

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
May 24, 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 April 26, 2012 minutes by Board member Jim Donahue, seconded by Board member Jayne LaFay; minutes approved.

COMMISSIONER MYERS' REPORT

REDUCTION IN WORKFORCE

Earlier this morning, I began the implementation of a Reduction in Workforce. On July 1st, I will eliminate the Aquatic Supervisor position. This morning, I informed the Aquatic Supervisor of this decision and immediately relieved her of her duties and responsibilities. She will continue to receive her salary and benefits until the end of June, but will have the opportunity to spend the next 5 weeks seeking new employment. This workforce reduction will have a positive impact on the departmental budget through savings in the salary and benefits lines, and we will also take the opportunity to improve internal communications and our overall effectiveness in serving our residents.

CLERICAL INTERVIEWS

As I reported in April, Stephanie and I have been interviewing people for part time clerical positions. We brought one person on staff a couple of weeks ago, and that person is in the training process. We have a couple of more potential candidates that we have interviewed, and decisions on their candidacies will be made soon.

LAWSUITS

Two lawsuits against the town have been settled in favor of the claimants.

FINANCIAL UPDATE

The deposit to the Supervisor for May was \$128,793.47. This amount is \$55,691.54 less than May of 2011. We are now \$89,309.76 behind 2011 year to date income. This is a substantial difference from May of last year. Part of the difference is that we had received \$27,550 in Center Stage sponsorship fees by this time last year, while we have only received \$3,400.00 in CS sponsorships so far this year. The other large portion of this deficit is the program income, which to this point last year was \$70,194 more than year to date, 2012.

RECREATION LEADER

Chris Waldron is provisionally appointed as a Recreation Leader Civil Service title. As such, he can hold this position until a Civil Service exam is given and a new list established. He must then pass the exam and be within the top 3 scores (and ties) for the town to be able to permanently appoint him. We were informed on April 30th that Chris did not pass the exam, and, therefore must vacate his position within 60 days. We then have the option to make a temporary appointment, which is valid for only 90 days or less. We are currently looking at our options.

MVP HEALTHCARE CONSORTIUM WALKING PROGRAM

The eleven agencies that make up the Finger Lakes MVP Health Consortium are participating in a Walking Challenge. Each participant wears a pedometer and records their total steps for the week. The compilation of totals is converted to miles, and graphed. The Town of Perinton is currently in first place after three weeks of the contest with 273,942 total steps.

DIRECTOR ESTRICH'S REPORT

COMMUNITY PROJECTS

Starting May 5, our community projects kicked off the month of May with over 40 community gardeners attending our first work day. They accomplished weeding and planting of the "Share the Harvest" section, built 3 compost bins, planted annuals, established an herb garden and mulched pathways. Almost all garden beds have been planted and it looks outstanding. Our next work day is June 2nd.

On May 10, the Rochester Institute of Technology and Bosch Security Company assisted the Parks Department in establishing our first Butterfly Garden. The garden design was dedicated to Bob Ellis when he retired (2011). "Bob's Butterfly Garden" is at Fellows Road Park by the playground and gazebo.

Twelve teens, moved 20 cubic yards of mulch Saturday May 12 during our annual Teen Volunteer Mulch Day. The group mulched from the entrance of Town Hall across to the Community Center north parking lot.

Wednesday May 23, Julie Eble and I hosted our first teen program with the community garden. Ten teens plus parents planted tomatoes, peppers, and broccoli. They also planted pumpkin, watermelon and melon seeds and watered the gardens. It was lots of fun with a second teen community garden program planned on June 6th from 3-4pm. We are continuing this opportunity in the fall.

PARKS OPERATIONS

The Parks Department seasonal operations are in full throttle. Athletic field preparations, turf maintenance, event/ program support and water repairs are taking up about 80% of our time. Additional projects are usually put on hold for the next few months until the grass slows down.

Athletic fields are in high demand and in very good conditions. Watering commenced May 24 due to lack of rain on Center Park West and Kreag Road Park. We need about 1-2 inches of rain a week to sustain the amount of play versus damage on fields. We have started posting field conditions on our Facebook page and have gotten good reviews.

The Perinton Park tennis and basketball court repairs started today. Power washing and crack highlighting will occur before the weekend. Due to the long Memorial Weekend we are leaving the courts open until Tuesday when they will be permanently closed to the public until renovations are completed (signs posted). Tennis leagues are informed and will be moving to alternate locations.

