

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
OCTOBER 23, 2014

PRESENT: Chair Al Chesonis, Advisory Board Members Mike Coppola, Jim Donahue, Paul Fioravanti, Dave Schaeffer, Commissioner of Recreation and Parks Jeff Myers, Director of Recreation Diane Riesenberger and Director of Parks Stacey Estrich.

GUESTS: Kathy Goodrich, Part Time Staff 10 years; Marketing Coordinator last 5 years.

Diana Weber, Recreation Leader; Part Time Staff for various playground programs about 5 years. In her new capacity, she is involved with marketing and social media along with other program responsibilities.

MINUTES: Motion to approve the minutes by Board member Jim Donahue, seconded by Board member Dave Schaeffer, minutes approved.

MARKETING REPORT

A power point presentation, along with an in-depth report was delivered by Kathy Goodrich and Diana Weber to the Advisory Board members and Rec staff in attendance at the meeting. A copy of this report is on file in the office of Commissioner Jeff Myers. Discussion offering ideas and suggestions on how to extend, expand and engage other residents followed. Establishing our brand, making the web trac enrollment process more user friendly, creating a geographic location map of the current demographic use, finding avenues to connect with and maintain high school, college and post college participants, and cross marketing with commercial and neighborhood groups/teams were topics offered for consideration going forward.

COMMISSIONER MYERS' REPORT

FINANCIAL UPDATE

The Deposit to Supervisor for the month of October was \$118,360.66. This amount was \$49,482.68 more than the October, 2013 deposit. Our Year to Date increase in revenue is now \$94,028.26. The October increase is due to the Better Together reimbursement check from the Fairport School District arriving and being deposited during this revenue cycle.

REPLACEMENT OF ROOFTOP HVAC UNITS

The two HVAC Rooftop Units for the Community Center were replaced on October 8, as scheduled. The coordination of the projects during the pre-installation phase enabled us to utilize the crane for both installs on the same day, thus saving a substantial amount in a daily rental fee. Denis Gurnett did a great job coordinating the two projects to take place on the same day. Following some adjustments to the controlling software, the HVAC units have successfully stabilized the environments of the program areas they control.

LIVE AUCTION RESULTS

The equipment that we sent to municipal auction resulted in excellent returns. Only one item did not sell, a Yardman push mower. All other items (total of 8) sold for a net sale of \$25,339.50. A copy of the results is included in your packet.

NRPA ANNUAL CONGRESS

Last week, Diane and I had the opportunity to attend the National Recreation and Park Association Annual Congress and Exposition. This year's congress took place in Charlotte, North Carolina. As usual, the educational sessions were excellent. I attended 8 sessions, in addition to the General Session at the beginning of the three day event. Here is a list of the sessions I attended: Getting the People Equation Right; Outdoor Fitness Parks, A Community Wellness Solution; Going Big Starts Small, Essentials of Bike Parks, Trails and Destinations; Reinvigorating your Park and Recreation System; Media Relations, Staying Cool When the Heat is On; Following the Trends but Setting the Course, Action/Adventure Parks; National Guidelines for Nature Play and Learning Areas; and Assimilating New Employees to Your Agency. In addition, the Exhibit Hall is always extensive and impressive. Some pictures will be circulated showing parts of the Exhibit Hall. I have been asked to be a presenter at next year's Congress, which will take place in the middle of September of 2015, in Las Vegas, Nevada.

DIRECTOR ESTRICH'S REPORT

NEW FITNESS TRAIL

The new fitness trail equipment at Fellows Road Park is fully operational. Park staff did a tremendous job excavating stations and installing fitness equipment. The new signs are on backorder, but all fitness stations are ready for use.

SEASON CLOSURES

All parks are undergoing winter closing procedures. Park entrance gates are unlocked and opened through the winter, all seasonal restrooms and water fountains are turned off, trash barrels and broken picnic tables are stored for repairs, winter supplies have arrived and snow blowers tuned up.

ATHLETIC FIELDS

Athletic fields are still being used. Fall play is still occurring for our youth football teams, glow in the dark kickball, cross country, flag football and a few softball games. Perinton Park tennis courts are the only remaining open courts for day and night use. All other courts are closed for the season.

MOUNTAIN BIKING AND HUNTING POLICIES

This week, two major discussions took place regarding our park and open space. These two topics are shared trail use of hikers, bikers and horseback riders and a Town Hunting Policy.

Yesterday, the first of many meetings took place with Town officials and Crescent Trail Association representative, Dave Schaffer, to review trail concerns and potential recreation use of trails and new land owned by the Town (Former DeWitt property). Nothing has been permanently decided. More research is being compiled before the next meeting.

