

PERINTON RECREATION & PARKS DEPARTMENT
ADVISORY BOARD MEETING MINUTES
March 26, 2015

PRESENT: Chair Al Chesonis, Advisory Board Members Mike Coppola, Jim Donahue, Paul Fioravanti, Jim Unckless, Commissioner of Recreation and Parks Jeff Myers, Assistant Director of Recreation Jeff Nutting and Director of Parks Stacey Estrich.

MINUTES: Motion to approve the minutes by Board member Jim Unckless, seconded by Board member Mike Coppola, minutes approved.

COMMISSIONER MYERS' REPORT

PERINTON PRIDE DONATION

On Thursday, March 19, the Perinton Pride Fund received 300 shares of Corning stock, worth approximately \$7,000.00 (market price), from Jim Cross. Jim is making this donation to have the basketball courts at Potter Park renovated.

FINANCIAL UPDATE

The Deposits to Supervisor in March was for the amount of \$215,151.79. This amount is \$619.35 more than March of 2014. We are now at \$21,100.71 below income compared to this time last year. Our received Center Stage sponsorships were \$15,790.00 higher at this point last year, and our program revenue was \$5,187.30 higher.

ARTICLE ON PERINTON PARK

I have compiled parts 1 through 4 of the column "From Fullam's Basin to Perinton Park", which describes the creation and evolution of what is now Perinton Park. This article was written by Town Historian, Bill Poray. The column in its entirety is included in your packets.

SPECIAL RECREATION FUND USAGE

I have compiled a listing of the debts and credits into and out of our Special Recreation Fund, for the Calendar Years 2012-2015. This fund is utilized for major capital improvements to the parks, either in new development, rehabilitation or reconstruction purposes. The fund was established by the Town Board on January 14, 1960.

DIRECTOR ESTRICH'S REPORT

TOWN BOARD APPROVALS

Wednesday, March 26, the new shelter for Kreag Road Park and auction items were approved. The new shelter resembles the model at Egypt Park. The current size holds 48 individuals and the new shelter will hold 72. The color will be a beige structure, natural tongue and groove ceiling with a green metal roof. The new shelter will be located in the same area. During construction a temporary tent will hold reservations.

EQUIPMENT

The new Toro zero turn mower has arrived and ready for spring. Additionally, the new Bobcat and trailer are due to arrive this week.

BUILDINGS

Several electrical issues have occurred over the past month. Perinton Park had an electrical circuit box malfunction possibly due to frozen heaving soils. With the guidance of Fairport Electric, all parts were replaced by Park staff. We are awaiting final electrical connections by

Fairport Electric before lower parking lot lights work. Additionally, lights along the Erie Canal path and Potter Park parking lot have malfunctions. All are under the care of Fairport Electric, with park staff assistance.

New cables were purchased for the amphitheater shell. Cables are replaced routinely as required.

As part of our 2015 projects, new lights for the Perinton Park building are being evaluated. We are just about ready to place the order for approximately \$3,500.00. This will bring all lights up to code and replaced with brighter LED lighting.

The Park Operations Center has developed small leaks over for years; however, this March we received an over abundance of standing water on the east end of the roof. Several leaks resulted, causing quick reactions and solutions from Park and Town Hall (Clerk's office) staff due to the records retention room. The Parks crew discovered frozen or ice dammed pipes with high creek water levels and abnormally freezing temperatures this winter. The water had no place to flow and was pumped off the roof. Quotes to repair the roof estimate close to \$50,000.00.

The Village Ice Rink season operated from Friday, December 19 to Wednesday, March 11. The rink was open for a total of 76.5 out of 83 days. We set a record for the longest consecutive days open at 56.5.

STAFF ACCOMPLISHMENTS

Staff attended a few local educational sessions. Scott Allen and I attended a special equipment session at SV Moffet (Henrietta, NY) to evaluate a piece of equipment under research development. A non-disclosure agreement was signed in order to attend. Many local school districts and colleges were in attendance. Scott also attended a session hosted by Cornell Cooperative Extension on local invading insects. The session covered the Asian Long Horned Beetle, Emerald Ash Borer and Hemlock Woolly Adelgid.

ASSISTANT DIRECTOR NUTTING'S REPORT (In Lieu of Director Riesenberger's Report)

SEASONAL PROGRAM NET INCOME

WINTER

2015 current registration: \$150,325 (2,469 participants enrolled in 434 classes)

2014 registration at this time: \$156,270

(Winter programs currently down 3% from 2014 YTD.)

SPRING

2015 current registration: \$99,113 (1,975 people enrolled in 575 classes)

2014 registration at this time: \$108,514 (2,174 people enrolled in 289 classes)

(Spring programs currently down 9% from 2014 YTD. Weather is a likely factor.)

