

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
January 8, 2015 - December 2014 Business

PRESENT: Vice Chair Mike Coppola, Advisory Board Members Paul Fioravanti, Cheryl Hanzlik, Dave Schaeffer, Commissioner of Recreation and Parks Jeff Myers, and Director of Parks Stacey Estrich.

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

COMMISSIONER MYERS' REPORT

FINANCE CLERK ASSISTANT

Recreation Director Riesenberger, Senior Office Clerk Cathy Keating and I interviewed Brenda Viola for the Finance Clerk Assistant position, vacated by Linda Kresky. At the December 30 Town Board meeting, Brenda's appointment to the position was approved by the board. Brenda has been working as one of our clerks since the summer of 2014. She agreed to work in this position on an interim basis upon Linda's departure. Her appointment to the position was effective on Monday, January 5, 2015.

FINANCIAL UPDATE

The Deposits to Supervisor in December were for the amounts of \$94,549.10 for business through December 21, and \$30,708.25 for business between December 22 and the end of the year. These amounts were \$13,009.718 more than the December, 2013 deposits. The total Supervisor Deposits for 2014 added to \$1,663,063.03, which is \$137,068.65 more than all of 2013. Jim Donahue and I have been tracking these numbers since 2002, and this total surpasses all other years since then. Attachment #1 shows the tracking, starting in 2010.

YEAR END REVENUE LISTING

Our Year End Revenue Listing shows that we exceeded our budgeted revenue amounts in all primary revenue lines, with the exception of two (Pass Management & Center Stage Sponsorship). Overall, we exceeded our Revenue budgeted amount by \$98,465.43. Attachment #2 breaks down the revenues by category.

PARKS LABORER POSITION

Joe Briggs' transfer to the Sewer Department was approved at the December 10 Town Board meeting. He started with the Sewer Department on January 5. At the same December 10 meeting, I requested that the Town Board appoint Michael Lioudis, of 3 County Clare Crescent, to the vacant Parks Laborer position. His appointment was approved, and Mike started with the Parks Department on January 5. Welcome Mike.

TOWN ORGANIZATIONAL MEETING

The Organizational Town Board meeting was held on Tuesday, December 30. All personnel appointments, committee assignments, holidays, meetings dates, memberships and subscriptions and other items of business for 2015 were approved at this meeting. One major change that was approved is the start time for Town Board meetings in 2015. The new start time is 7:30pm, 30 minutes earlier than the previous start time.

REAPPOINTMENT OF ADVISORY BOARD MEMBER

Advisory Board member, Cheryl Hanzlik, was reappointed for a seven-year term, at the December 30 Town Board meeting. Her previous term was set to expire at the end of 2014. Her new term will expire at the end of 2021. Congratulations Cheryl.

SHARED USE TRAILS MEETING

On December 18, 2014, Parks Director Estrich and I attended the Monroe County Parks Advisory Board meeting. The primary topic of the meeting was to explain the outcome of the County Parks' pilot program on Shared Use Trails that they had implemented at two of their facilities. They had contracted with Environmental Design & Research, a landscape architecture, engineering and environmental services consultant with a satellite office in the city, to complete the study.

In summary, the study found that specifically selected trails can be successfully utilized by people using a variety of transportation modes; including, but not limited to pedestrian, non-motorized wheeled vehicle and equestrian use. It was shared with the audience that not all trails would safely host other than pedestrian use and that selection of trails for shared use would have to be carefully considered.

During the open forum portion of the meeting, one woman shared that at the beginning she was strongly opposed to opening trails to shared use. However, she stated that since the selected trails have been opened and established as shared use, she has been able to see parts of the two parks she had never seen before, and she was now a supporter of shared use trails, as long as selection was carefully considered.

The full Shared Use Trails report is available for review at this meeting.

MASTER PLAN UPDATE

One of our primary focuses for 2015 will be the update of the 5-Year Master Plan for Parks & Recreation. We are currently researching consulting firms to potentially contract with to complete the master plan update. One of the companies we will be speaking with is Environmental Design and Research, mentioned in the previous bullet topic. EDR is highly respected by several members of our DPW administration as a result of projects they have contracted with them in the past. We will research other consultants as well.

SILVER & FIT MEMBER VERIFICATION PROCESS FOR 2015

The verification process for member eligibility for the Silver & Fit program changed at the beginning of 2015. It has been a struggle for our current users, as well as our clerical staff, to complete the process of member eligibility verification. Prior to each member beginning their first workout at our facility, we must first verify that the Silver & Fit member has successfully registered/reregistered with Silver & Fit for 2015. This process entails accessing the Silver & Fit website, and checking each member, one by one, to see if they are listed as eligible. For each member, this is about a 90 second process.

