

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
Thursday, May 27, 2010

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

GUEST: Chris Waldron, Recreation Leader

MINUTES: Motion to approve the April 22, 2010 minutes by Board member Kevin Ruster, seconded by Board member Jayne LaFay; minutes approved.

COMMISSIONER MYERS' REPORT

Department Transition

Transition is almost complete. Chris Waldron started as our new Recreation Leader on May 17th. His first week consisted of department orientation, and he has now begun to learn management of the Community Center. He has done a great job so far working with the staff and learning his role and responsibilities. In addition, Dillon Dayton began his new role as our Laborer/Shop Technician, and also has done a great job transitioning in with his colleagues.

Relay for Life

This past weekend, the American Cancer Society hosted their Relay for Life event in Center Park West. This is the second year the event has been held in CPW. All indications are that the event was a complete success. The planning committee has reported that they raised over \$90,000. The park was left in excellent condition. We have received no complaints to this point from neighbors and the Sheriff's office received no calls.

Clerical Meeting

Diane and I met with Cathy Keating and Stephanie Kayser last week regarding clerical issues and how to get all of the clerical staff (full time and part time) on the same page in terms of procedures. It was decided to revamp the training procedure, and to conduct regular staff meetings with the PT clerical.

Marion Senior Bash

The Marion Central School Senior class will be conducting their Graduation overnight lock-in event here at the community center from June 25th to June 26th (Friday night to Saturday). They will use the aquatic center for 2 hours, the gymnasium and the community room. They will not have access to the fitness area or other activity rooms. This will be the 5th year that this event is held here.

Photograph Proposal

Patrick Luke (a resident) owns his own photography business. He has proposed that a Family Portrait picture taking day be held at the Perinton Community Center. He is willing to offer a reduced rate to anyone that comes in to have their portrait taken. He has offered the Community Center 10% of the proceeds as a fundraising opportunity. These proceeds would be in lieu of room rentals costs he would impose by utilizing our space. The Advisory Board members agreed that Commissioner Myers should research this matter further and present his findings back to the Board for final approval.

Financial Update

The deposit to the Supervisor for May was \$178,926.86. This amount is \$7,753.52 higher than May of 2009. We are now up to \$1,424.23 ahead in income to date (through May 24th) compared to last year.

DIRECTOR ESTRICH'S REPORT

1. Community Projects
 - a. Eagle Scout projects
 - i. Harts Woods- Bridge and trail construction
 - ii. Bunker Hill- trail repair and maintenance
 - iii. Garnsey Arboretum- Bat and blue bird houses/ installation
 - iv. Dog Bag Box dispensers for about 10 locations---completed
 - v. Plus CTA Scout Projects
 - b. May 1st was our first Park Steward Day at Spring Lake Park. 8 wonderful volunteers, along with park staff, installed erosion straw netting and planted 700 native perennials. The area is establishing great and fenced off to public traffic until mid summer.
 - c. On May 15, 10 teen volunteers mulched (10 cy.) behind Town Hall, weeded behind the pool, picked up debris throughout the community center grounds and enjoyed some pizza.
 - d. May 6 was United Way Day of Caring at Perinton Park. About 10 Xerox volunteers worked with us to lift safety surface mats under swings and slides. Sand was added to the playground to fill in low spots. Additionally the volleyball court was completely renovated. A tremendous day.
 - e. A Cornell Master Gardener has volunteered his time at Garnsey Arboretum. So far he has planted perennials under the main sign, weeded beds, removed volcano mulching around trees and some pruning. He is doing a terrific job.
2. Parks, General
 - a. Volleyball courts at Fellows Road Park are being renovated. This involves sod cutting the outer edge, removing all weeds, grooming the sand with our softball groom machines, installing new border rope and adding more sand.
 - b. Perinton Park has parking lot electrical issue. Fairport Electric is working with us to determine the cause but no news yet.
 - c. Additional wood engineered mulch is being placed to playgrounds at Spring Lake Park, Center Park West, Kreag Road and Potter Park.
 - d. Most of the seasonal staff has returned. The last 2 arrive over the month of June.
 - e. Snapping turtles are abundant this year at CPW pond. Educational signs are placed and section roped off.
 - f. 30 trees are being installation by the parks department at White Brook, Fellows Road Park, Kreag Road Park and Howell Road.
3. Kreag Road Park- Sports Field Lighting Project
 - a. Games started on May 18 under the new lights and computer program system is easy and extremely helpful. Example: first game was cancelled and turned lights off from home computer.
 - b. Parking lot project is completed. It drains great.
4. Potter Park
 - a. New playground installation was completed and area is hydro seeded.
5. Auction
 - a. The parks division equipment went to auction on May 8th. Our goal was to earn \$48,800.00. A check was sent to us for \$55,894.50. Jeff requested half be placed in our equipment budget for a mid- year purchase as discussed over the winter. The remaining amount is deposited in our capital funds.
 - b. The condition of vehicles was outstanding. We received many remarks on the cleanliness and detail work on our trucks.
6. Staff
 - a. I personally wanted to mention our new Park Foreman, Scott Allen, is doing a terrific job (5 months). He is learning the ropes and keeping up with all projects

