

# **Town of Wheatland New York Recreation Commission Meeting Minutes January 25, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held January 25, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Kerry Hallock  
Lisa Bates  
Vicki Cappotelli

### **MEMBERS ABSENT:**

Scott Birnie

### **ALSO ATTENDING:**

### **RECORDING SECRETARY:**

Diane Jennings, Recreation Coordinator

Mark Turner called the meeting to order at 7:04 P.M.

## **B. Approval of Minutes:**

Edd Kuhn made a motion to approve the amended meeting minutes of November 30, 2015, seconded by Lisa Bates, unanimously approved and motion carried.

Kerry Hallock arrives at 7:05 P.M.

## **C. Public Before the Commission**

There was no public before the Commission at this meeting.

## D. Recreation Department Report

Presented by Diane Jennings, Recreation Coordinator

### INCOMING EXPENSE VOUCHERS:

Christine Destounis	\$150.00	water walking instruction
Lourdes Roa	\$240.00	Gentle Yoga 11/9-12/14
Kathy Merritt	\$240.00	Vinyasa Yoga 11/4-12/23
Colleen Berg-Smith	\$45.00	Refund for skating
Helen Bilak	\$300.00	Total Body Cond. 11/5-12/17
Collamer Jones	\$1350.00	Karate instruction

### WINTER PROGRAM UPDATES:

After school Karate	20 participants	program full
Gentle yoga	10 participants	outgrowing space
Vinyasa yoga	5 participants	
Total Body Cond.	8 participants	
Youth soccer	26 participants	
Adult soccer	7 participants	
Adult basketball	5 for co-ed and 1 for men's	
Indoor walking	15 first night, 9 second night-consistently around 9	
Group swim	15 participants	
Tiny Tots	first time slot full	
Lap Swim	7 participants	
Parent/child swim	1 family	
Family swim	1 family	
Water walking	0	
Private swim	15 participants-if no one signs up for water polo we will add private swim lessons to that time slot	

### ASSET PROGRAMMING

Diane reported that the Town Board voted to eliminate the Asset program for 2016 at the December 3 board meeting. Programming that was run or co-run by assets included the LAT program held at the high school, sweetheart dance, 5K race, the Ground Hog Dinner fundraiser, Community night & nominations for the young citizen of the year award and the Willie Lightfoot Award as well as the family celebration of Community Asset Awards. Rather than lose all of these well-established programs, Diane asked the Commission to vote on two program proposals.

## **PROGRAM PROPOSALS**

The following two program proposals were viewed electronically via the Recreation Financial Workbook.

1. Sweetheart Dance
2. 5K Run

Cheryl Marginean made a motion to approve the sweetheart dance program proposal, the motion was seconded by Vicki Cappotelli and unanimously approved and motion carried.

Vicki Cappotelli made a motion to approve the 5K Run program proposal, the motion was seconded by Cheryl Marginean and unanimously approved and motion carried.

## **E. Old Business**

### **RECREATION PROGRAMS BROCHURE:**

Vicki Cappotelli presented the Winter/Spring brochure and asked for feedback from the Commission. Mark Turner stated that there is \$3200 in the budget for advertising. The brochure will be sent out electronically and could potentially be included in a welcome package to new residents.

## **F. New Business**

### **RECREATION FINANCIAL REVIEW:**

Mark Turner reported that in 2015 we were \$1000 over in net and that the Town investment continues to come down. In 2016 the Town investment should come down even more.

### **TOWN BOARD REPORT:**

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission. The final version to be submitted to the Town Board is provided at the end of this document.

## **G. Additional Agenda Items**

Kerry Hallock asked Commission members for help in finding swim instructors for the winter swim session.

## **H. Other Business**

### **NEXT REGULAR MEETING:**

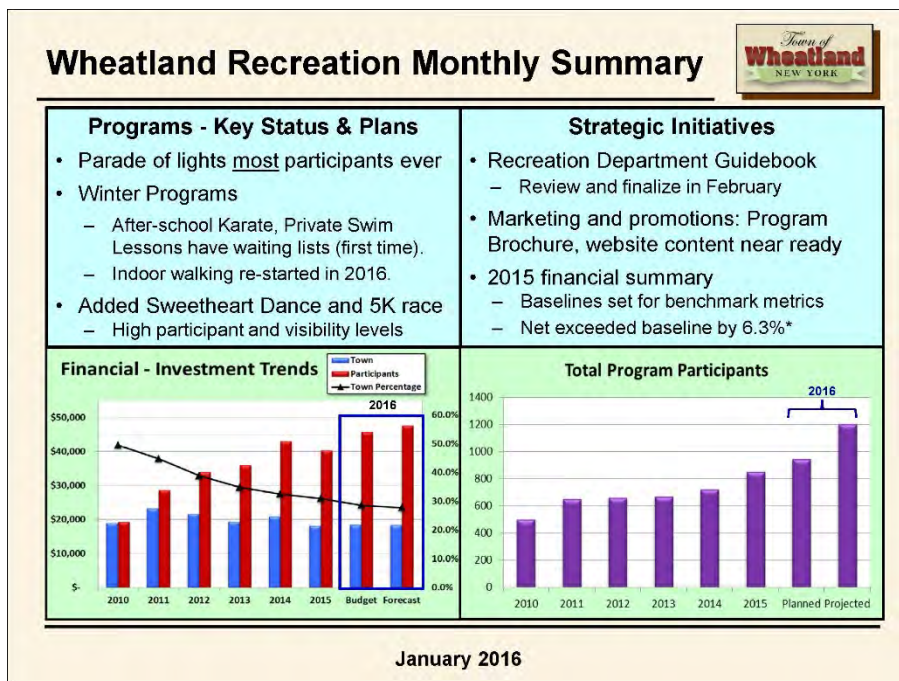
The Recreation Commission will meet February 22, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

## Town of Wheatland Recreation Commission Meeting Minutes

### ADJOURNMENT:

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at 8:45 P.M which was carried unanimously.

Respectfully submitted,  
Diane Jennings,  
Recreation Coordinator



# **Town of Wheatland New York Recreation Commission Meeting Minutes February 22, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held February 22, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Scott Birnie  
Kerry Hallock  
Vicki Cappotelli

### **MEMBERS ABSENT:**

Lisa Bates  
Kerry Hallock

### **ALSO ATTENDING:**

Lisa Wasson, Town Board Liaison  
Jason Palo, Indoor Soccer Program Coordinator

### **RECORDING SECRETARY:**

Diane Jennings, Recreation Coordinator

Mark Turner called the meeting to order at 7:03 P.M.

## **B. Approval of Minutes:**

Edd Kuhn made a motion to approve the meeting minutes of January 25, 2016, seconded by Cheryl Marginean, unanimously approved and motion carried. Scott Birnie abstained.

## **C. Public Before the Commission**

There was no public before the Commission at this meeting.  
Vicki Cappotelli arrives at 7:04.

## **D. Recreation Department Report**

Presented by Diane Jennings, Recreation Coordinator

### **FEEDBACK FROM JASON PALO:**

Jason Palo reported his concern on the low numbers we have been getting for the indoor soccer program. Jason reported that there seems to be conflicts with other programs going on the same nights. There are about eight participants who attend only one night a week. It was decided to send home a survey through the program and through the school district asking a few questions such as: how's the time, schedule conflicts, and weekend interest. The commission would like to see if the new website, brochures, and newsletters would make a difference prior to making changes.

### **INCOMING EXPENSE VOUCHERS:**

Epic Sports	\$131.03	Aquatic steps
Sprint Aquatics	\$ 90.00	water back floats
Improvements	\$ 44.91	pool storage bin
Swim Outlet	\$ 36.09	water walking belts
Be-Mar	\$121.50	skate rentals
BRL Solutions	\$225.00	DJ Services

### **WINTER PROGRAM UPDATES:**

Diane Jennings reported that letters went home to after school karate participants and we currently have nine participants signed up for next session. The Vinyasa yoga class has doubled in size. Parent/child swim will now start at 6:15 and family swim will start at 6:20. Family swim did not have enough to run the class so by combining the two timeslots more closely, both programs could be run. Diane reported that she held a sweetheart dance committee meeting and that Deb Leh attended. Deb Leh, Andrea Goodfellow and Margaret Wright agreed to help at the dance but we are still in need of volunteers. Deb Leh will again cover the picture portion of the event.

