

Donna Conkling

From: John Schwarz <john.schwarz12@gmail.com>
Sent: Wednesday, June 16, 2021 9:15 AM
To: Mayor
Cc: Clerk's Department
Subject: The Pool

CAUTION: External sender.

Dear Mayor Veron,

Thank you for the discussion yesterday regarding the pool situation. I would just like to suggest the possibility of a little creative marketing in order to close the projected deficit. As mentioned yesterday, maybe it would be possible to offer combination passes together with tennis and/or maybe lessons as well as other fee based recreation activities to better compete with clubs and Life Time.

Another possibility would be to offer multi year pool passes with the future years offered at a discount to the current rate. This would enhance the pool cashflow now and enable continuing residents to realize a significant savings on future purchases where the fee may also rise again.

Of course, thinking ahead - some kind of retractable roof allowing year-round swimming could dramatically change the utility and financial dynamics of the pool assuming the conversion plus the needed repairs can be justified cost wise.

The pool is a great community asset with the potential to be even more popular and profitable. Careful consideration of the options including new approaches, as took place during the meeting yesterday, will hopefully result in a very successful future of the pool.

With kind regards,

John Schwarz

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