

AQUATICS WORKING GP.

6/17/2025

Sharing - what brought you?
one good thing to share?

- desire to spread interest in swimming
- fitness instructor - 25 years
- Swim team coach BH. want lots of kids at pool
- Swimmer, local, want everyone in neighborhood to benefit.
- Local, access for all
- Believe that all ages should swim
- want to hear the feedback, hope the local neighborhood gets excited about pool
- Lifelong swimmer - want to understand financial challenges, share ideas,
- BH local, swimmer, BNNA president, want community to know about / use BH pool

②

- 2 want to dispel perception that
BH residents "don't want to swim,"
they just need access, means to do
- concerned about financial issues,
seek solutions
 - water exercise user, Hope for
sponsors for BH swim team,
funding for free/subsidized activities
 - PA res. - MP swimmer,
supporter of swim team, want
to see more kids at BH pool
from local schools, community
 - BH resident - Happy to see mailer
and coupon - more of that?
 - Daughter on swim team - like the
mailer/coupon
-

③ matrix of feedback / responses

Staff reviewed select responses
#2, #6, #8, #15, #18, #21,
#22, #30, #46, #47

Feedback

- Need Spanish speakers to help get info at Aquafit, other classes
- How has summer break attendance been?
[It has picked up w/ summer break and summer programs.]
- Why isn't BIG club at PH Pool?
They are going to other location for summer. Outreach to those programs.
- City contributes \$1 m to the pool / year -
at what point would the pool close for lack of funds?
- What does the maint. costs entail?
Who is paying? [City]
[operator pays for day-to-day operations]
- Why were Burgess hours reduced?
[control labor costs]

④

- Can we get financial information about pool operations, shortfall.
- Pool is built by the City, Operator runs it.
- Facebook made gift contingent on their employees having access? [No] [focus is on hyperlocal residents, there is no special access for FB employees.]
- Bilingual lifeguards? [Yes, and working to hire more.] [Not always on deck, yet.]
- Swim team eventually can lead to youth lifeguards. [Certifications are earned as well.] [MSS is a competitive employer - large team, strong recruiting capacity.]
- Which schools are target for lifeguard recruiting? [Mostly M.A] but others too

⑤

- Red cross website has info where youth can get lifeguard training.

[MSS offers w/o lifeguard classes/year, in-house trainers]

- BBAF also give scholarships for lifeguard training? [Majority of MSS new hires are local]

- Water polo used to be robust; status update?
Could expand reach, bring revenue.

[BH Pool is designed to support water polo in the future]

- Second comment / testimonial about the former water polo program & coach @ BH
Comment on stigma / different response by residents not from BH about BH

⑥

Marketing efforts in progress

[in agenda packet]

[distributed flyer/mailed]

aquafit instructor
- outreached
to senior
center program

~~WORD OF MOUTH PLANNING~~

(2)

Feedback / suggestions

- Food trucks
@ pool?

Local stores

- Bday party rentals?

public transit ads

- @ @ family
celebrations

BHCD

Senior center

(WATER SAFETY MESSAGE)

Segmented marketing, targets

Talking points, tailored

Target meta employees in morning? lunch?
and other employers

+ PRESCHOOLS

⑦ WORD OF MOUTH MOBILIZATION

LIAISON / VOLUNTEER	GROUP	# FLYERS
Eduardo H.	CRC	
	Nuestra Casa	
Miyko	BH empowered	
Miyko	BHNA BHCDF	
Miyko	BH Action P. Bridge	
Miyko +	Local (BH) retail Schools	
Arlene / alexia	Summer camp Girls 2 women	~25
Lalo	Ravenswood Health	
Rochelle	BIG club EPA food boxes - 2nd Harvest other AID's	