

**BRIGHTON PARKS, RECREATION & COMMUNITY SERVICES  
CITIZENS' ADVISORY BOARD  
MINUTES**

April 27, 2015

PRESENT: Matt Beeman, Denis Conley, Larry Davis, Ryan Gao, Coleridge Gill, Beth Keigher, Mark Kokanovich, Nancy McGory, Supervisor William Moehle, Councilmember Louise Novros, Judy Rosenberg, John Steinbrenner, Melissa Sumner, Mike Tullio, Elaine Vitone, Cole Wagner, Mona Zamiarski

MEETNG BEGAN AT 4:30PM.

NOTE CORRECTION TO MARCH 30, 2015 MINUTES: On page 3, under heading "Discussion on Communication", the third bulleted item – delete "BHS student emails".

**STAFF RECOGNITION:**

The PARCS Board thanked Nancy McGory for her many years of dedicated service while working as Senior Program Coordinator in Brighton. Nancy is leaving her position in Brighton and moving to Buffalo to be closer to her extended family. Good Luck Nancy!

Emily Kelsey has been selected to take over for Nancy. Emily comes to us from the Gables at Brighton and is eager to get started. Emily's first full day was today, and we are thrilled to have her joining our team! We will invite her to a subsequent meeting so that everyone can meet her.

**PARK SUPERINTENDENT'S REPORT:**

Matt Beeman reported on the status of Brighton fields:

- A continuing source of concern is usage of the local fields by the public which may cause damage. The Town has a field resting policy which seems to be working well. This year Field #24 is being rested.
- There will be a joint training session held in May with the Brighton Park staff and the Brighton Baseball staff to discuss proper maintenance of Town fields.
- New signage will be posted at Town fields showing field numbers, field rules and information about the requirement for groups using the fields to obtain a permit from the Park Superintendent.
- Lining of some Town soccer fields will be done by May 1<sup>st</sup>.

**RECREATION DIRECTOR'S REPORT:**

Becky Cotter submitted her report:

- The Fishing Derby was Saturday, April 25. Mark Kritall coordinated this event once again this year with the Rochester Bassmasters. Mark also coordinated prizes and participation from area sporting goods stores such as Dicks, Gander Mountain, Field and Stream etc... There were 45 participants this year which is up from last year! We are thrilled with the participation and were glad that the weather held off and it wasn't snowing! Thank you to Melissa for assisting with the activities of the day, including the coordination of registration!
- Summer camp registration has begun for Brighton Residents. We had a booming first day and far surpassed the first day of registration from last year! Registration for all other programs begins on Tuesday, May 5 for Brighton Residents and begins on Tuesday, May 19 for non-residents.
- Interviews are being set up to fill available summer camp staff positions. We hope to get these positions filled as soon as possible.

### **RECREATION DIRECTOR'S REPORT (cont.):**

- The Fence project at the Community Garden has been completed. The fence company had to come back to finish filling in the post holes. Because the project was completed in the winter, the holes weren't filled to grade level. We are happy to report that this has now been completed. There is an Eagle Scout anxious to get in there to complete his Eagle Scout Project that will include putting mulch down around the perimeter of the garden/fence to help in the aesthetics and weed control of the garden. Garden participants will have a work day on Saturday, May 2<sup>nd</sup> to get the plots ready for planting.
- Planning for the Memorial Day Ceremony is underway. The Memorial Day Ceremony will be taking place on Monday, May 25<sup>th</sup> at the Veterans' Memorial at Buckland Park.
- Programs that have been happening at the Buckland Farmhouse have been well received this Winter/Spring. We have had consistent participation between 10 – 20 participants for each program. We hope to continue this type of programming in the future. We will have a lighter schedule for the summer, but will pick up programming again in the fall.
- **Brighton Winter Farmer's Market RFP**
  - The Town of Brighton has received grant funding to start the Winter Market project. In total we have \$400,000 available to get this project underway.
  - The source of this grant money has come from 2 grants; one for \$250,000 from the NYS Dept. of Agriculture and Markets and \$150,000 from the Dormitory Authority State of NY (DASNY).
  - The Winter Market RFP seeks to identify the best use of the former Groos Property on Westfall Road. We will be looking closely at the existing structures to see how they can be re-purposed into a viable Winter Market site. There will be public input throughout this process. This project is NOT part of the Town wide Master Plan that is also being conducted.
  - We are currently waiting for the agreement to be finalized and the proper insurance documents to be filed with our selected firm before moving forward with the project.

