

February 16, 2022

Mr. Kranz opened the meeting at 7:04 PM with the reading of the Open Public Meeting Law.
Present: Mr. Klein, Mr. Kranz, Mrs. Dinger, Mr. Poandl, Mr. Kranz, Mr. Rudawski, Ms. Benson, and Mrs. Kleiber

Mr. Rudawski made a motion to accept the January 19, 2022, minutes. It was seconded by Mr. Poandl and carried by the following roll call vote: Ayes: Mr. Klein, Mrs. Dinger, Mr. Kranz, Mr. Poandl, Ms. Benson, Mrs. Kleiber, and Mr. Rudawski. Nos: None. Abstained: None.

Finances:

Mr. Kranz was wondering who Fosbre Town Plumbing a bill that had paid.
Mr. Grimm said that he had a plumbing issue he did not feel comfortable taking care of. He had them come in to fix the issues and learn how to fix it in case it happened again.

Mr. Grimm said that the New Jersey American Water payment was paid now and then again when we open. We will always have a credit from them.
PSE&G we will always have service charge due to being behind on the bill and we are playing catchup.

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

Yoga:

Laura Kenyon, Ricochet Yoga, Barre,

She is a Yoga instructor at Ricochet. She asked what time we were looking to hold the classes. How many times a week should the class be held? She said at least 2 to 3 times a week. When having the classes, we need to make sure that there is "No grass cutting, garbage pick-up or recycling pick-up." She said that the cost of a class could be \$30 to \$40 a class. She said we can charge a fee and make sure we can open it to outside members. She said that we should put out a survey asking what times they would like to have the classes.

Ashley Mondragon, Rockstar Studios, Middlesex

732-995-3321

Ashley@rockstarmusicstudios.com

Multiple teachers at the studio who are also certified yoga instructors.

Also has another teacher who used to run programs at a YMCA, and she is a certified, Pilates, Barre, mat fitness, HIIT instructor if you wanted those options as well. She is also certified CPR, first aid and Red Cross instructor. We will be holding those classes too for anyone who needs those certifications.

Offered their students to sing the National Anthem at swim meets. The students have been singing the National Anthem for a lot of sporting events and she loves to contribute to the town. She was on the swim team for years and if the opportunity is there, they would love to do it.

SS Advertising:

Karen Marino SS Advertising attended the pool meeting. She was able to give us the cost and break down of all the advertising options we can choose from. Direct mailing postcards: to send 5,999 at .49 cents is \$2743.51. The postage for direct mailing is \$1,000.00. Direct mailing display Ad full page will cost \$569.00. Adding a pop out tab, the cost would be \$899.00. DAL .25 cents for \$3,000.00. OTT postcard over the top that sticks out of the Direct Mailer. They are .24 cents each.

She said that we would have to run the advertisement 3 times before someone might take interest in it. She said that if we offer incentives for the people who join the pool can help.

She said if we want to run an Ad the lead time is 5 weeks before the March publication. We asked how much information is going to be needed to create the advertisement. She said that the ad should be clean and minimal.

March 1st our membership opens to Middlesex Borough Residents.

Mr. Kranz made a motion to create the advertisement with SS Advertising and run the advertisement in Middlesex and Bound Brook. It was seconded by Mrs. Kleiber and followed by the following roll call vote: Ayes: Mr. Kranz, Mr. Rudawski, Mrs. Kleiber, Mrs. Dinger, Mr. Klein, Ms. Benson, and Mr. Poandl. No's: None. Abstained: None.

Old Business:

Mr. Kranz mentioned reaching out to Esoft Planner to start to build the program for the pools POS (point of Sale).

Mr. Kranz said he has investigated if we could do a batch refund at the end of the year if anyone puts money onto their account to purchase food. He said that they can zero out all balances. Disclaimer if balance after Labor Day the balance will be wiped out.

Mr. Kranz presented the list of food from the snack bar with prices on it. He wanted the Commission to review and suggest new pricing. Ice cream, pretzels, and water were the popular selling items in the snack bar.

Mr. Kranz said that the staff will have an account for food. It will track what the staff is eating in the snack bar.

Mr. Grimm said that he had hired Susannah Mulvey for the Synchronized swim team coach. Mr. Grimm said he will send the image that Mrs. Kleiber has created for the 50th anniversary to her to see if she would like to use.

