



April 19, 2023

Mr. Kranz opened the meeting at 7:00zpm with the reading of the Open Public Meeting Law.  
Present: Mr. Klein, Mr. Kranz, Mrs. Dinger, Mr. Poandl, Mr. Kranz, Mr. Rudawski, Mr. Dessino, and Mrs. Kleiber  
Absent: Ms Benson

Pledge of Allegiance

Mrs. Kleiber made a motion to accept the March 15, 2023, minutes. It was seconded by Mr. Klein and carried by the following roll call vote: Ayes: Mr. Klein, Mrs. Dinger, Mr. Kranz, Mr. Poandl, Mr. Rudawski, and Mrs. Kleiber. Nos: None. Abstained: None.

Mrs. Dinger made a motion to accept the April 4, 2023, minutes. It was seconded by Mrs. Kleiber and carried by the following roll call vote: Ayes: Mr. Klein, Mrs. Dinger, Mr. Kranz, Mr. Poandl, Mr. Rudawski, and Mrs. Kleiber. Nos: None. Abstained: None.

**Finances:**

Mrs. Dinger handed out the summary of the past three months of bills.  
The Cablevision bill was a two-month payment.  
The \$240 for the post office was for the P.O. Box.  
There will be some charges for mailing letters from the borough hall.  
Mr. Grimm said that the pool does have a Postage account on the mailing machine.

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

**Old Business:**

1. Mr. Kranz said we will be keeping the old banner we currently have for now.
2. Family Day is July 15. We will need to come up with some games for the day.
3. Slide repair- Mr. Grimm said that the paint will be shipped to the Borough DPW and they will bring it down to the pool. Mr. Grimm said he will be having a phone conversation with the company to figure out when they are coming.
4. Solar panels- The Borough Administrator and Mr. Conahan have a meeting with the Solar Panel Company.
5. Polar Plunge- Mr. Kranz said it has gone live. Signs have gone up around town. It was mentioned to contact the Middlesex Borough Rescue Squad to have them on stand-by for the event.
6. Membership- Mr. Kranz said that we are up in the membership by 12,500 from last year.

The question was brought up why we can't open up membership to both residents and non-residents at the same time.

It was written in our by-laws that we are to open membership to the town residents to have first access to membership. If membership does not fill by May 1<sup>st</sup>, we will be able to open to non-residents of Middlesex borough.

Mr. Grimm said that the pool always needs to be in debt to the town. If the pool is not in debt to the town, they will be able to take over the pool.



**New Business:**

None

**Publicity:**

**Publicity Report for April 19, 2023 Meeting**

*Our goal should always be to have our members and the community think of the property not just as "the pool." Publicity, like safety, is always a moving target. We should always be looking for new opportunities to publicize the Pool.*

**OPEN HOUSE/GRIZZLY PLUNGE: MAY 20<sup>TH</sup> AND 27<sup>TH</sup> ALL HANDS ON DECK!**

**Grizzly Bear Plunge:**

- Lawn signs made and set up with our four big registration signs at locations in town. Promoted as an upcoming event at the Bunny Hop.
- Email address created for Plunge-related correspondence: MCPGrizzlyBearPlunge@gmail.com
- Tax ID received from Elks
- Website: URL on Borough/Pool website
- We are on the Somerset Patriot's mascot calendar to have Sparkee at the event. They are waiting to see if they'll have an actor available for our date.

**Shared with the following media outlets:**

- Our social media channels and surrounding town Facebook pages
- MHS and Borough digital signs
- PCTV
- Local newspapers and news outlets
- Middlesex Patch article posted
- Magic 98.3 Event Calendar
- Surrounding town Recreation Depts
- Realtors
- Middlesex Borough Public Schools Supt and MHS Newsletter
- Middlesex PTO Moms

**Open House**

- Flyer distributed on social media 3/27/23, Facebook event created.
- Promoted as an upcoming event at the Bunny Hop
- Magic 98.3 Event Calendar
- Aqualytes/Swim Team the consensus of the email was in favor of having teams present. The Aqualytes will definitely be there. Please arrange to have representation for the Swim Team. We need a membership person to answer questions.

