



June 21, 2023

Mr. Kranz opened the meeting at 7:01pm with the reading of the Open Public Meeting Law.
Present: Mr. Kranz, Mr. Klein, Ms. Benson, Mrs. Dinger, Mr. Poandl, Mr. Rudawski, Mr. Dessino, and Mrs. Kleiber

Pledge of Allegiance

Mrs. Rudawski made a motion to accept the May 17, 2023, minutes. It was seconded by Mr. Klein and carried out by the following roll call vote: Ayes: Mr. Klein, Mrs. Dinger, Ms. Benson, Mr. Rudawski, Mr. Poandl, and Mrs. Kleiber. Nos: None. Abstained: Mr. Kranz

Finances:

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

Old Business:

1. Family Day- July 15, 2023. Games from 1pm to 4pm. Grill from 2 pm to 6 pm. It was asked if we could ask the Recreation center to borrow their cornhole boards to see if the patrons would like cornhole in the snack bar. It was suggested that the pool could bring back shuffleboard. Mr. Grimm informed the Swim Pool Commission that there were too many injuries. He said he will try cornhole in the snack bar.
2. Logo placards-The pool will do a presentation of the logo at the pool on July 15, 2023. It will be announced anytime between 1:00 pm and 6:00 pm when we are having a family fun day. There will be a printout in a frame of both logos.
3. Slide Canopy- Mr. Grimm said that the slide canopy is completed, and it cost \$1,000.00. DPW will bring back the canopy and it will be put up.
4. Mr. Grimm mentioned that Mr. Klein had spent time repairing the bottom of the slide.
5. Mr. Grimm said that the toilet valves have been replaced.
6. Mr. Grimm said that the well pump has been repaired and replaced. It cost \$3,000.00. That pump has lasted for 15 years.
7. Mr. Kranz reviewed the membership numbers. We are down in membership 130 memberships from last year. Which means we are down in our finances.

New Business:

Chris DiMaggio from the Elks inquired about having the Special Needs Children come in on either August 23rd or 30th in the morning to use the pool.

Mr. Kranz said there are some refunds that people had double paid that were automatically refunded. Laura Gonzalez- had requested a refund of her membership and swim team. They had something come up and had to change their plan.

Carol Ramaglia- had requested a refund due to health issues that have just arisen.



The Swim Pool Commission said that the memberships can be refunded.

Mr. Grimm mentioned that his recertification of pool operator is up for renewal. He asked if the pool will reimburse him for the recertification.

Ms. Benson made a motion to approve paying for Mr. Grimm recertification. It was seconded by Mr. Rudawski and carried by the following roll call vote: Ayes: Mr. Kranz, Mr. Rudawski, Mr. Poandl, Mrs. Dinger, Ms. Benson, and Mrs. Kleiber. Nos: None. Abstained: None.

The Middlesex Borough is being audited by the State for Youth Rec and Swimming Pool.

Publicity:

Publicity Report for June 21, 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 Went very well considering the weather. We had approximately 45 visitors with 4 sign-ups on the spot. Having our teams present, lifeguard certification, as well as the Swim Team meeting, was a BIG plus! Questions were able to be answered on the spot and visitors easily engaged. Visitors were able to tour the pool and learn about our clubs all in one visit. Having a dedicated person for memberships is ALWAYS a plus. We were able to accept payments for members who already registered. One-stop-shopping!

Highlights:

- We had one visitor from East Brunswick who heard about us online.
- We had a mom and daughter attend specifically to find out more about the Aqualytes
- A family of three attended because the mom was a member as a child in the 1990s
- One family from Dunellen were engaged simply by asking about pizza, as Zupkos is now supplying our pizza. The family was excited about that.
- Even though some of the finishing touches of pool features weren't ready, such as the diving board and the fish dump buckets at the wading pool, people will see the contrast from this weekend to next.
- They will see the slide in its current condition then as the completed project.
- Visitors are happy that we are a membership-only pool.
- Visitors had a positive feel and they wanted to be here.

Community Day, June 3, Table from 1pm-5:30pm

- The magnets were a big hit! Approximately 2/3 of the magnets were handed out. One person took one as a reminder to register.
- The booth next to us was Middlesex Board of Health. They had pamphlets and lanyards with pool safety information that they gave us for our table.
- One of the volunteers at the Middlesex Board of Health booth was a lifeguard the first few years when the pool opened. He also met his wife while working there. He may have the trunks and wind breaker the guards were given back then. He's going to see if he has them and send a picture. He agreed to let me write a story.



- A new business in town, Focus Martial Arts, in the Shopping Center came up to us and asked for some of our handouts to display in their business to help promote the pool. They are following us on social media. They open August 5th.
- Thoughts for next year: Possibly handing out shopping bags. Only one booth gave out bags.

Mommy and Me Swim Lessons: Why are these not promoted?

Events created on Facebook:

- Opening Day
- Open House
- Community Day
- ID Photo Sessions
- Swim Lesson Registration
- Practice with the Water Wrats
- Practice with the Aqualytes
- Family Day

Presentation of winning logos with entrants Placards to be made of each logo and picture taken with winners. When will presentation take place? Placards to be posted at pool entrance

SS Advertising: Third ad, full page in both PM (Piscataway, Dunellen, Middlesex) and Warren/Green Brook.

New Neighbor Letters: Spreadsheet with list of addresses separated by town given to Katie.

Social Media Flyer: I asked if we could post "Follow Us on Social Media" flyers around the pool front desk, office window, and snack bar areas. I have added links to the top of the website and traffic has increased significantly on Facebook and Instagram. See statistics from Facebook. Suggestion of having a selfie station and tag the pool in the post.

