

**Regular Swimming Pool Meeting
February 8, 2017**

The regular meeting of the Hillsdale Swimming Pool Commission was brought to order at 7:40 p.m. on Wednesday February 8, 2017. The announcement of the meeting was read by Chairman, Metz, in accordance with the Open Public Meeting Law of the State of New Jersey.

PRESENT: Roe Metz, Bo Petkovich, Shawn Buchanan, Linda Parisi, John Inserra

Early Departure: John Inserra 8:54pm

OTHER: Managing Director Patty Hughes

ABSENT: Council Liaison Abby Lundy

APPROVAL OF MINUTES - JANUARY 11, 2017

Motion to approve: Linda Parisi

Seconded: Shawn

All in Favor: Yes

CORRESPONDENCE:

None at this time.

TOPICS DISCUSSION:

1. Advertising, plan for spring
 - a. Stonybrook now has a Twitter Account @Stonybrook_SC
 - b. Opening Day - Memorial Day Weekend
 - c. Open House - May 21st 12-5 non members only
 - d. Open House - May 28th 12-5
 - e. Father's Day Special - 10% promotion (non open house)
 - f. Shawn will draft ads with mention that no bond is needed to join
 - i. Press Release to the Community Life
 - ii. Ad in the Pascack Press
 - iii. Ad in the Suburbanite
 - iv. Ad in the Rockland Town News
 - v. Press Release to the Record
 - g. Tri-fold advertisement - \$ scholarship contest for PV seniors to design a Map of Stonybrook to be distributed through the club
- . The committee is through the commission but the award is done via the HS
- i. Shawn will look into finding out more information from PVHS
2. Bid Open/Close the Pools
 - . January 5, 2017 Director Hughes gave the bid package to the engineer.
 - a. She received an email back to make changes and then sent it back.
 - b. The engineer will place the ad in the Record for bid.

c. The paperwork is to be completed by February 9, 2017.

d. February 28, 2017 is the bid opening.

3. Dome, update

. It was brought to the commission's attention that the engineer thinks there should be a permanent structure instead of the collapsible structure for seasonal use (open in the summer and closed in the winter).

a. There is the ability to leave the dome partially open but it was decided to have a collapsible dome.

b. Linda mentioned that it is frustrating to continuously keep kicking back to the commission to fix when it should be done through the attorney and the engineer.

c. The townhouse management company emailed and would like to see the plans of the dome for their board meeting. Director Hughes mentioned that she could provide the materials from the planning board meetings (all public information).

d. Linda mentioned that this project is innovative and will bring in revenue to the club.

e. Bo would like this project to be finalized to keep the project moving.

f. Summer Swim Team Rental

. The minimum requirements have been redone and will be from May 1 to August 31 4am-8am to ensure that the club is kept neat and that the swim team will be contained to the competition pool and diving pool upon request as well as accountable for basic maintenance of the pool (chlorine, temperature, trash removal).

i. Discussion occurred about adequate pricing for rate per lane, per hour. It has been at \$22,000/season, the price was to go up to \$35,000/season. Discussion to drop this down to \$30,000/season with these new regulations.

ii. This plan will be a starting point for the foundation of the club becoming a year round facility over the next 5 years and make Stonybrook house the recreation center.

iii. There were additional ideas from Bo about renting out space to a physical therapist or a chiropractor in the building or a hotel style gym.

4. Facebook

. Social media use to continue and expand.

5. Membership, promotions

. Last year for promotion, stonybrook had an open house for members and non-members. It was an extremely busy weekend and made it difficult to keep the chaos at bay. Director Hughes mentioned that we could pick one day of Memorial Day Weekend instead of doing a full weekend of open house.

a. Chairman Metz mentioned that we could do a day of tours prior to opening. Shawn mentioned do the Sunday before the big weekend. Bo mentioned that the week before without members may deter the full Stonybrook experience. Director Hughes stated that we could do the open house Memorial Day weekend just not on Memorial day. Linda mentioned that we should do the open house on the Sunday (May 28) and then to follow up with a Father's Day special in June. Chairman Metz stated we could do a day of tours prior to opening on May 21st and then have the open house the following weekend.

b. The first promotion will be the 10% off of the middle price and then the Father's Day special will be 10% off of the highest price for latecomers and new residents.

- c. Director Hughes stated the 21st of May will be open from 12-5 for new members and have not been a member in 2016.
- d. Father's Day will be a 10% discount for joining, no open house.
- e. The early bird price will end on May 5, 2017.
- f. Registration will open mid March.
- 6. Snack Bar
 - . Pete doesn't have to bid again this year.
 - a. John mentioned that the food was better last year and that he would like to bring in more pizza. It was suggested to have a meeting to make sure that all employees distributing the pizza would be on the same page.
 - b. The open house events should have somebody going around giving out free food samples.
- 7. Verizon Wi-Fi
 - . Director Hughes called Verizon to speak about the outstanding bills and miscellaneous fees. The conversation was that the bill should have been \$190 and ended up at \$500 while we only use the router and wifi. They also applied tax to the bill even though we are a tax exempt entity.
 - a. There is no direct extension to contact the same person but Director Hughes has an email to keep in contact with the same representative.
 - b. John will send an email to BPU to rectify this issue if the representative cannot handle this properly and in a timely manner.

LIAISON TO THE MAYOR AND COUNCIL: Abby Lundy

REMARKS FROM CITIZENS:

None at this time.

CLOSED SESSION:

Not Applicable

Motion to Adjourn: Roe

Seconded: Bo

All in Favor: Yes

Meeting Adjourned: 9:47pm

The following meeting of the Stonybrook Swimming Pool Commission will be held on March 1, 2017 at 7:30pm in Council Chambers.

Respectfully Submitted,

Erica Rose Cohen