

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
December 1, 2011 (November Business)

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

GUESTS: Kim Zeck, Senior Citizen Program Supervisor
Ashley Mundy, SUNY Brockport Intern

MINUTES: Motion to approve the October 27, 2011 minutes by Board member Jim Donahue, seconded by Board member Mike Coppola; minutes approved.

INTERN PROJECT UPDATE

Intern, Ashley Mundy and board member, Jim Donahue have made improvements to the website. The site has been made more user friendly and easier to navigate with the creation of separate tabs for the Recreation and Parks Departments. Additional information will be added to the Parks tab regarding buildings, shelters and fields. Park photos will include trails, playgrounds and landscape. Park maps will be updated using Google maps. The Community Garden information has been added to the Park tab and Teen Center information will be available as a tab under Recreation.

Facebook, as of Thanksgiving, has reached 519 users. Ashley determined this medium to be most useful to advertise specials to the younger population. Jeff Nutting and Chris Waldron will oversee the website after Ashley completes her internship with the Department in December. An iTunes gift card was presented to Ashley compliments of Chair Al Chesonis for her efforts.

COMMISSIONER MYERS' REPORT

Town Board

At last evening's Town Board meeting, we were granted authorization to request bids for recreation equipment, arts and craft supplies, wearing apparel and janitorial services. We will mail bid specifications to vendors on December 19, and open the received bids on January 12, 2012. We were also granted approval for new fees. We will begin to charge \$20 per reservation for requests to add tents and inflatable play structures to park building and shelter reservations. In addition, Stacey and Diane have established a fee structure for participation in the Community Garden at Potter Park, and the Town Board approved that fee structure.

Janitorial Services at PCC

In reference to the janitorial bids, we have had a number of concerns with the service we receive from our current janitorial vendor during the past couple of years. On two occasions, we have invited members of their management team to come in and discuss our concerns. When these meetings have occurred, we have seen an improvement for the next couple of months, but eventually, the same concerns arise again. Recreation Director Riesenberger has done some research on other janitorial service providers in the area, and we will be mailing our bid specifications to a few new potential vendors.

Civil Service Exam Announcement

The Monroe County Department of Human Resources and Civil Service recently announced that they will be administering their Recreation Leader and Recreation Supervisor Civil Service exams on February 4, 2012. Chris Waldron is currently serving in a provisional capacity. He must pass the Recreation Leader exam, and place within the top 3 scores in order to be appointed into a permanent position.

Financial Update

The deposit to the Supervisor for November was \$57,930.58. This amount is \$4,736.37 more than November of 2010. Year to date we are currently \$20,949.05 behind our 2010 amount.

Meeting with Attorney at Fellows Road Park

Earlier today, Parks Director Estrich and I met with an attorney from Sugarman Law Firm, representing the Town in a potential law suit. A participant who was playing basketball at Fellows Road Park back in April, submitted a Notice of Claim for an injury he sustained at the park. He claims that the curbing along the end line of the basketball court was the cause of his severe ankle sprain. The attorney was going to meet with the claimant following our meeting to receive testimony, and then will report his findings to our insurance company. The insurance company will then decide to either settle, or deny the claim.

New York State Recreation and Park Society Annual Conference 2013

The New York State Recreation and Park Society recently announced that they will host their 2013 Annual Conference in Rochester. NYSRPS is the state-wide professional membership organization for recreation and parks. Our agency is a member of this association, and Jim Donahue and I are Past Presidents of the association. Jim served as their conference chair in 1999, and I served in the same capacity in 2005. The association has asked me to chair the conference again, which I have accepted.

DIRECTOR ESTRICH'S REPORT

All of the Park outdoor facilities are closed for the winter. Gates will remain open through the winter plowing either full or partial lots including CTA parking lots.

The Village ice rink is up and ready for the weather to stay cold for flooding. Our goal is December 9, but traditionally it has been around the 10-12. Weekend staff is available to assist and the ice maintenance truck is ready.

The Bushnell Basin docks have been winterized and are slowly reaching their resting point on the wall of the canal. The docks are being monitored during this process for unexpected settling. Unfortunately, the north side of the dock was vandalized over Thanksgiving weekend. A police report was submitted to Monroe Country Sheriffs and photos taken. The Parks staff repaired and cleaned everything.