### **SPRING PROGRAM PROPOSALS:**

The following spring program proposals were viewed electronically via the Recreation Financial Workbook.

1. Spring Recess Funday
2. Recess Open Swim
3. Zumba

Vicki Cappotelli made a motion to approve spring recess funday, the motion was seconded by Edd Kuhn and unanimously approved by the Commission Members.

Cheryl Marginean made a motion to approve recess open swim, the motion was seconded by Scott Birnie and unanimously approved by the Commission Members.

Cheryl Marginean made a motion to approve Zumba, the motion was seconded by Edd Kuhn and unanimously approved by the Commission Members.

## **E. Old Business**

### **GENTLE YOGA SECOND SESSION LOCATION:**

Diane Jennings reviewed the history of the Gentle yoga class. The original name for the class was Hatha Yoga which started in 2004. This class was taught by Lindsay Berman until Lourdes Roa, a former student of Lindsay's took over the class in 2014. Many of the students have been with the class since 2004. Because of the popularity of yoga classes this class continues to grow and is outgrowing its space as well as the concern for very different skill levels of its participants. For the next session we would like to offer two classes at the TJ Connor music room. A beginner level from 6:00-7:15 PM and an advanced level class from 7:30-8:45 PM. Commission members agreed that this was a nice solution for the class.

## **F. New Business**

### **YOUTH PARTICIPATION BRAINSTORM:**

Tabled until the March meeting.

### **TOWN BRANDING:**

Mark Turner presented the Commission with a PowerPoint on what is municipal branding and why it is important. Mark highlighted that a strong brand can help build value to the community by recognition, development and tourism. The Commission will continue to work on Town Branding at the March meeting.

### **RECREATION FINANCIAL REVIEW:**

Now that the 2015 numbers are in we will be able to begin to compare. Mark Turner pointed out that the jump in forecasted participation is a result of adding the sweetheart dance and the 5K race.

### **TOWN BOARD REPORT:**

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission. The final version to be submitted to the Town Board is provided at the end of this document.

## **G. Additional Agenda Items**

Lisa Wasson reported that the Town is doing some work at Freeman Park which may include one or two flag football fields and a spray park.

## H. Other Business

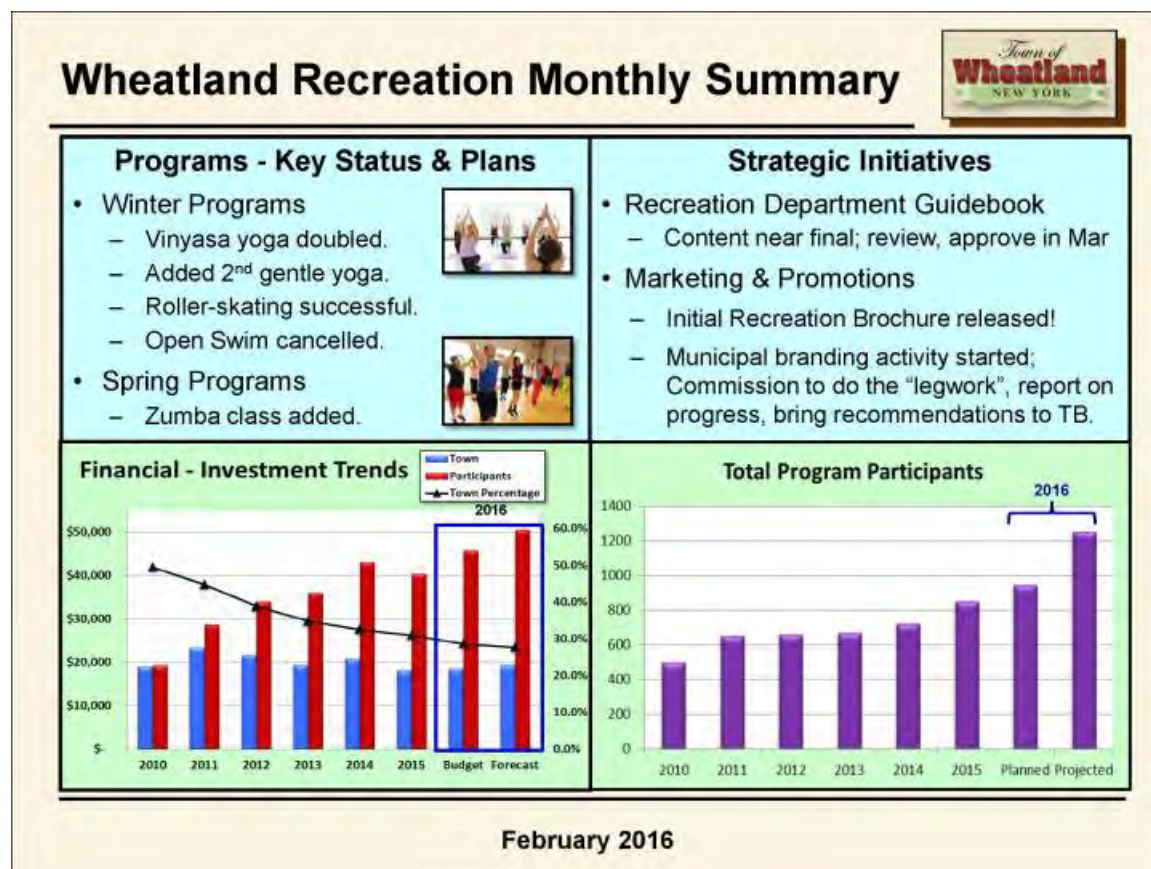
### NEXT REGULAR MEETING:

The Recreation Commission will meet March 28, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

### ADJOURNMENT:

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at 8:30 P.M which was carried unanimously.

Respectfully submitted,  
Diane Jennings,  
Recreation Coordinator





# **Town of Wheatland New York Recreation Commission Meeting Minutes March 28, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held March 28, 2016 at 7:08 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Kerry Hallock  
Lisa Bates

### **MEMBERS ABSENT:**

Scott Birnie  
Vicki Cappotelli

### **ALSO ATTENDING:**

Lisa Wasson, Town Board Liaison

### **RECORDING SECRETARY:**

Diane Jennings, Recreation Coordinator

Mark Turner called the meeting to order at 7:08 P.M.

## **B. Approval of Minutes:**

Cheryl Marginean made a motion to approve the meeting minutes of November 2, 2015, seconded by Edd Kuhn, unanimously approved and motion carried.

## **C. Public Before the Commission**

There was no public before the Commission at this meeting.

## **D. Recreation Department Report**

Presented by Diane Jennings, Recreation Coordinator

### **INCOMING EXPENSE VOUCHERS:**

Collamer Jones Karate	\$ 1,080.00	Karate Instruction
Helen Bilak	\$ 275.00	Aerobic Instruction
Walmart	\$ 44.96	Easter Party
Walmart	\$ 36.09	Easter Party
Lourdes Roa	\$ 240.00	Yoga Instruction
Kathy Merrit	\$ 240.00	Yoga Instruction
Diane Jennings	\$ 19.44	Mileage

### **WINTER/SRPING PROGRAM UPDATES:**

Diane reported that surveys for indoor soccer were sent home with soccer players and also sent home to all TJ Connor students through the Wednesday folder. Diane has received several surveys back, many of the responses have come from non-participants. Diane will present the survey results at the next recreation meeting.

The following spring program proposals were viewed electronically via the Recreation Financial Workbook.

1. Lap Swim
2. Water Walking

Kerry Hallock made a motion to approve program proposal #1 with recommended changes, the motion was seconded by Edd Kuhn and unanimously approved by the Commission Members.

Lisa Bates made a motion to approve program proposal #2 with recommended changes, the motion was seconded by Edd Kuhn and unanimously approved by the Commission Members.

The Easter party was held on March 19 with 35 total in attendance. We had 22 kids participate. Recess Open swim will be held on Tuesday, March 29 and Spring Recess Fun Day will be held on Wednesday, so far we have eight kids registered.

### **SWEETHEART DANCE REPORT:**

Diane passed out a report on the Sweetheart dance that showed the total expenditures of \$406.74. The report reflected the number of students per grade verses previous year. Wheatland Recreation served 200 community members.

