

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING NOTES
April 28, 2011

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

CALL TO ORDER: The meeting was called to order by Chair Chesonis at 7:03pm.

MINUTES: Motion to approve the March 24, 2011 meeting minutes by Board member Steve VanVreede, seconded by Board member Mike Coppola; minutes approved.

COMMISSIONER'S REPORT

Appointment of Parks Laborer

On Wednesday evening, April 13, 2011, the Town Board approved the appointment of Mr. Bill McMahon as Parks Department Laborer, effective April 18, 2011. Bill's appointment completes the transition in the parks resulting from the retirement of Bob Ellis. Bill has worked for the department in a seasonal capacity for over a year now, and we are glad to have him join our staff on a full time basis.

Recreation Fund Survey

In early April, the Recreation Director in Parma conducted a survey on the "Recreation Funds" charged by the various towns in Monroe County for new construction on single family dwellings. This served as a follow up to the same survey he conducted in 2005. The results of this survey are included in this packet. The fees charged by the Town of Perinton were increased to their current level in 2004. I would like to discuss the feasibility of raising the Recreation Fee in Perinton.

Discussion ensued regarding this topic. Chair Chesonis is in favor of raising the amount to \$1,000. All other board members in attendance agreed. Board member VanVreede mentioned that raising the Recreation Fee now may result in less resistance by developers, as development is not as strong at this point. The survey does not include the Town of Victor's current fee rates. Commissioner Myers indicated he will get that information and email it to the board members.

Youth Funding Through Monroe County Youth Bureau and NYS Office of Children and Family Services (OCFS)

In late February, we were informed by the Executive Director of the Rochester – Monroe County Youth Bureau that the proposed budget for New York State was calling for the elimination of the vast majority of state funding for youth programs and projects, a portion of which we have received in support of our teen programming. In fact, the approved state budget calls for a 50% reduction in youth funding for fiscal year 2011-2012. This is on top of the almost 30% reduction that has occurred over the past 3 years. Listed below are the amounts that our department has received since 2007.

2007: \$26,676
2008: \$24,572
2009: \$21,247
2010: \$18,566 (yet to be received by the county)

The actual amount that the Rochester – Monroe County Youth Bureau will receive from the state has yet to be determined, and therefore, any amount we would receive has also not been determined. However, based solely on the previous years' formulas, Perinton should expect at least a 50% reduction in funding from the 2010-2011 amount. I say, at least, because the Governor's priorities lie more in the Child Welfare support services, treatment services and local alternatives to placing youth in costly State youth facilities and detention centers.

As part of the grant program, Perinton is responsible to spend at least double the amount of the grant on youth (teen) programming in order to receive the allocated reimbursement amount.

Every year, we have well-surpassed that amount in spending to support teen programming. In 2010, the department spent \$91,929.57 towards eligible youth programming to receive (or soon to receive) the \$18,566 allocated amount.

The time spent preparing and submitting the Youth Funding Application, as well as the time and effort involved in documenting the monies spent is extensive. To expend all of these work hours in order to receive just over \$9,200 in reimbursement is an inefficient use of staff hours. It would be my recommendation to discontinue relying on the youth services reimbursement grant until a time when the NYS budget is in a much stronger state. I recommend that the revenue amount budgeted for Youth Services in the 2012 department budget proposal be zeroed out, and that we reapply for the grant money when the state budget improves. This suggestion has been informally presented in the past by the former Commissioner of Recreation & Parks, and considering the new estimate in reimbursement allocation, it is time to discontinue expecting sufficient support.

The board discussed this topic. They asked about the amount of time spent on preparation of the grant application, as well as the time spent to document the reimbursable expenditures. It was agreed upon by the board that until a time comes that the state budget allows for increased funding for youth support services and programs, we do not spend the time and effort to apply for such low funding amounts. It was stated that the staff time could be utilized in other areas. Commissioner Myers indicated that the importance of youth programming will not decrease, however, there will need to be some reorganization to the current procedures.

Financial Update

The deposit to the Supervisor for April was \$112,028.63. This amount is \$6,124.48 less than April of 2010. We are now \$19,995.75 behind 2010 year to date income. The majority of the shortage is from activity registrations. Our department expenses also continue to track below 2010 year to date.

