

VERONA COMMUNITY POOL 2026 RECOMMENDATIONS



SUMMARY

- Preliminary 2025 Financial Review
- Membership and Fee Increases are Recommended
- Out-of-Town Membership Pilot Program
- Staff, Salaries, and Wages
- Policy Changes

2025 FINANCIALS

2025 MEMBERSHIPS & MISCELLANEOUS REVENUE

2025 Memberships		
Membership Program	Total	Revenue
Caregiver (Formerly Baby-Sitter)	80	\$13,840.00
Couple Membership	43	\$27,297.00
Family Membership	745	\$524,128.00
Individual Membership	44	\$20,508.00
Parent/Child Membership	59	\$36,214.00
Senior Citizen Membership	307	\$70,118.00
Twilight Membership	10	\$2,910.00
Totals	1,288	\$695,015.00

Category	Revenue
Family Night	\$ 4,820.00
Gazebo Rental & Rain Date	\$ 5,095.00
Guest Passes	\$ 61,940.00
Guest Books	\$ 5,955.00
Swim Lessons	\$ 8,880.00
Interest	\$ 16,826.23
Mini Waves	\$ 2,730.00
Sponsorships	\$ 9,800.00
Pickleball Tournament	\$ 1,890.00
Pre-Season Concert	\$ 11,520.00
Lakeside	\$ 13,113.00
Pool Parties	\$ 13,432.20
Replacement Badges	\$ 30.00
Day Passes	\$ 2,375.00
Cougar Swim Team	\$ 13,000.00
Water Aerobics	\$ 6,405.00
Playgrounds Trips	\$ 6,248.00
WAVES Swim Team	\$ 9,925.00
Total	\$ 193,984.43

2025 EXPENSES

2025 Expenses	
Category	Amount
Statutory	\$ 371,400.00
S&W	\$ 332,202.53
Operating	\$ 235,850.00
Total	\$ 939,452.53*

*2025 expenses are still being finalized

2025 Summary

Category	2025 Budget	2025 Actual
Membership Fees	\$649,000	\$695,015
Miscellaneous Revenue	\$160,750	\$193,984
Surplus Used	\$200,000	\$200,000
Total Revenue	\$1,009,750	\$1,088,999
Salary & Wage Expense	\$402,500	\$332,202
Operating Expenses	\$235,850	\$235,850
Capital Improvement Fund & Debt Service	\$299,700	\$299,700
Deferred Charges & Statutory Expense	\$71,700	\$71,700
Total Expenses	\$1,009,750	\$939,452

2026 MEMBERSHIP & FEE CHANGES

Pool Membership Rates									
Potential Increases		1.50%		2%		2.50%		3%	
Membership Type	2025 Membership Rate	Potential 2026 Rate	Dollar Change	Potential 2026 Rate	Dollar Change	Potential 2026 Rate	Dollar Change	Potential 2026 Rate	Dollar Change
Family	\$696	\$706	\$10	\$710	\$14	\$713	\$17	\$717	\$21
Caregiver	\$173	\$176	\$3	\$176	\$3	\$177	\$4	\$178	\$5
Couple	\$629	\$638	\$9	\$642	\$13	\$645	\$16	\$648	\$19
Parent / Child	\$596	\$605	\$9	\$608	\$12	\$611	\$15	\$614	\$18
Individual	\$457	\$464	\$7	\$466	\$9	\$468	\$11	\$471	\$14
Individual (Twilight)	\$271	\$275	\$4	\$276	\$5	\$278	\$7	\$279	\$8
Senior	\$224	\$227	\$3	\$228	\$4	\$230	\$6	\$231	\$7

Payment Plan Option

Offer in-town memberships payment options.

Example: 4 month payment plan

Family Membership at \$710.

2/1 - 25% \$177.50

3/1 - 25% \$177.50

4/1 - 25% \$177.50

5/1 - 25% \$177.50

* payments received after 5/1, will be charged the late fee \$50

2026 Fees

Except as noted below, Pool Fees will increase by the same percentage that Membership rates increase. Fees will be rounded to the next highest whole dollar.

Category	2025 Fee	2026 Fee	Change
Gazebo Rental (First 2 Hours)	\$100	\$105	\$5 Increase
Rec Tent Rental Sat. & Sun. Only (First 2 Hours)	N/A	\$105	New Fee
Rain Date	\$50	\$50	No Change
Pool Membership Late Fee after 5/1	\$50	\$50	No Change
Replacement Badge (per membership)	\$20	\$20	No Change
Verona Waves & Mini Waves	\$105	\$125	\$20 Increase
Water Aerobics (Morning & Twilight)	\$105	\$125	\$20 Increase
Family Night - non-member resident	\$10	\$10	No Change
Pre Season Concert - Resident	\$20	\$20	No Change
Pre Season Concert - Non Resident	\$40	\$40	No Change
Summer Playgrounds Trips	\$22	\$25	\$3 Increase
Pool Rental (For Profit Organizations)	\$3,225 / hour	\$3,450 / hour	\$225 / hour Increase
Cougars Rental	\$13,000	\$15,500	\$2,500 Increase

