

March 17, 2021

Mr. Kranz opened the meeting at 7:05 PM with the reading of the Open Public Meeting Law.

### **Roll Call**

Present: Mr. Poandl, Mr. Kranz, Mr. Rudawski, Mr. Klein, Mr. Grimm, Mr. Terracciano, Mrs. Dinger, and Mrs. Benson.

Absent: Mrs. Kleiber, Mr. Eodice

Mr. Rudawski made a motion to approve the old business minutes from February 17, 2021. It was seconded by Mr. Klein and carried by the following roll call vote: Ayes: Mr. Poandl, Mr. Kranz, Mr. Klein, Mrs. Dinger, Mr. Terracciano, and Mr. Rudawski. Nos: None. Abstained: None.

### **Old Business:**

Mr. Kranz explained authorized.net is verifying the credit card. Card Point is processing the credit cards. It is a \$14.00 a month charge. There is a 2.75% charge for the card. The 2.75% charge will be applied to anyone who chooses to pay online with a credit card.

When we can suspend the credit card system when we are not using it. We will not be charge at that time for the fees.

Accepting payments at the pool would either be by check or credit card. We would need the card to process the payment.

We have one implementation call left to finish the setup of the program.

We have people already utilizing the questions and interest portion of the program.

Mr. Kranz said that Cathy Rudawski will be coming back as front desk manager. Katie will have to teach Cathy and the front desk staff the new program.

Mr. Kranz said taking photos will be a different process. We will be taking the photos and then uploading them into the e-soft planner.

Check to see when checking in and out it will give us a date and time for COVID tracking.

Harber Touch the credit card company we were using last year merged. There are no significances to the names on the financials.

### **Publicity:**

Publicity Items for March 2021 Meeting

#### **Registration and Open House Publicity**

- Sent registration information to Piscataway TV (PCTV) Slide to start on March 1<sup>st</sup>. Open House slide will start closer to time of event or April 1<sup>st</sup>.
- Press Releases for Registration posted in MyCentralJersey/Courier and NJ.com/Star Ledger

- Open House event posted on NJ.com/Star Ledger.
- Article similar to Middlesex Chronicle article posted on Middlesex and Somerset County Patch.
- Marcia Karrow is planning a March 21<sup>st</sup> newsletter from the Borough. Content and photos from March AOT article submitted to Marica.
- Flyer sent to Marcia Karrow to be posted at Borough Hall.
- Circulating flyer/trifold in public places ordered brochure holders for pool trifold flyer. Flyers and trifold distribution starting on March 1<sup>st</sup>. Flyers and trifolds hand-delivered to 100 business in Middlesex
- Tri-folds Hand-delivered to: York Realty-Bound Brook, Centry 21 Middlesex and Bridgewater, and Weichert-Warren. Flyers and trifolds given to realtor at an open house this past Saturday.
- Save the Dates for non-residents posted on FB “Save the dates” message for non-resident registration and open house posted on Dunellen, Piscataway, Warren, Bound Brook Moms, Green Brook, and Somerville Facebook pages
- Pool Flyers and Applications Hard copies delivered to the Middlesex Public Library walk-up door, Borough Hall, and at the Middlesex Borough Senior Center/Recreation Center lobby.
- Watchung Terrace: My contact (who put the Pool’s information in their newsletter to its residents) advised on March 2<sup>nd</sup> that she’s already been asked for pool applications by the residents.
- Mayor Weekly Message Mayor Madden's March 1st address to Borough featured the pool. <https://www.middlesexboro-nj.gov/latest-news/mayors-message-02262021-swim>
- Realtors Updated Sent updated flyer, pool application, newsletter, and Open House flyer to Realtor contacts.
- Easter Egg Hunt – Goal to promote the Open House (March 27, Rain date March 28) Created mini-flyers to hand out. Egg hunt is in drive-thru format, so I will have a small table to have Pool presence at the event and hand out Open House flyers and applications.
- Firehouses Contacted Beechwood, Lincoln, and Parker firehouses to ask permission to announce pool registrations on Beechwood’s outdoor sign (successful! Thank you, Beechwood!) and have a banner put on Lincoln’s (no reply) and Parker’s (No) fences
- Daycare/preschool Centers Hand-delivered trifold pamphlets to several daycares/preschools in town. Will contact other non-Middlesex daycares mid-April.
- Mayor Madden He would like to have a dunk tank at the pool with himself and the Council members. I'd like to accommodate his wish as our gratitude for such a great article about the pool.
- About Our Town publication featured our 2-page section about the pool.
- Councilwoman Amy Flood to assist in getting Pool information to Middlesex PTOs for distribution to families.
- 2<sup>nd</sup> NJ Family Request for Payment received and forwarded to Mark Kranz and Jim Grimm.

