

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
February 23, 2012

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

MINUTES: Motion to approve the January 26, 2012 minutes by Board member Jim Donahue, seconded by Board member Cheryl Hanzlik; minutes approved.

COMMISSIONER MYERS' REPORT

COLLEGE CLASS PROJECT

On Saturday morning, February 18th, Jeff Nutting, Erin Nichols and I sat in on a marketing class for SUNY Brockport, at their Metro Center downtown. The project was to determine the potential effects of a civil protest (such as an Occupy encampment) on our marketing efforts towards the average park user. The class was divided into 7 groups, and each group had to make a formal presentation on whether or not they felt an encampment would have a positive, negative or no effect on the marketing of the park. Some of the teams proposed that we "get ahead of the protestors" and implement an activity where we do our own encampment under our rules and under our supervision. Others suggested that we aid the encampment by setting up concession stands to feed the protestors. Some teams had come into the community center (with prior authorization) and conducted surveys with our participants and a couple of our staff members. The team presentations were judged by the three of us, as well as the professor, and their overall class grade was based heavily on the presentation they made.

FITNESS EQUIPMENT

At last night's town board meeting, we were granted authorization to purchase six new pieces of fitness equipment. We will order four new treadmills and two Adaptive Motion Trainers from Precor, which is on the current state contract. The funding for these pieces will come from our capital reserve account.

WESTERN NY REGIONAL CONFERENCE

On Thursday, February 16th, the Perinton Community Center served as host for the 2nd Annual Genesee Valley Recreation and Park Society (GVRPS) Western NY Regional Conference. There were four separate educational sessions presented, along with 6 different vendors on site. One of the sessions was presented by Chris Waldron and Jim Donahue. The day's agenda is included in your packet.

FINANCIAL UPDATE

The deposit to the Supervisor for February was \$69,753.23. This amount is \$3,395.92 less than February of 2011. We are currently \$11,980.06 behind Year to Date 2011.

MONROE COUNTY HEALTH INSPECTOR

The Monroe County Inspector for Food Service establishments conducted his inspection of our kitchen on Tuesday, 2/21. The report found "No red critical violations, no blue sanitary violations, a Certified Food Worker on site and satisfactory temps", which means there were no deficiencies or violations at all. This inspection is conducted annually.

CHANGEOVER FOR COMMUNITY CENTER MAINTENANCE SERVICES

On March 1st, Simplex-Grinnell will come in and change the Community Center Alarm Deactivation Code for the maintenance staff, to a 4 digit code which has been provided by the new maintenance service.

PEDESTRIAN BRIDGE UPDATE

The Town Board approved the bids for the construction of the Pedestrian Bridge over the Erie Canal, which will connect the Rochester, Syracuse and Eastern Trolley Trail to the canal Towpath. The bridge will span the canal right near the driveway to the Parks Operation Center. Realignment of Cobb's Lane will be completed as soon as the weather allows.

DIRECTOR ESTRICH'S REPORT

EQUIPMENT

Request to purchase a new mower was approved at 2/22 Town Board meeting. The parks department has decided to purchase a Toro Z Master 6000 (zero turn). The Toro mower costs \$9867.90. The mower is on NY State Contract with a 5 year warranty (most are 3).

Dillon is building 2 back racks used to protect the back windows of our trucks. Purchased new these would cost \$620.00. Dillon is able to build them for half the cost and custom fit them to our trucks and operation needs. In addition, he held a welding workshop for parks staff.

PARK OPERATIONS

A Community Development Block Grant application was submitted for Egypt Park in the amount of \$16,000.00. This grant will allow the construction of ADA accessible sidewalks from the existing parking lot to a new shelter and future playground. Awards are announced in July and the project must be completed by June 2013.

The Village Ice Rink has been opened for 43.5 days. This is 30 days behind normal winter operations.

Park staff constructed with CTA, Dave Schaffer, a fence structure to obstruct bikers from impeding on private property and damaging trails. A meeting is set for Monday 2/27 at 2pm to discuss Town code options and signs.