The new amphitheatre shell arrived a week in advance and was lifted on Monday May 14. The new shell has some alterations we were not aware of, but long term will make the raising and lowering process easier. The new alterations should also increase the longevity of the shell. The Town of Henrietta witnessed our process in hopes of purchasing a similar yet smaller system for their park events.

EQUIPMENT

The Palmyra- Macedon Auction occurred on Saturday May 12. Attached to the park report are the results. The auction check has already been submitted for deposit (\$35,032.50).

PARK STAFF

Seasonal park staff returned to work last week and department is at full force.

UNITED WAY DAY OF CARING – BOB'S BUTTERFLY GARDEN



TEEN VOLUNTEER MULCH DAY



ALTERNATIVE FUNDING SOURCES

Funding capital improvements; such as failing HVAC systems at the community center, aging buildings and playgrounds, major drainage concerns, pool and fitness center repairs and the unexpected infrastructure failures are difficult endeavors to budget properly. As you can see, not one item mentioned is a new project. The Town of Perinton over the decades has improved its park system through new infrastructures, fields and courts, trails, docks, and a new community and aquatic center; however, the Town and surrounding areas are and have been facing tough times.

Recently, a slow economy, decrease in new home developments, new NYS grant application procedures and agency goals along with politics have all played a role in difficulties seeking funds. Below are some avenues we consistently review.

GRANTS

State/ County

This is the most common method for capital improvements of new projects but even this has gotten difficult and very competitive. NYS or County agency grants are geared towards low income based populations, handicap accessibility or economic development. A good example is the grant applied for Egypt Park in 2011. The grant changed focus halfway through the application process and shifted towards economic development.

NYS is looking for opportunities that create local jobs and increase general income to the community. Projects such as, Zoo expansions, American Indian Preserves, and Erie Canal Park improvements were awarded. Additionally, NYS has a policy to provide funds for park improvements to land use for the sole purpose of public parks.

The statute that created the Environmental Protection Fund (New York Environmental Conservation Law § 54-0909(1)) states:

“Real property acquired, developed, improved, restored or rehabilitated by or through a municipality pursuant to paragraph a of subdivision four of section 54-0903 of this title ... shall not be sold, leased, exchanged, donated or otherwise disposed of or used for other than public park purposes without the express authority of an act of the legislature, which shall provide for the substitution of other lands of equal environmental value and fair market value and reasonable equivalent usefulness and location to those to be discontinued, sold or disposed of, and such other requirements as shall be approved by the commissioner.” (p. 18 of the Handbook)

As you can see this creates a concern when seeking funds for Egypt Park improvements since we don't own the property.

NYS also prefers you invest a considerable amount of Town funds into a project. Grant writers suggest a 40-60% match to show good faith and investment from the community or agency applying. This can be in the form of in-kind services but physical money speaks louder.

50/50 Grant

Grant possibilities from private companies usually offer 50/50 match programs. The Department will take advantage of these opportunities when budgeted. An example of this grant program is Game Time (MRC Co.) for the new playground at Potter Park (2010). Game Time has also been an active supporter of promoting safe play environments for all ages of children from preschool to 12. Just recently they released this email (May 17, 2012) stating

“Game Time's 2012 Playground Funding Guide is an up-to-date resource for helping you find the funding you need for new playground projects. There are nearly 100 pages of International, National, Regional and State grant and funding sources in the 2012 Playground Funding Guide and each is categorized by project type (parks, fitness, inclusion, etc.)”

Currently, the parks department is in need of a new playground at Perinton Park due by 2015 and will further review this document.

Department of Environmental Conservation offers numerous 50/50 grants supporting water ways, urban forestry programs, public arboretums, tree inventories, tree management plans (EAB) and

community outreach and education programs. Once again the fine line reads....*"consideration should be given to under-served neighborhoods...."*

FOUNDATIONS & NON PROFITS

One fund avenue we have internally spoken about is the Perinton Pride Fund. Residents and local organizations have donated funds for numerous reasons into Perinton Pride Fund overseen by the Rochester Area Community Foundation. Each year approximately \$4000.00 is deducted for Recreation Program sponsorships. The Department has discussed briefly how this fund can be incorporated into future fund raising or grant applications.

- How can the Town apply for a non-profit grant?
- Can we accept the funds awarded and use them according to grant specifications?
- Should we/ community group establish a non-profit agency for Town community supported projects?