### **FOLLOW UP ON THE MARCH 30, 2015 DISCUSSION ON IDEAS FOR IMPROVING COMMUNICATION TO THE COMMUNITY FROM THE TOWN BOARD, PARKS & RECREATION ADVISORY BOARD AND PARKS & RECREATION STAFF:**

Becky Cotter submitted a current list of methods utilized by the Recreation Department to communicate information to the public. The list includes:

- Printed and mailed brochures – distributed seasonally 3 times / year
- Brochures available at: Brighton Town Hall, BML, BCSD Buildings
- Press releases sent to D & C and BPP regularly
- Promotional fliers highlighting programs and events available at Town Hall and Bri. Recreation
- Slides on Cable 12 for upcoming events and programs
- Direct email through Rec1 targeting certain age groups or types of participants for upcoming programs and reminders
- Content shared through BCSD ENewsletters frequently. These electronic newsletters go out weekly from the school principals.
- Fliers are also sent out through the BCSD ENewsletters
- Programs and events posted to **Kids Out and About** website which is free
- Facebook posts at least weekly featuring upcoming activities/events/reminders
- Town Website updated regularly with event calendar and newsflashes
- Seasonal email blast out to over 400 users who request to have the brochures mailed to them.
- Periodic email to neighborhood groups promoting activities
- Bulletin boards at Brighton Town Hall and in the Rec Center
- Participation in community events such as the BCSD Summer Camp Activities Fair, Health Fair, BVA Open House, local job fairs and Periodic set up at the Brighton Farmers Market, etc...
- Program/Event announcements made at the Brighton Town Board Meetings as appropriate
- Word of mouth from customers and parent advocates/cheerleaders!

**FOLLOW UP ON THE MARCH 30, 2015 DISCUSSION (cont.):**

John Steinbrenner encouraged PARC Board members to read the PARCS minutes. Board members all agreed that the Minutes should be posted on the Town website each month.

The Minutes are quite long each month. It was suggested that the oral Subcommittee report, at the meeting, highlight key facts that the PARCS member and the staff feel are important. Details and the remainder of the report will be provided in the written minutes.

Discussion was also held about how information could be shared with new families to the Brighton area. There is no longer a Welcome Wagon in the area. It was suggested that local realtors be contacted and supplied with printed brochures & flyers to be given out when homes are purchased.

The Board agreed to table items #14 and #4 on this topic until the May PARC meeting.

**SUBCOMMITTEE REPORTS:**

YOUTH & FAMILY –  
N/A

FACILITIES & PARKS (submitted by Matt Beeman) –

**Park mowing contract has been renewed and will hopefully begin by the week of May 4<sup>th</sup>.**

**Seasonal laborers will begin to start shifts beginning on April 27<sup>th</sup>.**

**Park irrigation is scheduled to be turned on April 27<sup>th</sup>.**

**Fields, Fields, Fields, Fields!**

*TOWN PARK:*

- o All Park equipment has been serviced
- o Fire system inspections are completed
- o Field supplies have been ordered
- o Lodge remodel CIP project was completed on March 31st
- o Some trees along the west side of the park have been cut down after determining that they were potentially a risk issue
- o General Park clean up and trail maintenance. Due to the string of warm weather we have been able to get more done in these areas
- o All damaged/rotted picnic tables are being repaired

*PERSIMMONS PARK:*

- o Spring cleanup of Park

*MERIDIAN PARK:*

- o Park maintenance equipment has been serviced and is ready for spring
- o Facility fire inspections have been completed
- o Irrigation scheduled to be turned on April 27th
- o Field supplies have been ordered
- o Fields are being prepared and schedules are being coordinated for the spring sport season.
- o Working closely with Brighton Baseball on field maintenance
- o General Park clean up and trail maintenance
- o Field signs have been put in place to identify field numbers as well as list our policy for use

*BUCKLAND PARK:*

- o Fire System/Sprinkler System inspections have been completed
- o Preventative maintenance on all Park equipment has been completed
- o Field supplies have been ordered.
- o Fields are being prepared and schedules are being coordinated for spring sport season.
- o Additional landscaping maintenance will begin in May on Farmhouse gardens and Veterans' Memorial.
- o General trail maintenance and Park clean up
- o Field signs have been put in place to identify field numbers as well as list our policy for use
- o Irrigation is scheduled to be turned on April 27<sup>th</sup>

**BUCKLAND FARMHOUSE:**

- Fire/Sprinkler Alarm inspections are completed
- Additional landscaping maintenance for gardens will begin in May

**CORBETT'S GLEN:**

- We will continue to bark chip the trails; it takes a lot of man power to move the chips from the landfill to Corbett's Glen and get them spread on the trails. I am continuing to work with some small tree companies and NYS DOT projects to donate their chipped tree material from various job sites. Trail maintenance really swings into full effect after July 4th.