Athletic fields are all closed for the season. Deep tining has occurred on CPW 1, 2 and this week on CPE 1, 2. A new recovery grass seed, double time rye, was used this year for football at Kreag Road Park with much success. If you visit the park you wouldn't know football played there for 2 months.

Kreag Road Park and Center Park playground ramps are being replaced. These parts are under warranty through Game Time. The existing ramps were filling with water and bulging.

All fall projects are finishing up. Leaf removal is complete along with picnic tables and trash barrels removed for winter maintenance. Staff also repaired backstops on all four Potter Park little league and three Fellows Road softball fields.

DIRECTOR RIESENBERGER'S REPORT

Recreation Programs

Rectrac

Fall 2011 registration currently at \$200,238.67.

There are 3,373 participants enrolled in 348 classes.

Facility Usage

November totals as of 11/29: 32 reservations for a total income of \$3,641.00.
Year to Date: 380 reservations for a total income of \$72,919.75.

Program Reviews

Center Stage

We have a list of bands we would like to pursue as part of the 2012 program. We are working on the schedule of concerts and will contact bands by the end of 2011 to confirm. Sponsorship letters have been sent. The following have confirmed for 2012:

Event Sponsors – Harris Beach Attorneys at Law and VanBortel Ford

Golf Cart Sponsors – Fairport Federal Credit Union and Hoselton Automall

Annual Turkey Jam

Over 275 people participated in this year's Turkey Jam on Thanksgiving morning. Food collected for the Perinton Food Shelf totaled over 100 packed boxes. Wegmans continues to co-sponsor this event with our department. (E-mail enclosed).

Passport to Wellness

The winner of the \$100 Wegmans gift card and use of a park building for 2012 was the Patel family of Sanibel Drive. Sheil Patel wrote a wonderful thank you letter telling how much she enjoys the program. (Letter enclosed).

Fall Sports

Youth and Adult Basketball leagues are in full swing. Youth Volleyball begins this week with a total of 32 youths between the ages of 8 and 15 enrolled. Adult Volleyball held at the PCC on Thursday evenings has been busy. Two full courts with 20 plus players are in use when they are here. Pickleball on Tuesdays and Thursdays is also seeing good numbers with 28 registered. Several more are dropping in each week. In general, the building is getting busier each day as we near the holidays with the fitness area, weight room and gymnasium routinely full with drop-in programs and patrons working out.

Parents Night Out

We are holding a new "Parents Night Out" program on Friday, December 9. This will be an evening program where parents can drop their children off and use the time to holiday shop or spend an evening out. Participants will be swimming in the Aquatics Center, playing games in the gymnasium and will be provided with a healthy snack. The fee for each child is \$20. We hope to continue this monthly starting in January.

Schoolbreakers

Schoolbreakers will take place on December 15 and 16. These are elementary school conference dates. We will once again provide supervised activities and games. Alan Stewart will be coming in to show the children new ideas for greeting cards. The children will also swim in the Aquatics Center.

Flat Screen Sponsorship

At the last Advisory Board meeting there was discussion on this new promotion we would like to implement. The purpose of allowing advertising on the PCC flat screen television is to provide additional opportunities for revenue and to support our programs and services. A few towns in the area already use this tool. Enclosed please find some policies that were researched to enable us to control what is allowed. These were suggested by Clare Silverman, Legal Counsel, in an article entitled "Advertising on Municipal Property Requires Guidelines and Enforcement". We would like to submit these for Advisory Board approval so we can move forward sending out our sponsorship packets for 2012. (See enclosed). Board members advised that the proposal is a good start to the implementation of a sponsorship policy that may be used department wide; not just for the flat screen television. A recommendation was made by the advisory board to present the policy to the Town Attorney, Jim Smith and the Town Board for approval.

Bids

The staff is working on recreation supplies, wearing apparel, arts and crafts supplies, and janitorial services for bid. The bid notice will be sent to the newspaper on December 15, and we will mail bids to vendors on December 19. All Recreation and Parks apparel will feature the new Bicentennial logo.

2012 Winter Brochure

The brochure is in the final stage. It will be mailed to all residents in mid-December. We are excited to be able to unveil our new community garden reservation page, QR codes and vintage photos celebrating the Bicentennial.

GVRPS Conference

Jeff Myers, Jeff Nutting, Chris Waldron and Diane Riesenberger attended the Genesee Valley Recreation and Parks Society, Inc. Conference on November 18. Perinton Recreation and Parks Department was the proud recipient of three major awards at the Annual Awards Ceremony.