## **E. Old Business**

### **RECREATION GUIDEBOOK:**

Mark Turner sent an electronic version of the recreation guidebook to Commission members previous to the meeting. Edd Kuhn made a motion approve the recreation guidebook as written, seconded by Kerry Hallock, unanimously approved and motion carried.

### **YOUTH PARTICIPATION BRAINSTORM:**

The Commission brainstormed on ways to promote more kids volunteering. A list was made of various groups and organizations to approach.

### **TOWN BRANDING:**

The Commission brainstormed and listed the tangible and intangible list of assets of the Town. Assets are what we want to keep, build upon, and sustain for the future.

## **F. New Business**

### **RECREATION FINANCIAL REVIEW:**

No report at this time.

### **TOWN BOARD REPORT:**

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission. The final version to be submitted to the Town Board is provided at the end of this document.

## **G. Additional Agenda Items:**

Diane Jennings informed the Commission that an application was received for a Recreation Commission spot. Mark Turner stated that the application should be given to Lisa Wasson to respond to.

Diane Jennings also informed the Commission that they were invited to participate in the Memorial Day parade.

## **H. Other Business**

### **NEXT REGULAR MEETING:**

The Recreation Commission will meet April 25, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

## Town of Wheatland Recreation Commission Meeting Minutes

### ADJOURNMENT:

There being no further business, Edd Kuhn made a motion to adjourn the meeting at 8:30 P.M which was carried unanimously.

Respectfully submitted,  
Diane Jennings,  
Recreation Coordinator

## Wheatland Recreation Monthly Summary



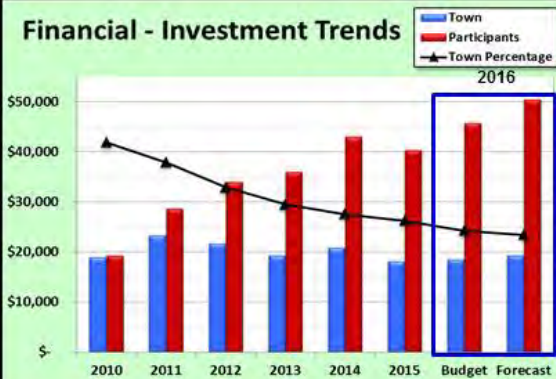
### Programs - Key Status & Plans

- Winter Programs
  - 200 people for sweetheart dance!
  - School walking program extended.
- Spring Programs
  - Add lap swim, water walking sessions.

### Strategic Initiatives

- Recreation Department Guidebook
  - Review complete, Commission approved.
- Marketing & Promotions
  - **Youth Participation:** Brainstorm, includes value proposition, engagement approach.
  - **Municipal Branding** – Goals, objectives; Guiding principles; Town asset inventory.

### Financial - Investment Trends



### Total Program Participants



Town of Wheatland "A rural treat, way more than wheat"

March 2016

# **Town of Wheatland New York Recreation Commission Meeting Minutes April 25, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held April 25, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Kerry Hallock  
Lisa Bates  
Scott Birnie

### **MEMBERS ABSENT:**

Vicki Cappotelli

### **ALSO ATTENDING:**

Lisa Wasson, Town Board Liaison

### **RECORDING SECRETARY:**

Diane Jennings, Recreation Coordinator

Mark Turner called the meeting to order at 7:03 P.M.

## **B. Approval of Minutes:**

Lisa Bates made a motion to approve the meeting minutes of March 28, 2016, seconded by Edd Kuhn, Scott Birnie abstained, unanimously approved and motion carried.

## **C. Public Before the Commission**

There was no public before the Commission at this meeting.

## **D. Recreation Department Report**

Presented by Diane Jennings, Recreation Coordinator

### **INCOMING EXPENSE VOUCHERS:**

Kristine Ranieri	\$ 55.00	Gentle Yoga Refund
Salvatores	\$ 27.90	Pizza for Spring Fun Day

### **WINTER/SPRING PROGRAM UPDATES:**

Diane reported that the Vinyasa Yoga is almost completed with 6 registrants. Gentle Yoga went with two classes (1) advanced and (1) beginners class. There are 10 in the advanced class and 5 in the beginner's class.

### **INDOOR SOCCER SURVEY RESULTS**

Diane passed out the indoor soccer survey results for Commission members to review for the May meeting.

### **SUMMER PROGRAM PROPOSALS**

The following summer program proposals were viewed electronically via the Recreation Financial Workbook.

1. Johnson Park
2. Before and After Care
3. Art Project
4. Group swim lessons
5. Open Swim

Cheryl Marginean made a motion to approve program proposal #1 with recommended changes, the motion was seconded by Scott Birnie and unanimously approved by the Commission Members.

Cheryl Marginean made a motion to approve program proposal #2 as written, the motion was seconded by Edd Kuhn and unanimously approved by the Commission Members.

Edd Kuhn made a motion to approve program proposal #3 as written, the motion was seconded by Lisa Bates and unanimously approved by the Commission Members.

Cheryl Marginean made a motion to approve program proposal #4 with recommended changes, the motion was seconded by Scott Birnie and unanimously approved by the Commission Members.

Edd Kuhn made a motion to approve program proposal #5 as written, the motion was seconded by Cheryl Marginean and unanimously approved by the Commission Members.

Diane reported the fee for Pennysaver inserts for the summer program would cost .10 cents each for one side and .14 cents each for two sides. The Wheatland, Riverton,

## Town of Wheatland Recreation Commission Meeting Minutes

Scottsville and Mumford area would be approximately 2,720 fliers. Cheryl Marginean made a motion to approve not more than \$750 for Pennysaver inserts, seconded by Lisa Bates and unanimously approved by the Commission Members. The added dollar amount gives us a cushion to add additional areas for circulation.

### **APPROVAL OF CAMP SAFETY PLAN**

Diane shared the Camp Safety Plan requesting a change on page 46-“Who monitors and assesses weather conditions to cancel or curtail activities (on-site and during camp trips) due to weather, such as thunderstorms, high heat and/or humidity and elevated ozone levels, and notifies activity staff leaders of activity restrictions?” Edd Kuhn made a motion to change who monitors.... to the program director, seconded by Scott Birnie, and unanimously approved by the Commission Members.

## **E. Old Business**

### **YOUTH PARTICIPATION BRAINSTORM:**

The Commission discussed creating a flier with information regarding volunteerism. Listing when volunteers are needed and what is needed from volunteers. The Commission feels that more than just a flier should go out and perhaps reaching out to various groups or organizations with calls or a presentation. It was also suggested having a box at events for interested participants in volunteering.

### **TOWN BRANDING:**

Mark Turner will send out an updated list on tangible assets for review at the May meeting.

## **F. New Business**

### **RECREATION FINANCIAL REVIEW:**

Mark Turner reported that we are ahead of the plan by 4% although our winter programs compared to last year were flat.

### **TOWN BOARD REPORT:**

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission. The final version to be submitted to the Town Board is provided at the end of this document.

## **G. Additional Agenda Items:**

Mark Turner thanked Diane for her service as the recreation coordinator. Lisa Wasson said that there are three applicants for the position.

## H. Other Business

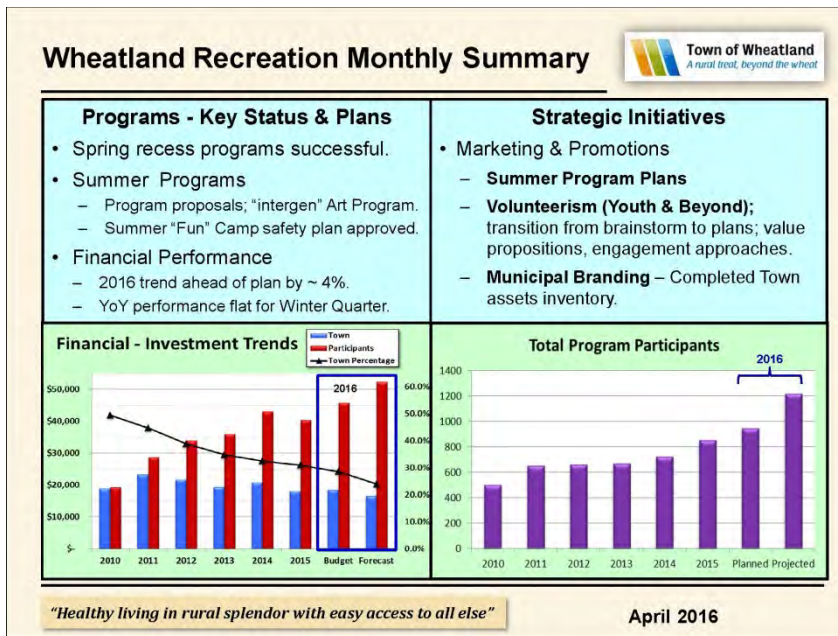
### NEXT REGULAR MEETING:

The Recreation Commission will meet May 23, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

### ADJOURNMENT:

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at 8:20 P.M which was carried unanimously.

