

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
October 27, 2011

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

GUEST: Ashley Mundy, SUNY Brockport Intern

MINUTES: Motion to approve the September 22, 2011 minutes by Board member Dave Schaeffer, seconded by Board member Cheryl Hanzlik; minutes approved.

COMMISSIONER MYERS' REPORT

Budget Preparation

On October 12th, Supervisor Smith presented the 2012 proposed budget to the audience at the Town Board meeting. The budget proposal includes a 2% COLA for all employees. However, more of the costs associated with health insurance are being directed to the individual employees.

At the Town Board meeting last evening, there were no comments made that were critical of the 2012 spending plan. One gentleman was just seeking clarification on the impacts of the 2% cap on property tax levy increase. Mr. Smith, with the help of Kevin Spacher, Director of Finance, provided a comprehensive explanation to the gentleman.

Conversion of Credit Card Processing Vendor

Following many months of preparation and application, the department has finalized the conversion from utilizing World Pay as our credit card processing vendor, to ETS Merchant Services. This conversion brings us into compliance with the federal restrictions on electronically storing credit card information. Under this system, the credit card numbers are not stored in our Rectrac software database. The numbers are recorded and stored by ETS, which is based out of Virginia.

Changes to Excellus BC/BS Member Benefit for Wellness

The department has learned that on January 1, 2012, the Go Getters program offered by Excellus BC/BS will no longer exist. The Go Getters program provided eligible members with a debit card that the member could use for fitness and/or wellness programs and services. The member in turn chose his/her preference of where to use the card, and purchased the program or service directly from the facility.

The new benefit that Excellus BC/BS will offer is very much like the MVP Silver Sneakers program. It is called Silver & Fit. The Silver Sneakers program is set up in a way that each eligible member registers with facilities where they would like to participate, and the facility records their monthly usage. At the end of every month, the facility reports each member's usage at their facility, and Silver Sneakers pays the facility directly for the member's monthly usage. However, under the terms of our contract with MVP and Silver Sneakers, we are not permitted to receive fully funded payment for a member's usage from any other vendor than MVP. Therefore, if we were to contract with Excellus BC/BS to offer their new program, we will be in Breach of Contract with MVP Silver Sneakers.

Collection of Unpaid Debts

As reported at the August 25th meeting, we have been taking progressive actions towards the collection of unpaid debts. Much of these debts are a result of checks that have been returned for non-sufficient funds. Our first step was to call each person and remind them that they had an

unpaid debt. On September 8th, I followed up with letters to the households, indicating that they had until a designated deadline to submit their payment, or I would be turning the information over to the town attorney. During the week of October 17th, Bob Place sent letters to three households, indicating their need to submit their payment. At this point, we have collected one account as a result of my letter, and another account as a result of Attorney Place's letter. We have two accounts still owed as a result of returned checks.

Financial Update

The deposit to the Supervisor for October was \$111,098.98. This amount is \$1,720.12 more than October of 2010. Year to date we are currently \$25,685.42 behind our 2010 amount.

Coping of Brick Piers at Entrances

Beginning next week, crews will begin coping (capping) of the tall brick piers at the PCC main entrance and the Town Hall Court entrance. They will place metal coping over the top of the piers to prevent further decay of the bricks, which has resulted in some of the bricks falling to the ground. The work should take up to two weeks.

Attendance at NRPA Congress

I will be attending the National Recreation and Park Association Annual Congress and Business Exposition from Tuesday, 11/1 to Friday, 11/4. This year, the congress takes place in Atlanta, Georgia. This conference historically offers the best educational sessions in our field from across the country, as well as a wide variety of vendors that provide all kinds of programs, services and equipment for our profession. Board member Donahue has attended this conference on many occasions and previously served in management positions for this organization. Two members of our Recreation staff (Jeff Nutting and Chris Waldron) have also attended this conference on previous occasions.

DIRECTOR ESTRICH'S REPORT

Community

Our last moonlight hike occurred 10/13 for the 2011 season. This hike was led by Bill McMahon. Six people were registered and two attended due to weather. Bill still made them hike White Brook trails.

Alex Noonan completed his Eagle Scout project at White Brook. This project was one CTA and the Parks Department have discussed since spring. Existing trails were flooding with heavy rains and bridges needed repair work. CTA is clearing a new trail this week and the Parks Department is building a new bridge this winter. Alex did a fantastic job.

Phase one of the community garden is just about completed. It has been a grueling project with rain after rain saturating the old ice skating rink. Our last volunteer work day was rained out and rescheduled for Saturday, 10/22. About 20 supporters helped us unload 6 pallets of donated top/potting soil, planted mums and filled the raised beds with compost through thick mud. In addition, the parks staff has participated by laying all the fabric, mulch and stone dust for the paths surrounding the raised beds. They also finished filling the beds with compost this week. The remaining compost heap will be leveled off when the ground freezes and equipment can once again enter the site. The Town has spent under \$1,000.00 on materials and 2 full 8 hour days of labor. Everything else has been donated. Registration information will be in the winter brochure.

