

**PERINTON RECREATION & PARKS DEPARTMENT**  
**ADVISORY BOARD MEETING MINUTES**  
**February 27, 2014**

**PRESENT:** Chair Al Chesonis, Advisory Board Members Mike Coppola, Jim Donahue, Cheryl Hanzlik, Jayne LaFay, Commissioner of Recreation and Parks Jeff Myers, Director of Recreation Diane Riesenberger and Director of Parks Stacey Estrich.

**GUEST:** Town Supervisor, Mike Barker thanked the board members and Recreation and Parks Department staff for inviting him to attend the meeting. His transition as Supervisor has been going well and has included a meeting at the Parks Operation Center as well as riding shotgun on a snow plow during one of the late winter storms. He expressed his confidence in the continued excellent management of the Department and oversight by the Board.

**GUEST:** Recreation and Parks Department Intern, Rob Goodenow

**MINUTES:** Motion to approve the January 23, 2014 minutes by Board member Jim Donahue, seconded by Board member Jayne LaFay, minutes approved.

**COMMISSIONER MYERS' REPORT**

**DEPARTMENT TRANSITION/STAFFING**

The department is preparing for a transition that will take place in a little over a month. Debbie Ellis has announced her retirement from the department, effective April 14<sup>th</sup>. When she retires, she will have served with the department for 32 years. We congratulate Debbie on her upcoming retirement, and wish her the best in her new chapter in life.

We have identified Jeff Nutting, Recreation Supervisor, as the successor for the Assistant Recreation Director position. This is a direct result of Jeff's commitment and dedication to the department, and his strong leadership skills that he has already demonstrated in his current position.

We are currently recruiting potential candidates for the Recreation Leader position. This has always been the entry level position for the recreation division.

The Town Board approved Jeff Nutting's appointment to Assistant Recreation Director, effective March 31, 2014, at last evening's meeting.

**MONROE COUNTY CIVIL SERVICE**

On a related note, the Monroe County Civil Service Commission has announced that they will be offering the Recreation Supervisor and Recreation Leader Open Competitive Civil Service Exams. We have requested a Promotional Recreation Supervisor Exam for Josh Dillon to take. This request has been approved by the commission, and will enable Josh to take this as the only eligible candidate for promotion to a Recreation Supervisor position in Perinton.

**FINANCIAL UPDATE**

The deposit to the Supervisor for February was \$88,609.29. This amount is \$5,113.31 more than February of 2013, making our deposit to date, 2014 a total of \$12,551.47 above last year. This is the highest amount for January and February since 2006, and second all time highest that my records go back (2002).

**AQUATIC/FITNESS/GYMNASIUM USAGE FEBRUARY RECESS COMPARISON**

Attached to this report is a 10 year comparison of Pass and Point of Sale receipts for the week of February break. You will see that this year fell slightly short of last year's total, which can be

attributed to the more extreme weather conditions that we experienced this year. I am very pleased with the usage report for 2014. The staff did a tremendous job moving people through, and helping them have a very enjoyable experience at our center.

### **STATE RECREATION CONFERENCE**

The New York State Recreation and Park Society (NYSRPS) will host their Annual Conference and Business Exposition from March 23<sup>rd</sup> to the 25<sup>th</sup>, in Saratoga Springs. The department will be represented by Jeff Myers, Diane Riesenberger, Jeff Nutting, Laura Silins, Josh Dillon, Stacey Estrich, Scott Allen and Rob Goodenow. I will be presenting two educational sessions on that Monday. Rob Goodenow will be a moderator for one of my sessions, which will give him some public speaking experience.

### **NATIONAL PARK SERVICE REPORT ON HART'S WOODS**

On Wednesday, February 26<sup>th</sup>, the town received the National Natural Landmark Status Report for Hart's Woods. This report is a follow up from the on-site visit that the National Park Service conducted back in June. Copies of the report, as well as the pictures taken that day, are included in your packets. It is a local treasure and worth a walk thru if you get the opportunity.

### **ADDITIONAL DEPARTMENT NEWS**

Jeff and Allyson Nutting are in the process of purchasing a house in Perinton. Their house in Irondequoit has sold, and they have a tentative closing date in April for their new house.

### **DIRECTOR ESTRICH'S REPORT**

#### **New Features**

Jurij Kushner, Community Garden Coordinator, conducted the second of a series of garden lectures at the Lion's Den, Tuesday, February 25. Twenty-eight were in attendance. The final winter lecture is March 18. The annual meeting of gardeners is March 19 at the Community Center.

Four Eagle Scout projects are underway for spring completion. They are:  
Samik Mitra - Arboretum inventory update, tagging systems and information brochure for Garnsey Arboretum.

Tommy Chesonis - Volleyball court upgrades and improvements at Perinton Park.