Volunteerism Award

Roger Nelson and Kel Kelsey for their work running our Drop-In Bicycling program.

Quality Youth Sports Award

Mike Magil, a six year soccer coach for Perinton Recreation and Parks.

Exceptional Program

Superhero Camp, facilitated by Chris Waldron and Alan Stewart.

Teen Center

To show appreciation and respect to the men and women who have served our country, three local veterans were invited to come to the Teen Center on Veterans Day. They shared their experiences serving in various wars. The guest speakers were Bob Gill (Vietnam War), Rick Gough (Korean War) and Pete DuPre' (WW II). In addition to speaking to those in attendance, Rick brought in several photo albums, badges and war memorabilia for participants to view. (Pictures from the program are available on the Town's website.) On November 19, thirty Fairport/Perinton teens and parents and Recreation and Parks staff members met up with Foodlink employees at the Bausch and Lomb Winter Garden. They disassembled numerous sculptures made of cans from the National Construction Competition. All of the cans from the sculptures were donated to Foodlink. (These photos are also available on the Town's website.) The next Unplugged event is Friday, December 2 beginning at 7pm.

55 Plus

Many of our participants enjoyed the Penfield Player's performance of "Strictly Murder" and Martha Brown School's "Barbecuing Hamlet". The reviews were very positive. We hosted another very successful Breakfast Buffet on the Deck this month. Due to the popularity, we will be adding breakfast to our schedule every month. DayTours took the last trip of the year to Seneca Niagara with a full bus. Kim Zeck will be meeting with Liz Gonyo to plan trips for 2012. One hundred people were served at the Thanksgiving Harvest Dinner. Our chef, Barb Gill did an outstanding job with a turkey dinner and all the trimmings. We already have 50 people signed up for the December Holiday Dinner and Lights program. The birthday and movie lunch will be continued in the new year. We are very excited about the positive response to our new programming.

As of January 3, 2012 the age categories for adults and seniors will be changed for fitness/aquatics passes and daily visits. This will streamline all programming and fees accordingly. Adult will now be 19-54 years of age. All changes will be made in Rectrac beginning January 3, 2012. There will be a 55 plus icon on our new web pages. The winter 2012 brochure will also reflect these changes.

Kim mentioned that her greatest challenge is to provide fun and interesting programming for all participants. There are two distinct demographics within the seniors group. The elderly seniors reside in assisted living or nursing home facilities and often attend activities where they live. The emerging seniors, 55 plus, require the most attention in the planning and implementation of programming. Any ideas or suggestions the board may have to create new programs are welcome.

Holiday Promotion

We began the start of our new holiday promotion this past week. For every \$40 spent on gift certificates to the Perinton Community Center, patrons receive a \$5 gift card to be used for programs, fitness/aquatics passes and reservations beginning January 2, 2012.

Website

Special thanks to Jim Donahue and Ashley Mundy who have worked very hard on updating our Parks and Recreation pages. The new layout is much improved and definitely more user-friendly. We appreciate the time and effort they have both put into this. We look forward to seeing the finished project very soon.

Marketing Report – See enclosed.

AROUND THE TABLE

Cheryl Hanzlik has been making use of the Aquatics Center and expressed how much she is enjoying it.

Steve Van Vreede's last Advisory Board meeting was tonight. He said he has enjoyed working with everyone on the board and looks forward to serving Recreation and Parks as a member of the Town Board.

Jim Donahue thanked Ashley for her efforts to "freshen up" the website and wished her good luck in her future endeavors.

Diane Riesenberger wished everyone a Merry Christmas and mentioned the upcoming Brunch with the Grinch taking place on Saturday. The Rec and Parks staff will "deck the halls" of the PCC on Friday, December 9.

Working with Parks staff, Ashley has done a great job! Stacey also shared that she and her husband are expecting their second child, due June 8.

Commissioner Myers expressed his thanks to Steve Van Vreede for his expertise and professionalism while a member of the Advisory Board.

There being no further business, the meeting was adjourned at 8:07pm. The next Advisory Board meeting will be held on **Thursday, January 5, 2012 (December 2011 Business) at the Perinton Community Center at 7:00pm in room 211.**

Respectfully submitted,

Stephanie C. Kayser
Secretary