



MONROE COUNTY

Recreation and Education Committee

September 27, 2021 6:00 PM

AGENDA

- A. ROLL CALL
- B. PUBLIC HEARING
- C. PUBLIC FORUM
- D. APPROVAL OF MINUTES

August 23, 2021

- E. NEW BUSINESS

21-0344

Acceptance of a Grant from the Institute of Museum and Library Services to Update the Guest Experience at the Seneca Park Zoo Animal Hospital - County Executive Adam J. Bello

21-0345

Acceptance of a Grant from the New York State Office of Parks, Recreation and Historic Preservation for the Snowmobile Trail Development and Maintenance Program and Authorize Contracts with the Hilton Sno-flyers, Inc., Webster Ridge Runners Snowmobile Club, Inc., Salmon Creek Snowmobile Club, Inc., and Hill and Gully Riders, Inc. for the Development and Maintenance of Trails - County Executive Adam J. Bello

21-0358

Authorize an Increase to the Contract with the Greater Rochester Visitors Association, Inc. to Provide Management, Planning, and Production of the Monroe County Bicentennial Celebration and Authorize an Interdepartmental Appropriation Transfer - County Executive Adam J. Bello

21-0362

Authorize License and Operating Agreements with the Seneca Park Zoo Society, Inc. and SSA Group, LLC for the Seneca Park Zoo - As a Matter of Importance - County Executive Adam J. Bello

F. OTHER MATTERS

G. ADJOURNMENT

The next meeting of the Recreation and Education Committee is scheduled for Monday, October 25, 2021 at 6:00 PM



ATTACHMENTS:

Description File Name

- ▣ August 23, 2021 8.23.2021_Rec___Ed_Draft_Minutes.pdf

Summary of Minutes
RECREATION AND EDUCATION COMMITTEE
August 23, 2021
6:00 p.m.

Chairman Allkofer called the meeting to order at 6:00 p.m.

MEMBERS PRESENT: Frank X. Allkofer (Chair), G. Blake Keller, Ernest S. Flagler-Mitchell (RMM), John Baynes, Dr. Joe Carbone (Ex-Officio)

MEMBERS ABSENT: Karla F. Boyce (Vice Chair) (Excused)

OTHER LEGISLATORS PRESENT: Steve Brew, George Hebert, Howard S. Maffucci,

ADMINISTRATION PRESENT: Jeff McCann (Deputy County Executive), Robert Franklin (CFO), John Bringewatt (County Attorney), Laura Smith (Chief Deputy County Attorney), Robert Franklin (CFO), Don Crumb (County Law), Patrick Meredith (Director Parks Department)

PUBLIC FORUM: There were no speakers.

PRESENTATIONS: Patricia Uttaro, Director, Monroe County Library System
Update on Monroe County Library System
As it pertained to the Recreation and Education Committee
(The presentation was followed by a question and answer period)

APPROVAL OF MINUTES: The minutes of July 27, 2021 were approved as submitted.

OTHER MATTERS:

NEW BUSINESS: *(President Carbone Voted on the following Referral.)*

20-0293- Amending the 2021 Monroe County Budget to Transfer Funds and Authorize an Intermunicipal Agreement with the Town of Mendon for Paving Services at a County Owned Parking Lot in Lehigh Valley Trail Park– County Legislators Karla F. Boyce and Frank X. Allkofer

MOVED by President Carbone, SECONDED by Legislator Keller
ADOPTED: 4-1 *(Legislator Baynes voted in the negative)*

ADJOURNMENT:

There being no other matters, Chairman Allkofer adjourned the meeting at 6:21 p.m.

The next Recreation and Education Committee meeting will be Monday, September 27, 2021 at 6:00 p.m.