and daily responsibilities. Plus he is open to new ideas and creativity. The staff is very comfortable working and approaching him.

- b. Dillon Dayton, new shop technician, started on May 17th. He has already made a great impression on the staff and is repairing vehicles and equipment better than I could have imagined.
- c. On Friday May 28 both Recreation and Parks staff will be getting together for a little meet and greet.

DIRECTOR RIESENBERGER'S REPORT

Rectrac

Spring 2010 registration currently at \$178, 879.99.
There are 4,184 participants enrolled in 331 classes

Facility Usage

Currently at 187 reservations for a total of \$28, 150
Programs and facility usage are both up from 2009 at this time.

Fitness

Drop In Bicycling, the weather has been great and the numbers are good. Spinning continues to be popular. We have added 3 additional spin classes for a total of 16. We have also added another instructor, Dana Sharp. We now have a weekday morning maintenance check that seems to be helping with breakdown issues.

Gazebo Concert Series

The concerts run from June 3 thru August 5. All logistics going as planned and we expect this to be popular once again.

Summer Playgrounds

Staffing for the summer playground program is all set. Orientation will begin June 23 and first day of camp will be June 28. We now have 60 staff members.

Center Stage

Runs from July 11 – September 12. Everything going as planned. Please see your schedule for more information.

Passport to Wellness

Ready to begin on June 1. Passports are ordered, water bottles are in and the trails are just about completed. We are saving \$2 per item (the difference between last year's t-shirts and the water bottles). Once 6 trails are completed, participants receive a water bottle and a \$5 Wegmans gift card. After 10 trails are completed, participants enter a raffle to win a \$100 Wegmans gift card or a Wegmans picnic at one of Perinton's park buildings.

Outdoor Movie Night

Bergmann Associates is sponsoring our event on Friday, August 13 in the Center Park Amphitheater. "Fantastic Mr. Fox" will begin at dusk.

Community Garden

Emily Gallagher, a junior at FHS, Stacey and I are meeting on the subject of a Community Garden. This could be a wonderful addition to the community if we were able to approve all the logistics.

BOCES

Tyler Davis and Simon Aldrich will be joining us for six weeks this summer beginning July 6. Both are 18 years of age and will be accompanied by their skills coach. They will spend 2-3 hours at

the Community Center per day (Mon. – Fri.) working on outdoor and indoor maintenance and special assignments. BOCES is very grateful to us for providing both boys this opportunity.

Senior Center

Kim Zeck and I met with the recreation leaders from Perinton Park Manor. They are very excited about partnering with us so their residents can enjoy our programming. We are adding many new special events for the fall. We will be doing a Connecting Seniors fair with many local agencies. We are sorry to lose our bus driver Bill Irish to family obligations. We have hired 2 new drivers who will job share the position. They will begin on June 7.

Teen Center

Teens will be marching in Fairport's Memorial Day parade. They will carry banners made by the Detours after school program participants and will escort Honor Flight Organization Veterans. The Welcome party for 5th graders will be held on June 10. Teen Center members will give tours and encourage them to be a part of the Center in the fall. Unplugged in the Amphitheater will be held June 18 from 7-9 pm. I would encourage everyone to come and be amazed by our talented teens.

Special thanks to Al Chesonis and Tom Grimsley. Al donated two very much needed computers and monitors. Tom donated a couch for our small activity room. We truly appreciate your support.

