

CITY OF CALISTOGA
City Clerk

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RECEIVED

To: The Calistoga City Council
Mayor, Jack Gingles
Vice Mayor, Michael Dunsford
Councilmembers;
Gary Kraus
Karen Slusser
Chris Canning
Attention: City Staff

5 February 2012

Re: Early opening of the Community Pool this season

Dear Mayor, Vice Mayor and Council Members,

I regret that I will not be able to attend the upcoming February 7th City Council meeting. I'm one of the many users of the Pool, both as an occasional lap swimmer and as a recreational user, along with my husband and daughter.

The Pool is a precious asset for the City, both for its regular residents, and especially for its children and for the people that want to use it to get in shape or simply to have a good time and to meet other people from Calistoga and neighboring communities. It is good for the spirit and for the health, both very important in these difficult times. We should all work together to make the pool more visible (we still need, for example, better signage in town to direct visitors to the Pool) and to increase usage. The Pool is still fairly new and needs further and regular marketing to be put on the map as one of the Calistoga's top assets. Reaching out toward other neighboring towns, such as St. Helena, would also be profitable. The more users and outreach we can have, the more the Pool will be sustainable.

What is the City planning to do for stronger marketing for the Pool this season? Can we help (such as volunteering some time) and how?

I'm supporting the Calistoga Pool Project (and know many more Calistoga residents like me are) to propose some type of early season passes and hopefully also a solution for a late opening as well. Donations are certainly welcome but reaching

out to the users should be the first effort. SWIM NOW, a grassroots movement, is working toward this goal by gathering emails of interested pool users.

I'm ready to buy an early season (and a late season pass) and I know a few more people that are. Any people interested amongst you City Council Members ?

The City could help us by sending an email or a flyer to the people that bought season passes or 10-ticket passes last year to find their interest for an early season and or a late season this year. Building and using a database of users is very important.

Thank you in advance for helping us toward a happy sporting and fun wet season !

Sincerely yours,

Sophie Gullung
SWIM NOW !

Copies :

- Calistoga Community Center & Pool Project Board Director (by email)
- Olivia Lemen, Recreational Manager
- Richard Spitzler, Calistoga City Manager