

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
October 29, 2009

PRESENT: Chair Al Chesonis, Advisory Board Members, Cheryl Hanzlik, Jayne LaFay, Kevin Ruster, Dave Schaeffer, Stephen VanVreede, Commissioner of Recreation and Parks Jim Donahue, Director of Recreation Jeff Myers and Director of Parks Stacey Estrich.

GUEST: Nichole Fabrizio, Intern

MINUTES: Motion to approve the September 24, 2009 minutes by Board member Steve VanVreede, seconded by Board member Jayne LaFay; minutes approved.

COMMISSIONER DONAHUE'S REPORT

Egypt Park Progress

The Egypt Park land survey update was completed by Steve Schoen. All survey information has been sent to Trowbridge and Wolf. They have started preliminary design planning. We will provide the Advisory Board with information once it is available.

Humane Society Request

The Humane Society has requested some of their staff who are non-residents be provided with the resident rate for pool use. This request was approved.

Budget Schedule

The 2010 town budget draft has been filed with the Clerk's office. The Town Supervisor provided a presentation of the budget at the Town Board meetings on Sept. 23 and Oct. 14. The Town Board approved the budget last evening. The budget does not include any cost of living increases for staff. Information on this has been shared with most employees. Seasonal employees will be notified at the appropriate time.

Financial Update

The deposit to the Supervisor for September was \$ 74,867.29. This is \$11,410.39 behind last year to date deposit. The year to date income is down, however, year to date expenses are also down slightly.

Meeting with Fairport School District

The Commissioner met with the Fairport School Superintendent on Wed. 10/28 to discuss the status of schools for 2010. The availability of school space will be extremely limited next year. The recreation staff will meet in the upcoming weeks to determine how best to organize the recreation programs given the limited space. The department is also investigating alternative locations for programming. The school construction should be completed in 2010 and not be a problem in 2011.

New Handicap Parking Signs

Handicap parking signs and support posts have been installed at the Town Hall/Community center complex. Our parks staff did the work. The signs were replaced to meet a town code relative to acceptable and enforceable wording.

Ice Rink

The Recreation and Parks Department will be providing the seasonal maintenance on the artificial ice rink in the Village again this year. This is the fifth season for the rink. Alternatives to the rink have been proposed by the Village Partnership design committee and will be reviewed in the next year.

PCC Repairs

Denis Gurnett reports that the PCC entrance glass roof repairs are proceeding on schedule. Two glass panels should be replaced in the next week or so. All new seals have been put in place so we should no longer experience leaks in the entryway. The floor tile in the north entrance has been coming up so a company has been contracted with to make the tile repairs.

Kreag Road Park Athletic Field Lights

The Town received an energy grant in the amount of \$172,000. We will use approximately \$100,000 of this money to replace the field lighting at Kreag Road Park. A meeting is scheduled tomorrow with the light supplier to review the details. We may be able to get assistance from Fairport Municipal Commission to install the wiring and lighting. Replacing these lights is in our Recreation and Parks Master Plan.

DIRECTOR MYERS' REPORT

- I. Recreation Programs.
 - A. RECTRAC – Rec Facts.
 - 1. Fall 2009 registration currently at \$186, 617. There are 3,659 participants enrolled in 332 classes. (September report: \$171,505).
 - B. Focus on Programs.
 - 1. Halloween Parade takes place at Potter Park tomorrow evening. The event is run in cooperation with Fairport Rotary. Parade begins at Minerva Deland, ends at Potter Park, with costume judging at the end.
 - 2. Red Ribbon Festival (10/25): Activities at the Community Center, including a game room, crafts, face painting and orienteering. Swimming was also discounted for the participants.
 - 3. Family Orienteering: Sunday, 10/25. 93 people (20 families and one Brownie Troop) enrolled.
 - C. Senior Volunteer Luncheon is tomorrow (Friday, 10/30).
 - D. Teen Center Programming
 - 1. Friday evening, the Teen Center hosted another "Unplugged". This was another successful start to the series of 5 events in the teen center, with the final event of the school year taking place in the Amphitheatre again, on June 18th. Our next "Unplugged" event is November 13 from 7-9pm and everyone is welcome
 - 2. Detours program running very well. Several positive comments from parents and children. Program is full, with 25 enrollees.
- II. Facility Usage.
 - A. PCC Room and/or Gymnasium Rentals – 2009.
 - 1. Currently at 264 reservations for \$53,628.50.
 - 2. 86.50% of budgeted revenue.
 - 3. Multi-week church reservation, while their church is being renovated.
 - 4. Many new inquiries for room rentals coming in on a daily basis.
 - 5. Gym rental inquiries also on an increase.
 - B. Multiple Flu Shot Clinics held here. Nov 5 only date remaining at this time.
- III. Department News
 - A. Nichole Fabrizio is doing a great job with her internship to date. She has already experienced many aspects of municipal recreation and park service delivery.