For the first time, The Town of Perinton held the US Track and Field National Masters Cross Country Championship (10/22). Restrooms were kept open for the event with additional port-a-johns brought in by the race officials. Hundreds of participants from all age groups gathered for the races. The cross country course was closely monitored for the event. The parks staff did an outstanding job to prepare for the event in spite of heavy rainfall.

Operations

Winter preparations are taking place. Completed so far is the snow plow employee list to DPW and the Community Center snow removal schedule. The snow plow and blowers have been maintained and salt pallets delivered.

Egypt Park Grant is tentatively ready for submittal Monday Oct. 31st. Director Estrich and Barb Johnston from Stuart I. Brown have had multiple meetings, emails and reports bouncing back and forth. As part of the permit process, Stacey met with the Conservation Board Tuesday 10/18 to request a negative declaration to the Town Board. The Conservation Board is waiting for the date to recommend this to the Town Board. We should hear grant award results over the winter.

Park building winterization has occurred. All restrooms are closed and water blown out for the season. All tennis, pickleball and volleyball courts are closed (Fellows Road tennis courts close October 31st). All softball and soccer fields are closed, except CPE #1 for adult drop-in soccer. Youth football continues at Kreg Road Park until mid November depending on playoffs.

Athletic fields have been inspected by our Matrix sales representative, Chris Richter. 2011 was our first year making treatments to fields, Town Hall and the Community Center common areas. It was a success using our new Triumph applicator. Normally, we would have spent over \$10,000.00 for pesticide treatments. This year, we spent \$2,871.45 in chemicals and about \$2,500.00 in labor (\$4628.55 saving). The applications were somewhat less, timing was better, and fields were spot treated.

The new leaf sweeper arrived last week per the Town's mid-year purchase. Staff will be trained on it this week and used next week.

Fire extinguishers were collected from buildings and vehicles for their annual inspection. Everything passed.

Ashley completed her two week internship with the Parks Department. During her stay, she researched and developed unusual winter programs, updated our material safety data sheet notebook, learned and conducted park and playground safety inspections, worked on daily projects with staff, attended a Conservation Board meeting and worked further on her Facebook/ website project.

The Bushnell's Basin docks and restrooms will be closing for the season. Restrooms close this weekend and docks will be winterized next week. This must occur before the water is lowered in the canal which closes November 15.

DIRECTOR RIESENBERGER'S REPORT

Recreation Programs

Rectrac

Fall 2011 registration currently at \$193,192.67

Fall 2010 registration at this time \$189,056.47

There are 3,233 participants enrolled in 361 classes.

Facility Usage

October totals as of 10/26: 28 reservations for a total of \$18,140.00

Year to Date: 341 reservations for a total income of \$66,977.75

Program Reviews

Center Stage

The Center Stage Committee met on October 24. Pat Knapp presented information on the plans for the Bicentennial and the partnership between the Center Stage and Bicentennial committees. We will be adding an additional concert as part of the Bicentennial celebration. The bands have been selected for 2012. The committee will be inviting Perinton Pizza, Moonlight Creamery and the Lions Club back for the 2012 season. There will also be some logistical changes. The committee is working on having a sliding scale for band reimbursement, in the event of cancellation. The sponsorship fees will be increased by \$100, event sponsors will be \$1,400. Golf cart sponsorship will be \$1,300. Parking passes will be provided to the bands and vendors to help alleviate the congestion and traffic by the amphitheater. Sponsorship recruitment will begin immediately. Bands will also be contacted soon for booking.

2012 Sponsorship Packets

The draft of the sponsorship packet is ready. We will print these after final approval. Center Stage, Family Concerts, Outdoor Movie Nights and the new Flat Screen Sponsorship are included in the packet.

Flat Screen Sponsorship

The flat screen television in the Community Center lobby has already been an asset, showing upcoming events and photos. We have ongoing presentations throughout our regular hours of operation. We believe we can also utilize it as a source of revenue. We have several sponsorship opportunities for our department that are targeted towards larger corporations in our area. This new opportunity will allow small businesses in the Fairport/Perinton community increased visibility at our facility. They will also be able to support their community at a lower cost and offer them more exposure. (Please see attached Flat Screen Sponsorship Proposal.)

Passport to Wellness

On October 11, Jeff Ackerman, Chris Waldron and Diane Riesenberger met with Marcie Bartolotta, the Wellness Coordinator from Wegmans. Although we agreed that participation is down overall the last three years, we will continue to keep it active in some way. Marcie will be doing a survey in November of all the agencies that have implemented this program to determine the direction it will take. Marcie also offered a more cost effective solution for printing (using the company they use) and ideas were discussed possibly using QR codes. Another meeting is scheduled for early spring to finalize.

