

City of Calistoga

MEMO

TO: Calistoga Pool Advisory Committee
FROM: Olivia Lemen, Aquatics and Recreation Manager
DATE: March 15th, 2011
SUBJECT: Discussion of 2011 programming

Using the feedback and discussion from the last committee meeting as well as the fiscal restraints, the attached is one of the final drafts of the 2011 programming. This is directly copy for the activity guide. There are more details behind the scene to enhance these programs as discussed but this provides the outline for the season. A few small changes and/or additions to the copy attached:

- The official last day of the pool season will be September 18th and NOT October 2nd as indicated on the attachment.
- The diving workshops have been confirmed for Tuesday and Thursday mornings from 9:00 – 10:30 June 14th – 23rd at a cost of \$55 for Calistoga residents and \$70 for non-residents.
- Addition of mid-day lap swim during summer hours for M/W/F as well – times TBD

In addition to the activity guide which will go out the first week in April, we will be doing a variety of promotional activities to increase attendance and awareness:

- We will have a variety of special events through out the season (see page 6 of the guide) where admission for the day will be discounted
- Early Bird promotion to sell season passes – added a family season pass this year
- Exploring Groupon promotion for spring marketing
- Send home information at schools
- Demo Day on the first day of the pool season – will promote pool activities as well as other summer programs
- Flyer rack cards throughout town as well as local family attractions (Safari West, Petrified Forest, Bale Gist Mills, Geysers, etc)
- Monthly e-news letters
- Local paper ads

This is just a starting point for additional discussion and ideas.

ATTACHMENT: Activity Guide Final Draft Pages 1-7