Respectfully Submitted,
Erin Loftus
2nd Assistant Deputy Clerk of the Legislature



ATTACHMENTS:

Description File Name

▣ Referral R21-0344.pdf

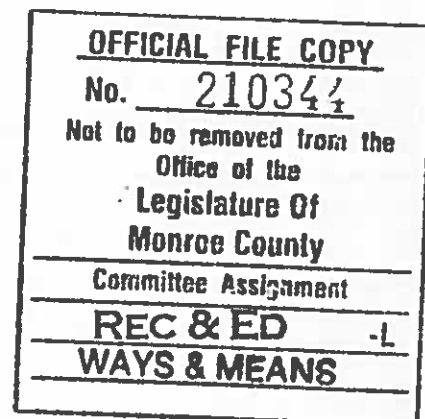


Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

September 10, 2021



To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Acceptance of a Grant from the Institute of Museum and Library Services to Update the Guest Experience at the Seneca Park Zoo Animal Hospital

Honorable Legislators:

I recommend that Your Honorable Body accept a grant from the Institute of Museum and Library Services ("IMLS") in the amount of \$14,044 to update the guest exhibit at Monroe County's Seneca Park Zoo animal hospital for the period of September 1, 2021 through September 30, 2022.

The Seneca Park Zoo Animal Hospital opened to the public in 2005 and remains one of relatively few zoo animal hospitals open to the public. The project, entitled "Promoting Accessibility and Guest Engagement at the Seneca Park Zoo Animal Hospital," is part of the IMLS's Inspire! Program for Small Museums. The project will address existing barriers to visitor participation and engagement in veterinary care at the Zoo by updating the educational graphics and incorporating new technology into the Animal Hospital exhibit to create a multisensory experience that engages visitors of all education levels, interests and abilities. The modernized Animal Hospital will benefit the Zoo's 400,000+ annual visitors and help accomplish its strategic goals of compelling storytelling and providing exceptional educational experiences to inspire conservation action.

The specific legislative actions required are:

1. Authorize the County Executive, or his designee, to accept a \$14,044 grant from, and to execute a contract and any amendments thereto with, the Institute of Museum and Library Services to update the guest exhibit at Monroe County's Seneca Park Zoo animal hospital for the period of September 1, 2021 through September 30, 2022.
2. Amend the 2021 operating budget of the Monroe County Parks Department by appropriating the sum of \$14,044 into general fund 9300, funds center 8804010000, Seneca Zoo Administration.
3. Authorize the County Executive to appropriate any subsequent years of the grant award in accordance with the grant terms, to reappropriate any unencumbered balances during the grant period according to the grantor requirements, and make any necessary funding modifications within the grant guidelines to meet contractual commitments.

110 County Office Building • 39 West Main Street • Rochester, New York 14614

(585) 753-1000 • fax: (585) 753-1014 • www.monroecounty.gov • e-mail: countyexecutive@monroecounty.gov

Monroe County Legislature - September 27, 2021

4. Should funding of this program be modified or terminated for any reason, the County Executive is hereby authorized to terminate or modify the program and, where applicable, to terminate or abolish some or all positions funded under such program. Any termination or abolishment of positions shall be in accordance with New York State Civil Service Law and, when applicable, the terms of any labor agreement affecting such positions.

This action is a Type II Action pursuant to 6 NYCRR 617.5(c)(1) (“maintenance or repair involving no substantial changes in an existing structure or facility”) and (31) (“purchase or sale of furnishings, equipment or supplies, including surplus government property, other than the following: land, radioactive material, pesticides, herbicides, or other hazardous materials”) and is not subject to further review under the State Environmental Quality Review Act.

Funding for the local match is included in 2021 operating budget of the Parks Department, general fund 9001, funds center 8804010000, Seneca Zoo Administration. No additional net County support is required in the current Monroe County budget.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,


Adam J. Bello
Monroe County Executive



ATTACHMENTS:

Description File Name

- ▣ Referral; R21-0345.pdf



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

September 10, 2021

OFFICIAL FILE COPY	
No.	<u>210345</u>
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
REC & ED	-L
WAYS & MEANS	

To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Acceptance of a Grant from the New York State Office of Parks, Recreation and Historic Preservation for the Snowmobile Trail Development and Maintenance Program and Authorize Contracts with the Hilton Sno-Flyers, Inc., Webster Ridge Runners Snowmobile Club, Inc., Salmon Creek Snowmobile Club, Inc., and Hill and Gully Riders, Inc. for the Development and Maintenance of Trails