James Homan - Constructing one adult picnic table, one youth picnic table and a sandbox for the Community Garden at Potter Park.

Ryan Canham - Installation of two additional underground water lines at the Community Garden at Potter Park.

There is a fifth project we are waiting to hear about which finalizes projects for 2014.

#### **Operations**

Ice Rink Status: 2014 open 67.5 / closed 9.5, 2013 open 58 / closed 15. Last year we closed March 9, 2013. *(Using opening date of December 13, 2013 for total days of 77 to date.)*

Tree removal was completed at Perinton Park along O'Connor Road. Stump grinding will take place as the weather breaks. Park crews started and completed the removal of lower evergreen branches at Fellows Road Park. Evergreens are located by the volleyball courts and tennis courts.

Fellows Road Park has also received all new bulbs in the parking lot, additional emergency exit signs installed in the building by restrooms doors and the restrooms are ready to receive new stall doors.

Fire Alarm and safety inspections have occurred at the Lion's Den Teen Center and Park Operations Building. All other fire alarms were cleaned and inspected during winter annual maintenance.

During February break, the Lion's Den closed for routine maintenance. The floors and windows were cleaned and paint touch ups applied on walls. The recreation staff also cleaned out the attic.

Fairport Municipal Commission contacted the Town to inform us of unusually high utility bills due to the extreme low temperatures and adjusted costs. Even with precautions, our utility bills are \$500-\$1000.00 over last year's January totals. All of our main buildings and parks operation center operate fully by electric (electric furnaces). We will watch our utilities throughout the year to try and offset expenses.

### **Staff**

The winter season is full of conferences and free lectures of which park staff have taken advantage. A brief listing is enclosed.

February 4: Trade Show & Education Conference hosted by Genesee Finger Lakes, Nursery and Landscape Association at Double Tree, Henrietta NY. Scott Allen and I attended this all day conference. Morning lectures were 'Painting with Light' (landscape and building lighting), 'Tough and Dependable Perennials', 'Nurseries, Natives and Invasives' and trade show breaks. The afternoon was focused on athletic fields: 'Infield Dirt Construction and Maintenance & Overall School Field Maintenance Tips' by **Mike Boekholder, Heads Groundkeeper for the Philadelphia Phillies**. The afternoon also consisted of 'Seed & Seeding' and 'Child Safe Playing Field Act' (NYDEC pesticide law).

February 11: Rob Cooper attended a Cornell Cooperative Extension session on Turfgrass Pests. This session helped Rob gain a better understanding of turf insects and their management through development of skills in insect identification, scouting, monitoring, and traditional and alternative control options.

February 13: Diane and Stacey presented a lecture at the Western NY Regional Conference held at the Community Center called 'Community Gardens: from Conception to Completion'. This was a 1.5 hour lecture divided equally between them. Chair Chesonis suggested their presentation be taken to the National level. The afternoon session was a very lively lecture on 'Internal Conflict Resolution'. Great advice for communicating internally and externally for work related business conversations. Representatives from other towns were surprised at how well our staff from Recreation and Parks works together.

February 18: Robert Van Camp attended a Cornell Cooperative Extension class on Intro to Turfgrass. Robert is the newest member to our park staff. The session addressed what it takes to grow healthy turf and discussed the importance of lawn quality with management practices.

February 19: Rob Cooper and Robert Van Camp attended a free lecture sponsored by Professional Turf Solutions, Corfu, NY. The function was a 5 hour series of classes focused on soil solutions and properties, nutrient retention, cation exchange capacity and understanding soil test results to estimate fertilizer absorption potential in turf.

Lastly, Jim Belaskas is back on disability leave for the injury he sustained last year at home. His disability is for an undetermined amount of time (6-8 weeks+). The Town has taken the stance that Jim is not allowed to return to work without all restrictions lifted. He is scheduled to visit his doctor on March 24.

Interviews began this week. Seven to nine part-time/seasonal positions are available.

## **DIRECTOR RIESENBERGER'S REPORT**

### **RECREATION PROGRAMS**

#### **RECTRAC**

Winter **2014** registration is currently at \$150,366.00.  
There are 3,060 participants enrolled in 368 classes.  
Winter **2013** registration at this time last year \$143,281.00.  
There were 3,009 participants enrolled in 285 classes.  
Winter **2012** registration at this time \$122,066.  
There were 2,854 participants enrolled in 259 classes.

#### **FACILITY USAGE**

February totals: 22 reservations for a total of \$4,670.00.  
Year to Date: 80 reservations for a total of \$11,463.00.  
February totals **2013**: 37 reservations for a total of \$5,148.00.  
Thru February **2013**: 86 reservations for a total of \$10,834.00.

