

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
September 22, 2011

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

MINUTES: Motion to approve the August 25, 2011 minutes by Board member Stephen VanVreede, seconded by Board member Jayne LaFay; minutes approved.

COMMISSIONER MYERS' REPORT

Better Together Program Reimbursement

The Better Together Program Reimbursement invoice was sent to the Fairport Central School District on Thursday, 9/15. The reimbursement amount decreased slightly, to \$39,788.28. We had some staff turnover this year, and the new salaries were less than the previous salaries.

Budget Preparation

The 2012 budget proposal was presented to the Town Board last week. Once again, the benefits line is driving the budget increase, with a 9.91% increase. Wage increases account for a 2.63% increase, while operating expenses decrease by 5.19%. I am also proposing a revenue decrease of .71%, primarily out of Fitness Passes, Youth Funding and Interest & Earnings. The budget allows for a 2% Cost of Living Allowance for all staff members, in addition to Step increases for 13 staff members.

Mid-Year Purchase

On September 14th, the Town Board approved the purchase of a leaf sweeper for the Parks Department. Our current leaf sweeper is 16 years old, and has required increased maintenance and parts. Director Estrich has prepared a bid specification, and bids will be opened on October 7th, at 1:00pm.

Facility Site Visits

Much of the recreation staff visited the two year old Town of Ontario Community Center on Wednesday. The center consists of a center wooden building, flanked on both sides by stretch fabric field houses; one housing the gymnasium with basketball and volleyball courts, and the other housing an indoor Astroturf field for soccer and box lacrosse. The center section has a centralized check-in desk, fitness room, group exercise room, preschool play room and locker rooms. The visit provided us with some new ideas to look at implementing here, as well as seeing some similar difficulties that they are experiencing.

Along the same subject, much of the staff will attend the Town of Webster Community Center Grand Opening on Saturday, October 1st. Webster Parks & Recreation was able to move into the old Xerox Recreation building, and they have renovated and added on to the existing facility. Recreation Director Riesenberger and I were able to get a pre-opening tour about a month ago.

Facebook Concerns

Recent changes to the social network, Facebook have sparked a multitude of displeasure with the site from its users. Some are even considering discontinuing use of the site. As we have increased our reliance on Facebook for marketing purposes, we will monitor the popularity and effectiveness of this site for our purposes, and make necessary changes as appropriate.

DIRECTOR ESTRICH'S REPORT

Community

On Thursday September 15, 12 people along with Director Estrich attended a moonlight hike at White Brook. The moon was outstanding with cool breezy weather which was perfect for hiking. The last hike is October 13 at 8:30pm.

A local Cub Scout troop installed 11 winterberry shrubs at Garnsey Arboretum. This group works with us once to twice a year on environmental outdoor projects. They are returning this fall to help with some trail repair.

On Saturday September 17, 21 volunteers worked on the community garden at Potter Park. Almost half of the raised beds were constructed, old warming hut now garden shed painted, and soil hauled by parks and DPW. Work days are scheduled most Saturdays throughout September and October. To date, donations from Lucas Greenhouses, Rain Bird Irrigation, 84 Lumber (105 boards); Shaheen's Paint Center in the Village, plus more; making a dream come true. The community garden volunteers are stepping up to the plate, and are highly motivated to make this happen.

This weekend's events are the Fairport Regatta at Perinton Park, Barktober Fest at Egypt Park and Fairport Homecoming.

Operations

During the first week of school, we had minor vandalism; however, the Perinton Park restroom doors were kicked in. Fortunately, we were still able to lock them at night and repairs were made.

A New deadline for Egypt Park Grant submittal is October 31, 2011. A meeting is set for next Monday to finalize data required for the grant.

A water pipe broke at Fellows Road Park near the second ball field. The water source was isolated and turned off. Five days later, it was completely repaired with DPW support. Only one reservation was altered, and luckily, was an associate from Fairport Electric.

The pickle ball courts had a minor face lift. The back bumper was removed and hydro seeded to prevent any trip hazards.

All athletic fields have been aerated, fertilized and treated with an herbicide. Fields are still busy with football and softball at Kreag Road and Spring Lake Park, kickball and softball at Fellows Road, and soccer on all fields. Cross country teams started racing September 13 at Center Park West.

Most seasonal employees have returned to college. Justin Hoysic is doing a two semester internship with Dillon (mechanic) for college. We are pleased to help him follow in his father's footsteps.

The Parks Director just completed two full days of playground safety inspection courses. The exam was this morning with results in 4-6 weeks.

DIRECTOR RIESENBERGER'S REPORT

Recreation Programs - Rectrac

Fall 2011 registration currently at \$179,021.34.

Fall 2010 registration at this time \$173,934.22.

There are 2,970 participants enrolled in 376 classes.

Facility Usage

September totals as of 9/20 – 11 reservations for a total of \$1,944.
Year to Date 2011 - 301 reservations for a total income of \$46,195.75.

Program Reviews

Center Stage

8/28 - Elvis Lives! And Cindy Miller – 2,000 in attendance. Cindy Miller seemed to be the draw but the feedback on Elvis was excellent.

9/12 - A Salute to America – 4,500 in attendance. By all accounts the additions to the event were extremely successful. The final budget is being compiled and will be reported at the next meeting. Kudos to everyone who planned and worked this event. It was very impressive.