Respectfully submitted,  
Diane Jennings,  
Recreation Coordinator





# **Town of Wheatland New York Recreation Commission Meeting Minutes May 23, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held May 23, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Scott Birnie  
Lisa Bates  
Vicki Cappotelli

### **MEMBERS ABSENT:**

none

### **RECORDING SECRETARY:**

Kerry Hallock, Recreation Coordinator

Mark Turner called the meeting to order at 7:05 P.M.

## **B. Approval of Minutes:**

Cheryl Marginean made a motion to approve the meeting minutes of April 25, 2016, seconded by Edd Kuhn, unanimously approved and motion carried.

## **C. Public Before the Commission**

There was no public before the Commission at this meeting.

## **D. Recreation Department Report**

Presented by Kerry Hallock, Recreation Coordinator

### **FEEDBACK FROM SOCCER SURVEY:**

Positive response from participants  
Indicates an interest in a basketball  
Supports keeping the Tuesday/Thursday schedule  
Will look into floor hockey for 2016-2017

### **INCOMING EXPENSE VOUCHERS**

Christine Destounis	\$180.00 for two sessions of Water Walking
Lourdes Roa	\$480.00 for Gentle Yoga
Kathy Merritt	\$240.00 for Vinyasa Yoga

### **SUMMER CAMP UPDATES:**

Reviewed new flyer  
Camp registrations are coming in

### **PROGRAM PROPOSALS:**

Continuation of Gentle Yoga through the month of June. Scott Birnie made the motion to approve, seconded by Lisa Bates, unanimously approved and motion carried.

Summer Tennis Program – will be addressed at the June meeting.

### **STAFF APPROVAL:**

Samantha Berl as Camp Health Director. Edd Kuhn made the motion to approve, seconded by Cheryl Marginean, unanimously approve and motion carried.

## **E. Old Business**

## **F. New Business**

### **CANDIDATE PROJECTS:**

Discussed consolidating the community calendars. Possibly utilize students to maintain the electronic community calendar as a class project.

EX: posting information about the Village Garage sales

Need a charter for student efforts/mentor/oversight.

## Town of Wheatland Recreation Commission Meeting Minutes

### **COMMUNITY ACTIVITY:**

Day of Caring suggested by Vicki Cappotelli.

### **NEWS FOR THE TOWN WEBSITE:**

Encouraging town residents to add "What I like about Wheatland" statements that can be posted on the website.

Need to write up a charter.

Commission members discussed residents they could approach.  
Seniors interview seniors.

Business cards to advertise the new town website.

### **G. Additional Agenda Items**

There are no additional agenda items.

### **H. Other Business**

#### **NEXT REGULAR MEETING:**

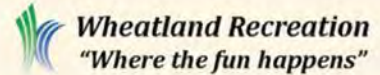
The Recreation Commission will meet June 27, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

#### **ADJOURNMENT:**

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at 8:35 P.M which was carried unanimously.

Respectfully submitted,  
Kerry Hallock,  
Recreation Coordinator

## Recreation Monthly Summary



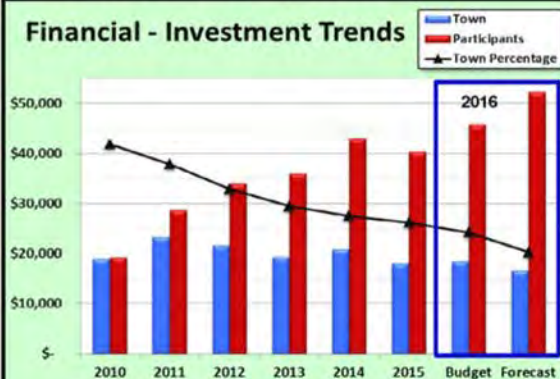
### Programs - Key Status & Plans

- Support transition to new Recreation Coordinator (Congrats Kerry!).
- Spring Programs
  - Added second session of gentle yoga.
- Summer Programs
  - Brochure updated.
  - Registration in process.

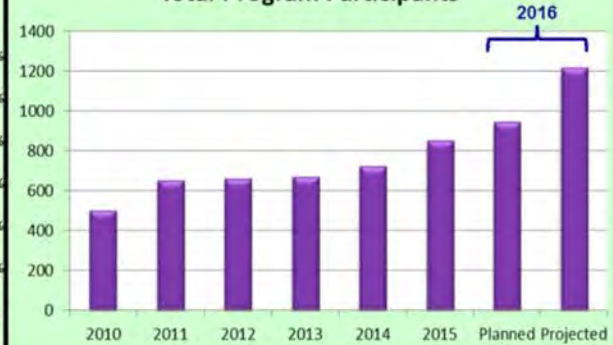
### Strategic Initiatives

- Marketing & Promotions
  - **Summer Program Plans**
  - **Volunteerism** - Electronic community calendar project (High School level).
  - **What I Like About Wheatland** - Identified candidates for website quotes.
  - **Municipal Branding** – In process.

### Financial - Investment Trends



### Total Program Participants



Town of Wheatland – Rich history, Great today, Bright tomorrow!

May 2016

# **Town of Wheatland New York Recreation Commission Meeting Minutes June27, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held June 27, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Kerry Hallock  
Lisa Bates  
Vicki Cappotelli

### **MEMBERS ABSENT:**

Scott Birnie

### **RECORDING SECRETARY:**

Kerry Hallock, Recreation Coordinator

Mark Turner called the meeting to order at 7:03 P.M.

## **B. Approval of Minutes:**

Cheryl Marginean made a motion to approve the meeting minutes of May 23, 2016, seconded by Edd Kuhn, unanimously approved and motion carried.

## **C. Public Before the Commission**

There was no public before the Commission at this meeting.

## **D. Recreation Department Report**

Presented by Kerry Hallock, Recreation Coordinator

### **SUMMER FUN DAY CAMP UPDATE**

90 Registered, several inquiries

20 Before Care

29 After Care

Growth expected

2015

85 Registered

17 Before

25 After

Mark described increase in website traffic.

Freeman Park field trip update.

Review of Caledonia Recreation programs.

### **INCOMING EXPENSE VOUCHERS:**

Vicki Cappotelli

Penny Lane Publishing

Supplies for Summer Recreation

### **PROGRAM PROPOSALS:**

Flag Football – Lisa Bates made the motion to approve, 2<sup>nd</sup> by Cheryl Marginean

Intro to Tennis – Cheryl Marginean made the motion to approve, 2<sup>nd</sup> by Vicki Cappotelli

Gentle Yoga – July and August. Lisa Bates made the motion to approve, 2<sup>nd</sup> by Edd Kuhn

5K Update – run sign up website. Direct link from the Town of Wheatland website. Is a news item on the website.

## **E. Old Business**

FINANCIAL UPDATE – just about right on track with our model.

### **YOUTH PARTICIPATION FOLLOW UP:**

Efforts to engage the school district in maintaining a community calendar.

## F. New Business

### 1. “WHAT I LIKE ABOUT WHEATLAND”

Mark – contacted Roger Estes and expects a response from him

Kerry – collected information from graduating seniors

Discussed looking for more information from recent graduates

### 2. TOWN BRANDING – from Mark’s follow up email.

#### I. Analysis

- Can’t escape the name “Wheatland”
  - Difficult to change a Township name, likely more cost than value.
  - Wheatland is our heritage (195 years and counting).
  - Largest municipality named “Wheatland” in US; unique to Northeast
  - 15 small municipalities named “Wheatland” in US (cities, towns, boroughs, other) > 1000 population (only 3): California (3456), Wyoming (3627), Wisconsin (3292).
- Key assets predominately rural and small town related
- Current logo reflects different time and graphics technology
  - Not stimulating, not competitive, looks very out-of-date
- No marketable taglines or promotions associated with the Town of Wheatland.
  - Wheatland not readily recognizable, are we just wheat?