The Parks Department has been busy working on spring projects some of which are goals for 2012. Projects; built ADA box beds for the community garden, repaired the backstops at Spring Lake Park fields 1 and 2, rehabilitated two trailers, enclosed lights at shelters to eliminate bird nests, DPW/ Parks removed 20+ trees from Perinton Park, plus numerous daily projects.

The Parks Department is hosting an athletic field day for nearby Towns in April. This will focus on infield conditioning sponsored by Pro Choice Sports Field Products.

United Way Day of Caring Parks Department project was submitted to install Bob's Butterfly Garden (children) at Fellows Road Park. The Day of Caring is Thursday May 10.

Staff has attended:

Education Day, Nursery Landscape Association on Feb. 8th- Scott Allen and Stacey Estrich
Hillyard Open House at Penfield YMCA on Feb. 23rd-Jamie Baker

Parks radios are out of date; and, therefore, most internal communication is handled via cell phone. Once Monroe County has updated the system, the Parks Department will consider investing in new equipment.

DIRECTOR RIESENBERGER'S REPORT

RECREATION PROGRAMS

RECTRAC

Winter 2012 registration is currently at \$122,066.55.
There are 2,854 participants enrolled in 259 classes.

FACILITY USAGE

February totals as of 2/23: 39 reservations for a total of \$5,509.00.
Year to Date 2012: 85 reservations for a total income of \$10,659.00.

PROGRAM REVIEWS

PIZZA PARLOR POLL

Perinton Pizza was the big winner of the 22nd Annual Pizza Parlor Poll. J&L's came in second and Papa John's took third. This event was once again filled with 229 participants enjoying pizza from nine area pizza parlors.

FATHER DAUGHTER VALENTINE BALL

This event was held on Saturday, February 11. Dads and daughters spent the afternoon dancing, making a small craft and enjoying refreshments. There were 66 in attendance.

CENTER STAGE

Event sponsors confirmed: Perinton Pizza, Perinton Hills Shopping Center, Van Bortel Ford, Waste Management, Harris Beach Attorneys at Large and Fairport Savings Bank. Sponsors not yet confirmed but hopeful: DeWolff Partnership and LeChase. Golf cart sponsors confirmed: Fairport Federal Credit Union, Hoselton Automall, Vision Kia and the Perinton Republican Committee. We are in conversations with Nothnagle, Casa Larga, New York Life and a few local companies. All other aspects of concert planning are on schedule.

SCHOOLBREAKERS

The Schoolbreakers program is currently taking place this week. Unfortunately, we had to cancel the morning sessions due to low enrollment. After we cancelled, we did have several inquiries regarding the program. We make a decision on this program early to ensure we have appropriate staffing and supplies. The afternoon sessions are running with very good enrollment.

SUMMER PLAYGROUNDS

The interview process for this summer has begun. We have received applications of several interested candidates. About half of the staff will typically be returning from the previous year. Many of the staff are full time teachers or have completed at least one year college.

SNOW RELATED PROGRAMS

Many of our snow related programs have been cancelled. This has resulted in many refunds.

YOUTH BASKETBALL

On Monday, February 27, the Rochester Razorsharks will be here to conduct a basketball clinic for our youth basketball league. This is the fourth year they have done this, organized by our star coach, Irving "Junior" Espada.

SPRING BROCHURE

The spring brochure should be in resident's mailboxes soon. Registration begins Monday, March 5. Letters for summer programs have been sent to instructors.

FITNESS AREA

The transition in service from G & G Fitness to Advantage Sport and Fitness Inc. is now complete. Lou Greco is our main contact and has been incredibly helpful. We are hoping to purchase 4 new treadmills and 2 new "AMT's (Adaptive Motion Trainers). If all goes according to plan, we are hoping to have new equipment by the end of March. Signs have been posted in the fitness area alerting patrons of new things to come. We are all very excited to update our cardio area. We will also have a file area where people can keep track of their workouts when they visit.

