

April 21, 2021

Mr. Kranz opened the meeting at 7:10 PM with the reading of the Open Public Meeting Law.

Roll Call

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

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

Old Business:

Mr. Kranz said when the members have been registering for the memberships, they are able to check off the list of interest they have in activities at the pool and volunteering. Mr. Kranz said that we have a large interest in swim lessons and Aqua Zumba. We can now gear emails to people who want information on swimming lessons and Aqua Zumba.

Publicity:

Publicity Items for April 2021 Meeting

COMPLAINT: While distributing flyers, one business I stopped at had an issue with the female lifeguards at the lap pool. A lot of them were IN the pool instead of on the lifeguard stand, where they wouldn't be able see anyone that needed help. After a complaint was made, they were in the pool building, then either reading a book or on their phone.

Registration and Open House Publicity

- Flyer Distribution Complete Adding small Open House "topper" to flyers already posted. Continue to monitor if Library/Rec Center need additional supply of applications.
- Marcia Karrow's March 21st newsletter from the Borough was published online as follows: https://www.middlesexboro-nj.gov/latest-news/quarterly-newsletter-spring-2021?fbclid=IwAR00rF-b-bbAXDu4jIYMLFPXQ-2cLQiooVGc_mDsRBd7xF7TVirQufRjxc
- Thank you card for Beechwood Fire Dept Created a thank you card to show our appreciation for them letting us advertise on their outdoor sign.
- Easter Egg Hunt – Open House flyers handed to every car that went through. The information was well-received and everyone was very excited to receive it, even those who had already registered. There were still several people that had no idea that the pool exists. Several membership applications were also given out. Thank you to Jim for putting up the registration banner along Rte 28 near the gazebo just in time for the event! Thank you to Mark for stopping by to be part of the fun! The Recreation department made 250 goody bags for the event. At the end of the event, they had 30 bags remaining. There was a pretty steady flow of cars, with maybe a minute here or there where we had nobody. Leftover Open House flyers left at Rec Center, Library, and Sal's Deli.
- Piscataway TV Community Bulletin Board Open House slide scheduled to run starting April 1st Total of 3 slides are broadcast.
https://www.piscatawaynj.org/departments/pctv/community_bulletin_board.php

- Councilwoman Amy Flood suggested sending Pool information to Middlesex PTOs for distribution to families. I did attempt to make contact with the various Middlesex PTOs, but there was no response from any of them. I did meet a mom from the Parker Elementary School PTO at the Bunny Hop, and she has been distributing the Pool information to their families. She was getting questions about guests and swim lessons. I continue to send updates to all PTOs.
- 2nd NJ Family Request for Payment received and forwarded to Mark Kranz and Jim Grimm. Mark suggested I connect NJ Family Magazine to Carolyn Benson, Treasurer at the borough.
- Creation of banners and Lawn Signs Price received from Signs & Safety Devices LLC Presented to Swim Commission members for review.
- Save the Dates for non-residents re-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; 3/28/21. I will be posting this every two weeks with a countdown to May 1st. (content of the update at the end of this document)
- “Save the Dates” Update Article Published Online Had my contacts at Patch (Middlesex and Somerset Counties), About our Town, and MyCentralJersey.com (Courier News) post an online article with “Save the Dates” content.
 - <https://patch.com/new-jersey/middlesex/middlesex-boro-pool-opens-non-residents-may-1>
 - <https://aotpublications.com/index.php/2021/04/13/middlesex-community-pool-registration/>
 - <https://www.mycentraljersey.com/story/news/local/middlesex-county/2021/04/18/middlesex-borough-nj-community-pool-opening-summer/7238092002/>
- Student/Reporter from Middlesex College is writing article about the pool A Middlesex College student and member of their Quo Vadis newspaper, is writing an article about the pool and asked for information. Content and photos provided. They will send a link to the article for our viewing when published. I asked how they heard about the pool. One of the newspaper team members heard through word of mouth, the person who told her saw it in a newspaper. I asked which one, but they didn’t specify.
- Emailed flyer and “Save the Dates” content on 4/16/21 to local Recreation Depts and Green Brook and Warren school districts
- Added icon photo to Pool on Google Maps in February. Since then, it has 20,000+ views.