AARP Tax Assistance

For many years now, AARP has been providing income tax preparation assistance in room 212 of the Community Center. Every year they have been increasing their number of clients served, and with the Wi-Fi capability at the center, it has made AARP's job that much more efficient. We received the enclosed letter of appreciation from AARP.

Department to Host a College Intern

Beginning May 16th, Ashley Krasicki, a student in the Recreation Management Program at SUNY Brockport, will join the department for a 5 week internship. She comes to us with experience in recreation facility and program supervision.

NYSRPS Annual Conference

As reported in March, 3 staff members and I attended the New York State Recreation and Park Society Annual Conference and Business Exposition held late last month. This will be discussed in detail later in the meeting.

DIRECTOR ESTRICH'S REPORT

Events and Community

April 30th is the Arbor Day Celebration at Garnsey Arboretum. Nine residents are registered for the 2 hour session.

Teen Mulch Day is scheduled for May 7th and United Way Day of Caring (CTA) is May 11th.

The community garden meetings are moving forward. The group has decided to wait to establish a secondary location and pursue Potter Park further with the Village. The time line is shifting to a summer establishment, with fall/ winter brochure registration for spring 2012 planting.

Operations

Courts--In the beginning of April, the tennis and volleyball courts were ready for use with one minor repair. An estimate to reseal and color coat Perinton Park tennis courts and basketball court is anywhere from \$67,000.00 to \$93,900.00, depending on the amount of repair. This project is under further review.

Board member VanVreede does not feel that spending the lesser amount for repairs, estimated to only last half the amount of time than the more expensive repairs, would be cost effective in the long run.

The Fellows Road roof definitely needs repair work. Sideline Construction will be conducting a water test in order to submit a proper estimate.

General spring operations--Water for outdoor restrooms is being turned on this week with no major issues so far. Shelters open for reservations this coming weekend. The night guard shift starts Monday May 2nd. At this time, gates will be closed at 10pm and restrooms locked up for the evening.

On April 18, William (Bill) McMahon started a new position as full time Laborer. Bill previously worked at Center Park on a part time basis. He has already proven himself as a great addition to the team by helping train new staff and assisting Dillon (shop technician).

A meeting is set for May 24th with the Humane Society to discuss Egypt Park improvements.

Athletics

To date, we are 2-3 weeks behind due to the abundance of rainfall. Kreag Road Park was opened for the first time this week, but all other fields are under water or heavily saturated. Closed signs are posted at the fields, emails have been sent to private teams and recreation league coaches along with updating the information phone line. Currently, fields are still closed until May 2. At that time, we hope to move forward with field preparations and mowing. Crews have been alerted to possibly work some long days if we get the opportunity.

Soil sample results arrived. Our fields are low in zinc and high in iron. What does that mean? We are doing the right thing but need to watch the amount of iron we put down. Iron is commonly used with fertilizers for a quick green up.

Fairport Little League has decided to not use our fields due to the requested fee of \$750.00. FLL reserves 6 fields at Potter Park, Egypt and Fellows Road. We offered a very low price of \$3.05 per day for 3 fields. This covers about .02% of staff wages during that time frame.

DIRECTOR RIESENBERGER'S REPORT (as reported by JEFF ACKERMAN)

Recreation Programs

Spring 2011 registration is currently at \$158,030.00
There are 3,224 participants enrolled in 343 classes.

Facility Usage

April totals as of April 26: 39 reservations for a total income of \$4,126.00.
Year to Date: 195 reservations for a total income of \$26,003.50.

Program Reviews

Egg Hunt

The annual Egg Hunt was a bit wet and wild this year. The weather was not the best, but the Fairport Police Benevolent Club and the "helping hands" volunteers from Minerva Deland School showed up to hide the trinket and candy filled eggs. The "special" eggs were all found and turned in for baskets and inflatable bunnies. Andy's Candy Company chocolate bunnies were handed out to all the participants and everyone went home happy. The event ran smoothly and was over

in record time! Despite the weather, there was still a good gathering. The Benevolent Club donated \$375 to the event.