Honorable Legislators:

I recommend that Your Honorable Body accept a grant from the New York State Office of Parks, Recreation and Historic Preservation in the amount of \$31,856.74 for the Snowmobile Trails Grant-in-Aid Program for the period of April 1, 2020 through March 31, 2021, and authorize contracts with the Hilton Sno-Flyers, Inc. in an amount up to \$27,924, the Webster Ridge Runners Snowmobile Club, Inc. in an amount up to \$1,372.38, the Salmon Creek Snowmobile Club, Inc. in an amount up to \$901.78, and Hill and Gully Riders, Inc. in an amount up to \$1,658.58, for the repair and maintenance of trails for the period of April 1, 2020 through March 31, 2021.

This funding will be allocated to the Hilton Sno-Flyers, Inc. for trail repair and maintenance of eighty-four (84) miles of snowmobile trails, the Webster Ridge Runners Snowmobile Club, Inc. for trail repair and maintenance of five (5) miles of snowmobile trails, the Salmon Creek Snowmobile Club, Inc. for trail repair and maintenance of eighteen (18) miles of snowmobile trails, and the Hill and Gully Riders, Inc. for trail repair and maintenance of seven (7) miles of snowmobile trails, all located in Monroe County. These trails provide public access to any snowmobile that is properly registered in New York State. This will be the twentieth year the County has received this grant. This year's funding represents a decrease of \$4,119.07 from the previous referral.

The specific legislative actions required are:

1. Authorize the County Executive, or his designee, to accept a grant in the amount of \$31,856.74 from, and to execute a contract and any amendments thereto with, the New York State Office of Parks, Recreation and Historic Preservation for the Snowmobile Trails Grant-in-Aid Program for the period of April 1, 2020 through March 31, 2021.
2. Amend the 2021 operating budget of the Parks Department by appropriating the sum of \$31,856.74 into general fund 9300, funds center 8802010000, Parks Operations.
3. Authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with the Hilton Sno-Flyers, Inc., 4812 Lyell Avenue, Spencerport, New York 14559 for repair and maintenance of eighty-four (84) miles of trails in an amount up to \$27,924 for the period of April 1, 2020 through March 31, 2021.

110 County Office Building • 39 West Main Street • Rochester, New York 14614

(585) 753-1000 • fax: (585) 753-1014 • www.monroecounty.gov • e-mail: countyexecutive@monroecounty.gov

4. Authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with the Webster Ridge Runners Snowmobile Club, Inc., 1145 Chimney Trail, Webster, New York 14580 for repair and maintenance of five (5) miles of trails in an amount up to \$1,372.38 for the period of April 1, 2020 through March 31, 2021.
5. Authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with the Salmon Creek Snowmobile Club, Inc., 610 Stoney Point Road, Spencerport, New York 14559 for repair and maintenance of eighteen (18) miles of trails in an amount up to \$901.78 for the period of April 1, 2020 through March 31, 2021.
6. Authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with the Hill and Gully Riders Inc., 1411 Martin Road, West Henrietta, New York 14586 for repair and maintenance of seven (7) miles of trails in an amount up to \$1,658.58 for the period of April 1, 2020 through March 31, 2021.
7. Authorize the County Executive to appropriate any subsequent years of the grant award in accordance with the grant terms, to re-appropriate any unencumbered balances during the grant period according to the grantor requirements, and to make any necessary funding modifications within the grant guidelines to meet contractual commitments.
8. Should funding of this program be modified or terminated for any reason, the County Executive is hereby authorized to terminate or modify the program, and, where applicable, to terminate or abolish some or all positions funded under such program. Any termination or abolishment of positions shall be in accordance with New York State Civil Service Law and where applicable, the terms of any labor agreement affecting such positions.