OUT-OF-TOWN PILOT PROGRAM

- 2026 Pilot Program of 100 Out-of-Town Memberships at \$1,000 per membership. This fee is a starting fee that can be increased in future years and is in line with the Recreation Advisory Committee recommendation.
- All memberships would be "Family Memberships" and would be offered on a first-come, first-served basis.
- Memberships would be made available to residents of contiguous towns to cast a wide net and increase the likelihood of obtaining 100 members.

2026 SALARY & WAGES

HOURLY STAFF

Lifeguards, Office, Maintenance, Rec Tent, & Assistant Swim Coaches

- The base hourly rate will be set at Seasonal Minimum Wage for Office, Maintenance, and Rec Tent staff, Lifeguards will start at \$1.00 above Seasonal Minimum Wage, and Assistant Swim Coaches will start at \$1.50 above Seasonal Minimum Wage
- The State of New Jersey announced that Seasonal Minimum Wage for 2026 will be \$15.23 per hour
- Returning Staff will have their hourly rates increased according to the following schedule

Years of Employment	1	2	3	4	5	6	7
Hourly Rate Increase	\$0.25	\$0.25	\$0.25	\$1.00	\$0.25	\$0.25	\$0.25

STAFFING CHANGES

- Office Staff – In 2025, the Office Staff was reduced to 4 employees for all shifts, except for Family Night, Friday afternoons, and Weekends
- Maintenance Staff – In 2025, the 1:00 pm – 5:00 pm Maintenance shift was not filled from Monday to Thursday.
- Rec Tent - Change hours of operation from 1:00 pm - 5:00 pm to 2:00 pm - 6:00 pm and change staffing to 3 Staff from 2:00 pm - 3:30 pm and 4 Staff from 3:30 pm - 6:00 pm
- Lifeguards - There are no anticipated changes to Lifeguard Staffing for 2026

SUPERVISORY STIPENDS

Position	Stipend Range
Head Pool Manager	\$8500 - \$20,000
Assistant Pool Manager	\$8000 - \$11,000
Office Manager	\$8000 - \$11,000
Head Swim Coach	\$4,000 - \$6,500

- Head Pool Manager – Increase range to a maximum of \$20,000 to allow for the possibility of expanding role
- Returning Pool Managers shall receive a \$500 annual increase for each year of service
- Manager COE's will detail pre- and post-season responsibilities as well as shift requirements.

ADDITIONAL PAY FOR CERTIFICATIONS

Certification	Stipend
Certified Pool Operator	\$750
Lifeguarding with CPR/AED for Professional Rescuers and First Aid	\$250
Water Safety Instructor	\$500
Lifeguard Management	\$500
Safety Training for Swim Coaches	\$250
Emergency Medical Technician	\$750 for Stipend Employees, \$1.00 per hour for hourly
Basic Swim Instructor	\$2.00 per lesson

2026 HIRING TIMEFRAME

Pool Managers:

- There is at least one known vacancy for Pool Manager in 2026
- Post Position from November 1 – December 15
- Candidate Interviews - January 2026
- Offers of Employment – No later than 2/1/2026

Lifeguards, Maintenance, Office, and Rec Tent:

- Reviews of 2025 Staff have been requested and are being reviewed
- Employees selected to return in 2026 will be contacted in January 2026
- For New Hires
 - Post position from December 1, 2025 - January 15, 2026
 - Conduct Group Interviews in February 2026
 - Offers of Employment - No later than 3/1/2026

POLICY & RULE AMENDMENTS

RESCUE SQUAD/FIREFIGHTER MEMBERSHIPS

2025 Fire & Rescue Squad Memberships		
Category	Quantity	Cost
Family	26	\$18,096
Caregiver Add On	8	\$1,384
2 Adults	11	\$6,919
Single	2	\$914
Senior	2	\$448
Parent Child	2	\$1,192
Total	43	\$28,953

Fire & Rescue Squad Memberships Not Utilized In 2025		
Family	4	\$2,784
2 Adults	4	\$2,516
Single	1	\$457
Senior	1	\$224
Total	10	\$5,981

After accounting for memberships not utilized in 2025, the value of the free memberships that Fire and Rescue Squad members received was \$22,972.00

Fire & Rescue Membership Offsets

Training & Skills Refresher Provided by VFD & VRS		
Station	Number Trained	Value
CPR / AED	63	\$2,205 (\$35 per participant)
Bleeding Control / First Aid	63	\$1,260 (\$20 per participant)
Confined Space Awareness	63	\$1,890 (\$30 per participant)
Total Value of Training	\$5,355	