**Bunny Hop:** April 1<sup>st</sup> 1-3pm Was an in-person event, no longer a drive-thru. Pool had a table at the event. Aqualytes were on hand to hand recruit new members and hand out flyers. A lot of interest generated.



Middlesex Chronicle Article: Logo and Plunge announced. Mention of members being responsible for their guests.

SS Advertising: First ad distributed to PM (Piscataway, Dunellen, Middlesex). Next ad goes to PM and Warren/Green Brook. Ad will be a flash cover in PM; full page in Warren/Green Brook.

#### Library Display Case

- Set-up on February 28<sup>th</sup> for March and applications and flyers left at Library. Positive feedback received. Once again the duck was a big hit. Spongebob and Patrick were added.
- Reserved exclusively for the Aqualytes in July. May and June were taken.

New Neighbor Letters: First round sent to Middlesex residents starting on 3/20/23. 55 letters sent to new Middlesex residents. Letters sent after April 1<sup>st</sup> to 66 Dunellen, 11 Green Brook, 9 Warren, 55 Piscataway (47 at Avalon, 8 at apartments on Birch Run) Total of 121 letters sent.

Banner: New banner with logo made? No Banner at this time.

Fees: Confirmed: Guests, \$10, birthday parties \$35

Middlesex Public Schools Superintendent/BluePrint: Flyer and content submitted in English and Spanish to be part of the Middlesex Public Schools Superintendent's newsletter the "BluePrint" from March through June. New phone number added.

Table at Community Day, June 3 Does anyone have a pop-up canopy I can use for that day or can one be purchased for events like this? Several commission members to take a shift at the table.

Family Day Games: Need to brainstorm games. Members may bring guests, not open to the public.

Swim Team: Requested content from Jim and Joe but never received a response.

Car Magnets: MCP logo car magnets PO submitted for 4-inch label without website.

#### Facebook: Interesting

- Jack Ciattarelli with 59K followers followed the Pool's page.
- I posted the Aqualytes on the Edison page and The Pines Manor, 3.6K followers liked the post
- Dunellen411: What's Going On in Dunellen, NJ & Nearby, 4.1K followers, shared our Open House Event post
- Weddings For You – 996 followers liked our Open House Event that we shared in 4Town Forum (Warren, Watchung, Green Brook, Long Hill, Basking Ridge) group
- Community Outreach Volunteer Campaign, 643 followers, shared our Open House Event from the Somerville NJ Community Page

Website: Scott was running a report about the Borough website page views -- and so far this year, the Pool pages are the 2nd-most visited pages on the whole site! The main Pool page alone gets ~4,500 page views so far in 2023, that's even more than the DPW page which is usually the most visited. Only the Home page gets more traffic (14,100+ visits), but that will always be the top-viewed page. The Pool has 2 of the top 5 pages on the site.



## Site Content

Pool <a href="#">↗</a> /pool	4,558
Department of Public Works <a href="#">↗</a> /public-works	4,390
Finance (Tax Collector & Assessor) <a href="#">↗</a> /finance	4,032
Pool Membership Pricing, Information, and Registration <a href="#">↗</a> /pool-membership-pricing-information-registration	3,445
Mayor & Council <a href="#">↗</a> /mayor-council	2,976
Latest News <a href="#">↗</a> /latest-news	2,726
Calendar <a href="#">↗</a> /calendar	2,629
Recreation <a href="#">↗</a> /recreation	2,420

### **Mr. Grimm:**

Mr. Grimm said he has been in contact with SVY regarding long course. They will be sent over the contract to be reviewed and signed.

Mr. Grimm said that he will be holding a recertification class for all guards.

The electrical inspection is coming up on May 4<sup>th</sup>.

The DPW trimmed the pine trees in the back corner of the property.

Mr. Grimm said if the bathrooms are not painted by April 23<sup>rd</sup>, he will be painting them.

Mr. Grimms said that the solar panel company would either replace the roof of the snack bar or put-up solar panels like a parking garage.

### **Liaison:**

None

### **Public Comment:**

None



Mrs. Dinger made a motion to adjourn the meeting at 8:15pm. It was seconded by Mr. Klein, and all were in favor. Next meeting will be held at the Middlesex Community Pool at 7:00 pm on May 17, 2023

Respectfully Submitted,

By Secretary, Katie Young