Special Events

Kids All American Fishing Derby

Saturday, June 5. We have 73 enrolled to date. Thank you to the Knights of Columbus for their wonderful support of this popular event.

Department News

Chris Waldron began his new position on Monday, May 17. Chris started his first week on days to meet everyone and familiarize himself with the building and surrounding areas. He is now working the 2 – 10 pm shift shadowing Jeff Ackerman. Chris is very excited and has lots of ideas to share. We will be hosting a small breakfast for Chris and Dillon Dayton (Parks) this Friday to welcome them.

Amanda Tinsley, our Senior Center office clerk gave birth to a baby girl on May 20. Both mom and baby are doing great. Amanda will be on leave until August 2.

UPDATE ON MARKETING

Kathy Goodrich has proven to be a very valuable asset to our staff in promoting our department. Her role as an instructor, event coordinator, clerical staff person and photographer give her a special insight. This has been very useful in providing pertinent information on Perinton Recreation and Parks at its' offerings when she is out and about.

External Marketing – Ongoing

- Community Event Calendar: April/May (includes Bicycle Drop In, Crescent Trail hikes, Gazebo Concert Series, GVOC, Perinton Concert Band events, etc.).
- Press Releases go out weekly on programs and events involving Recreation and Park programs.
- Special Inserts: Summer Recreation Promo Guide (Post), Genesee Valley Parent Annual Summer Guide (we purchased ad and submitted), My Generation (Post published article on our seniors (see article in folder).
- E-mails – utilizing Fairport School District e-flyer to release family event information.

- Fairport Little League is e-mailing participants the information on the skills camps we are sponsoring together.
- Perinton Square Mall Fun Celebration – participated this past weekend. We had a booth set up to promote Recreation and Parks events.
- Event E-mails – are sent after an event to thank participants and invite them to upcoming events which are listed. We have had great feedback on this.

Internal Marketing - Ongoing

- Family Event Calendar (every 2 months) posted throughout Community Center.
- Preschool Drop In Gym Flyer – lists summary of upcoming family events.
- Open Class Flyer – lists classes that still have openings.
- Program Flyer – to promote special events on bulletin boards and for distribution at the front reception desk.
- Photos are being taken of programs and events as they occur. The photos are being filed by subject and used for media releases and other marketing purposes.
- Bulletin Boards are in the main lobby, youth hallway, fitness area, and Aquatics area.
- Website- pictures of events are posted on the website after an event. All programs/events, etc. are also posted on the website under “Event Calendar”.
- Display Case in the lobby is used for promotions, events, etc.
- Program Brochure - Kathy Goodrich is now involved in the brochure development taking pictures and selecting them for the final copy.

We are also excited about our new flat screen TV which will be installed soon in the lounge area of the lobby. This will be utilized to promote programs and also share photos from past events.

The addition of Facebook and possibly Twitter will allow us to get our word out, increase awareness and keep us more in touch with society.

VISION FOR DEPARTMENT

Commissioner Myers' Report

The Perinton Recreation and Parks Department needs to increase awareness of our programs and services. As advancements in technology become part of everyday life, our opportunity to promote ourselves becomes easier, at the same time more widespread. If we take advantage of the marketing means available to us, we will reach many more prospective patrons.

Our tried and true way of marketing has been the quarterly seasonal brochure, printed and mailed at the beginning of every program season, to the residents of Perinton. In recent years, we have included a link on the town website that allows visitors of the website to download a copy of the brochure. This has proven to be a useful tool in our outreach attempts.

The Perinton Community Center will soon have a video display board which will allow us to advertise upcoming programs, show photos of recent programs, and display general announcements. It will enable us to increase marketing to people that are already visitors of the community center. This will aide us in retention efforts of our existing users.

The next logical step in our efforts to expand our reach is to open a social networking site. The recommended site is a Facebook account. Any networking site comes with risks, but studies have shown that the rewards far outweigh the risks, and the risks are minimal if the site is managed closely. Opening a Facebook account will enable us to reach anyone across the world with our programs and services, and provide them with valuable leisure opportunities when they are in the area. Of course we expect a majority of our “friends” to be from the local region, making our outreach efficient and effective. No longer will our reach be limited to the residents of Perinton, but to anyone wanting the learn more about what we do.

