

**HILLSDALE SWIMMING POOL COMMISSION
REGULAR MEETING March 12, 2015**

The regular meeting of the Hillsdale Swimming Pool Commission was brought to order at 7:40 p.m. on Thursday, March 12, 2015. The announcement of the meeting was read by Chairman, Jay Campbell, in accordance with the Open Public Meeting Law of the State of New Jersey

Roll Call:

PRESENT: Chairman, Jay Campbell, Vice Chairman, Paul Muller, Commissioners, Rosemary Metz, Lee Ann Everett, Managing Director, Patty Hughes, Council Liaison, Anthony DeRosa

ABSENT: Jack O'Hara

APPROVAL OF MINUTES: From February 11, 2015

Minutes were approved with the following correction under the survey discussion:

Paul Muller abstained from the discussion, but voted yes to give the 15% discount. The discussion was to determine the discount under the initial straw poll. Jay, Roe and Lee Ann had said 15%; Paul did not offer a percentage recommendation.

MOTION TO APPROVE REGULAR MINUTES:

APPROVED: Chairman Campbell

SECOND: Commissioner Everett

Patty announced that she and Stonybrook won the 2015 Distinguished Facility Award from the NJ Managers Association. She was presented the award at the dinner that she attended the night before.

Paul gave mention that the Edgewater Golf Course was hoping to sell part of the club has failed phase one so the buyer has backed out.

TOPICS FOR PRESENTATION/DISCUSSION:

- 1. Memberships/Mailings:** An email blast went out about the pool registration. Registration opened March 11, 2015. Paperwork went to the printer and he made new envelopes and will be stuffing them and they will go out next week. Mailings will go to all the 2013 & 2014 members (same as the email blast). In total about 1600 families will receive the mailings.

Jay will write up a press release for the newspaper and will include about the award Patty Won for most distinguished facility and include a picture.

Lee Ann suggested that some of the younger pool managers can set up and maintain a Twitter feed.

Patty stated that as of today 62 families have signed up so far. The feedback that she is hearing is that they like the new payment options.

An ad was done by Valley Printing that will be going to all of Hillsdale and Westwood. The cost was about \$295.00

2. Final Budget – In Lieu of taxes

We put \$68,000 in our budget and the CFO feels that \$48,704 is what will work. Jay would like to keep it below \$70,000 – this should be the max. Paul would like to know why Bob wants the amount of \$48,704. Patty responded that Bob feels that we need to focus on the future and not look back. Jay asked Anthony to speak with Bob and discuss this. The budget is supposed to be introduced on 3/23/15 at the Special Council Meeting. We should know soon as to what we have to work with.

- 3. Calendar:** Labor Day is late this year. Luckily schools are opening early. Patty sent all the managers' emails as to what their schedules will be. Patty suggested that we only open the first two weekends in September. Lee Ann stated that in the letter that is being sent out it states that we are open every weekend in September.

For the next meeting, we want to have Pete from the concession stand in. We will first need to apologize and then we will go over the issues. Patty asked everyone to come up with some ideas.

Jim Pfeiffer is going to come in and do the snack shed floor, then it will be up to Pete to maintain it.

4. Liaison to the Mayor and Council: Anthony DeRosa

Anthony brought up the idea of bringing in high end food trucks one day, and the idea of allowing alcohol.

Jay feels that this is too much at one time. His concern right now is Pete. If there was an event, this may work better and he will take that under advisement. Anthony explained that he would like to see some other events at the pool.

Paul wants to differentiate ourselves from other pools.

Patty will look into doing the food trucks. She suggested doing it during the swimming championships which is at the end of July early august. This could open up opportunities for other snack bar people.

Roe and Anthony put together a postcard for a possible mailing. If there are any available funds, there is the ability to do a dedicated post card. They shared 3 versions. Everyone agreed that the flip side was a little busy. Jay asked to have it more simplified. The cost is \$1426 just to Hillsdale Residents, \$5446 to Hillsdale, river Vale and Westwood Residents. However, there is no budget to do this. Patty suggested doing an ad in the paper instead.

Paul reminded everyone that we approved to do a follow up mailing to those that didn't sign up from last year. Jay stated that in order to do this we may even have to go over budget. We agreed to do a "postcard" – the concept was to hit those again that didn't sign up, but there is no money to do this. Patty feels we need to target new people. An ad would hit more families. Since Patty is on the welcome committee for the town, we can add new residents to our mailing database and add any information to the folders that we want.

Jay agrees that Roe should continue with the postcard, but design it as an ad.

REMARKS FROM CITIZENS:

None

CLOSED SESSION:

None

Motion to Adjourn: Chairman Campbell

Second: Commissioner Everett

Meeting closed at 9:00 p.m.

Next Meeting Wednesday, April 8, 2015 at 7:00 pm, Hillsdale Borough Hall

Respectfully submitted,

Denise Kohan
Minutes Secretary