Publicity Committee Meeting in Between Commission Meetings: None

Lawn Signs/Overhead Banner Can we please make a decision about banners and lawn signs? I keep getting repeated requests for artwork, but I’m not getting answers from anyone as to what the plan is. I proposed a number of lawn signs for registration and open house. Joe Costa, Zoning, agreed to let us use small lawn signs. If we let this drag on any longer, it will be pointless to have them made. Submitted designs to Signs & Safety Devices for signs to receive price estimate. Permission granted by Joe Costa, Zoning Dept, to put lawn signs at key locations throughout the borough.

Open House

- Need volunteers, All Hands on Deck, can **Jim** please contact pool employees.
- **Katie**, can the Aqua Zumba instructor be there for demonstration?
- Free refreshments?
- Need flyers and applications on hand

Revisit Dunk tank for 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.

Middlesex Borough Google Points of Interest Asked Councilman Jeremiah Carnes for assistance in making the Pool a POI on Google/Wikipedia. He advised that Jim Eodice has the contact for Google.

Plan Special Events for season Movie night, etc

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

Other Advertising

USPS Every Door Direct Suggested by one of the realtors I contacted. This is another avenue for sending out media to local towns for \$.19 per flat. Cash, check, or credit or debit card needed to pay at time of drop-off. Could the pool get a credit/debit card, because we advertise? More information here: <https://www.usps.com/business/every-door-direct-mail.htm>

Drone Video of Pool Al Louis Entertainment – In January he did an aerial video of the B&C Car Wash on Route 28 to add to exhibit one of the many services he offers.
<https://vimeo.com/506654577?fbclid=IwAR1lzdxiGec4YKUjUgisVC8a82wC8PMg59bLlmdhUoY EtcCSrVdErONNA>

Al can do something similar, even more spectacular, for us for \$200 for a 1-2 minute aerial video. He also DJ's for \$150/hour; 3 hours for a pool party (\$450) and will throw in the video, no charge. He suggested Opening Day or July 4th. He DJ's for a lot of pools. He also does inflatable movie screens.

Placemat advertising – Bon Venture Services



- Runs for 6 months, either December/January or May/June
- Bundle of 75-80K placemats is \$425.00 for the following three restaurants
 - MiddlesexTexas Weiner
 - Avellino's
 - Pizza Center
- Sunset Diner alone for 90-95K placemats, \$550.00

- They would do all four (4) restaurants for \$900.00
- Deposit of \$3-400 to hold our spot for Spring, or can pay it all up front.
- Ad design included
- Reserve our spot for Spring soon.

Ongoing Projects

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

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.

Middlesex

Middlesex is a borough in Middlesex County, New Jersey, United States. It is located within the Raritan Valley Region. [Wikipedia](#)

Area: 3.51 mi²

Elevation: 39'

Weather: 29°F (-2°C), Wind NW at 3 mph (5 km/h), 60% Humidity

Population: 13,662 (2019)

Hotels: 3-star averaging \$142. [View hotels](#)

Local time: Wednesday 10:21 AM

Area code: Area code 732

Points of interest [View 3+ more](#)

- Hoyt Doll Museum Inc
- Irishtown Park
- Billian Legion Park
- Abraham Staats House
- Columbia Park

People also search for [View 15+ more](#)

- Middlesex County
- Monmouth County
- Bound Brook
- Woodbrid... Township
- New Jersey

ITEMS TO REVISIT

Town Marquis High School, Borough Hall – not currently operating

“Save the Dates” content

MIDDLESEX COMMUNITY POOL - SAVE THE DATES!

