

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
January 7, 2010 (December business)

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

GUEST: None

MINUTES: Motion to approve the December 3, 2009 minutes by Board member Mike Coppola, seconded by Board member Jayne LaFay; minutes approved.

COMMISSIONER'S REPORT

Egypt Park Progress-The Egypt Park preliminary planning continues. Trowbridge should have information to us on Friday of this week regarding necessary applications to the Department of Environmental Conservation. Preliminary drawings should be available for review at the next meeting.

Financial Update- The deposit to the Supervisor for December was \$ 97,283.19. This is \$18,609.67 behind last year end total. The year-end expenses were also down significantly.

Update on facilities Summer 2010- The Commissioner and staff continue to meet and discuss facility alternatives for next summer. The Fairport School District will have only Johanna Perrin School available for our use. We will conduct the Better Together and summer playground at Johanna Perrin. We may also be able to have a skill camp or two at this site. The staff is meeting with St. John of Rochester Church and Perinton Community Church to rent/use their facilities for playground sites. So far things look promising. We are seeking other suitable facilities for other programs that are displaced because of the lack of school space.

Bids- The Recreation and Parks department will open bids for wearing apparel, arts and craft supplies, recreation supplies, janitorial services, and Kreag Road Park lights on Thursday, January 14 at 1 pm. Recommendations will go to the Town Board for approval.

Personnel Update- The Town Board approved the appointment of a new Working Foreman for parks, Scott Allen. Scott began work full time on January 4.

DIRECTOR MYERS' REPORT

- I. Recreation Programs.
 - A. RECTRAC – Rec Facts.
 - 1. Christmas week business. (12/26 - 12/31); Aquatic and Fitness areas were busy; Point of Sale revenue: \$6,339.50. Pass Management revenue: \$7,858.50
 - 2. Gift Certificate sales: January 1 – October 31, 2009: \$2,165.00; November 1 – December 31, 2009: \$3,446.00. Total from 2008 amount is up \$241.
 - 3. Winter 2010 registration began on Monday, 1/4/10. Almost \$70,000 since Monday.
 - 4. Track Use: 2009 showed slight decrease in use from 2008 (46,868 to 44,928).
 - B. Programming News.
 - 1. Winter '10 programs begin Tuesday, 1/19.
 - 2. Father Son Sports Night: Friday evening, 1/22. Historically a popular program. 32 participants already enrolled as of this afternoon.

3. Pizza Parlor Poll is maxed out at 226 already.
- II. Facility Usage.
 - A. PCC Room and/or Gymnasium Rentals – 2009 FINAL REPORT: Full Year reservations: 320; Full Year income: \$64,224.50.
 - B. Year to Year Comparison Report attached.
 - III. Department News
 - A. The Rochester Democrat and Chronicle will be featuring an article in an upcoming issue on a gentleman by the name of Irving Espada. Irving is a volunteer coach in our Youth Basketball program. Irving recently was awarded the Volunteer Youth Sports Coach of the Year by the Genesee Valley Recreation and Park Society. He and his wife also serve as foster parents in the Monroe County Foster Parent Program. Reporter Ernst Lamothe attended our Youth Basketball program last evening, to gather info on our league and Irving. Watch for the article in the D & C sometime in January, possibly January 20th.
 - B. Bids for Recreation Equipment, Wearing Apparel, Arts & Crafts Supplies and Janitorial Services are being received at the Town Clerk's office. Bid opening is scheduled for Thursday, January 14th, at 1:00pm.
 - C. We met with Pat Bianchi from St. John of Rochester today to discuss use of their facilities as a summer playground site. We toured the facility and presented Pat with the program specifics. We should be able to wrap up the final details by mid to late February.

DIRECTOR ESTRICH'S REPORT

1. Parks, General
 - i. New Working Foreman was appointed and started Monday January 4th. Scott Allen is already making wonderful progress and the team is focusing on winter projects. Scott will be joining us at the next Board meeting.
 - ii. Building maintenance is completed in all three parks. Floors, chimneys, windows and supply rooms are cleaned, organized and ready for reservations. Reservations begin this weekend (Jan. 9th)
 - iii. Parker Maurer has left us for the winter. Parker was a night guard and weekend laborer for 2009. Ben Laurro has also left us after several years of service. Ben was based at Kreag Road Park. The KRP community will miss him. Our 2010 part time staff is being evaluated for 2010 employee needs.
 - iv. Winterizing of equipment is underway. We are looking at spring equipment to auction totaling roughly \$50,000.00. Additionally, we will be purchasing 2 new trucks. This is in line with our purchase schedule.
 - v. The Parks Operation Building (POC)
 1. Security and fire alarm inspection was completed.
 2. All fire extinguishers have been inspected and inventoried.
 3. Fire Marshall inspected all park buildings and POC. We passed in flying colors. Greg, Town Fire Marshall, will train staff this spring on proper fire extinguisher use.
2. Village Ice Skating Rink
 - a. The ice skating rink opened Sat. Dec. 12th. It has been open everyday for a total of 27 days.

3. Tree Memorial Policy

- a. Memorial policy was reviewed by the Town Supervisor. Our staff completed a memorial installation this fall with many thanks from the family. Rob Cooper was in charge of installing the tree. Jamie Baker attached and installed the plaque. It was a beautiful job. Abby Istvan also completed locating all past Memorial sites and inputted them into a GPS system. DPW is creating maps which may be utilized on the Town's website.

Advisory Board Member input:

Several questions were raised during the Director's reports segment of the meeting. One of questions raised pertains to the marketing report additional program income summary. Staff explained that the additional program income could not be solely attributed to additional publicity in the newspapers but this was one form of calculation. It was suggested that staff take advantage of the marketing expertise of some of the advisory board members to develop more complete marketing analysis tools. It was also suggested that the social networking sites such as Facebook will be an asset to the recreation and parks programming marketing efforts. The staff will look into this further.

There was also a discussion of non-resident and guest passes and point of sales policies. New pricing alternatives are under discussion but as yet have not been implemented.

It was also mentioned that the department could possibly do more outreach to existing community groups such as sport teams for facility rentals and group use of the aquatics facility.

The advisory board reviewed the 2009 goal summary submitted by the staff. It was recommended that the goal summary table be moved to the end of the report and that the goals that were not accomplished be explained in further detail if necessary. The board recognized that some of these goals require resources that are not just related to the department staff and budget and require other agencies or resources outside our department's control. The board approved the 2010 goals draft which will be forwarded to the Town Supervisor.

A program feedback form and program evaluation process was discussed.

AROUND THE TABLE

There being no further business, the meeting was adjourned at 8:30pm. The next Advisory Board meeting will be held on **Thursday, January 28, 2010 at 7:00pm at the Perinton Community Center in room 200.**

Respectfully submitted,

James A. Donahue, CPRP
Commissioner