ASSOCIATIONS

Local, State or National organizations have supported projects focused on their organization's mission. This is another great opportunity; however, they are usually very small amounts (\$1000.00), sometimes not worth the time to submit and you must be a member. The Town submits membership approvals to Town Board annually. This policy has prevented us from applying for one grant so far to support the Perinton Community Garden from the American Gardening Association. Department staff will be reassessing professional development memberships to include funding assistance for future projects.

ELECTED OFFICIALS

A new path in funding sources for us; therefore, we have been treading lightly. Diane has been working with local politicians through the Village and Congresswoman Louise Slaughter to help secure community garden projects (fence specifically). This course of action is always approved through the Town Supervisor and Commissioner Jeff Myers before contacting local representatives.

SPONSORSHIPS

Traditionally, this option has not been utilized, mainly for the reason of not marketing or advertising our parks or recreation programs. Staying neutral to local parties has helped us maintain a fair practice for all community members. However, times have changed and many Towns or organizations are depending on private sponsorships to make improvements a possibility. This fall, the area of private sponsorships will be heavily looked at in order to pursue park improvements at Egypt Park. This practice can be carried over to help fund fitness room expansions and improvements, community and aquatic center ADA accessibility or pool slides, shelters, new court or field renovations, playgrounds and community buildings. The possibilities are endless if handled properly. The Department knows it works for Center Stage Concerts, however; the dollar amount will be a sufficient increase.

Currently, we are in the second year of Rochester Softball hosting a fund raiser tournament to support Perinton Parks. This year we are discussing a 50/50 match option for softball field improvements.

Other Alternatives:

- Money conservation (water, energy, fuel)
- Green sustainable products (heavily funded) - green roofs, restrooms, buildings, vehicles
- Community involvement
- Collaborative efforts with local Towns

The Town of Perinton Comprehensive Parks and Open Space Master Plan (February 2009) guides the Recreation and Parks Department for annual goals. Unfortunately, associated costs are not accurate. For instance, the estimated cost for Perinton Park court repairs was \$30,000.00 when the project is \$77,480.00. Total renovations for Egypt Park are close to \$500,000.00+ but estimated at \$302,000.00. The plan definitively gives us guidance to stay focused and not entertain alternative ideas of new construction until current infrastructures and programs are sustainable.

In addition to the options listed above, the Department is consistently monitoring purchase options and departmental needs, safety concerns dealing with priority repairs and maintenance, grant opportunities of any kind, local news, association networking, recreation program trends, local Town collaborations, public concerns or ideas, recreation, park, turf, athletic and public work government magazines, new technology and social media options.

Staying aware and on top of alternate funding trends and funding possibilities will help ensure the Town of Perinton remains one of the best places to live.

Prepared by: Stacey Estrich, Parks Director

DIRECTOR RIESENBERGER'S REPORT

RECREATION PROGRAMS

RECTRAC

Spring 2012 registration is currently at \$152,126.40.

Summer 2012 registration is currently at \$163,743.00.

Summer registration began May 7, 2012.

FACILITY USAGE

May totals as of 5/24: 19 reservations for a total of \$3,165.00

Year to Date 2012: 191 reservations for a total of \$31,148.00

PROGRAM REVIEWS

Mighty Machine Mania

Mighty Machine Mania was held on Saturday, May 5. We had approximately 300 people registered to look at the equipment. This was our largest turnout. We had 25 families register the day of the event. Many were here for swimming or soccer practice and noticed the equipment. Special thanks to the participating agencies; Perinton Parks Department, Perinton DPW, Fairport Municipal Commission, Fairport Fire Department, Fairport Police and Waste Management. The feedback was excellent and several people asked if this could be an annual event. We turned a profit of approximately \$400.00.

It's a Party for Moms

We changed programming up a bit from the traditional Mother/Daughter Tea and invited sons along, as well. Music, dancing and refreshments celebrated moms. We had approximately 40 in attendance.

Bicentennial Bingo

This event was held on May 11 and had 58 in attendance. Pizza, drinks and prizes added to the Bingo festivities to help celebrate the Bicentennial.

Perennial Plant Exchange

The plant exchange was held on Saturday, May 19. A change of venue was made this year to the site of the Community Garden. This seemed fitting for the first season of the garden. Logistics of the site, however, make Perinton Park a better option. Lack of parking (with sport teams at the park), the distance the plants needed to be carried and lack of shelter, make the former site a better choice. We tried and we learned.