Fall Sports

Although weather complicated things, fall sports overall were a success. Due to the limited number of soccer games played, we have partnered with Turin Sports Dome and will be playing games this weekend indoors. The coaches and players are very thankful to have this opportunity. We felt this was a good faith move to show our appreciation to everyone that signed up, since we have no control over the weather. A portion of the income designated for officials is being paid to Turin. Senior Pickleball has now concluded on our outdoor courts. Players have come back to the PCC and are enjoying our newly lined courts. This has become extremely popular with pre-registrations and drop-ins. The cost for lining the gym floor was roughly between \$500-\$600 including paint and labor. We have already recouped that cost from pre-registrants (not including drop-in revenue) and we are only 4 weeks into the program.

Community Garden

The weather again has not been on our side. The Parks Department has done an amazing job keeping us on track. We are very mindful of the importance of making it aesthetically pleasing to the residents during all phases. The Progress in Perinton sign announcing the garden has been put in place with special thanks to Joel Cuminale from Turning Point Signs for the donation. It looks great! Currently we have submitted two fence designs to the Historic Preservation Board.

One is from Chuck Smith, the architect on the Preservation Board and the other from Bruce Zaretsky of Zaretsky Associates. The Preservation Board will meet on November 3 to discuss designs. Thank you notes have gone out to all sponsors of the garden. The volunteers on Saturday, October 22 were given lunch provided by Perinton Pizza and Tops Market. Stacey and Diane are working on the layout for the 2012 winter brochure when the sale of beds will begin.

Halloween Parade

The parade is this Friday, October 28 beginning at 6:00pm. The parade route is once again from Minerva Deland School to Potter Park. Special thanks to the Fairport Rotary, Fairport High School marching band, Fairport Fire Department, and Fairport Police Department for their support.

Turkey Jam

Plans for this year's Turkey Jam are well underway. Wegmans is once again co-sponsoring this event and has contributed \$1,500 to purchase shirts. The t-shirt design, by resident artist, Peter Colosi was done free of charge.

2012 Winter Brochure

Presently we are working on the winter brochure. It will be mailed to all residents on December 16. The quarterly brochure will feature "Then and Now" photos to celebrate the Bicentennial.

Teen Center

On Monday, October 10, 50 senior citizens, teens, moms and Perinton Recreation and Parks/Northfield Enriched Living Facility staff members spent a fun afternoon playing candy bar Bingo. Everyone enjoyed ice cream sundaes while getting to know a little bit about each other. Northfield has asked for the teens to visit again, as the residents thoroughly enjoyed it.

On October 24, 24 teens in grades 6-9 participated in the Teen Center's Pool and Pizza party. The Teen Center won an award for their float in the Homecoming Parade. Saturday activity nights have seen an increase in participation. The teens are enjoying the weekly theme nights. A table tennis table has been purchased for the Lion's Den. Expense for the table is being shared by the teens and the seniors.

Senior Center

Seniors have started Drop-In Table Tennis on Fridays. This was requested by the seniors. The trip to Wellsboro, PA was a great success. Sixty three people attended the German Oktoberfest Dinner. On October 28, we will be honoring our volunteers with a special luncheon served by the Recreation staff. It is our turn to thank them for their outstanding service. Later that same evening, we will host our first baby-boomer dance featuring the group "Inside Out" from 7:30-9:30pm. They have a great following and it promises to be a lot of fun.

Swipe Passes

The staff will be meeting with Jim Donahue in early November to begin the process of converting from punch passes to swipe passes. We are very excited to be streamlining the check-in process for our patrons. We currently use swipe passes for our Silver Sneakers program and it has been very successful.

2012 Bicentennial

The next community meeting for the Bicentennial will be Wednesday, November 2 beginning at 7pm at the PCC.

Marketing Report – see enclosed.

INTERN MUNDY'S REPORT

Ashley Mundy is doing an internship until mid December with the Perinton Recreation and Parks Department. She is currently attending Brockport College, and will be graduating in December. Each week she is working in a different area of the department learning the various aspects of a municipal recreation and parks department. She feels that her "hands on" participation has given her a better opportunity to learn the responsibilities of each area.

Ashley's internship must include a large project. Her project proposal is to work on both the Recreation and Parks website and Facebook pages. More specifically, her goal is to make the website easier to navigate, as well as update it. Ashley would like to see a separate page for Recreation and a separate page for Parks rather than have them both on the same page. She would also like to gain more followers on the Facebook page. Chair Chesonis has challenged her to reach a goal of 2,500 followers by Thanksgiving to receive a prize donated by an outside party.

Around the Table

Commissioner Myers congratulated Director Estrich on passing the exam for Playground Inspector. There are now two qualified inspectors on staff at the Parks Department.

There being no further business, the meeting was adjourned at 8:05pm. The next Advisory Board meeting will be held on **Thursday, December 1, 2011 at the Perinton Community Center, Room 211 at 7:00pm.**

Respectfully submitted,

Stephanie C. Kayser
Secretary