distributed to the following realtors. They were all very happy to make our flyer part of their information packet for potential homebuyers. One realtor has an "About Middlesex" packet with pictures from around town. They didn't have a picture of the pool, sent photos to be included in the packet.

Agency	Contact	Location	via
Berkshire Hathaway <u>RE/MAX Preferred</u> Prof.	Maria Staikopoulos David Ostroski	Watchung Bridgewater	Middlesex Resident Middlesex Resident
CENTURY 21 Van Syckel Williamson Realty	Bob Mendito, Manager Gerald Williamson	Bridgewater Green Brook	Cold Call Cold Call-VM, sent email
Berkshire Hathaway RE/MAX Preferred Prof.	Frank Torre Jan Hompesch	Martinsville Warren	Cold Call-VM, sent email Middlesex Resident
Coldwell Banker Realty Weichart Realtors Franko Realty LLC ERA Boniakowski Real Estate	Recept./drop off flyers Mary McKiernan <u>Joe Toth, Broker</u> Dot, Receptionist	Warren Warren Bound Brook Green Brook	Cold Call Email Cold Call Cold Call
REA Agency Realty A List Realty EXP Realty Golden Key Realty	<u>Joe Leone</u> A. Whitespann Harry Page <u>Lisa/Marguerite</u>	Piscataway Piscataway Scotch Plains Piscataway	Cold Call Cold Call New resident Cold Call

"You know you're from Middlesex if....." on Facebook weekly pins a post for local businesses to post about themselves each week. I posted our Winter Update.

Advertising

New Jersey Family Magazine

Big Book of Camps: This is a special quarterly issue that highlights a lot of Summer activities. It's one of their least-expensive advertising editions.

They send the issue throughout north and central NJ. The distribution includes towns in and around Middlesex in Middlesex and Somerset Counties.

The issue will be distributed in early March, which is when we open member registration, so the timing of this issue is ideal. The new space reservation deadline is February 1 . The printed issue will be direct mailed to 30K homes and emailed to 150K addresses targeted to selected households . This includes 34,000 opt-in subscribers. The issue will remain live on their website

www.njfamily.com.

Printed ads:

\$275. (1/9 page) Dimensions 2.33" wide X 3" deep

\$595 (1/6 page)

Vertical: 2.33" wide X 4.75" deep

Horizontal: 4.9" wide X 2.25" deep

Gannet Publications

I submitted our Winter Update/Flyer to Green Brook Gazette/Renna Media because we have a lot of members from Green Brook. I was advised that our content is advertisement material. We can place an ad, which is very inexpensive.

Green Brook Gazette

3,000 newspapers are printed monthly and mailed free to every household and business in Green Brook.

Warren Monthly

6,200 newspapers are printed monthly and mailed free to every household and business in Warren.

Watchung Post

3,000 newspapers are printed monthly and mailed free to every household and business in Watchung.

A date for the Open House down at the pool was chosen.

May 22, 2021 from 9:00 am to 12:00pm and May 23, 2021 from 9:00 am to 12:00pm. People can come check out the facility see what the pool is about. There will be no swimming on that day.

Memorial Day parade idea was to have a banner and some staff walk with the banner and hand out pamphlets. Katie is going to contact the Legion to find out details for this year's parade if they will be having one.

Mrs. Kleiber asked if there could be on the application a section with a question on how people heard about the pool. They can fill in where they heard about the Middlesex pool.

Finances:

Mr. Grimm said there will be two big bills to becoming out of the bank account this month. One is going to be the insurance payment and the other is going to be the pump for the slide.

Mr. Grimm said that next insurance payment will \$10,000.00 that will be paid this January.

Mr. Kranz said right now currently there is \$44,000.00 in the account. With the outstand check of \$14,000.00 that has not been cashed yet by Paul Maxcy for the electrical work he has done the account will be at \$33,000.00.

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

Council Liaison:

Mr. Eodice introduced himself as our new Council Liaison. He is here to help relay any messages that are needed from the pool to the Mayor and Council.

New Business

Mr. Klein made a motion to accept the Budget for 2021. It was seconded by Mr. Rudawski and carried by the following roll call vote: Ayes: Mr. Klein, Mr. Poandl, Mr. Kranz, Mr. Rudawski, and Mrs. Kleiber. Nos: None. Abstained: None.

Mr. Kranz spoke about E-Soft a membership program for this upcoming summer. This program is a cloud-based program. That means our memberships will be stored online through this program. It can be accessed remotely. The front desk can be using the program and Katie can be at home using

the program as well. They offer online registration for membership. Members will be able to register themselves from home online. It will offer credit card payments through the computer. It is \$20.00 a month for the service. It is 10 cents a transaction and there is a 2.5% processing charge. The Swim Pool Commission will not be covering the cost of the 2.5% processing charge. The Swim Pool Commission will be letting the members know if they wish to choose to pay with credit card there is a 2.5% processing fee. This program will allow us to be sending out e-mail updates and receipts to members. It will also help us with marketing for the pool.

Mr. Kranz said this is an extensive program that will work well for the pool. The program will be built to suit our needs of our facility. One day down the line we can add in swim lesson registration and other features as well.

Mrs. Kleiber made a motion to hire E-Soft. It was seconded by Mr. Klein and carried by the following roll call vote: Ayes: Mr. Kranz, Mr. Klein, Mr. Poandl, Mr. Rudawski, Mrs. Kleiber. Nos: None. Abstained: None.

Mr. Kranz asked Mr. Eodice to find out what the Borough pay average increase is for employees for the next meeting.

Building and Grounds:

None

Mr. Grimm:

Mr. Grimm mentioned that over the summer when the slide pump stopped working, he had Pumping Services Inc. come in to give him a quote to either refurbish the pump or to purchase a new one. The price from Pumping Services Inc. to purchase a new pump and install it would cost \$12,000.00.

Mr. Grimm said he has found the exact same pump for \$5,000.00. He is looking at getting a 10hp pump instead of the, 15hp pump that was original pump. He mentioned that when they ran the 15hp pump they only opened it a quarter of a turn. He will install the pump himself and hire an electrician to come to do the electrical work.

Public Comment:

None

Mr. Rudawski made a motion to adjourn the meeting at 9:04 pm. It was seconded by Mr. and Poandl all were in favor. Next meeting will be held at the Middlesex Public Library at 7:00 pm on January 20, 2021.

Respectfully Submitted

By: Secretary, Katie Young