Mr. Kranz said that he would like to have made for the Synchronized Swim Team t-shirts for the 50th anniversary. It would be a gift from the Commission to the girls on the team.

New Business:

It was suggested by the Swim Pool Commission that the website get an update. Mrs. Kleiber and Katie will work with Scott on the webpage. We should not have to scroll through the whole page to find what you are looking for.

The Swim Pool Commission discussed their options of yoga instructors. They decided to go with Ashley Mondragon's Rockstar Studio. She has the staff for early morning yoga. Mr. Kranz will work with her to set up a contract and pricing of yoga classes with her and her staff. Mr. Kranz asked if she could attend the next meeting.

Mr. Grimm said that he is having the DPW make up signs that will be on a 4x8 piece of plastic that will be for advertising. He will also have DPW make a 4x2 banner with Middlesex Community Pool for use at a table display.

Mr. Grimm said the first week of August would be the Synchro show and the theme for the show will be determined by Susannah.

Mr. Kranz said he has been looking into some Grants to the Swim Pool. If he comes across a grant, he will let the Swim Pool Commission know.

Publicity:

Publicity Items for February 16, 2022, Meeting

Our goal should always be to have our members and the community think of the property not just as "the pool."

Yoga Instructors Scheduled to Attend:

Laura Kenyon, Ricochet Yoga, Barre,

Ashley Mondragon, Rockstar Studios, Middlesex

732-995-3321

Ashley@rockstarmusicstudios.com

Multiple teachers at the studio who are also certified yoga instructors.

Also has another teacher who used to run programs at a YMCA, and she is a certified, Pilates, Barre, mat fitness, HIIT instructor if you wanted those options as well. She is also certified CPR, first aid and Red Cross instructor. We will be holding those classes too for anyone who needs those certifications.

Offered their students to sing the National Anthem at swim meets. The students have been singing the National Anthem for a lot of sporting events and she loves to contribute to the town. She was on the swim team for years and if the opportunity is there, they would love to do it.

Joy Kozlowski, Middlesex Recreation Yoga Instructor (unable to attend)

Can't do 8am, but will check her network of instructors

Pool jobs After Amy Flood gave her Council Report on Swim Pool, Marcia offered to put job information for lifeguards/snack bar on the electronic sign in front of Borough Hall. Message sent to Jim and Katie to forward information to Marcia. I also sent the information to Dr. Williams for inclusion in the next edition of his newsletter, "The Blueprint." I created the below graphic to be displayed with the info. I have also had it posted on Piscataway TV Digital Community Bulletin Board.



Graphic for online use



PCTV Slide



Digital Signs in front of Boro Hall and MHS Marcia Karrow, Borough BA, and MHS Principal allowed us to display pool information, e.g., “Summer Jobs” and “Registration Open”

Member Survey 2nd Round the Member Survey received 178 additional responses since it had been re-sent in mid-January. Because the report is so voluminous, I have attached it for your review. I have also attached full survey results for Councilwoman Amy Flood, since she was not on the Commission at the time.

Bunny Hop Drive Thru Saturday April 9 @ Mountain View Park from 3-5PM. Rain Date is Sunday April 10. I have reserved a table for the event with display and opening day flyers; plan how to give out a few one-day passes (dependent on date of Easter)

Pool signs made by DPW Who will arrange with DPW to make permanent pool signs. What kind of contact info would be on the sign? website, email address, QR code.

Aqualytes 50th Anniversary How are we celebrating the anniversary? Specific events, etc.?

AOT Article Deadline March 1st; Boro Spring Newsletter Deadline March 4th

Library Display Case: Plan what to have on display. Membership applications, Aqualytes, Swim Team, Water Wrats, championships plaque?

Pool Logo Contest Discuss ideas of how to run it. Award for winner? Free t-shirt with their logo on it, monetary reward, etc.

Squad Locker Store is Up! Preliminary store for commission reviews only.

<https://teamlocker.squadlocker.com/#/lockers/middlesex-community-pool-326489>

Referral Bonus Offer a membership referral bonus, \$25 for each person/family referred.

Plan Special Events

Movie night,
Adult night
Bingo night
2022 Special Events

MHS Senior Plunge Do we still want to offer an event for the graduating seniors to jump off the diving board in cap and gown?