Supplies Provided by VFD & VRS		
Item	Value	Notes
Rechargeable Fan	\$300	Included for 2025, will not be included in subsequent years unless replaced
Stretcher	\$1,000	Included for 2025, will not be included in subsequent years unless replaced
Ice Packs (5 Cases)	\$200	Replenished as needed, replenishment cost not included
Jump Bag	\$4,000	Replenished as needed, replenishment cost not included
Total Value of Supplies	\$5,500	

REC TENT RENTALS

- The Rec Tent is currently open Monday – Friday from 1:00 pm – 5:00 pm, but closed on weekends.
- Even though the Rec Tent is closed on weekends, it cannot be rented for private functions.
- The Township should allow the Rec Tent to be rented by patrons on weekends under the same fee structure as Gazebo Rentals. The available rental times and rules will mirror the Gazebo Rental Rules.

DISCIPLINARY ACTION

- The VCP rules are enforced by the pool staff and reported to the Administration and Director of Community Services.
- There were numerous instances where pool staff reported violations of pool rules; individuals under the age of 18 were responsible for the majority of infractions.
- To ensure a safe and enjoyable environment for all, modify the disciplinary procedure to involve adults/parents earlier in the process than previous years.
- Violations considered less than serious will follow the principles of progressive discipline; serious violations (i.e., safety) will be evaluated on a case-by-case basis.

Infraction Instance	Action Taken by Staff
1	Verbal Warning
2	Written Warning – Email to Adult
3	Removal for the Day – Call Adult
4	Revocation of unsupervised pool privileges
5	Suspension of Membership after meeting with Administration and Community Services

WEATHER CLOSURES

- Currently, the Recreation Department's policy is to close the pool for the day if a closure is required after 4:00 p.m. Closures are only required when there is lightning in the area.
- The Pool does not close due to light rain, lack of sun, cooler temperatures, or low attendance
- Pool Managers, after consulting with Administration and Community Services, may close the pool for the day for poor weather conditions forecasted to continue for the remainder of the day.

VOLLEYBALL COURTS

- The volleyball court sand pit leads to children playing in the sand and then entering the pool without washing all the sand off.
- This leads to sand in the pool, which clogs the pool filter and vacuum, and increases the cost of pool maintenance.
- In the post-season survey, the majority of responses indicated a desire to keep the volleyball courts.
- Volleyball courts will be converted to grass volleyball courts ahead of the 2026 pool season

TABLE HOLDING

- Pool Managers reported that patrons place their belongings on the tables at the pool to reserve them for the day.
- This practice should not be allowed, and a rule should be added to either "Respect for Others" or "Structures, Chairs, and Possessions" stating:

Tables at the VCP are available for all patrons. Patrons are not to reserve tables by leaving their belongings on tables while they are not on pool grounds.

ADULT SWIM

- The 2025 Adult Swim Pilot tested 15-minute adult swim periods in the 3-foot and 4-foot sections of the pool.
- After the pilot was completed, a survey was conducted, 69% of responses stated that they had a neutral to excellent experience with Adult Swim, and 78% of responses to the end-of-season survey indicated that Adult Swim would have no impact or improve the individual's experience.
- Amend the pool hours to include fifteen-minute “adult swim” periods at 2:00 pm and 5:00 pm on Saturdays.

2026 SPONSORSHIP

As we look ahead to the 2026 season, we are seeking community partners and sponsors to help us maintain and enhance the programs and services that make the Verona Community Pool such a special place.

Sponsorships enable us to keep membership fees affordable, fund facility improvements, and offer enriching activities for children, families, and seniors. We are offering a range of sponsorship opportunities designed to give your business visibility and recognition within our community. The Township will begin soliciting sponsorships in Q4 2025 by sending a mailer to Verona Businesses, social media posting, and including information in Township communications. The Township will also contact the Verona Chamber of Commerce as well as surrounding Chambers.

Options include:

Gold Sponsor – \$2,500

- Premier recognition on pool displays(most prominent logo placement)
- Business logo featured on Township website & social media
- Recognition at pool events and announcements
- Complimentary family pool membership for the season
- Opportunity to distribute promotional materials at the pool

Silver Sponsor – \$1,500

- Medium logo placement on pool displays
- Logo featured on Township website & social media
- Recognition at select pool events
- 5 complimentary daily guest passes

Bronze Sponsor – \$750

- Business name listed on pool displays
- Recognition on the Township website
- 2 complimentary daily guest passes

Individual Sponsor - \$500

- Recognized by Resolution of the Township Council
- Listed on Township Website as a “Friend of the Verona Community Pool” for the year of the sponsorship
- 1 complimentary guest book if VCP member or 4 Resident Day Passes if not a VCP member

Special Events Sponsorships

Questions?