

September 20, 2023

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

Pledge of Allegiance

Mr. Rudowski made a motion to accept the July 19, 2023, and the August 16, 2023, meeting minutes. It was seconded by Ms. Benson and carried out by the following roll call vote: Ayes: Mr. Kranz, Mr. Poandl, Mr. Rudawski, Ms. Benson, and Mr. Klein. No's: None. Abstained: Mrs. Dinger and Mrs. Kleiber.

Mrs. Kleiber asked why part of the report was omitted in July, and August publicity report.
Mr. Kranz said only if it is read during the meeting will it be added into the minutes.

Finances:

The financials did not reflect the money that was used from the capital improvements on the front page of the financials.

Mr. Kranz made a motion to release the \$32,003.69 from the capitol bond.

Mr. Grimm said that he is not sure if there is another payment coming from the JIF.
Ms. Benson asked Mr. Grimm why he was worried whether there was an additional payment.
Mr. Grimm said there used to be 3 payments made years prior.

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

Old Business:

1. POS (Point of Sale) guarantees a one-time charge. Caroline wants the pool to make the money not lose money. Mr. Kranz said that Authorize.net shows how much will POS be lumped in with the membership. Mr. Kranz said that we would have to open a separate account with ESoft for Authorize.net for the snack bar. Mr. Kranz said that we will adjust the prices of food to include the charges for the credit cards used.
 - a. The slowness of the program is on the pool internet side. Mr. Rudawski said he will look at the computer this winter. We will have to run some hard ethernet wires.
 - b. Mr. Kranz said that we can issue everyone an ID card for next year, they can all have their own barcodes so they can individually scan in. It will make it easier for guests to come into the pool with their members. We can make sure that the guests leave with their members. Mr. Kranz said he will investigate whether we can use the photo's members load online for their ID cards or do we have to take all their photos to add them to the system to be printed.
2. Limiting the number of guests, a member can bring them to the pool. We can also raise the guest fee price.
3. Birthday parties. How many kids per table, how many parties per day, the rules to having a party at the pool.

4. Membership fees for 2024.
5. Pool Rules
6. Ordinances
7. The wording for Open Jobs at the pool

Mr. Kranz asked all the Commission to please review the ordinances and membership fees prior to the next meeting. Take notes on what needs to be changed.

Mr. Dessino asked about the NO ALCOHOL beverages at the pool. Is the pool going to be calling the cops as soon as there is an incident at the pool.

Mr. Grimm said that the pool Managers will address the situations as they arise. If they are clearly drinking, they will be removed from the pool property. They could even lose their membership to the pool.

8. Mr. Kranz gave the rundown of the summer of 2023 membership numbers.
Total of 2023 membership numbers: 1,371 memberships, we are down 45 memberships from 2022. The total amount of money was \$310,585.00.
Total for 2022 membership numbers: 1,416 memberships. Total amount of money was \$317,000.00.

New Business:

Mrs. Dinger asked the Swim Pool Commission if we were able to give 1 free membership to the pool for a tricky tray that the Elks were hosting.

Mr. Kranz said we cannot give out free membership to the pool. We can offer a Day Pass for a family to be given away. A letter should be crafted for this event stating that they have won free day passes for the pool, that they will have to contact the pool for the passes.

Publicity:

Publicity Report for August and September 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.

New Neighbor Letters: Spreadsheet with towns and addresses was sent to Katie in June. Re-sent in September.

Katie said that she has not had the moment to do the research for this. She will work on it for the next meeting.

August Publicity Report: Was sent along with my notification of absence but was not included in the August minutes.

Response to Joe's statement at the July 2023 meeting regarding the HS graduation social media post no longer being a sales pitch and it was discussed last year. There is NOTHING in last year's minutes, as well as this year's minutes.

Aqualytes: Aqualytes show postponement blasted all over after notification from Jim. Also got a mention on the radio, Magic 98.3!

Logo Contest winners:

When will we order their one apparel item from Squad Locker? The contest rules agreed upon by the commission state an item from Squad Locker.

Instagram Hotspots at the pool:

I had mentioned this a few meetings ago after meeting with the rep from Bridgewater Lifestyle magazine. Designate spots around the pool, maybe have cute little signs made, like the attached. When people tag themselves at the pool on social media, their friends/followers will see it. It's a digital word-of-mouth.



Website Updated for Off-season: Pricing removed from registration page and swim lessons section. Link to registration and single-page application removed.

Social Media/Pinterest: We now have a Pinterest page for the pool. Below is the growth since I started creating pins in July:

Month	Impressions	Saves	Followers	Pins
July	102	2	0	4
August	869	1	0	26
September	1239	1	1	30

This is a passive approach to publicity. When someone saves your idea, it spreads to more people through search results, feeds and recommendations. That's how you get discovered on Pinterest—and that's why a single Pin can drive tons of brand awareness, engagement and referral traffic, all for free. And you can always promote your Pins to get them in front of even more people.

Mr. Kranz said no we cannot do that do that due to, maybe someone child is in a photograph that gets tagged on our site. We do not have permission from the parents to post the photos.

Senior Citizen Day – We have an Elks/Special Needs Day, why can't we have one for our borough senior citizens? Last year Watchung Terrace requested a morning, and we told them they must pay the cost for staff. I don't think that's right.

Mr. Grimm said that we opened the pool for children with special needs. For them to learn more about pool safety.

Summer Jobs and Pool Rules on the website need to be reviewed and updated in the off-season. Everything is in the FAQ section of the website.

Mrs. Kleiber mentioned possibly having Volleyball in the lap pool on a Saturday as a suggestion.

Mr. Grimm said that years ago we had tried having Volleyball in the pool. There were too many injuries. The lap pool is not all one depth.

Mr. Grimm:

Mr. Grimm presented the Year End Report to The Swim Pool Commission to review and make corrections.

Mr. Grimm said that he is making a recommendation of a referral bonus for members who recommend new members to the pool. We can offer \$10.00 on their account to be used in the snack bar. We can use the POS system to put a balance on the account.

Liaison:

None

Public Comment:

None.

Mr. Rudawski made a motion to adjourn the meeting at 8:47 pm. It was seconded by Mrs. Dinger, and all were in favor. Next meeting will be held at the Middlesex Community Pool at 7:00 pm on October 18, 2023.

Respectfully Submitted,

By Secretary, Katie Young