Mr. E. Bunny and the Jelly Bean Trail

This event is held indoors at the Community Center for our 2-4 year olds. Turnout was great and everything went very smoothly thanks to the staff and volunteers. A new addition to this event was You Adore Photography. They provided the opportunity to have a framed photo (6"x9") taken with Mr. E Bunny for a \$10 charge. They also provided a great backdrop. Our department will receive \$5 for each photo taken. They will also do this for our Mother's Day Tea.

Story Walk

In conjunction with the Fairport Area Branch of the American Association of University Women, we now have our first Story Walk. A Story Walk is an exciting innovation that combines a children's story with a walking route. "Sheep Take a Hike" by Nancy Shaw is posted along the walkway at Center Park. The Story Walk will remain through May. A special thanks to the Parks Department for installing the wood posts for this project. Hopefully, with some dry weather, the Story Walk will be enjoyed by many.

Schoolbreakers Spring Fitness Fun

This 1-5pm program ran Monday through Friday last week. The participants played in the gym and then went swimming in the Aquatics Center. We provide a healthy snack. On April 20, a group of 50 children and staff from Hilton-Parma Recreation joined us in the gym. Everyone had a great time, and they were very appreciative that we let them use the facility with us. Overall the program had a net income of \$1,634.72. The enrollment numbers were good this year.

Green Energy Fair

We were host to the fair on Saturday, April 9. Visitors learned how to reduce family energy usage and monthly energy costs. This free event included displays, games, raffle prizes, live demonstrations and kids' activities led by two of our department staff. Approximately 100 people participated.

Center Stage

All sponsors have been confirmed. Signs will be ordered next week.

Youth Soccer

Revenue is currently \$14,413.00. This total, although not quite as high as last spring, is still good. Due to slightly lower enrollment and fewer available coaches, we have 20 total teams. There are 10 in the 6/7's, 6 in the 8/9's, and 4 in the 10/12's. The team total is 6 less than last spring. More children were placed on a team roster to rectify this, and the coaches were instructed to increase practice and playing time to make up for it.

Softball

This program is at a five year high with 36 total teams. There are 13 Men's 35 and over, 10 Women's and 13 Men's 18 and over. Revenues from this have been and will continue to filter in. We expect to generate over \$6,000 in team fees, and between \$8,000 and \$10,000 in individual player fees before expenses. In addition, for the first time, we passed along the actual fees for the USSSA sanctioned softballs to the teams by working it into the umpire fees. This will be saving our department \$1,296.00. We have not had any complaints from the teams.

Outdoor Movies

Two sponsors have committed to our outdoor movie events. Universal Imports has given \$800 (\$400 for each movie) and the Basin Pub has given \$500 for our "Sandlot" movie. Both movie programs are 76% paid for through sponsorship. Other sponsors include Fairport-Perinton Merchants Association (\$500), Stantec Consulting (\$250) and ESL Federal Credit Union (\$250).

Family Concert

A family concert has been booked for Wednesday evening, July 20 at 7pm. This event will take place in our amphitheater at Center Park. Mike Kornrich will be presenting his "Rockin Frolickin" concert. This will be publicized through summer playgrounds, lobby screen, press releases, flyers, Facebook, etc.

Board member LaFay indicated she wished she had been informed of this program at the early stages in planning.

Summer Playgrounds

Staffing is complete. We will now be certified by the NYS Department of Health. Please refer to the Camp Safety Plan enclosed. Planning is proceeding on schedule. We are looking forward to another great summer.

Teen Center

Army Adoption Program

Ten packages were sent to 5 soldiers serving overseas. Each soldier got a box filled with toothbrushes, toothpaste, floss, shampoo, deodorant, sun block, bandages, antibacterial ointment, hard candies, beef jerky, Goldfish crackers, macaroni and cheese, Silly Putty, AA batteries, and many handmade cards created by our Schoolbreaker children and Girl Scout troops. Each soldier also received a case of Girl Scout cookies.