NON-MIDDLESEX RESIDENTS REGISTRATION

Registration for Non-Middlesex Residents starts on May 1, 2021 - TWO WEEKS AWAY!
 New this year - Receive a discount if you join between May 1st and May 15th. See our website below for pricing. Also, please see our Newsletter on our website for detailed information.

GUEST PASSES / SWIM LESSONS / PROGRAMS

- The Pool will we be allowing guests for Summer 2021! Passes may be purchased at our Front Desk.

- At this time we are planning to have swim lessons. Class sizes will be smaller to allow for social distancing.
- We plan on running all of our programs this season, Aqua Zumba, Swim Team and Synchronized Swim Team, Early Morning Lap Swimming from 6-9:00am, dependent on future County and State restrictions.

OPEN HOUSE MAY 22ND – VISIT OUR POOL FACILITY!

The Middlesex Community Pool will hold an Open House on May 22nd from 9am-12 Noon; Rain date May 23rd. If you've ever thought about joining the pool, you can now visit us prior to the season to view our facility and discover all that we have to offer! Once you see our pool, we know you'll want to be a member! We are also one of the most affordable pools in the area!

PLEASE NOTE: THIS IS NOT A SWIMMING EVENT.

OPENING DAY - MAY 29TH, MEMORIAL DAY WEEKEND

The Middlesex Community Pool opens Memorial Day Weekend, including Monday (May 29th-31st). We are open weekends only starting Memorial Day weekend. We are then open seven (7) days a week starting June 19th through Labor Day weekend, including Monday.

Hours of Operation: The pool is open from 12:00 Noon to 8:00pm

<https://www.middlesexboro-nj.gov/pool>

#summerswimclub #poolmembership #swimlessons #summerswim #summeractivities #kidsactivities #summer2021 #guestpass #openhouse #middlesexcommunitypool

New Business

Mr. Rudawski said that Cathy Rudawski has been in touch with the NJSDC who handles swim team. They said they will be having a swim team season this summer. He said that Duel meets are tentative for June 23rd start.

Mr. Grimm said to Mr. Rudawski if the NJSDC asks if the Middlesex Community Pool would want to hold Swim Championships at the pool, the answer would be yes. We are more than happy to hold Championships at the pool.

Finances:

Mr. Kranz said financials will be discussed at next months meeting.

Council Liaison:

Mr. Eodice mentioned to make sure all the minutes and agendas are up to date on the Bo

Building and Grounds:

None

Mr. Grimm:

Mr. Grimm said that he has sent to Mark the SVY contract.

Mr. Grimm has hired his staff for the summer. He has asked Cathy Rudawski to return to the front desk at the pool.

There will be a staff meeting down at the pool on May 15th.

Mr. Grimm said that the large pool has been emptied and refilling. He said he will have the pumps up and running this weekend (April 24th). He said that the lap pool is in decent shape. He said the kiddy pool will be worked on in the up coming weekends.

Mr. Grimm said that the boiler at the pool needs some work. He said that they are over 20 years old. He said that he will be looking at DPW to come in and remove the old ones. He then will have a plumber come in and replace the boiler. He said he the cost could be about \$20,000.00.

Mr. Grimm said that the slide is starting to show its age. The slide is 35 years old. He has investigated resurfacing the slide, but it will cost \$25,000.00. At this current moment the pool does not have the fund to resurface the slide.

Mr. Grimm said that the pump for the slide has been ordered. Pumping services will be coming down to install the pump when it comes in.

Mr. Grimm said that there is a tree on the property that need to be removed.

Mr. Kranz said that he should talk to the Shade Tree Commission prior to taking the tree down.

Mr. Grimm said has been researching the seasonal employee minimum wage. He said that Adults 18 years and older will be paid minimum wage. He will be paying competitive wages for the employees ages 15 to17.

Public Comment:

None

Mr. Rudawski made a motion to adjourn the meeting at 8:46 pm. It was seconded by Mr. Kranz all were in favor. Next meeting will be held at the Middlesex Community Pool at 7:00 pm on May 19, 2021.

Respectfully Submitted

By: Secretary, Katie Young