Passport to Wellness

We are in the process of printing our trail maps. We were able to secure prizes (upon completion of 6 trails) that will add zero expenses. We will offer a Wegmans coupon and a complimentary bag of trail mix, courtesy of Red Bird Market. This will replace the t-shirts and gift cards in past years. Julie Stoltz, of Red Bird Market, partnered with us for this event. We did check with Wegmans first to make sure this was acceptable.

Tricycle Rally

This new event held on May 19 highlighted May as Bicycle Safety Month. Children ages 2-5 years decorated their trikes/bikes and received safety information provided by the Monroe County Sheriff's Department and RV&E.

Leagues

For spring, most leagues (Youth Soccer and Adult Softball) are in full swing. The Turin Indoor Sports programming (Adult/Youth Tennis, Soccer and 3-sport) continue and have created decent revenue. Indoor and outdoor Pickleball have seen steady numbers this month.

PCC Fitness/Cardio Area

The fitness area is busy and we currently have one tread down. There is an estimated cost of \$700 for the part (not including labor and shipping) that needs to be replaced. We are looking at our options for "Phase 2" of the upgrades and decide whether to repair or purchase additional treads.

Bicentennial Quilt Presentation and Reception

On May 22, Gail Mazur, from the Perinton Quilt Guild, unveiled and presented a quilt commemorating Perinton's Bicentennial to Supervisor Smith. The Perinton Senior Chorus entertained those in attendance and refreshments were served. The comments have been extremely favorable and the quilt is a wonderful addition to the PCC lobby. Special thanks to Rick Taft from DPW who did an amazing job on the framing and installation. Photos are posted on the website.

Teen Center

On Sunday, May 6, 18 teens and adults spent the afternoon cleaning up Perinton Park to spruce it up for the warm weather season. On Saturday, May 12, 12 teens, in conjunction with Parks Director Stacey Estrich, mulched the Town Hall and Perinton Community Center grounds. On Wednesday, May 23, 16 teens and several adults worked in the Perinton Community Garden planting the harvest bed with vegetable seeds and plants. Other tasks included creating plant labels, building an herb garden and tool shelves. To date, 10 teens have signed up to help escort WWII veterans, who will be riding in convertibles, in the Memorial Day parade. Banners with the veteran's name and service information are being worked on by the students in the Detours after school program.

55+

The big event of the month was the Mother's Day Celebration and Queen's Tea Fashion Show. Eight of our senior women modeled clothes from Fairport's Second Bloom Consignment Shop. Attorney Kristin Jonsson was here to speak about legal topics we all should be aware of; proxies, wills, probates and DNR.

Bicentennial Update

On Sunday, May 19, Bicentennial Executive Committee members; Pat Knapp, Jean Keplinger, Carol Saum, Sue Roberts and Diane Riesenberger accepted a time capsule from the Relay for Life Committee during their closing ceremonies. The time capsule contained items from the Relay (t-shirt, survivor sash, luminaries, pins, letters and statistic sheets). The time capsule will be buried in Center Park. The hope is that in 50 years, when the capsule is opened, a cure for cancer will have been found. We will have a booth near Village Hall for Canal Days, June 2 and 3. Items commemorating the Bicentennial will be for sale and we will be handing out key cards and answering questions about the event.

PCC Operations

The painting in the lobby has begun with the initial area being near the quilt. Photographer Keith Boas has completed the new photos of Parks and Recreation subjects for the lobby. The next phase will be the selection and framing.

Marketing Report - Enclosed. Currently we have 705 likes on Facebook.

AROUND THE TABLE

Dave Schaeffer informed the board the Town Codes Committee will meet next week. Current codes are required for different land use and development. He also thanked the Rec and Parks staff for their support and help with the Passport to Wellness program.

Jim Donahue expressed his thanks to the board members for their votes in his election to the Library Board.

Once acclimated to the changes in the aquatics area, Matt Steffen and Laura Silins will be invited to meet the board and share their thoughts and ideas.

New York State has renewed the playground supply list, so items have been ordered and are on the way.

There being no further business, the meeting was adjourned at 8:16pm. The next Advisory Board meeting will be held on **Thursday, June 28, 2012 at the Perinton Community Center in Room 211 at 7:00pm.**

Respectfully submitted,

Stephanie C. Kayser
Secretary