#### II. Recommendations

- Wheatland is who we are!
  - Leverage “wheat” as part of branding, its our heritage, it represents the essence of our strong agricultural roots and rural atmosphere.
  - Wheatland is generally unique in the US, dominate the name through branding, promotions and technology (i.e., website).
- Modernize town logo and develop impactful tagline(s)
  - Simple, colorful, vibrant looking logo identifiable with “Wheatland”.
  - Town of Wheatland is current and relevant.
  - Let the outside world know that Wheatland is more than wheat, a desirable rural, small town location to live, work and visit.
- Here is a logo and tagline for consideration:



***Town of Wheatland***

*“A rural treat, way more than wheat”*

#### III. Discussion

- Included a summary of this solution compared against established criteria, seems to compare favorably.
- Graphic in above is a low resolution shutterstock image, would have to purchase high resolution version for town usage (i.e. \$30 that includes a gray scale version). Intended to be “vibrant” and simple with modern 3D appeal

## Town of Wheatland Recreation Commission Meeting Minutes

- The above would be considered a “core brand” from which there would be other aspects of the town that could leverage the graphic and name with a specialized tagline (i.e., Wheatland Recreation, “where the fun is”. Would expect a suite of these descriptive taglines.
  - Perhaps there is “better” tagline content that “rural treat”, my attempt at clever rhyming (or maybe not so clever...). A couple of folks know some people who are skilled at this type of thing are going to run these concepts by them to get reactions and recommendations.
- a. Recommendation – why we need it, supportive

### **3. TOWN BOARD REPORT:**

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission.

## **G. Other Business**

### **NEXT REGULAR MEETING:**

The Recreation Commission will meet July 25, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

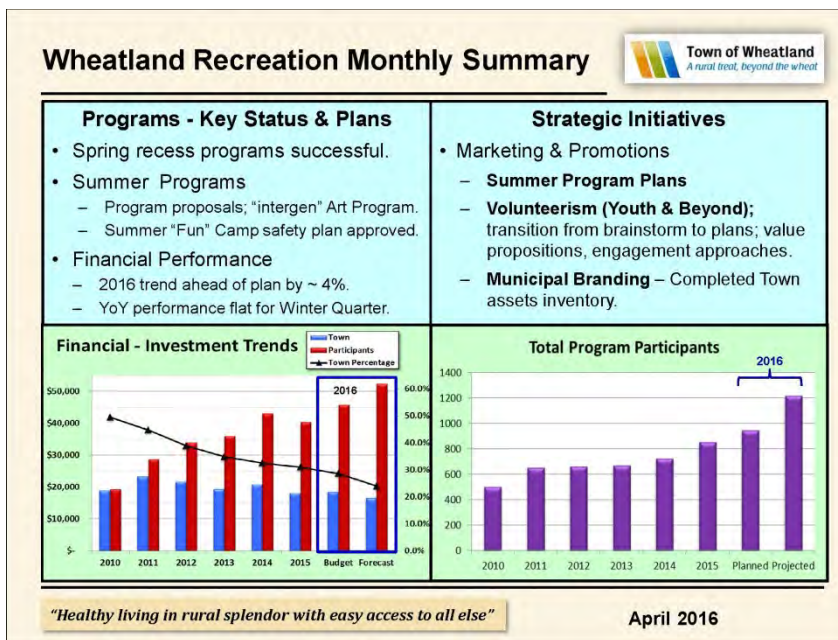
### **ADJOURNMENT:**

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at 8:19 P.M which was carried unanimously.

Respectfully submitted,  
Kerry Hallock,  
Recreation Coordinator



# Town of Wheatland Recreation Commission Meeting Minutes



# **Town of Wheatland New York Recreation Commission Meeting Minutes July 25, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held July 25, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Lisa Bates  
Vicki Cappotelli  
Scott Birnie

### **MEMBERS ABSENT:**

Town Board Liaison: Lisa Wasson

### **RECORDING SECRETARY:**

Kerry Hallock, Recreation Coordinator

Mark Turner called the meeting to order at 7:03 P.M.

## **B. Approval of Minutes:**

The Commission reviewed the minutes and noted a change in the date of the next meeting from May 23 to July 25, 2016. Cheryl Marginean made a motion to approve the meeting minutes of June 27, 2016, seconded by Edd Kuhn, Scott Birnie abstained, approved and motion carried.

## **C. Public Before the Commission**

There was no public before the Commission at this meeting.

## **D. Recreation Department Report**

Presented by Kerry Hallock:

### **Summer Fun Day Camp Update**

101 Registered campers

Added a new counselor, Korrine Minster as a substitute counselor

Discussion of survey questions

New question: How would you rate the value of camp with a range of scores.

Suggestion to include: Include the Freeman Park field trip

Freeman Park Field trip – still a camp activity within Monroe County and will have to maintain our ratio. Campers enjoyed seeing a new park, connecting with other kids.

Lisa Bates – commented on counselors greeting campers each morning and how she appreciates that greeting each morning.

Will look into repeating Freeman Park event and possibly joining other recreation groups.

Did have to remove a camper due to a violation of the Code of Conduct

Monroe County camp inspection went well

### **5K Updates**

a. 6 sponsors so far

b. 2 sign ups

a. Mark questioned when the Fall Programs would be ready to advertise, the Town has an email blast ready to go.

c. Volunteers – Lisa Bates has been collecting names

a. Sign-up in the clerk's office

d. The race is different this year since last year it benefitted The Assets Program

e. Keep a data base of runner from year to year. Last year Diane used Yellow Jacket racing for timing.

### **Tennis Update**

a. Had enough to run the class, two counselors from camp taught the class. Went very well. Parents verbally requested more opportunities for lessons.

### **Incoming Vouchers**

a. Kerry Hallock – camp supplies

b. Laurie Hogan – snacks and prices

c. Lourdes Roa – Spring Gentle Yoga

d. Refund – Cable/Tubman for Spring Gentle Yoga

## Town of Wheatland Recreation Commission Meeting Minutes

### Review of Potential Fall Programs

- a. Community Night – 9/14/16 from 5-7
  - a. Asked commission members to pass along the date to organizations they are connected to
  - b. Make a concerted effort to collect email addresses
  - c. Lisa will contact St. Agnes
- b. Discussion of Fall Programs
  - i. Check with Jason Jennings to see what to run for basketball
  - ii. Will discuss option of floor hockey later in the winter
    1. No room in the gym
  - iii. Craft evening – alternating options
    1. Discussed whether or not alcohol can be served at recreation activities.
- c. Discussion of Parade of Lights. Lisa Bates was approached to see if Recreation could become the umbrella organization for the Parade of Lights. Mark Turner stressed that there is another committee that is in place to work on the event and that it is a business oriented event. Lisa questioned if the Recreation Commission is looking for a signature event, why aren't we taking it on. The Parade of Lights falls under the Main Street Study, the Village and the Parade of Lights Committee.
  - a. Will we start creating sub-committees for the events we host?
  - b. Discussion went into Town Branding goals and whether the businesses would become more involved. Mark updated the commission on the presentation that he shared with the Town Board.
  - c. Lisa Bates thought the Parade of Lights committee wants to include more community groups
- d. Fall Festival in the Future – maybe go back to Mumford
- e. Suggestion from a community member about Community Walks

### E. Old Business

1. What I Like About Wheatland
  - a. Reviewed what is on website
    - i. Encourage more additions
    - ii. Looking for photos
    - iii. Reviewed of people accessing the website
    - iv. Discussed the possibility of a Facebook account for the Recreation department
2. Volunteerism – pursuing communication with Deb Leh regarding the calendar of events for the community.
3. Town Branding
  - a. Discussion of working with a professional to work on our logos/taglines
  - b. Discussed where the funds come from
  - c. With any consultant, it is important that they understand the community
    - i. How do you make the essence of the community unique?

## **F. New Business**

### **1. 2017 BUDGET PLANNING**

Will discuss at the August meeting.