- B. I attended the National Recreation and Park Association (NRPA) Annual Congress, held in Salt Lake City, Utah, two weeks ago. The educational sessions were excellent once again. I also attended 3 formal meetings, as well as two informal meetings related to the best practices for delivery of services for our constituents, as well as in support of our professional associations.
- C. We have been informed of a change of command at the A-Zone substation of the Monroe County Sheriff's Department. Captain Steve Siena will replace Captain William Sanborn in late November.

DIRECTOR ESTRICH'S REPORT

- 1. Parks
 - a. Kreag Road Park
 - i. Concrete curbing project is completed and paving will commence next spring.
 - b. Spring Lake Park
 - i. I applied for a DEC grant which covers 85% of costs (\$5000.00) Results are announced over the winter (specific date unknown).
 - c. Fellows Road Park
 - i. The new playground is completed. This is a great photo opportunity for the Recreation and Parks Advisory Board. Any available dates and times?

Winter Preparations

All restrooms are closed and water is off. Tennis court lights are off. Snow stakes are being placed. As of Nov. 4, parking lot gates remaining open are Perinton Park upper and lower, White Brook, Fellows Road Park and Boat Launch.

Park gates closed for the season are Egypt, and Kreag Road Park.

Traditionally Spring Lake Park and Center Park East have been left open, any opinions on closing this winter? The concerns are dog walkers and lunch time visitors.

Athletic Fields

All athletic fields are aerated and screened compost applied. Fertilization completed by the end of next week. Deep tinning is optional for 2009 season (\$4000.00).

Emerald Ash Bore Update

Emerald Ash bore is in New York State (Erie County) and has been collected but not confirmed much closer. Emerald Ash bore will attack all native ashes (*Fraxinus*). DEC and Cornell representatives state this is the worst insect they have witnessed in decades.

What does this mean for Perinton Parks and Open Spaces?

In NYS, 20% of wooded areas are ash (Monroe County included). Until recently, ash trees were widely known as dependable, adaptable landscape and street trees. Our parks have several ash trees installed and established from over the years.

Areas with high numbers of ash (*Fraxinus*):

- o Fellows Road Park
- o Spring Lake Park
- o Howell Road Park
- o Beechwood - High St. Extension entrance
- o White Brook
- o Many Crescent and RS&E trails in open spaces
- o Egypt Park

What controls are available?

New York State has not approved the most effective insecticide to handle Emerald Ash Bore at this time. However, I do not recommend we go this route. Public concerns, annual costs, and continued applications will not be worth the effort or yearly fees associated with keeping trees alive.

Firewood is the main reason for the ash bore dispersal. Originating in Detroit Michigan, the insect has spread mostly from firewood deliveries, lumber mills (furniture) and one known case of nursery stock.

Suggested solution:

Over the winter a more in depth evaluation will take place to determine ash tree locations and risk factors to the public. A community plan will be formed for Perinton Parks and Open Spaces (trails).

In spring 2010, the Parks Department will begin planting alternative trees and slowly remove ash trees as they become infected. Fortunately, we have already planted 70 trees this spring. Trials in open spaces and parks will be monitored for fallen or damaged trees. The Crescent Trail Association may require more assistance from parks staff which we will honor and support. Although we will not have to deal with street trees, the Village has an ash about every 5-10 trees. The Parks Department will support and partner with Fairport Municipal Commission (FMC) to help remove and plant new trees. FMC also continues to offer us free trees.

Research, conducted at Cornell University, on a parasitic wasp from China might be a future solution for Perinton Parks. This parasitic wasp returns to the nest each day making this a great insect to monitor. A funny side note is the parasitic wasp prefers compacted soils in softball fields over any other area.

Other major insect alerts:

- Asian Long Horned Beetle
- Pine Shoot Beetle

INTERN FABRIZIO'S REPORT

Executive Summary

Perinton Recreation and Parks are in its first stages of creating a social network through Facebook and/or Twitter. In one of its recent Advisory Board Meetings, it was brought to the member's attention, that Perinton Recreation and Parks is currently looking to go into the world of social networking to attract a more diverse crowd as well as providing more information of events upcoming. Since more and more people are going online, the task was brought to my attention to see if it would be a good idea to add a social network like Facebook or Twitter to the Town of Perinton website.

Planning

The final report will cover all of the benefits and disadvantages of social networking as well as providing the key information that should be measured when creating a website. Things that will be included, is the popularity of each network, the attractiveness of the website, the easiness to use the website at a consumer level, and others.