### **PROGRAM REVIEWS**

#### **24<sup>TH</sup> ANNUAL PERINTON POPULAR PIZZA PARLOR POLL**

This crowd pleasing event was another resounding success. Even a frigid January evening wasn't enough to keep over 200 pizza loving participants from coming out on January 28! This year 216 participants were registered (up from 209 in 2013). We were anticipating 10 parlors participating but unfortunately Papa C's had to cancel at the last minute. The winning parlor this year was Perinton Pizza. Papa John's and Jozepi's tied for second place and Pizza Chef came in third place. This program profited just shy of \$400 (\$395.00) which is always a good thing. Next year will be the 25<sup>th</sup> anniversary for this event, so we are brainstorming ideas to make it the biggest and best year yet.

#### **FATHER DAUGHTER VALENTINE BALL**

This popular event, held on Saturday, February 8, had 50 dads and daughters out for a special afternoon of dancing, fun and more. 13WHAM News covered the event and interviewed instructor Kathy Fiete on the history of the program. We had one dad who had participated for the past 9 years with his daughters of various ages.

#### **SCHOOLBREAKERS**

Schoolbreakers was held on February 18 – February 21. The staff did a great job offering a variety of activities combined with swimming at the Aquatic Center. The program resulted in a net income of \$1,913. Many parents sign the children up for the first day and they enjoy it so much they ask to be registered for the remaining days.

#### **SUMMER 2014 PLAYGROUND PROGRAM**

All planning is going as scheduled. We are still waiting to hear back from a few staff members on their intent to return for another summer. The hiring process for staff openings will begin in March. The majority of field trips and special events have been scheduled. Jeff Nutting and I attended a meeting with the Fairport Central School District summer school staff to finalize details on our Better Together program. This summer, Better Together will be held at Northside School. We are anticipating 3 classrooms again this year.

#### **OUTDOOR MOVIES/SPONSORSHIP**

We are pleased to report that Drama Kids International will be a sponsor at the Red Carpet Level (\$1,500) for our Wednesday, August 20 movie date this year. At this level, the sponsor is able to help pick out the movie as well as develop fun pre-show activities. Pamela Spiteri, owner of Drama Kids, would like to do "Annie" (the sing along version) and we are developing activities to coincide (perhaps an Annie look-alike contest). The other movie date is Wednesday, August 6, contingent on available sponsorship funds

### **YOUTH BASKETBALL**

The highlight of our Youth Basketball season was a visit by four members of the Rochester Razorsharks pro team on Wednesday, January 29. In the past they have conducted a clinic but this year it was changed up a bit and they actually played along in the game with the kids. The children loved it, especially the team's ability to dunk the ball (gently, of course!).

### **PERSONAL TRAINING**

We continue to see a rise in personal training packages as revenue has nearly tripled year to date this year compared to 2013 (\$1,080.00 in 2013, \$2,700 in 2014).

### **UNDERGROUND RAILROAD**

On Tuesday, February 18 in honor of Black History Month, Jerry Bennett presented a special program on the Underground Railroad. There was a positive response and we had 20 in attendance.

### **STORY WALK**

In conjunction with the Fairport Area Branch of the American Association of University Women, our first indoor Story Walk was posted inside the Community Center. The story "Penguin on Vacation" by Salina Yoons, was put up just prior to February break and in honor of our new mascot "Peri".

### **WINTER JAMBOREE**

We are gearing up for our Winter Jamboree this Sunday, March 2. This event, sponsored in part by Yummies frozen yogurt and specialty coffees, will be held from 11:00am-5:00pm. Beck from the Buzz (98.9) will broadcast live from the PCC from 12 noon until 2:00pm with radio prizes and giveaways. Programs, demos and activities will be held throughout the PCC. Food will be available for purchase from Yummies and Dinosaur BBQ. The Aquatic Center Open Swim will be held from 12 noon until 5:00pm and is included with the purchase of tickets for the event. Also included are special appearances by John DiPasquale, Meteorologist from Channel 8 News, Spikes the Rochester Red Wings Mascot and the Drumcliffe Irish School of Dance. Our own "Peri" the Penguin will also make his premiere debut. Tickets are \$25 per family of 4 (\$4 each additional participant) or \$6.25 per person. (Flier enclosed).

### **AQUATICS**

Splash parties continue to be popular. During the month of February: Friday nights – 5 parties (\$801), Saturdays – 18 parties (\$2,880), Sundays – 9 parties (\$1,438) for a total of \$5,119. Walworth Recreation, Ontario Recreation and Compeer Rochester brought swimmers to the pool over February break. Private lessons continue to be successful and many continue to fill. Aquatic Story Time, held at the Fairport Public Library on February 12, had 9 participants. The next one will be offered on Saturday, March 29.