**BRIGHTON SENIORS (submitted by Nancy McGory) –**

Nancy and new Coordinator, Emily Kelsey, will have two weeks together for training with the Senior Program. Emily has extensive experience working with seniors.

- 5/5 Cinco de Mayo party with empanadas from Juan & Maria's with Latin flavored music.
- 5/7 First out of town bus trip of the season. 48 people going to the Animal Adventure in Varysburg and glass making in Batavia.
- 5/13 Trip to Lilac Festival on Senior Bus.
- 5/19 New Tuesday morning activity-group crossword puzzle led by Larry Shearer.

**STUDENT REP REPORT (reported by Ryan Gao) –**

- Trapezoid, our school newspaper, won first place with special merit as well as most Outstanding High School Newspaper in the American Scholastic Press Association national competition (ASPA). There were over 1000 entries in the competition, and only a select few earned this special honor.
- FBLA State Competition – Future Business Leaders of America is a business club that promotes leadership and innovation through workshops, written and oral exams. Brighton had 13 qualifiers for the national competition in Chicago, Illinois this year – this included 5 first place winners and 12 top 5 finishes.
- Key Club is selling YUDA bands at the high school from April 22<sup>nd</sup> to May 6<sup>th</sup> – they are handmade bracelets from Guatemala – proceeds go to Veleyda Huz, a Guatemalan youth who needs money to continue her education – 175 can sponsor her for an entire year of school.

**TOWN OF BRIGHTON SHARED USE TRAILS –**

N/A

**HISTORIC BRIGHTON –**

N/A

**BCSD CONTINUING EDUCATION REPORT –**

N/A

**LIBRARY REPORT (submitted by Judy Rosenberg) -**

- **2015 BML Annual Volunteer and Staff Recognition Dinner**  
*Coming up: Thursday, May 21 @ Mario's @ 5:30 PM. Comedian (& Brighton resident) Sky Sands will entertain.*
- **2015-2016 NYS Budget**  
*Largest increase (5.8%) since 2007!*
  - +\$5M increase in library aid over the Governor's Executive Budget, bringing total library aid in FY2015-16 to \$91.6M. This represents a nearly 6% increase in library funding over last year.
  - \$14M in Library Construction Aid

NYS library systems are totally financed by NYS aid. Although BML does not receive significant state aid, increased state funding has a positive trickledown effect for Monroe County Library System's member libraries.

LIBRARY REPORT (cont.) –

- **Magazine Downloads Now Available Through Overdrive**

The Monroe County Library System has introduced a new digital library initiative that offers patrons access to the latest issues of some of the more popular periodicals and magazines.

Magazines come in the NOOK periodicals format, which means patrons will need to download the free NOOK reading app on their device in order to read the magazines. Once they create a Barnes and Noble account and download the Nook app, the process is fairly seamless.

There were 72 checkouts in the first 24 hours. The magazines are simultaneous access, but have a download cap for each issue. Patrons can check out three issues at a time. Back issues are not currently available. To get started, visit [brightonlibrary.org](http://brightonlibrary.org) and select the 'digital library' button, then, click on Overdrive.

- **NOVEL NY Marketing Initiative**

The NYS Department of Motor Vehicles has agreed to distribute information about the NOVEL New York program and its databases with their mailings. Materials will be in English and Spanish.

A selection of programs thanks to the sponsorship of the Friends of BML:

**CHILDREN :**

- **Board & Card Game Swap Drop Off** Wednesday, April 1 - Thursday, April 30

In honor of National Screen-Free Week in May, drop off gently used and complete family board games or card games any day in April in the Children's Center. Each person who brings in a board or card game will get a voucher for early-bird admission from 10-10:30 AM on swap day, Saturday, May 2.

50 people attended the **19th Century Games and Toys with Genesee Country Village & Museum** program, discovering the toys of yesterday.

81 toddlers and their caregivers participated in the **Toddler Dance Party**.

**Music and Movement:** Three Tuesdays

42 people learned about music concepts through songs, instruments and movement in this first of four part series. The series was recently developed by the Children's Librarians in response to the popularity of our *paid for* music and movement programs. We hope to offer it throughout the year.