The first step in this process is to go on Facebook and Twitter and find out what other municipal centers are on each site throughout the nation. Next, I will go more in depth with each recreation and park page and find out how many users/followers they have, if they seem popular, and what type of information they have on their web page. Guidelines for this would be how many people they have listed as friends/followers, how many people respond on a page, and how many events

get posted etc. The next step would be to evaluate the web page itself, is it easy to navigate and it is attractive to the eye. Following that, the next step would be to see if it would be more valuable to have a group page or an actual page. This will be determined by looking at several recreation and parks departments groups or their actual pages.

The information collected will be done by Nichole Fabrizio, Student Intern at Perinton Recreation and Parks, with some help from Jeff Myers, Recreation Director at Perinton Recreation and Parks; and Jim Donahue, Commissioner of Recreation and Parks.

My role in this project is to compile all of the information that would be needed to go to the next step of supplying Jeff Myers, Jim Donahue, and the rest of the Town of Perinton Board with more information to help make their decision easier and hopefully fulfill all of their questions. During this process, I will research a percentage of the recreation departments on the two networks and then present my findings to Perinton Recreation and Parks Department.

Since this project is so broad, information will be collected at the local, state, and national level. Meetings will be set up with the local municipalities that have social networking and more information would be done on the internet with the state and national levels.

For a project of this magnitude, there is a lot of planning that needs to be done. Social networks like Facebook and Twitter are used throughout the nation, so I need to find other local municipal centers on Facebook and Twitter. The analysis will review the pros and cons of this need. It will be beneficial to meet or communicate with other webmasters to see how they manage their social network. By planning, one will see how much more of a response rate Facebook and Twitter has. The gathering of the information and analyzing for both Facebook and Twitter should take approximately two-four weeks. I would like to spend at minimum one week on each web page and at most two weeks. I allocate this much time because this is the basis of the whole project. After the research has been completed, I figure it will take approximately another one to two weeks to finalize the project and put together all of the information, make the recommendations, and draw some conclusions. I will also be setting a meeting with the Penfield Recreation staff to gain further insight about their social networking as well as other towns.

Evaluation

It is also important to see what information the recreation centers post to Facebook and Twitter, whether it is a group or a people page, and what kind of target market they are seeking. This can be determined by the type of information and events they incorporate into it.

Like any project, research must be done. Issues, the benefits, and the negativities should be found and reported. Nationwide recreation departments could be studied to determine how popular that social network is with that area. As mentioned previously, I will also meet with professionals or contact them to get their input to see if they see a difference with social networking.

After all of my research is finished I will create a document to represent all of my findings including the answers from the meetings. I will also recommend what is better for a municipal center, Facebook, Twitter, both or neither.

Information regarding the pros and cons of the social networking will be found on the internet using newspaper articles as a resource. By learning about the general information and going more in depth with Facebook and Twitter will provide a better learning experience for this project.

Summary

The final document will be put into a business format for the Perinton Recreation and Parks Department. It will be placed in a binder with all of the research and my final report with my

recommendations. A copy will then be given to Jeff Myers. I will then present this document to Jeff Myers and Jim Donahue. If needed, I will then present my findings and recommendations to the Recreation and Parks Advisory Board. It then can be used as a guide for further research.

At the end of the report, I will also be including recommendations. In this section, there will be parts of Facebook and Twitter of the meetings, I go to and what the recreation departments include and what they do not include. I will also include what different recreation centers across the nation that might make them more successful. It will also include my recommendations for the social network. The final report will consist of a cover page, table of contents, the information compiled and the recommendations that were made.

AQUATIC PROGRAMMING UPDATE

In the five years since the aquatic addition opened its doors, the programs have flourished and although drop-in and pass revenues have tapered off since the beginning they still remain steady. The department has “met” or “exceeded” expectations on the site inspection audits performed by Ellis and Associates. Overall, we are satisfied with the aquatic programs to date but will continue to monitor the pool use, and if need be, promote times that are not used to capacity.

AROUND THE TABLE

The Genesee Valley Harriers held their third annual cross country race with approximately 200 participants. The date of the event in years to come may change slightly due to a conflict with the opening of bow season. Dave Schaeffer also reminded the members of the public access to trails now open at the High Acres Nature Area.

The new playground equipment at Fellows Road Park was viewed by Kevin Ruster and he expressed his thanks to Stacey and the Parks Department staff for a job well done. He also wanted Jayne LaFay and the other Rec staff to know how nice it is that the Unplugged program has been so successful.

Commissioner Donahue thanked Nichole for the great job she has done so far with her Internship.

There being no further business, the meeting was adjourned at 8:20pm. The next Advisory Board meeting will be held on **Thursday, December 3, 2009 (November business) at 7:00pm at the Perinton Community Center in room 211.**

Respectfully submitted,

Stephanie C. Kayser
Secretary