



## State of the Mountain View Pool October 2013

Congratulations to Head Pool Operator, Anji Scalf, and her staff. Pool users are enjoying the noticeable improvements in maintenance and scheduling. ☺

### Pool Schedules - Process

Now that the fall schedule has been reworked and version 2 installed, JAC strongly recommends that the scheduling process be reworked, as well. This important management document needs a robust, careful, and collaborative development process, and JAC suggests:

1. In the spirit of partnership, we would like pool management to convene a timely roundtable discussion of the winter schedule, with Y aquatics staff and JAC.
2. We would like the partners to work to refine an efficient, collaborative, and ongoing process for schedule development.

### Program Promotion

As JAC Board and Working Group members move about the City and County, we are too regularly struck by how many locals are inadequately informed about MVP. We have met residents who do not know that Jefferson County has a public pool, and residents who think the pool closed in the winter of 2013 and has not reopened.

Many of those who know about the pool do not know about the new liner and deck, the mitigated chlorine "cloud", or about the bright new lights. They certainly know nothing about current programming. Regular users have expressed confusion with all of the schedule changes.

We understand the budget constraints hampering the City's and Y's promotion of their aquatic programs, but the posting of the MVP schedule and Y flyers at the MV Commons is not enough to get the word out. The City website continues to be problematic as a promotional vehicle.

JAC would like to work with both organizations in a collaborative effort to make the most of every advertising dollar. Some suggestions:

1. Keep the MVC kiosk and lobby displays up to date and eye-catching.
2. Improve the website with some banner type info, e.g. "New Aqua Power class, pool now open at 5:30 AM, YMCA class fees reduced and new classes offered.
3. Develop a plan for regularly getting an article or an ad into the Leader and PDN.
4. More and continuing outreach to senior living communities, large employers (e.g. Jefferson Healthcare, the Mill), the Visitors Center, service organizations, alternative schools, and others.

Program promotion would be a great first focus for a MVP volunteers group.