Director Riesenberger's Report

I would like to thank each of you for your part in appointing me to this position. As an employee of the Town of Perinton for 25 years, I know the hard work and dedication of the management that held this title prior to me. It is an absolute honor and a privilege to serve as Recreation Director. You have my promise that I will work diligently to carry on the tradition. I appreciate your trust and support.

I have seen and been a part of the growth of Town programming and services in my past experiences as a part time instructor, Preschool and Youth Program Specialist and Recreation Supervisor. My goal has always remained constant. Providing our residents the highest quality of recreation opportunities in a customer friendly, kind and professional atmosphere is of the utmost importance.

My vision as Recreation Director will be to insure that we continue to be the best we can and keep our patrons wanting to come back for more. I want our staff to be happy and confident in their positions. I want them to feel valued and respected. During my time I will be working on areas I feel we can improve upon and new ideas we can implement.

"Rediscovering the Community Center"

While many towns struggle to get support or funding for a Community Center, I believe our residents have taken the PCC for granted. I still hear many people tell me they have been meaning to come over or have never come through our doors. They may have come and thought our prices were a bit steep or we have not been welcoming to "non residents" with their higher rates. Jeff and I have plans to look at our fee structures and see how we might be able to lower our rates, especially for the Aquatics Center.

Our Community Center should be filled each and every day with all of our program offerings and facility and room availabilities. I would like to see the Aquatics Center offer more special events and "bring a buddy" program. I would like to offer swim passes to our patrons that spend over \$250-\$300 when registering for programs as a thank you, we appreciate your patronage.

Perhaps when scout troops or large groups come to swim, offer a "please come back" incentive. I would also like to offer memberships like our competitors do.

Revitalizing Our Senior Center

We have been told many times what a wonderful facility our Senior Center is. Again many towns are envious of what we have to offer our seniors. Recently we have seen a dramatic decline in the number of "regulars" that frequent our programs. This is due to declining health, entering nursing facilities and passing away. I would like to see more social events and outings to attract new people. As our population ages it is important to keep them socially and physically active so they will be able to stay healthy and improve their quality of life. We have plans to partner with other agencies to provide new programs and services to our seniors. I also would like us to be open to offering our opportunities to senior non-residents for more revenue. We are constantly being asked by non-residents if they can join. I would like us to be more welcoming.

Marketing and Social Media

In the past year we have really stepped up our marketing efforts to attract business. Our efforts have been successful but I feel they are not enough. I do feel we are lacking in the department of social media. We need to be more interactive with our customers. We will be working on getting the Community Center and Teen Center on Facebook and Twitter since this is how most of our society gets their information. It is no longer enough to have a good program, we need to be able to get the word out to our target audience in a more efficient and speedy manner.

Staff Training

I have been very fortunate in my career to have been trained and mentored by many outstanding professionals. I have been allowed to attend training sessions and conferences that have kept me current in trends and challenges and updated on other cities and towns. I have sat on boards and held the office of President for the Genesee Valley Recreation and Park Society. I would like to continue this tradition as I train new staff for the future. I want to instill in them the same sense

of pride and dedication that has been passed to me. I want them to fully understand that parks and recreation contributes to the health and well being of society and they play a major role in the future of our community.

I am also working with Jeff and our clerical supervisors in looking at our training process for new clerical hires and "retraining" in areas that are weak. We will be creating new staff training manuals and staff meetings will accommodate the many different schedules of our part time clerical hires. This is in keeping with my goal to become more welcoming and customer friendly and making sure that accurate information is being relayed during all business hours.

Thank you for letting me share some of my visions for our department. I appreciate your confidence and faith in me.

AROUND THE TABLE

The Advisory Board is very pleased with the enthusiasm and energy generated by the new Recreation Staff and looks forward to working with them making their visions a reality.

Chair, Al Chesonis asked the Commissioner and Recreation and Parks Directors to assess the progress on their visions for the department and report back to the Board later in the year.

There being no further business, the meeting was adjourned at 8:35pm. The next Advisory Board meeting will be held on **Thursday, June 24, 2010 at the Perinton Community Center in Room 211 at 7:00pm.**

Respectfully submitted,

Stephanie C. Kayser
Secretary

