

**HILLSDALE SWIMMING POOL COMMISSION
REGULAR MEETING February 11, 2015**

The regular meeting of the Hillsdale Swimming Pool Commission was brought to order at 7:35 p.m. on Wednesday , February 11, 2015 The announcement of the meeting was read by Chairman Campbell, in accordance with the Open Public Meeting Law of the State of New Jersey

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

ABSENT: Commissioner O'Hara

LATE: Vice Chairman, Paul Muller 8:20pm

APPROVAL OF MINUTES FROM: January 12, 2015

MOTION TO APPROVE REGULAR MINUTES:

APPROVED: Commissioner Everett

SECOND: Commissioner Metz

ORDINANCE:

A discussion was held regarding our Ordinance; Director Hughes said that the ordinance was introduced with no issues. A line was added regarding the possible discount for the open house 10-20% off one time only. Director Hughes stated she would add the word "New Members" to the beginning of the discount line. Senior citizen fees second and third payment was changed to reflect the proper rates. A discussion was held regarding the coupon, one per new member that is referred by previous member and then the 2014 member that recommended the new member also gets a \$50 coupon.

BUDGET:

Chairman Campbell gave a brief summary of our budget meeting with the finance committee. He felt everything went well and the "In lieu" of taxes must be dropped down to \$67,000 from \$185,000. Further discussion will be held with the finance committee and Bob Benecke (acting CFO). Chairman Campbell said if the finance committee starts drawing down our reserve (surplus) it would be a terrible idea. Councilman DeRosa stated that the Council/Finance want Stonybrook to thrive and survive.

Councilman DeRosa said everything was all set with our new finance officer he is on board as of last Tuesday Council meeting. He feels that Mr. Benecke will be helpful to the pool with his knowledge of economic development. A short discussion was held regard the Co-Liaison Frank Pizzella and Councilman DeRosa made it clear DeRosa is our Liaison and F. Pizzella will be helping with the economic development of Stonybrook. Chairman Campbell stated he has had no interaction with Councilman Pizzella and wants to hear him out, councilman DeRosa said he will reach out for Councilman Pizzella.

DINNER:

Pool Manager Dinner is March 11, 2015 at Colonial Inn at 6pm. Councilman DeRosa might attend. Director Hughes stated that all the surrounding clubs had a terrible summer financially. She will speak with other managers at the dinner.

GOLF:

Vice Chairman Muller is having a conference call with the River Vale Mayor regarding the golf/Swim membership. Councilman DeRosa stated the Edgewood is selling part of their club 9 out of their 27 holes. There are a lot of acres in the back which part of backs up on Hillsdale approx... 5 acres)

DOMES:

A short discussion was held in regard to the DOME. Chairman Campbell stated he wants to see a written plan and financial plan before the Commission meets with Don Wagner from Phoenix Aquatics. Don Wagner has not given the Commission anything concrete in writing or any presentation. Chairman Campbell explained to Councilman DeRosa regarding years ago our plan to move the brook (straighten out) to gain space on the other side of the brook- which is technically still part of the Hillsdale Swimming Pool Utility and the plan was to develop the field. Once centennial field was built that parcel was supposed to be part of Stonybrook, which never happened. Idea to was merge partner with YMCA programs all year programs, summer camp, seniors and swimming program. If we continue to discuss the dome we will want to include the neighbor's discussion.

SURVEY:

Vice-Chairman Muller sent out a survey through Survey Monkey, to find out why some of the 2013 members did not return in 2014. Approximately 476 people received the survey and 166 approximately answered, 50 families joined late.

- 1. Reason you chose not to rejoin **71% said cost**
- 2. Important in your Decision to maintaining your membership of rejoining **82% cost, 36% Expanded hours**
- 3. Likely to join **12 % likely, 20% somewhat likely, 25% not, 43% depends**
- 4. Tell us about yourself **77% Age 41-64, 67% have children under 14**
- 5. Recommend Stonybrook **26% yes, 30% maybe, 44% no**

Chairman Campbell suggested a new list updated with 2013, and get a 2014 list ready for the mailing.

A vote was taken to determine the discount for new members on the open house of May 25th , deciding vote is 15% Jay - yes, Roe - Yes, Lee Ann- yes, Paul - Abstained

Motion to Approve: 15 % discount for new members

APPROVED- Jay Campbell – Chairman

SECOND- Roe Metz

All in favor –Yes by all.

MAILINGS: A lengthy discussion was held regarding mailing and marketing of Stonybrook. A cover letter will be done by Chairman Campbell and sent out (snail) mail.

- 1. Letter one for past members to rejoin informing them of the discount and one for 2014 members.
- 2. Postcard
- 3. Flyer to call schools

Valley printing will help expedite the mail, do the printing and bulk mailing.

Director Hughes wants to set up some new programs to generate revenue for the club in 2015 which includes the following:

Swim lessons for non-members, group, private, dive lessons, mommy and me, fab four. Also the dome was discussed and commission put it on hold until more information is given.

MOTION TO APPROVE:

MOTION: Chairman Campbell

SECOND: Commissioner Everett

All in favor: yes

CONCESSION:

Chairman Campbell noted he spoke with Pete from Pete and Mary's concession; Pete was upset about the letter from the commission. Chairman Campbell retracted the letter; the commission was not happy about the service and cleanliness of the snack bar. Campbell invited Pete to the April meeting.

CORRESPONDENCE:

None at this time.

Next meeting, March 12th at 7:30 due to the NJPMA dinner being the same night.

Motion to Adjourn: Commissioner Campbell

Second: Commissioner Muller

Meeting closed 9:40pm

Respectfully submitted,

Patty Hughes
Managing Director