Library Display Case Reserved exclusively for the Aqualytes in July.

"We should always be looking for new opportunities to publicize the Pool." Per the below Facebook statistics, Bridgewater is #4 in Top Cities that visit the page. New outlet to advertise:

Bridgewater City Lifestyle: <https://citylifestyle.com/bridgewater>

Somerville NJ Community Page (Conlyn Chan, Account Executive – Angi)

"Our community just opened a pool beach in Somerville and we are looking for life guards for the pool from now till end of the summer. If you know anyone with the qualifications, please let me know. Great opportunity for flexible and part-time work."



Top cities ⓘ

Middlesex, NJ	645	31%
Piscataway, NJ	153	7%
Dunellen, NJ	128	6%
Bridgewater, NJ	88	4%
Green Brook, NJ	86	4%
Somerville, NJ	59	3%
North Plainfield, NJ	50	2%
Bound Brook, NJ	42	2%
Hillsborough, NJ	41	2%
South Plainfield, NJ	41	2%

6:21 81%

← Professional dashboard

You're at Level 3! [See all levels](#)

75% complete

Performance ⓘ

Followers: 2,093
Last 28 days

Reach 33.2K +144% from previous 28 days	Engagement 4.0K +100% from previous 28 days
Impressions 77.8K +69% from previous 28 days	Net followers 51 +132% from previous 28 days

[See more insights](#)

Next steps

Create new content
Share your creativity with more people when you create a public post.

[Create post](#)

Reels 101 [Dismiss](#)
Learn how to create engaging content and grow your



9:07 82% battery

Your progress

Current level

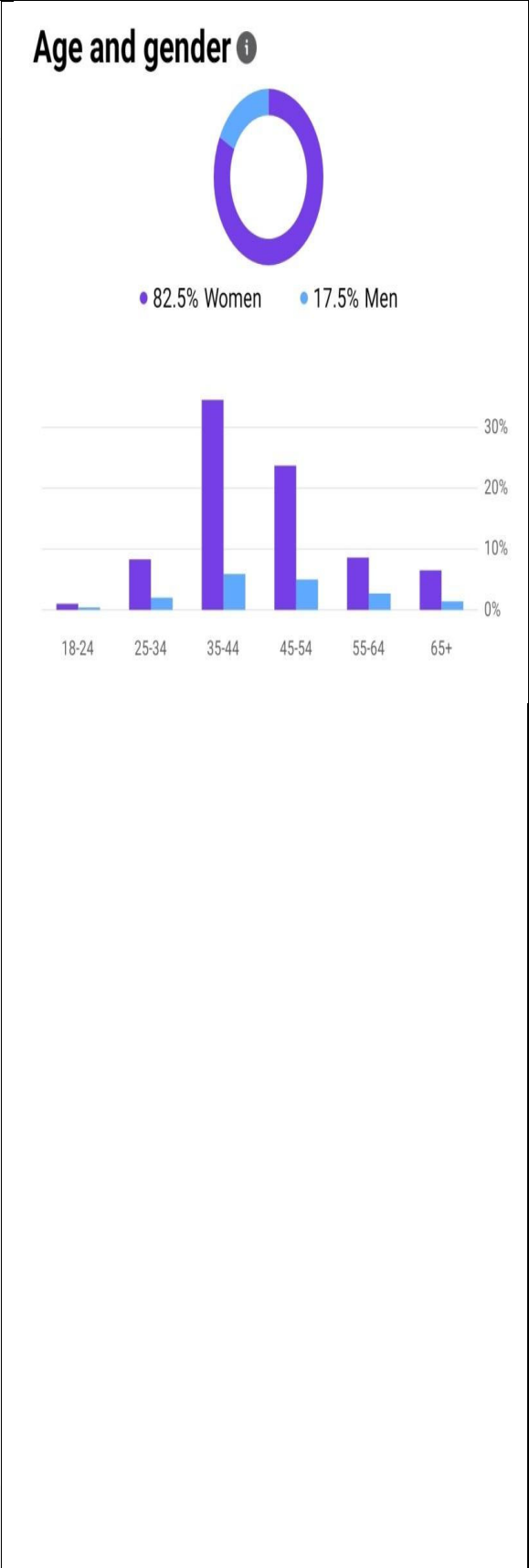
Level up by taking key steps to help you achieve your goals on Facebook. Completion is optional.

Level 3

Finish this level to start earning money with Stars (if you're eligible) and keep growing your Page.

75% complete

- Grow to 1,000 followers (Completed)
- Set up Stars (if eligible) (0/1 complete)
 - Set up Stars
- Reach 1,000 plays with your reels (Completed)
- Create 10 posts (Completed)





Mr. Grimm:

Mr. Grimm said that Middlesex County Health Department will be holding outside the pool ground a Skin Screening Check.

The Middlesex Borough Kids Police Academy will be coming in to use the pool one day next week.

Mr. Grimm said that the boiler housing and motor had to be replaced. The cost to replace the housing and motor was \$800.00.

Mr. Grimm said that the cost of the lifeguarding class went up to \$175.00.

Mr. Grimm said that the State has converted to using online working paper. The pool has an account that is set up and the employees are given the pin to access to fill out the working paperwork.

Liaison:

None

Public Comment:

None

Mr. Poandl made a motion to adjourn the meeting at 8:30 pm. It was seconded by Mrs. Kleiber, and all were in favor. Next meeting will be held at the Middlesex Community Pool at 7:00 pm on July 19, 2023.

Respectfully Submitted,

By Secretary, Katie Young