### **2. Recreation Financial Review**

Will review in more detail at the August meeting when all of the data is available

### **3. TOWN BOARD REPORT:**

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission. We are on target with our planned numbers and budget.

## **G. Other Business**

### **NEXT REGULAR MEETING:**

The Recreation Commission will meet August 22, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

### **ADJOURNMENT:**

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at 8:20 P.M. which was carried unanimously.

Respectfully submitted,  
Kerry Hallock,  
Recreation Coordinator

## Recreation Monthly Summary



**Town of Wheatland**  
"A rural treat, way more than wheat"

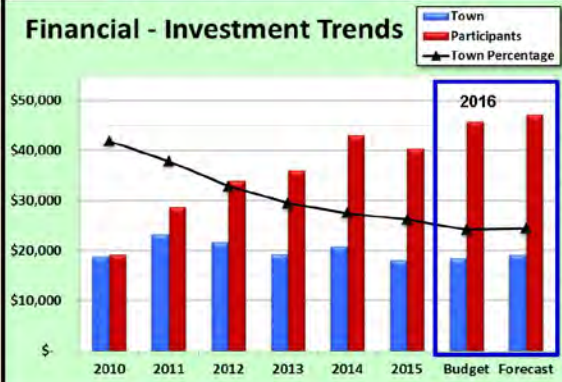
### Programs - Key Status & Plans

- Summer Fun Day Camp
  - Successful event at Freeman Park with Caledonia Recreation.
- 5k Race sponsorships in process.
- New summer programs
  - Intro to Tennis program went well
- Financial forecast in line with budget

### Strategic Initiatives

- Marketing & Promotions
  - **Volunteerism** - Electronic community calendar project (waiting on response).
  - **"What I Like About Wheatland"** – Quotes from WCHS seniors posted.
  - **Municipal Branding** – Analysis and recommendation work in progress.

### Financial - Investment Trends



### Total Program Participants



Wheatland Recreation - "Where the fun happens!"

July 2016

# **Town of Wheatland New York Recreation Commission Meeting Minutes August 22, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held August 22, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Vicki Cappelletti  
Scott Birnie

Town Board Liaison: Lisa Wasson

### **MEMBERS ABSENT:**

Lisa Bates

### **RECORDING SECRETARY:**

Kerry Hallock, Recreation Coordinator

After introductions of incoming commission member, Shelly Gorino, Mark Turner called the meeting to order at 7:00 P.M.

## **B. Approval of Minutes:**

The Commission reviewed the minutes with no changes suggested. Cheryl Marginean made a motion to approve the meeting minutes of July 25, 2016, seconded by Edd Kuhn, approved and motion carried.

## **C. Public Before the Commission**

There was no public before the Commission at this meeting.

## **D. Recreation Department Report**

Presented by Kerry Hallock:

1. 5K updates – 104 runners and walkers, went well, volunteers were very helpful
  - a. PCR Timing is \$750 but a good investment, up to date results, posted information on other running websites
  - b. Lisa Wasson thought numbers were similar to last year's numbers
  - c. Suggestions from runners were to give awards to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> in each group, make it a true 5K, adjust end of race to accommodate people entering Johnson Park for the festival.
  - d. Idea from the commission members to run the route backwards
2. Incoming Vouchers
  - a. Bus driver, Beth Wacenske, for Summer Fun Day Camp
  - b. Awards
  - c. Minnehans, Red Wings field trips
  - d. T-shirts for the race
3. Fall Program Proposals
  - a. Gentle Yoga, Vinyasa Yoga, Total Body Conditioning, Karate, Indoor Soccer, Adult Indoor Soccer, Co-ed Basketball, Fall Group Swim, Lap Swim, Parent/Child, Tiny Tots, Private Swim Lessons, Water Walking, Zumba, Learn to Skate
    - i. Focus on the minimum for Adult Soccer
    - ii. Learn to Skate will be a break even program
    - iii. Will have to look at the percentage allocation for swim programs so they make more sense
    - iv. Looking into next year, utilize the pool differently during lap swim
    - v. Utilizing year end money
  - b. Motion to Cheryl Marginean made a motion to approve, Scott Birnie seconded the motion, approved and carried.

## **E. Old Business**

1. Financial Update
  - a. A few pieces of information missing but we are on track with plans, hedged a few programs
2. Youth Participation
  - a. Mark met with Deb Leh and one items they discussed was a summary calendar. Dr. Leh had a positive reaction to this idea.
3. What I like About Wheatland
  - a. Reviewed what was on the website already



## **New Business**

### **1. 2017 BUDGET PREPARATION**

- a. Compared the 2016 budget baseline
- b. Continue to drive down town investment, closer to 23%
  - i. Need to check with the budget officer on wage increase
- c. Mark will send a summary to everyone
- d. Looked at cost ratio from 2015 in comparison to 2016
- e. Reviewed costs for different programs
  - i. Identifying programs where prices could be increased to address cost ratio efficiency.
- f. Reviewed budget for non-revenue generating programs
- g. Ideas for Financial Planning workshop
- h. Reviewed programs to keep in the portfolio
- i. Possibly include an additional race
- j. Continue to try to co-host events with the Senior Center
- k. Include indoor hockey in the future portfolio

### **2. TOWN BOARD REPORT**

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission. We are on target with our planned numbers and budget.

## **F. Other Business**

Edd Kuhn suggested that the commission vote to dedicate funds to include a Recreation flyer in the PennySaver at a cost of no more than \$600. The motion was made by Edd Kuhn, 2<sup>nd</sup> by Scott Birnie, approved and motion carried.

Mark Turner introduced the Strategic Planning Initiative workshop which will be included in next Recreation meeting.

### **NEXT REGULAR MEETING:**

The Recreation Commission will meet September 26, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

### **ADJOURNMENT:**

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at approximately 8:40 P.M. which was carried unanimously.

Respectfully submitted,  
Kerry Hallock,  
Recreation Coordinator

## Recreation Monthly Summary



**Town of Wheatland**  
"A rural treat, way more than wheat"

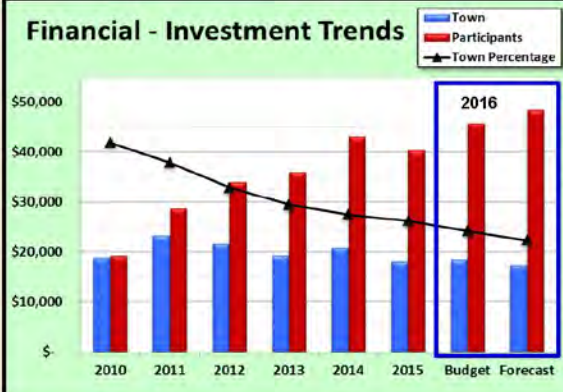
### Programs - Key Status & Plans

- Summer Programs
  - Summer Day Camp, 102 participants.
  - 5k Run/Walk Race, 104 participants.
- Fall Program proposals approved.
- 2016 financial forecast on track.
- 2017 budget proposal reviewed.

### Strategic Initiatives

- Marketing & Promotions
  - **Volunteerism** - Electronic community calendar project (proof of concept done).
  - **"What I Like About Wheatland"** – Commitment for another quote.
  - **Municipal Branding** – Analysis and recommendation work in progress.

### Financial - Investment Trends



### Total Program Participants



Wheatland Recreation – "Where the fun happens!"

August 2016

# **Town of Wheatland New York Recreation Commission Meeting Minutes September 26, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held September 26, 2016 at 7:00 P.M. in the Court Room of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Shelly Gorino

Town Board Liaison: Lisa Wasson

### **MEMBERS ABSENT:**

Lisa Bates, Vicki Cappotelli, Scott Birnie

### **RECORDING SECRETARY:**

Kerry Hallock, Recreation Coordinator

Mark Turner called the meeting to order at 7:05 P.M.

## **B. Approval of Minutes:**

The Commission reviewed the minutes with no changes suggested. Cheryl Marginean made a motion to approve the meeting minutes of August 22, 2016, seconded by Edd Kuhn, approved and motion carried.

## **C. Public Before the Commission**

There was no public before the Commission.