The Center Stage Volunteer Dinner took place on Tuesday, September 20. The committee will be meeting in October to evaluate the program and begin planning for 2012.

Summer Playgrounds

Jeff Nutting did an excellent job supervising the 2011 Summer Playground program. Attached please find Jeff's summary and suggestions for next year. Our reimbursement invoice to the Fairport Central School District for our Better Together/Bright Future program has been sent. This reimbursement covers Better Together staff payroll and 50 percent of registration fees for 45 participants. The amount this year totals \$39,788.28. This program was once again extremely successful, and is a wonderful partnership with the Fairport Central School District. We appreciate Dr. Hunter's support and willingness to continue this program.

Leagues

Our fall sports season is wrapping up with only a couple of weeks remaining. Total revenues from our kickball and softball teams are \$3,000. Youth soccer is now underway and will run until October 22. We have a total of 20 teams and 300 participants. Total gross revenue currently is \$14,134. The fields have been in superb shape as far as mowing and lining, and coaches love our new goals and nets. Teen girls and boys basketball began last week here at the PCC. Currently we have 34 teens enrolled.

Let's Bike Together

A new program involving parents and children being physically active together started this past week. Parents and middle school students bike the trails of Perinton. Registration shows promise for considering similar programming in the future.

Community Garden

The committee held a meeting on September 12 and was joined by members of the Perinton Historical Commission. They will be working on fence design and historical information signage. A few residents on Potter Place (across the street from the garden) expressed their desire to see the shed painted a new color. Our first work day with volunteers was held on September 17. We had 21 volunteers working enthusiastically with us. The shed was cleaned out and freshly painted a soft green. Thank you to R.C. Shaheen's for donating the paint and supplies. Soil was brought in by the Parks Department and DPW. Many of the raised beds were built and put into place. Organizations have been very generous with donations. We have received lumber, stone dust, an irrigation system, bottled water, gift cards, etc. The next work day will be Saturday, October 15.

A more detailed report about the garden and donations will be reported at the next meeting. The winter 2012 brochure will have the layout of the garden, and we will begin selling the beds.

2012 Bicentennial

Debbie Ellis and I have been working with Town Historian, Jean Keplinger and Gina Doran from Penny Lane Printing regarding the pictures for the 2012 quarterly brochures. We will feature special covers and photos throughout the brochure with a "Then and Now" Recreation and Parks theme. Enclosed please find a tentative schedule of dates for the 2012 Bicentennial. The next committee meeting will be Wednesday, November 2 at 7pm here at the PCC.

Scarecrow Festival

On Saturday, October 8, we are participating in the Scarecrow Festival in the village. One scarecrow will be built by the teens from the Teen Center and another entry will be from the Community Garden Committee. We are now members of the Fairport/Perinton Merchants Association and there was no entry fee for members. This will be a great way to promote some of the things we do. We will promote our Facebook and website on our scarecrows.

QR Codes

QR codes act as a direct hyper link that is able to be scanned and processed by smart phones. QR Scanner apps are free for all smart phones and QR codes are generated for free at many websites. We are working on incorporating QR codes in our program brochures and on our website. These allow instant access of our information to a person's smart phone within seconds. Possibilities include instant scan to Facebook, seasonal brochure, coupons or specials, Crescent Trail maps, concert schedules, building and pool hours, building and shelter information, etc.

Teen Center

Thirty teens attended the Saturday Activity Night's kickoff last Saturday evening. Besides the activities the Teen Center has to offer, the teens enjoyed painting the float's backdrop and creating posters to carry on the Homecoming float this weekend. A combined JR/SR Teen Advisory Board meeting was held to discuss upcoming programs. It was suggested that two TAB members volunteer to attend each Saturday evening to act as mentors to the younger classmen. They will begin this on Saturday, September 24.

Senior Center

An Open House was held on September 15. There were 14 vendors and 75 people signed up for lunch. Our Learn to Knit class has been a big hit with this hobby making a comeback. We have two new volunteers overseeing the Tuesday night Open Card Night. The Breakfast on the Deck program is filling up fast. This will be a first; and Barb Gill, our chef, will be preparing Eggs Benedict, potato pancakes, French toast, assorted pastries and juice and coffee served on the Observation Deck. The cost is \$4.00. Applebee's Lunch Bunch is averaging 18-20 people each month. The trip to Auburn with DayTours went very well.

Marketing Report - enclosed.

Staff News

Congratulations to Jeff Nutting on his marriage to Allyson Pagliocco on September 3.

Our intern Ashley Mundy is currently working on our web and Facebook pages for her project. With the assistance of Jim Donahue, we will work on updating both pages and making the Parks and Recreation page more user friendly.

AROUND THE TABLE

Director Estrich stated that the 2011 Concert Series was great.

Dave Schaeffer announced that he is making a power point presentation about the trails, parks and open space of Perinton at Cornell University, Ithaca, NY.

Chair Chesonis feels the use of QR codes is a great marketing tool for the Recreation and Parks Department. Incorporating it into programs and events offered to the public may be useful as well.

There being no further business, the meeting was adjourned at 7:50pm. The next Advisory Board meeting will be held on **Thursday, October 27, 2011 at the Perinton Community Center, Room 211 at 7:00pm.**

Respectfully submitted,

Stephanie C. Kayser
Secretary