ROOM RESERVATIONS / SPLASH PARTIES

ROOM RESERVATIONS

March 2015 totals: 45 reservations for a total of \$6,962.50

Year to Date 2015: 138 reservations for total income of \$13,861.50

Year to Date 2014: 125 reservations for a total income of \$18,042.00

SPLASH PARTIES

February 2015 – 21 parties for \$3,370

March 2015 – 50 parties for \$8,230

SPECIAL EVENT / PROGRAM UPDATE

Program Review

MIGHTY DUNKS 1/21-2/11; 3/4 – 3/25

New program which featured basketball games, skill sessions, scrimmages and visit from the Rochester Razorsharks – 51 total participants with \$1,554 in revenue

GYM AND SWIM YOUTH 1/21-2/11; 3/4-3/25

New program which featured supervised gym and pool activities – 15 total participants with \$741 in revenue

BLARNEY BINGO 3/13

88 Registered – evening of bingo, food, and family fun (60% registration increase over 2014)

UPCOMING MARCH/APRIL PROGRAMS

Mr. E BUNNY & THE JELLY BEAN TRAIL 3/28

Logistics are planned and we are ready for the event. The 2-4 year old portion of the program has been moved to the gymnasium to utilize more space.

SCHOOLBREAKERS 3/30-4/2

Registration numbers are strong; the program is planned and ready to begin.

MAJOR SUMMER EVENT UPDATE

CENTER STAGE

The Barrel Room, tasting room for King Ferry Winery, is interested in holding beer and wine sales for Center Stage concerts. They would hold the alcohol permit and the Town would simply sign off saying that we are allowing them to sell at our event. If we were to pursue, they would be an event or golf cart sponsor. Prior to a commitment with The Barrel Room, it was decided that Supervisor Barker should be approached to answer any questions concerning liability insurance and to confirm that Casa Larga has no interest in the sale of wine at Center Stage events.

We are implementing food trucks this year instead of Perinton Pizza. The fee for food trucks is \$100/concert which is a new revenue stream for this series. Each event will feature a different food truck with 5 of the 9 concerts booked.

The RPO concert is scheduled for July 25; sponsorships for this event are being explored as well as special food and beverage vendors.

Rock N' Run 5K – Family 5K to take place at Center Park in conjunction with August 30 Center Stage Concert. LiDestri Foods has confirmed title sponsorship of this event for \$1,800. The fee will be attributed to the Center Stage concert and the race.

AQUATICS

LEARN TO SWIM (SPRING)

Private Lessons – 119 enrolled (29% increase from 2014), expecting 85% fill rate

Group Lessons – 326 currently enrolled, expecting 400+ (457 in 2014)

POOL SCHEDULING

New Master's swim practice to begin on 4/7 - Tues/Thurs from 11:30am – 1:00pm

Pittsford Swim Team is out of pool space due to Pittsford Sutherland School Pool being off line. We are going to look at options to accommodate them during this time.

School break is 3/30 – 4/3; we expecting above average numbers due to current rainy forecast.

55+ CENTER PROGRAMS

3/17 - St. Patrick's Day Lunch – 36 enrolled, featured an Irish folk music trio, "Sparrows and Sundials"

3/17 - Library Travelogue Series – 65 enrolled with some carry over to lunch

Other programs: "Second Home in Paradise" seminar, Lunch and Learn – President George Washington, Covered Wagon Trip to Watkins Glen

INITIATIVES

Updated newsletter format in April which included colored photo, larger text, fresh look

DEPARTMENT INITIATIVES

TWITTER

Department is working on a proposal to create a twitter account as a new method to promote, communicate, and engage our patrons. Goal is to get page up and running by June.

WEBTRAC

We are updating our webtrac household enrollment procedures to allow households to register for an account on the site, rather than filling out paperwork to submit at front desk.

DIGITAL DISPLAY

Plans are still underway for adding a display with digital schedule and promotional information for the lobby. We are working on the equipment and networking needed to implement.

HOWELL ROAD/DEWITT PROPERTY DEVELOPMENT IDEAS

Commissioner Myers reviewed the history of plans proposed for Howell Road Park land (84 acres) from 1999 to present. The newly acquired DeWitt property (53.5 acres) was also included in the discussion of possible development ideas. The wish list of options for both properties is large and, of course, there are budget constraints to stay within. As discussions progress, other possible funding sources will also be considered. Over time, as ideas are explored, the most current demographics information must be utilized to make decisions on amenities for each location.

AROUND THE TABLE

After the long hard winter we have experienced, Jim Unckless hopes to focus on Crescent Trail maintenance once tax season wraps up.

Per Jim Donahue, an updated version of the Town web site may be available in approximately three months. Jim also mentioned, the library has been gutted and internal work begun. September is the target date for completion of the library renovations.

Jeff Nutting, Assistant Recreation Director was pleased to attend the meeting during Diane's absence.

Director Estrich and the entire parks staff are eagerly awaiting the arrival of spring to use all their new equipment.

There being no further business, the meeting was adjourned at 8:33pm. The next Advisory Board meeting will be held on **Thursday, April 23, 2015 at 7:00pm at the Perinton Community Center in Room 211 (Weather permitting, includes potential trip to Hart's Woods).**

Respectfully submitted,

Stephanie C. Kayser
Secretary