## **D. Recreation Department Report**

Presented by Kerry Hallock:

1. Program updates – a general overview was presented, all Fall programs are running.
  - a. Karate is full
  - b. Group swim lessons are near capacity, new family names that haven't participated in the past
  - c. Private lessons are filled
  - d. numbers for Total Body Conditioning are light, misunderstanding on numbers registered and people are still registering for the class
  - e. Adult Indoor soccer will run with participants registering the first night
  - f. Zumba will run also with just the minimum
2. Expenditures
  - a. American Red Cross program registration - \$240
  - b. Jog belts for water walking - \$38.89
  - c. Aquatic Steps - \$134.63
  - d. PennySaver insert printing - \$415.05
3. Community Night update
  - a. Busy for recreation
  - b. 12 tables of participants
  - c. Mark suggested that we need to do a better job with Community Night, wants to see more volume of people, advertise the event more
  - d. Discussed that September is a busy time for families
  - e. Mark suggested that participants should be polled for feedback
  - f. Shelly asked if doing it in the school would be an option

## **E. Old Business**

1. Financial Review – presented by Mark Turner
  - a. Still entering key information
  - b. Will have a better idea in the next 30 days, expenses generally scale with the revenue
  - c. Fall 2015 was a break even quarter
  - d. Mark predicts we will be at budget or bey
2. Youth Participation
  - a. Mark met with Deb Leh and one items they discussed was a summary calendar. Dr. Leh had a positive reaction to this idea.
3. What I like About Wheatland
  - a. Reviewed what was on the website already

## **New Business**

## Town of Wheatland Recreation Commission Meeting Minutes

### 1. TOWN BOARD REPORT

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission. Even with a shortfall, we have a cushion and will be either at or better than projection for the Fall. Zumba is a new program that is running, people are joining our programs from other towns/villages.

### F. Other Business – presented by Mark Turner

1. There is \$2700 in our advertising budget. Mark has two thoughts
  - a. Branding – using Vicki's contact to consult
    - i. Kerry asked if this would be used for the Town or for Recreation
    - ii. Mark said it was for the town and that it is within our purview and in our charter
  - b. Strategic Planning Initiative
    - i. Purchase a banner and a handful of lawn signs to promote the workshops
    - ii. Requested a motion to use \$350 out of the Recreation promotion/advertising budget
      1. Mark said it is what we chartered to do
      2. Shelly and Kerry asked if there was money available from the Town Budget which Mark said he couldn't answer
      3. Lisa said the Town Budget advertising for human resources for the Town, not sure how much is in there
      4. Shelly suggested that since this is a town-wide initiative that it would make sense to not take it out of the Recreation Budget
      5. Mark said our charter and by-laws are for promoting not only Recreation but for also for promoting and marketing the Town. We broadened our charter a year and a half ago to include this since there isn't another group to do it.
      6. Cheryl made the motion to approve the expenditure, Edd seconded. Cheryl, Edd and Mark voted to approve the motion, Shelly abstained.
        - a. It was established that there was a quorum.

### NEXT REGULAR MEETING:

The Recreation Commission will meet October 24, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building. There was a short discussion about meeting nights. It was decided to stick with Monday nights but to change the schedule so it doesn't conflict with the start of programs.

### ADJOURNMENT:

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at approximately 7:25 P.M. which was carried unanimously. The Commission then joined the Planning Board for the Strategic Planning Initiative workshop.

Town of Wheatland Recreation Commission Meeting Minutes

Respectfully submitted,  
Kerry Hallock,  
Recreation Coordinator

# **Town of Wheatland New York Recreation Commission Meeting Minutes October 24, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held October 24, 2016 at 7:00 P.M. in the Court Room of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Scott Birnie

Town Board Liaison: Lisa Wasson

### **MEMBERS ABSENT:**

Lisa Bates, Vicki Cappotelli, Shelly Gorino

### **RECORDING SECRETARY:**

Kerry Hallock, Recreation Coordinator

Mark Turner called the meeting to order at 7:00 P.M.

## **B. Approval of Minutes:**

The Commission reviewed the minutes with no changes suggested. Edd Kuhn made a motion to approve the meeting minutes of September 26, 2016, seconded by Cheryl Marginean, approved and motion carried. Scott Birnie abstained.

## **C. Public Before the Commission**

There was no public before the Commission.

## **D. Recreation Department Report**

Presented by Kerry Hallock:

1. Flag Football ended, good season with competition from Riga and Sweden. Kevin Skidmore will step down as coordinator because his son will be too old to play in 2017.
2. Swim lessons
  - a. The pool has been closed for three weeks due to a broken heater.
  - b. Plans for cancelling the rest of the session and refunding group swim lessons, tiny tots, private lessons and parent/child were discussed.
  - c. Credit towards next session was not an option because the next group of lessons doesn't happen until 2017
3. Vouchers
  - a. Collamer-Jones for 17 Karate students
  - b. Lourdes Roa for summer Gentle Yoga session
  - c. Penny-Lane Printing for Flag Football t-shirts
    - i. Discussed past practice of choosing t-shirt vendors
    - ii. Used to look at bids each year but ended up choosing the same vendor each year.
    - iii. Edd asked about a price comparison
      1. \$17 for Flag Football shirts – which include name and number
      2. T-shirts for camp staff were approximately \$7
4. Reviewed 2017 calendar that was prepared by Kerry
  - a. It was decided that the dates and events will stay
  - b. Date of the 5K will most likely be 8/19/17
  - c. Sweetheart Dance on February 3<sup>rd</sup> because of conflicts with school calendar
    - i. Mark signed the Building Request form
    - ii. Date has been secured with the DJ
  - d. Parade of Lights
    - i. Reviewed items to order for goody bags from Recreation
    - ii. Agreed to order items for 250 kids
    - iii. Businesses now provide Candy Canes
    - iv. Motion to spend no more than \$300 on supplies for the goody bags for the Parade of Lights, Edd Kuhn made the motion approve, seconded by Scott Birnie, motion approved and carried.

## **E. Old Business**

1. Financial Review – presented by Mark Turner
  - a. Reviewed forecasted numbers
  - b. Some funds will be available for advertising and supplies
    - i. Will wait to review once all the refunds are processed for the swim program
    - ii. A parachute for the camp has been requested before
      1. Kerry will email Laurie to see what additional supplies she may want for camp
2. Youth Participation



## Town of Wheatland Recreation Commission Meeting Minutes

- a. Mark is waiting to hear back from the Communications Director at the School District to move forward with the Calendar project.
3. What I like About Wheatland
  - a. New response from Roger Estes to add to website
4. Kerry mentioned that Supervisor Dobson said that there should someone else should be taking notes for the Commission meetings, will be considered for the next coordinator.

### **New Business**

#### 1. TOWN BOARD REPORT

The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission. Covering the pool and how Recreation is dealing with it.

#### 2. Welcome to Wheatland Video

- a. Give an overview of what Wheatland is about
  - b. Lisa Wasson will contact someone that does drone videos to get a quote
    - i. Summer Camp
    - ii. Race participants
    - iii. Cover the entire Wheatland area
3. Kerry let the Commission know that 6<sup>th</sup> grade may be moved back to TJ and to consider how that may impact future programs.

### **F. Other Business – presented by Mark Turner**

#### **NEXT REGULAR MEETING:**

The Recreation Commission will meet November 28, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.

#### **ADJOURNMENT:**

There being no further business, Cheryl Marginean made a motion to adjourn the meeting at approximately 8:055 P.M. which was carried unanimously.

Respectfully submitted,  
Kerry Hallock,  
Recreation Coordinator

# **Town of Wheatland New York Recreation Commission Meeting Minutes November 28, 2016**

## **A. Meeting Call to Order**

Recreation Commission Meeting was held November 28, 2016 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building located in Scottsville, New York.

### **MEMBERS PRESENT:**

Mark Turner (Chairperson)  
Cheryl Marginean  
Edd Kuhn  
Lisa Bates  
Vicki Cappotelli  
Shelly Gorino

Town Board Liaison: Lisa Wasson

### **MEMBERS ABSENT:**

Scott Birnie

### **RECORDING SECRETARY:**

In absence of a Recreation Coordinator, Mark Turner (Chairperson)

Mark Turner called the meeting to order at 7:02 P.M.

## **B. Approval of Minutes:**

**Motion.** The Commission reviewed the minutes with no changes suggested. Cheryl Marginean made a motion to approve the meeting minutes of October 24, 2016. Edd Kuhn seconded the motion which was approved by unanimous vote of the Commission.