Cornhole company? – waiting on contact info, have asked several sources

Open House – Saturday, May 21st (Saturday prior to Opening Day)

Pick a date for Open House in January/February and include on Pool flyer

Open House, Saturday before Opening Day, 9am-Noon, Polar Bear Plunge at 1pm

Refreshments and hand-outs (pens, magnets, etc.)

Offer early bird discount if they join on the spot?

Raffle off one free pool membership for first-time members only

Polar Bear Plunge

Pair with Open House, Saturday before Opening Day, 9am-Noon, Polar Bear Plunge at 1pm

Need to pick a charity for the proceeds.

It would be a news-worthy event. I could most likely get the local papers to come out, possibly News12. Ocean City, NJ does an annual Memorial Day plunge at their beach to welcome the summer season. We could have one at the pool, either opening day or Open House weekend.

<https://ocnjdaily.com/summer-starts-splash-ocean-city/>

Opening Day – Saturday, May 28th Any special events?

Memorial Day Parade – Sunday, May 30th (dependent on current covid restrictions)

Need a banner to be carried in parade. (4x2 foot)

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

Pool Website Last year during registration on Facebook posts I heard a lot of “I can’t find pricing or application.” I had to constantly post the exact link for what they were looking for. Could we clean up the Pool website to divide it into sections with secondary pages? It would make it more user-friendly, rather than having to scroll through EVERYTHING to find what you’re looking for. A good example of this format is the Recreation page, with sections so you can navigate quickly. This is the link to Recreation’s page: <https://www.middlesexboro-nj.gov/recreation>

Advertising Opportunities:

Postcard Mailing - SS Advertising Contacted Karen Marino at SS Advertising for pricing and details for a postcard mailing. This includes design, postage, and mailing. Post card prices from SS Advertising

Card size: 8.5 x 5

Full color, 4 over 4, glossy

Quantity: 5,599
Postage: \$965 This fee is included in the total price.
.49 cents each
\$2,743.51

Card size: 4.25x6
.39 cents each
\$2,183.61

"We will honor this price for 30 days. I did review your card from last year and have lots of fresh ideas for the design. We need to get the reader excited about the pool and all that it has to offer. I am 100% confident that we can do just that!"

Medemerge Advertising I was at Medemerge and noticed the rotating ads on a monitor in treatment rooms while waiting to be seen. I contacted them for pricing.



The normal monthly price would be \$500+ tax per month. Because we are a seasonal business and they support businesses in the local community, they offered us 4 months (March, April, May, and June) for a total of \$800 and 2 Non-Resident family pass memberships. The 4 months is a \$2000 value that will generate tons of exposure to our local community.

The ad loop consists of a 30-minute loop of 30 second ads. There will be no conflicts of interest in our advertising. Your ad will be an exclusive ad for that specialty, product, or service in your town. To cut down on ad creation cost, I can put together the ad pages in Powerpoint and save as jpeg files. (All ad content to be provided by vendor. If ad content is needed, we will help you design the content needed. Ad development pricing starting at \$350. There will be a set-up fee of \$50.00 if content provided by vendor is not supported by our ad software.)

Placemat advertising

Golden Corner Diner, Bound Brook, Placemat Advertising \$425 for 6 months, October-May, b&w.

Middlesex Texas Weiner, Avellino's, Pizza Center - 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
Middlesex Texas 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

Mr. Grimm:

Mr. Grimm had been informed recently that the Bound Brook Pool will not be opening this summer. It needs some work done to improve their pool.

Mr. Grimm said that SVY said they would like to use our pool again this summer. He said we just need to get them a contract.

Mr. Grimm said he has not heard from Brian Green about holding his long course practices in the evening at the pool.

Mr. Grimm mentioned that he is going to have to start paying the lifeguards \$14.00 an hour. Snack bar and front desk staff will be \$13.00 an hour.

Mr. Kranz said that he had spoke to Mrs. DiMaggio who is looking to use the pool for her child who is autistic and cannot handle very large crowds. Mr. Kranz said that August 23 and 24 are the two dates that she was looking to use the pool 2 hours prior to the pool opening for the day.

The Swim Pool Commission has no problem with Mrs. DiMaggio using the pool.

Liaison:

None

Public Comment:

None.

Executive Session:

Mr. Rudawski made a motion to adjourn the meeting at 10:24 pm. It was seconded by Mr. Klein, and all were in favor. Next meeting will be held at the Middlesex Public Library Community Room at 7:00 pm on March 16, 2022

Respectfully Submitted,

By Secretary, Katie Young