**TEENS/TWEENS :**

- **Alice Wilson Literary Contest**

Reception on April 23 @ 4 PM @ Learning Center

- **Teen Book Fest (TBF) Giveaways**

April 1 - May 15

For each book you read by a TBF author, enter @ BML to win books and TBF merchandise gift certificates. *Don't miss TBF at Nazareth College on 5/16.*

17 teens took the **Practice ACT** presented by Chariot Learning on April 11.

**ADULTS :**

- **Books Sandwiched IN: ME BEFORE YOU**

96 people attended the review, as presented by Timothy Quill, MD, Georgia and Thomas Gosnell Distinguished Professor in Palliative Care, Professor Medicine Psychiatry and Medical Humanities, University of Rochester School of Medicine.

LIBRARY REPORT (cont.) –

- **Plant Propagation Using Soft-Wood Stem Cuttings**

14 people enjoyed John Colagrosso's, member of the Henrietta Garden Club and Master Gardener, Cornell Cooperative Extension Monroe County, demonstration of plant propagation using soft-wood stem cuttings.

- **Partners in Reading for Seniors (PIRS) Meet and Greet Reception**

Hosted by PIRS Coordinator Gail Montean, 19 people attended the reception to either get information to become a PIRS volunteer or to receive PIRS services. Guest speaker, Marsha Raines, an elder care specialist, discussed how to remain in your own home as you age.

- **Sunday Serenades: The Traveling Cabaret**

54 people listened to the troupe perform Broadway, movie and pop tunes.

- **Free Help Navigating the NY State Tax Website**

NYS Tax Dept. volunteers provided free guidance to taxpayers whose income is under \$60,000 and who electronically prepared and filed their own personal income tax returns. The program was a very popular one with all the one hour time slots available filled. Sponsored by a grant to the NYS Tax Department from United Way and Wal-Mart.

COMPREHENSIVE PLAN COMMITTEE (reported by Mark Kokanovich) –

A meeting was held on April 17, 2015. The RFP was reviewed and a company, Barton & Loguidice, DPC, was chosen.

BRIGHTON BASEBALL (submitted by Larry Davis) –

1) **IT'S ALMOST HERE !!!** Opening Day is this Saturday, May 2<sup>nd</sup>, with the parade marching off at 11:00AM sharp from the Town Hall.

2) The actual Little League Season has started for some leagues, and games began this past weekend

3) Brighton Baseball has purchased a new golf cart to help with field maintenance. The former golf cart had been repaired multiple times and needed to be replaced. This is an important piece of equipment in maintaining the fields, and as a way to support the town parks staff

4) We have hired two field maintenance employees for the summer – Matt Liepowski and Kevin Syzbist. They have begun work already and are led by Brighton Baseball Field Chief Peter Edelstein; Peter coordinates field maintenance activities with Matt Beeman and the on-site park staff to avoid duplication of effort and to allow the park staff to work more on other fields

5) Peter Edelstein and Matt Beeman have also been working on other projects beyond regular field maintenance

- a) Placement of storage containers at Meridian and Buckland for safe & secure storage at the fields (and because school campus storage has been lost – see # 6 below)
- b) Transfer of equipment for field maintenance

6) The Brighton Baseball storage area next to concession stand on the BCSD school campus is being converted to bathroom facilities, and we will be moving equipment and uniforms to new storage facilities at Meridian and Buckland

BRIGHTON SOCCER (submitted by Mike Tullio) –

- Registration ends at end of the week
- League will begin first week of June
- Exploring opportunities with E. Rochester soccer program.
- Discussions with E. Irondequoit regarding continuing competition between leagues
- Working on finding date(s) for coaches clinics, as well as contacting volunteer coaches
- Investigating house league tournaments for older age groups.

TOWN BOARD REPORT (reported by Louise Novros) –

756 lbs of old medicine was collected at the 4/18/15 Pharmaceutical Take Back event in Brighton.

**FOR THE GOOD OF THE ORDER:**

The Brighton School District vote will take place on May 19, 2015 at BHS, 7am – 9pm.

MOTION TO ADJOURN MEETING AT 6:00 PM WAS MADE BY BETH KEIGHER AND SECONDED BY LARRY DAVIS.

**NEXT MEETING DATE: MONDAY, MAY 18, 2015 AT 4:30 PM  
in the Brookside Senior Lounge**

If you are unable to attend this meeting or will be late, please contact John Steinbrenner at 461-4373 or Melissa Sumner at 784-5265.