Silver & Fit has been way behind at updating their members' eligibility on their website. On numerous occasions, our users have come in with confirmation numbers indicating that they have reregistered, but the website shows them as ineligible for 2015. We have been given the ok to allow each member to participate once prior to the website showing they are eligible, but no more. On January 2, the entire country was verifying Silver & Fit eligibility for their members, and the Silver & Fit website crashed due to overuse.

An additional problem for this program is that Aetna Insurance Company joined Silver & Fit for the very first time at the beginning of 2015. To this point, they have still not provided Silver & Fit the names of their members eligible for the Silver & Fit program members in New York State. Therefore, we are allowing Aetna members to participate by showing their Aetna insurance card and recording the information each time the member visits.

DIRECTOR ESTRICH'S REPORT

Pilot Hunting Program

The Town's Wildlife Management program ended Dec 16, 2014. A total of 6 deer were harvested mostly from Howell Road and one from White Brook North. Town hunters collected field information for us sighting numerous herds of deer and sightings of fox, coyote, and turkey. A survey is being conducted by the hunters for their input before the Animal Control Officer (Perry Stolt) and I reevaluate the hunting program for 2015.

Building Maintenance/ Equipment

Winter building maintenance occurs during December and January. Fellows Road Park and the Lion's Den were completed by Dec. 27, 2014. Currently, Perinton Park and White Brook are closed for annual maintenance. We may stop closing multiple buildings down at one time and possibly move White Brook to February in 2016. We have refused several January building reservations for the first time in years. In addition, Jan. 2 began our new 2015 reservation fees for buildings, shelters and fields.

2014 Inventory started and takes several weeks to complete. A survey of all buildings, supplies, small and large equipment is all accounted for.

Winterizing of all equipment happens over the next several months. Many of the mowers, trimmers and leaf blowers were completed in December. Annual repairs to trash barrels and picnic tables started and will continue throughout the winter.

Snow removal

The Parks staff has done an amazing job jumping between ice, rain and snow with fluctuating temperatures. Our new snow blowers and box pusher have made snow removal more efficient.

Village Ice Skating Rink

The Village Ice Skating Rink officially opened Friday, December 19 (12/13, 2013). Malfunctioning chillers and warm temperatures have delayed the opening while continued warm flashes close the rink day to day.

Staff

All Department of Environmental Conservation pesticide reports have been filed with the state.

Full time staff, Joe Briggs's, last day with Parks was Friday Jan. 2. He started with the Town's DPW Sewer Monday, Jan. 5th. That same day, Mike Lioudis began as our newest Park Laborer member. Mike lives locally in Fairport and will be an excellent addition to our department.

Annual reviews for full time employees were held; it has been a very positive year.

Park's Administration & Marketing

If there are any questions on the Annual Parks Summary emailed to everyone earlier today, please let Stacey know.

Copies of the new Parks Brochures were made available to all present.

DIRECTOR RIESENBERGER'S REPORT

RECTRAC

Fall 2014 registration \$209,888.05

There were 3,246 participants enrolled in 493 classes.

Fall 2013 at this time: \$197,779.00

Winter 2015 registration is currently at \$71,138.00 – registration started Monday, January 5.

FACILITY USAGE

December totals 2014 – 26 reservations for a total of \$7,225.50.

Year End 2014 totals – 422 reservations for a total income of \$78,387.00.

Year End 2013 totals – 415 reservations for a total income of \$71,923.00.

PROGRAM REVIEWS

BRUNCH WITH THE GRINCH

A wonderful time was had by all at our Brunch on Saturday, December 6.

We had 77 registrants. A light menu of muffins, scones, doughnut holes, oranges and hot chocolate were served. Participants listened to holiday music and chatted with the Whos and waited for the Grinch to appear. Photo opportunities were given with the Grinch and the Whos after the performance and the room was filled with holiday spirit. Special thanks to the Whos (children volunteers) and Dave Hall (Mr. Grinch) for helping with this event.

SCHOOLBREAKERS

We held our Schoolbreakers program on December 11 and 12. This is a full day of activities for children in grades K-5. Our participant numbers were increased over previous years. This program had a net income of \$1,499.12.

AFTER SCHOOL FUN ZONE

The fall session of the After School Fun Zone program was a success. The program was maxed out and all participants are returning for the Winter/Spring session. Due to 100% rate of return, we will consider having one registration for the full year (rather than two registration periods). This will make things simpler and less confusing during registration times. We had a net income of \$10,831.00 for the fall session.

PERSONAL TRAINING

Personal training packages, with the addition of Jen Neureuter to our staff, brought in \$16,488.00 in 2014 compared to \$9,684.00 in 2013. We are looking into adding additional staff as well, given these numbers.

PICKLEBALL

Pickleball is here to stay! Resident Pickleball drop-in sales reports show that we rose from \$1,148.00 in 2013 to \$1,637 in 2014. The same report for non-residents was even better, raising our revenue from \$348.00 to \$918.00, nearly tripling the 2013 total.