#### Publicity Committee Meeting in Between Commission Meetings:

- Design overhead banner for Marlborough Ave
- Plans for distribution of flyers and the use of brochure holders for tri-fold pamphlets.

- Contacted Beechwood Firehouse, to ask if they could put a blurb on their sign about pool membership registration starting on March 1<sup>st</sup>.
- Send new flyer and registration dialogue to School Supt. Dr. Williams for inclusion in The Nest.

Post card Final cost for postcards, postage, other expenses? Katie received 570 addresses from the borough for post cards.  $0.302 \times 5773 = \$1743.44$ ;  $0.311 \times 118 = \$36.69$ .

Total number of post cards: 5,891. Total postage: \$1780.14

Nixle Contacted Chief Geist re: registration announcement via Nixle – Answer: No. Nixle platform is used for public safety and critical services/infrastructure information only. Mayor and Borough Administrator agreed.

Middlesex Borough Google Points of Interest Asked Councilman Jeremiah Carnes for assistance in making the Pool a POI on Google/Wikipedia.

Overhead Banner for Marlborough Ave and Lawn Signs throughout borough Submitted designs to Jim Grimm for signs to be made. Permission granted by Joe Costa, Zoning Dept, to put lawn signs at key locations throughout the borough.

NJ Family Magazine Ad In addition to the ad we placed, NJ Family Magazine advised they are giving us additional online ad presence for **free**. There was an open position on their bi-weekly e-letter and they requested this ad for the Pool. They used the ad that's running in their Big **Book of Camps** and reformatted it to a web ad. They requested status of payment. Email sent to Mark and Jim for status.

### **Ongoing Projects**

Open House Open House May 22, 9am-Noon, Rain Date: May 23, 9am-Noon

Town Marquis High School, Borough Hall

Point of Interest Google search for “Middlesex Borough” The below screenshot comes up and there's a section for Points of Interest. I made an edit to add the Pool location and added our pool grounds picture. How do we get the Pool added as a POI? Asked Councilman Jeremiah Carnes for assistance with his Google contact. Waiting on response from Google.

### **ITEMS TO REVISIT**

Memorial Day Parade

- Banner needed to be carried in parade. (6x2 foot) Vistaprint recently had a half-price sale. Outdoor banner size 6x2.5', grommets and welded/reinforced edges. Regular price \$72.01, 50% off \$43.19. Will watch for future sales.
- Ask for staff volunteers; coaches contact past Swim Team and Synchro team members to volunteer.
- Announce Memorial Day parade need for volunteers at Swim Team meeting
- Invite Aqua Zumba instructor to parade, demonstration at pauses in parade.

Dan and Marianna's had reached out to the pool. They make their own ice cream. They were wondering if it could be sold in the snack bar.

Mr. Grimm said that it would have to be in self-contained containers for individual sale.

### **Finances:**

Mr. Terracciano asked if we could ask the Council for \$100,000.00 from the 1.3 million, they will be getting from the government.

The Council has helped publicize the pool. They Mayor has written a nice article on the pool as one of his weekly posts.

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, Mr. Klein, Mr. Kranz, Mr. Poandl, and Mrs. Dinger. Nos: Mr. Terracciano. Abstained: None.

### **Council Liaison:**

None

### **New Business**

Find out what the number of memberships was last year.

### **Building and Grounds:**

None

### **Mr. Grimm:**

Mr. Grimm will be doing more research on the pumps that are out there. The original pump that was installed was a 15 hp pump. They had to make some modifications to the pump. He said that a 10 hp pump might work. The cost of the pump is \$7,000.00. He said he will get the pump in place and call in someone to hook up the pump. The total cost with someone coming to finish hooking up the pump would be around \$8,900.00.

Pumping Services would cost \$9,000.00 to purchase and install the pump.

Mr. Grimm said he had reached out to SVY Swim Team. They have a new head coach. They are interested in coming back this summer.

Mr. Grimm said at the end of the month he will be renewing his CPO License.

Mr. Grimm had hired a new Assistant Manager at the pool. His name is Brian Voliva. He said Dan Gaven will be back again this summer.

**Public Comment:**

None

Mr. Rudawski made a motion to adjourn the meeting at 8:38 pm. It was seconded by Mrs. Dinger all were in favor. Next meeting will be held at the Middlesex Public Library at 7:00 pm on April 21, 2021.

Respectfully Submitted

By: Secretary, Katie Young