5th and 6th Grade Parent Orientation

Julie gave a Power Point presentation to the parents of the incoming 6th grade class at the Johanna Perrin 5th to 6th Grade Parent Orientation. This gave them an overview of Teen Center programs, and invited their children to attend the Welcome Party for 5th graders scheduled for Wednesday, June 8. Janelle Fonte did the same presentation for Martha Brown parents on Wednesday evening, April 27, as Julie is on vacation this week.

Outdoor Unplugged

At this early date, there are already 10 bands signed up to perform at the June 17 program to celebrate the end of exams and the school year.

Board member LaFay asked if we were still going to require lyrics from the performers for prior approval. Commissioner Myers answered that we will require the lyrics ahead of time.

Senior Center

April started with a trip to the Seneca Niagara Casino. Our movie matinee "Singing in the Rain" was well attended and truly enjoyed. Nancy Kourofsky, owner of Structured Style, came in and gave helpful tips on downsizing and organizing your home or office. Lion's Club had their Senior Dinner at the Green Lantern Inn with Fairport Police Chief Maureen Chisholm. The Women's Wellness Retreat had a great sign-up and very positive comments were received. The Easter Dinner on Wednesday, April 20 had 60 in attendance. The menu consisted of baked ham, scalloped potatoes, vegetable, rolls, applesauce, pineapple sauce and a choice of three different pies. Everyone also received a chocolate bunny. The Lunch Bunch has decided that they want to meet every month at Applebee's from now on. It is a great way to meet new people and begin new friendships.

Other Business

We have started posting flyers for upcoming events on our Facebook page. These promotions can also be viewed on iPhones, Blackberries and other smart phones using the Facebook app. Once a month, Chris Waldron is attending wellness meetings at MVP Healthcare as part of the Town's wellness consortium. The idea is to create more wellness programs similar to Step By Step in the hopes of keeping our staff healthy.

We will be joining the Fairport-Perinton Merchants Association in the interest of having another avenue to get our word out. By paying a fee and joining we will have our name and events advertised in pamphlets that are handed out at all of their events and given to visitors and boaters

in a packet. We will be asked to volunteer hours at some of these events which will keep us out there and promoting. These packets will also be given out at the opening of the Bushnell's Basin dock and at the kiosk on site. We are also looking into adding a coupon or other promotion to the information bags to entice the public to come and see what we have to offer.

Missing Child Policy

We now have a Missing Child policy in place in the event it happens here at the Perinton Community Center. The policy has been distributed to all staff, building managers and instructors. Jim Smith has given his approval, and it has been sent to our insurance company for any fine tuning.

2011 New York State Recreation and Parks Conference

Jeff Ackerman, Jeff Nutting, Chris Waldron and Jeff Myers attended this conference March 27-29 at the Turning Stone Resort and Conference Center in Verona, New York. Their reports will be given later in this meeting.

2011 Summer Registration

Registration begins Monday, May 2.

Marketing

Enclosed please find the April Marketing report and press releases.

Thank you to Jeff Ackerman for giving my report this evening. I will see everyone next month.

AROUND THE TABLE

Board member LaFay indicated that prior to the local school spring break, she and department employee Julie Eble delivered care packages to the Bivona Child Advocacy Center. She stated that the visit was an unbelievable experience, and is considering volunteering for the center. She mentioned in brief some of the features of the center, as well as services it provides. She indicated a need on behalf of the center for Beanie Babies, quilts, or fleece blankets, which are distributed to the child clients immediately following their initial interview with the staff.

Parks Director Estrich mentioned the great teamwork that is occurring in the parks staff, considering the adversity that they are experiencing related to the wet weather and the projects and work that has been deferred as a result.

Commissioner Myers expanded on Director Estrich's comments stating that the cooperation and coordination amongst the recreation staff, as well as between the recreation and parks staff, is working extremely well in these circumstances; and he thanks everyone involved.

There being no further business, the meeting was adjourned at 7:54pm. The next Advisory Board meeting will be held on **Thursday, May 26, 2011 at the Perinton Community Center in Room 211 at 7:00pm.**

Respectfully submitted,

Jeffrey D. Myers, CPRP
Commissioner of Recreation and Parks