### **TEEN CENTER**

On Friday, January 31, a crowd of teens, parents, siblings and friends enjoyed music performed by 3 bands and 2 solo guitarists. Since the onset of the program in January 2007, there have been 30 shows, which have given hundreds of Fairport-Perinton teens the opportunity to perform on stage at the Teen Center and the amphitheater. Program attendance remains strong with between 25-35 teens showing up on any given Saturday evening for our Teen Drop-In Activity Night. Following the 55+ Breakfast on Thursday, February 20, teens and seniors entertained an audience of seniors, family members, and children from the Schoolbreakers program with their musical, vocal, dance and theatrical talents for our Eighth Annual Teen Talent Show. Acts included; a sing along of old time favorites by Rod Ashton and Pete DuPre', musical pieces performed on acoustic guitar, harmonica, classical violin, classical piano and tuba as well as vocal and dance performances.

## **55+**

AARP does a great job with keeping everything running smoothly during this busy tax season. At this time all slots are filled for filing taxes here at the PCC. A school bus transported a group of our 55+ adults to the Monsignor Schnacky Community Center to see "The Masked Canary" on February 6. The Sweetheart Dinner/Dance with the Moondance Band was a hit on Tuesday, February 11. Chef Barb Gill served a delicious prime rib dinner with a beautiful dessert table. Amy Walts performed on her harp for the Valentine Lunch on Wednesday, February 12. We had a great turnout for our movie matinee "Pillow Talk" on February 13.

## **DEPARTMENT NEWS**

On Friday, February 7, Jeff Nutting and Josh Dillon attended a class/meeting at the College at Brockport promoting our internship program to the Recreation and Leisure Department. They gave a synopsis of the activities the interns do and were able to answer questions from prospective interns. Hopefully, this will help us recruit motivated young adults interested in sharpening their skills with the Town of Perinton.

The Western New York Regional Conference, put together by GVRPS members, including Jeff Myers and Josh Dillon, was held here at the Community Center on Thursday, February 13. This one-day professional development opportunity brought about 50 local Recreation and Parks colleagues out to learn about community gardens, mountain biking and customer service (dealing with difficult people). Stacey Estrich and I had the pleasure of presenting "Community Garden from Conception to Completion" and it was very well received. We were fortunate to be able to have all of our recreation staff who are GVRPS members attend this conference.

The Employee Wellness Committee unveiled the purchase of three blood pressure monitors to be kept in every department's break room. This is to help encourage employees to actively monitor their blood pressure and to make it easier for people that don't enjoy visiting their doctor. The unveiling of these blood pressure monitors coincided with the promotion of our upcoming Blood Pressure and Heart Health Lunch and Learn. This Lunch and Learn will take place on Friday, February 28 from 12:00-12:30pm.

## **MARKETING**

The 2014 spring program brochure was mailed out on February 24 to all town residents. Registration will begin on Monday, March 10. Our Facebook page has become very interactive. Posts from the Recreation and Parks Department have brought us many new followers. They seem to enjoy the contests and promotions. The latest promotion to win tickets to the Winter Jamboree asked followers to guess the number of complete Aquatic Center attendance since we opened in September 2004 until January 31, 2014. Clues were given. If you shared the post you could guess a second time. We now have 1,483 likes! 98.9 The Buzz has been promoting our Winter Jamboree and letting listeners know we will be introducing our mascot, Peri. Announcements have also been heard on other Entercom radio stations.

**E-NEWSLETTER** – Enclosed.

**MARKETING REPORT** – Enclosed.

## **INTERN REPORT**

Rob Goodenow will graduate from SUNY Brockport upon completion of his internship with the department. He has chosen to focus on marketing through the use of social media not already in place such as Twitter, Instagram and other Smartphone apps being utilized by the public and other organizations. Reaching participants who do not use email, Facebook or receive the brochure will also be explored. Jim Donahue suggested Rob join him when meeting with Dixon Schwab to discuss the library renovation technology upgrade.

## **PARTNERSHIPS, SPONSORSHIPS & COLLABORATIONS**

Parks Director Estrich presented this report to the board and staff. She stated that the Town of Perinton Recreation and Parks Department has collaborated with local government agencies and companies for years to form some of the best programs and services. This report serves two purposes; to give the Recreation and Parks Advisory Board and staff a summary of "Alternative Funding Sources" as described in the May 2013 report and review internally how to best utilize these opportunities. Enclosed is a current list of potential park capital improvement projects and recreation program funding resources for 2014. Some of the eligible sponsor levels are in negotiations with staff.

## **AROUND THE TABLE**

Intern Goodenow was pleased to attend the meeting and meet board members.

Director Riesenberger reminded all to make an effort to stop by the Winter Jamboree and meet our new mascot, Peri.

Chair Chesonis thanked Supervisor Barker for attending the meeting.

There being no further business, the meeting was adjourned at 8:05pm . The next Advisory Board meeting will be held on **Thursday, March 27, 2014 at 7:00pm at the Perinton Community Center in Room 211.**

Respectfully submitted,

Stephanie C. Kayser  
Secretary