BIDS

The recreation supply, wearing apparel and arts and crafts bid orders have all been placed and are beginning to arrive.

TEEN CENTER

Sixth Annual Teen Talent Show

Following the 55+ Fat Tuesday luncheon, 17 teens and 2 of our senior citizens, entertained an audience of close to 100. Acts included a sing along medley of old time favorites, musical pieces performed on the violin, piano, French horn, trombone, clarinet, tenor sax, piccolo and acoustic guitar. A show highlight was when brothers Ryan and Zack Dunn performed a comedy interlude of Abbott and Costello's "Who's on First" The Glacier Ride Snow Tubing field trip was cancelled over February break due to the lack of snow. We had 40 disappointed teens.

55+

The Valentine's Day dinner on February 14, had 80 in attendance. They were entertained by Karen LaBella. Monsignor Schnacky's "A Snake in the Grass", performed by the Schnacky Players, was wonderful and 40 attended. They do a play once a year for the seniors. The Fat Tuesday/Mardi Gras was another delicious and successful lunch. Numbers for special events have been great. AARP is quite busy with the free tax program and registrations are filling up.

FACEBOOK

We now have 612 followers on our Facebook page. We offered a Valentine's Week special on our Facebook page. We encouraged readers to give the gift of health to those they love. For every \$25 in gift certificates purchased, patrons received a free Family Four Pass to the Aquatics Center. We sold 12 gift certificates with this promotion.

CONNECTIONS

We will be hosting the February Fairport Perinton Merchants Association meet and greet on Tuesday, February 28. We will have a display table, along with 8 other home-based merchants, sharing what each business has to offer. This has been a wonderful way to meet many of the members and get to know about them.

FAIRPORT PUBLIC LIBRARY

Debbie Ellis, Erin Nichols and Diane Riesenberger met with Betsy Gilbert, Library Director, to discuss ways we could partner programs and special events. This was a very productive meeting and great ideas were generated. We specifically discussed ways we could integrate services and similar programs.

COMMUNITY GARDEN

On Thursday, February 2, Stacey Estrich and I met with the Fairport Historic Preservation Commission and received approval for the fence design. Invitations will be going out for the Saturday, April 21 ribbon-cutting ceremony. We will meet with all gardeners who have purchased beds and Shared Harvest section on Thursday, March 1.

MARKETING REPORT – Enclosed.

Chair Chesonis asked if the Department is "ahead of the curve" with technology in comparison to other Towns in the area, state or nation. The Rec Trac software we use is comparable to other systems used by similar agencies. Resolution of the Web Trac refund process is currently underway.

The Geographic Information System will be a useful tool in marketing Rec and Parks events and programs in the future. Director Estrich stated the Garnsey Arboretum is ready for GIS implementation.

BICENTENNIAL PROGRESS

A calendar of events has been provided for the board members to read at their leisure. This is also posted on the Town web site. Special events include the Community Garden Ribbon Cutting

on April 21; and on May 22nd at 2:00pm, the Perinton Quilt Guild will present the Town with a historic quilt commemorating Perinton's Bicentennial. A reception will be held in the PCC lobby providing light refreshments and commemorative items for sale along with Jean Keplinger's book, "Windows to the Past". An official photographer will chronicle many of the Bicentennial events taking place.

AROUND THE TABLE

Dave Schaeffer extended a thank you to Director Estrich and the Parks Department for the installation of the "squeeze stile" on the Crescent Trail. The question was also raised asking if there may be a property in the Town where mountain bike trails could be created. A possible site consideration may be Keck Road.

The library long range plan should be available at the final meeting taking place in two weeks. Advisory Board member Jim Donahue plans to attend.

There being no further business, the meeting was adjourned at 8:07pm. The next Advisory Board meeting will be held on **Thursday, March 22, 2012 at the Perinton Community Center in Room 211 at 7:00pm.**

Respectfully submitted,

Stephanie C. Kayser
Secretary