In addition, last night the Town Board accepted a Town of Perinton Hunting Policy to allow hunting on select properties for deer, waterfowl, turkey, coyote and fox. Final documents are being drafted today with the program kicking off next week. This policy was a group effort by staff in Recreation and Parks, Public Works and the Animal Control Officer.

EGYPT PARK

The Town of Perinton has been approved for a grant of \$62,720.44 (matching grant). We accepted the grant and have ordered the 2-5 and 5-12 age play units with installation and poured in place safety surface. After the first of the year the 6- bay swing portion will be ordered. The new top of the line ADA playground unit will be placed on top of the existing tennis courts. Over the winter, all chain link fencing, existing playground and swing units will be removed and recycled. Discussions are underway with the Town Engineer to help design a partial loop or drop off area to improve the parking situation.

DIRECTOR RIESENBERGER'S REPORT

REC TRAC

Fall 2014 registration is currently at \$192,843.

Fall 2013 registration at this time \$183,408.

There are 2,938 participants enrolled in 468 classes.

FACILITY USAGE

October totals as of October 21: 17 reservations for a total of \$4,841.

2014 Year to Date: 321 reservations for a total income of \$69,272.

Thru October 2013: 354 reservations for a total income of \$58,238.

PROGRAM REVIEWS

BREAKFAST WITH GRANDMA AND GRANDPA

Pancakes with assorted toppings were on the menu for the breakfast held on Saturday, October 4. In addition, the participants made a craft together. The room was filled to capacity and feedback was very positive. There were 42 in attendance.

HALLOWEEN PARADE

The Halloween Parade will take place on Friday, October 24. Our new Recreation, Leader Tom Winslow has taken care of the bulk of the planning. New this year are paper mache pumpkins made by the participants in the Fun Zone program. These pumpkins will decorate the judge's table and be on display following the parade.

YOUTH SPORTS

As we close out another successful Youth Soccer season, testimonial e-mails are coming in from parents and coaches complimenting the program. In addition, we had zero rainouts in the 6 week fall session. We will be offering a Youth Basketball program in the winter brochure for ages 10-12 years, which will include fun games, skill sessions and nightly scrimmages.

ADULT SPORTS

Adult Men's Fall Softball has finished for the season. Our upgraded Pickleball courts have proven to be a hit. Our drop-in times have reached capacity and rentals on Tuesday and Wednesday evenings and Friday afternoons have been added and booked through the end of the year. Our Year to Date Point of Sale gross revenue for Drop-In Pickleball is at \$16,500, up from \$11,284 in 2013. This has justified the \$400 investment to put in the new alignment.

FITNESS

Personal training has seen an increase, and Year to Date gross is at \$15,000 up from \$10,260 in 2013.

2015 SPONSORSHIP

Our 2015 Sponsorship packets have been printed. We are beginning to recruit sponsors for our 2015 events.

REC TRAC / WEB TRAC

We have updated our program types and sub types to make Web Trac easier to navigate for our users. This will lead to more precise reporting figures to view program trends. We are continuing to investigate ways to increase Web Trac usage. Most notably, ease of Web Trac registration and adding other features to the site. These could include the ability to look up park building and shelter availability and a calendar from which you can register directly. The goal is to get our users accustomed to viewing our Web Trac page, which will lead to more registrations. Some Web Trac statistics have been compiled to show the growth of use.

Year	Total Sessions	Activity Revenue	Activity Revenue %
2009 (starting May)	194	\$ 299.00	.1%
2010	1,453	\$ 2,506.00	.2%
2011	2,395	\$ 10,438.00	1.0%
2012	2,795	\$ 22,739.00	2.2%
2013	7,508	\$ 62,446.00	5.9%
2014 (through Sep.)	14,488	\$104,634.75	11.1%

AQUATICS

We are back to what will be normal weekday hours, closing the facility at 9:00pm (the slide at 8:00pm Monday-Thursday). We will continue to close at 5:00pm on Saturdays and Sundays through the end of the year. Beginning November 6, a kayaking group will be renting one half of the lap pool from 7:30-9:00pm every Thursday through March. We are also discussing possible lane rentals to Victor Swim Club again due to an increase in their program numbers. Currently we have 166 individuals enrolled in our Private Swim Lesson program. We still estimate that fall 2014 private lessons will have a total enrollment of 172. We are increasing offerings to 142 in winter 2015 and 182 in spring 2015. Beginning October 24 a group from BOCES will be coming once a month on Fridays as an ongoing field trip. Splash party reservations for January 2015 will begin on November 20 for residents and November 27 for non-residents. Beginning January 2, 2015 until the middle of April, we will be offering 7 splash parties on Saturdays. Also added now is a splash party on Sunday that will be available from 3:30-5:30pm.