AQUATICS

The pool is open on Saturdays until 8:00pm from now until Easter weekend. We have also added Masters swim on Monday and Wednesday evenings from 7:30-9:00pm. Perinton is now overseeing the Masters program and handling the registration process, record keeping and other administrative tasks. This will streamline the overall program and partnership and allow the program to expand. More information on the program, including enrollment and finances, will be given as the transition is complete. Winter 2015 will give us a strong indication on how private lessons impacts group lesson numbers. We are hoping to maintain 2014 levels but are prepared for a dip in numbers due to popular private lessons. Overall, we expect the total for learn-to-swim to be higher in 2015 than in 2014. Attendance for 2014 was the second highest on record. The

growth is attributed to additional splash parties and lessons. Drop-in has remained steady over the past years.

Final yearly attendance for 2014 is below:

	Actual Total	Rank
2004	26,455	N/A
2005	82,658	1
2006	76,783	3
2007	69,810	6
2008	69,911	5
2009	64,786	10
2010	65,894	9
2011	68,531	8
2012	69,805	7
2013	76,203	4
2014	77,175	2
Average	72,156	

TEEN CENTER

Due to the holidays there were only two Saturday Activity Nights. The Movie and Popcorn night and a holiday party were well attended. We have a very busy month ahead.

Detours program began on Monday, January 5. This after school program continues to be very popular. We have 20 registered so far. Additions to the program roster are made after individual sports schedules are determined. We are off to a great start.

55+ CENTER

The month of December was filled with holiday activity. On Thursday evening, December 4 participants traveled around Fairport, Victor and Farmington to see holiday lights and decorations. On Tuesday, December 9 a Christmas Ball Dinner Dance was held. Ernesto LaBella and the Moondance Band entertained. Chef Barb Gill did a wonderful job preparing a chicken and biscuit dinner and a delicious dessert bar. The Retired Men's Club held their holiday party on Thursday, December 11. Their menu consisted of roasted prime rib and a baked ham. We have had great attendance for all our special lunches; the Christmas Queen's Tea, Breakfast on the Deck and the New Years Eve Brunch.

DEPARTMENT NEWS

In an effort to boost our sales of gift certificates for the holidays, we offered a spend \$50 on gift certificates and get a \$10 gift certificate for free. We posted on Facebook and at the Community Center. This promotion proved very successful.

Staff reviews were held and time was spent discussing goals met and planning for the New Year.

Mike Sozio and John Holderbaum did a wonderful job stripping and waxing the upstairs and downstairs hallways this month. We continually try to keep up with building cleanliness and this month has been especially busy.

A maintenance staff meeting was held on Monday, December 29.

MARKETING REPORT AND E-NEWSLETTER – Enclosed.

Diana Weber is doing a super job with our marketing and publicity. Diana is very creative and has stepped right up to the challenge.

The Recreation staff would once again like to thank the Recreation and Parks Advisory Board for all your support and guidance during 2014. This certainly has been a year of transition and challenges. The year was a success and we look forward to bringing you more new programs, ideas and events in 2015. Happy New Year!

CALENDAR OF TOPICS

A draft copy of the 2015 Master Calendar of Advisory Board Meeting Topics was distributed for review and discussion. Many topics were offered and suggestions made to conduct meetings at various sights when the time of year is optimal to visit. Some topics offered include: the playground installation at Egypt Park, dialog on potential park development at Howell Road or the former Dewitt property, possible dog park development at Spring Lake Park, visit to a Shared Use Trail (Irondequoit Bay West or Tryon Park), Harts Woods and Beechwoods field trips, 5-Year Master Plan, budget review and recommendations and the Perinton Pride and Special Rec Funds. A final draft will be presented for approval upon completion.

AROUND THE TABLE

Dave Schaeffer presented his letter of resignation from the Recreation and Parks Department Advisory Board this evening following a meeting with Town Supervisor Mike Barker on December 23, 2014. His resignation is effective January 15, 2015. He expressed how his past appointment and service have been an honor and much appreciated experience which allowed him associations with other board members, Town staffs and the community of Perinton. Dave will continue as an officer of the Crescent Trail Association to help maintain the long standing partnership between the Town and the Association. It is his hope that Supervisor Barker will consider appointing a CTA member to fulfill the remainder of his term.

All present thanked Dave for his tremendous insight, historical perspective and background on all things "Perinton". Two wishes he would enjoy seeing come to fruition are: a pathway or sidewalk on Turk Hill Road from Steele Road to Holmes Hollow Driveway, and a resolution to issues with Holmes Hollow and JDL horse farm.

There being no further business, the meeting was adjourned at 8:07pm. The next Advisory Board meeting will be held on **Thursday, January 29, 2015 at 7:00pm at the Perinton Community Center in Room 211.**

Respectfully submitted,

Stephanie C. Kayser
Secretary