## **C. Public Before the Commission**

There was no public before the Commission.

## D. Recreation Department Report

Presented by Mark Turner and Lisa Wasson:

1. **RECREATION DIRECTOR HIRING**. There are three confirmed candidates for the Recreation Director position and interviews are scheduled for early December. Ed Shero and Gregg Mullin are helping Lisa interview the candidates.
2. **SWIMMING PROGRAM STATUS**. The WCCS swimming pool is back online, the heater problem has been fixed. According to Ashley Snyder, the swim Director, second sessions for the water walking program and lap swimming program are underway.
3. **WINTER PROGRAM PROPOSALS**. The Commission reviewed 2017 the winter program proposals established in August 2017 budget planning cycle. Based on Recreation program 2016 actual financial performance, Mark Turner recommended registration fee updates to the following programs: Gentle Yoga, Power Vinyasa Yoga, Total Body Conditioning, Family Swim, Youth Soccer and Open Swim.

**Motion:** Shelly Gorino made a motion to approve the 2017 winter program proposals stated below as amended by the recommended registration fee update identified above. Lisa Bates second the motion and it was approved by unanimous vote of the Commission.

- Gentle Yoga
- Power Vinyasa Yoga
- Total Body Conditioning
- Group Swim Lessons
- Tiny Tots Swim
- Lap Swim
- Parent / Child Swim
- Family Swim
- Water Walking
- Private Swim Lessons
- Youth Indoor Soccer
- Adult Indoor Soccer
- Coed Basketball
- Rollerskating Party
- Open Swim
- Winterfest
- Indoor Walking

In lieu of the Recreation Coordinator, Mark Turner took the action to complete the winter program schedule and prepare the associated advertising.

## Town of Wheatland Recreation Commission Meeting Minutes

4. **SWEETHEART DANCE & 5K RACE PROGRAMS**. Mark Turner suggested that there would be benefit to updating the model of how the Recreation Department executes both the Sweetheart Dance and 5K Race, through either establishing partnerships with other organizations of paying someone to run each program vs. expecting the Recreation Director to personally run these programs.

There was much discussion and the sense of the Commission is that the 5K race can be run effectively by paying someone to execute as a program leader and thereby including such costs into the program model and associated fees.

The sense of the Commission was that there are likely opportunities to partner more closely with other organizations to coordinate and execute the sweetheart dance program, including through the WCCS Leadership Asset Training (LAT) activity and perhaps the local Girl Scouts. Mark Turner took the action to connect with WCCS Superintendent Leh regarding the LAT opportunity and Lisa Bates agreed to identify the local Girl Scouts point of contact. Mark Turner will ask Dr. Leh about taking pictures again for the event.

Per meeting minutes of the 24-October-16 Commission meeting, the school building request form has been signed and completed and the date has been secured with the DJ. The deposit of \$150 has been paid by the Town.

5. **YEAR END PURCHASES**. Based on the current 2016 budget forecast, Mark Turner recommended the purchase of equipment and shirts for programs in the coming year.

**Motion.** Cheryl Marginean made a motion to approve the spending of up to \$1000 for program equipment as presented by Mark Turner (or equivalent) and spending up to \$600 for program shirts. Edd Kuhn seconded the motion and it was approved by unanimous vote of the Commission.

6. **2017 WHEATLAND RECREATION CALENDAR**. Mark Turner presented a candidate calendar for 2017 including program registration dates and Commission meeting dates. Upon discussion the dates for the 5K Race and Sweetheart Dance will be added. Mark Turner took the action to distribute the updated 2017 calendar at the January-17 Commission Meeting.

## E. Old Business

1. **FINANCIAL REVIEW**. Mark Turner presented the current 2016 Recreation Department forecast to the Commission. Highlights provided below:
  - Forecast indicates \$ 5629.73 more net income than the 2016 budget baseline. This includes the approved year end purchases approved above and \$ 1603.38 for advertising and promotions not yet approved by the Commission. The intent is to expend these funds in December and accrue in the 2016 Town financial year.
  - The main reason for the forecasted financial performance is that the G&A labor associated with the former Recreation Director position will not be expended in 2016 as this position remained unfilled.

## Town of Wheatland Recreation Commission Meeting Minutes

Mark Turner presented the updated 2017 Recreation Department delivered to the Town Supervisor that included recommended labor cost changes to support the following:

- NYS minimum wage increases
- Wage compression correction caused by the NYS minimum wage increase
- Consolidation of the Recreation Coordinator and Recreation Director positions with salary commensurate with benchmarks from other comparable Towns.
- Separation of the recording secretary position from the Recreation Director position and separate funding included for this effort
- The results of the above recommendations reduced Recreation Department expense plans by \$ 1093.
- Mark indicated that he has not received the final approved budget for comparison purposes.

### E. New Business

1. **TOWN BOARD REPORT.** The monthly Quad Chart Report was presented by Mark Turner, reviewed and updated per recommendation of the Commission (attached at end of these meeting minutes).

### F. Other Business

1. **BABYSITTING CERTIFICATION.** Lisa Bates asked with Wheatland Recreation had ever done babysitting certification classes. The answer was yes, but not recently. Lisa Bates took the action to contact the Red Cross to see if we could offer this class in the future.
2. **AWARDS.** Shelly Gorino asked if Wheatland Recreation had ever given out awards to program participants. The answer is generally no as in the past with the higher level of Town investment for programs, the intent was not to use taxes to support awards. Mark Turner took the action to verify that the Recreation Department has the option to provide awards (i.e., the 5K Race) when the cost is funded through user registration fees.
3. **NEXT REGULAR MEETING.** The Recreation Commission is not planned to meet in December. The next regular meeting is scheduled for January 23, 2017 at 7:00 P.M. in Meeting Room B of the Wheatland Municipal Building.
4. **ADJOURNMENT.** There being no further business, Cheryl Marginean made a motion to adjourn the meeting at approximately 8:03 P.M. which was approved by unanimous by vote of the Commission.

Respectfully submitted,  
Mark R. Turner,  
Recreation Commission Chairperson

## Recreation Monthly Summary



**Town of Wheatland**  
"Experience rural through recreation"

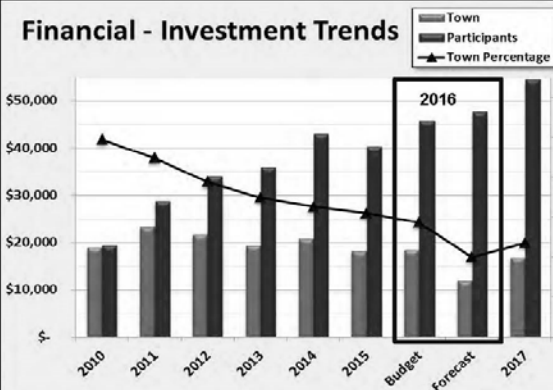
### Programs - Key Status & Plans

- Parade of Lights (Santa gift bags).
- 2017 Winter Programs approved.
- 2016 financial forecast
  - Beat budget due to lower G&A labor.
  - Includes year end equipment purchase.
  - Evaluating year end advertising.

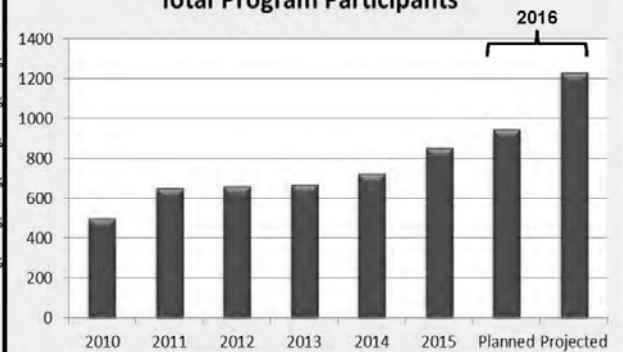
### Strategic Initiatives

- Interviews for Director scheduled.
- Marketing & Promotions
  - **Volunteerism**
    - Waiting for WCCS on community calendar
    - Potential "Welcome to Wheatland" video.
  - **"What I Like About Wheatland"** ongoing.

### Financial - Investment Trends



### Total Program Participants



Wheatland Recreation – "Where the fun happens!"

November 2016