Splash Parties – October 2014

Friday nights – 7 parties (\$1,075)

Saturdays – 17 parties (\$2,445)

Sundays – 9 parties (\$1,435)

Total \$4,995

TEEN CENTER

Saturday Activity Night numbers continue to average around 30. On Friday, October 3, teens enjoyed a Pool and Pizza Party here at the PCC. The Friday evening, October 17 Unplugged program was cancelled due to low band participation. The next Unplugged is scheduled for Friday, November 21 from 6:30-9:00pm. The October Coat Drive is in full swing and we have collected several coats and winter wear to date. The Fairport Public Library will be using the Teen Center during their renovations. I have met with Stephanie Squicciarini from the library on partnering with their teen programs and several ideas were discussed. One idea would be to offer a Young Adult book club for youth in grades 7-10 to get kids involved with reading and offering it at the Teen Center.

55+

A trip to Lancaster PA started the 55+ Center month on October 3 and 4. Participants saw the play "Moses" at the Millennium Theater. A trip to the Amish farmland and to Roots Farmer's Market was also included in the plans. The next trip in November will be to Seneca Niagara Casino. The annual Oktoberfest Dinner/Dance was held on October 16 with Bob Neusatz performing. There were 60 people in attendance. It was a great evening with food, music and dancing. Breakfast on the Deck on Thursday, October 16 had a full house. The October Birthday Bash on Tuesday, October 28 has 50 signed up to date. On Friday, October 24 we will celebrate our many volunteers with our annual luncheon. Chef Barb Gill always prepares a wonderful meal and the recreation staff will assist with serving and doing dishes. We are truly grateful for the countless hours of service our volunteers give us and this is a small gesture of thanks. The Fairport Public Library will also be utilizing our 55+ Center during their renovations. They will be presenting their Travelogues once a month after our lunch program beginning in January. This will be a win-win partnership and we are looking forward to it.

DEPARTMENT NEWS

Our upstairs hallways were recently stripped, waxed and polished. Mike Sozio did an excellent job working on a Sunday to get the job done. We are trying to plan and coordinate the downstairs hallways, which will be next.

Our mascot Peri made a visit to Dudley Elementary School with Supervisor Barker on Wednesday, October 15. The children loved Peri AND Supervisor Barker.

Our intern, Kevin Bach from State University at Brockport has been a welcomed addition and will be with us until December. Kevin is assisting with all aspects of our department.

I was very fortunate to be able to attend the recent National Recreation and Park Association Annual Congress and Business Exposition held this year in Charlotte, North Carolina, October 14-16 with Commissioner Myers. This was truly learning on another level. There were several educational sessions that I attended that will be very beneficial to advancing our department. I will be utilizing this information and passing along to recreation staff at our upcoming retreat in November and at staff meetings. A sample of the sessions I attended were on the topics of Marketing, Increasing Revenue through Target Sponsorship, Engaging Staff in Creating Quality Youth Programs, The Value of Volunteers, Staff Retention, Aquatics and The Three I's of Success (Identity, Information and Innovation). I wanted to attend them all! We are able to download session information on the NRPA website to get power points and information. These will remain on the site for a month, and I am in the process of gathering all I can for the staff. These resources are invaluable as we develop our goals for 2015 with new trends and programs. I am very grateful to have been given this opportunity.

MARKETING

An in-depth report will be given by Marketing Coordinator Kathy Goodrich and Recreation Leader Diana Weber. They have been working very hard on providing you a look at where we are in our department and the exciting details of where we hope to advance in our marketing efforts.

E-NEWSLETTER will be sent by the end of the month.

AROUND THE TABLE

Director Riesenberger expressed how proud she is of both Kathy and Diana and what a great job they have done working together; Mike Coppola agreed.

Diana thanked Kathy for her help "learning the ropes" in her new position and Kathy is appreciative of Diana's tech savvy abilities and the new energy she brings to the marketing and social media areas of the department.

Commissioner Myers announced that the 2015 Budget Public Hearing Proposal was passed as presented at the Town Board Meeting.

Advisory board member and Crescent Trail Master Dave Schaeffer spent a fair amount of time stating his concerns of mixed trail use by mountain bikers on town owned land connected by private property. These permits specify pedestrian use only, and landowners have the right to limit users of easements on their property. Dave fears these permits will be revoked by residents due to trail damage caused by bike usage, signage posted to limit mountain biking being destroyed, and no town code in place to stop participants. Paul Fioravanti offered that the Town could show good faith by attempting to enforce signage, impose fines, code revision or alternative places to bike. Jim Donahue said the County had similar issues that were addressed by working with groups such as Greater Rochester Off Road Cycling (GROC) to reach terms agreeable to all involved.....this may be an option to explore.

There being no further business, the meeting was adjourned at 8:56pm. The next Advisory Board meeting will be held on **Thursday, December 4, 2014 (November Business) at 7:00pm at the Perinton Community Center in Room 211.**

Respectfully submitted,

Stephanie C. Kayser
Secretary