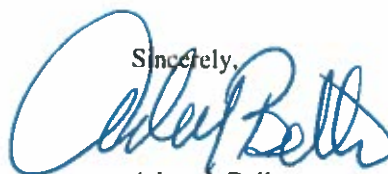
This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(1) ("maintenance or repair involving no substantial changes in an existing structure or facility") and is not subject to further review under the State Environmental Quality Review Act.

This program is 100 percent funded by the New York State Office of Parks, Recreation and Historic Preservation. No net County support is required in the current Monroe County budget.

The Hilton Sno-Flyers, Inc., Webster Ridge Runners Snowmobile Club, Inc., the Salmon Creek Snowmobile Club, Inc., and the Hill and Gully Riders, Inc. are not-for-profit agencies and the records in the Office of the Monroe County Treasury have indicated that they do not owe any delinquent Monroe County property taxes.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello
Monroe County Executive

AJB:db



ATTACHMENTS:

Description File Name

▣ Refferal R21-0358.pdf



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

September 10, 2021

OFFICIAL FILE COPY	
No.	<u>210358</u>
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
REC & ED	-L
WAYS & MEANS	

To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Authorize an Increase to the Contract with Greater Rochester Visitors Association, Inc. to Provide Management, Planning, and Production of the Monroe County Bicentennial Celebration and Authorize an Interdepartmental Appropriation Transfer

Honorable Legislators:

I recommend that Your Honorable Body authorize an increase to the contract with Greater Rochester Visitors Association, Inc. ("Visit Rochester") in an amount not to exceed \$60,000 for the period of September 1, 2021 through August 31, 2022, for the management, planning, and production of the Monroe County Bicentennial Celebration and authorize an interdepartmental appropriation transfer of \$51,000.

The County of Monroe was founded on February 23, 1821 and its bicentennial year is this year, 2021. To celebrate Monroe County's history, heritage, and richness as a place to live, work, and raise a family, we are planning a series of bicentennial celebration events.

In collaboration with the Department of Communications and Special Events and the Department of Planning and Development, Visit Rochester will manage the planning and production of bicentennial celebration events, including all branding, marketing, promotion and fundraising / sponsorship activities. Funding for such activities will be supported by available, unencumbered appropriations in the 2021 operating budget.

The specific legislative actions required are to:

1. Authorize the County Executive or his designee to execute an amendment agreement to increase the contract with Greater Rochester Visitors Association, Inc., 45 East Avenue, Suite 400, Rochester, New York 14604, in an amount not to exceed \$60,000 for the period of September 1, 2021 through August 31, 2022 for the management, planning, and production of the Monroe County Bicentennial Celebration.
2. Amend the 2021 operating budget to transfer \$51,000 from the Department of Human Services, general fund 9001, funds center 5103010000, Financial Assistance Administration to Cultural and Educational Services, general fund 9001, funds center 8902010000, Authorized Agencies.

110 County Office Building • 39 West Main Street • Rochester, New York 14614

(585) 753-1000 • fax: (585) 753-1014 • www.monroecounty.gov • e-mail: countyexecutive@monroecounty.gov

This action is a Type II action pursuant to 6 NYCRR §617.5(c)(21) (“minor temporary uses of land having negligible or no permanent impact on the environment”) and (26) (“routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment”) and is not subject to further review under the State Environmental Quality Review Act.

Funding for this contract is available in the 2021 operating budget of Cultural and Educational Services, general fund 9001, funds center 8902010000, Authorized Agencies, once the interdepartmental transfer is approved. No additional net County support is required in the Monroe County budget.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,


Adam J. Bello
Monroe County Executive

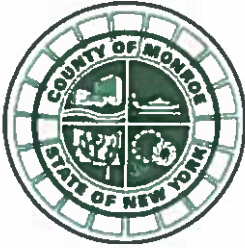
AJB:db



ATTACHMENTS:

Description File Name

▣ Referral R21-0362.pdf



Office of the County Executive

Adam J. Bello
County Executive

September 24, 2021

To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

OFFICIAL FILE COPY	
No. <u>210362</u>	
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
REC & ED	-L
WAYS & MEANS	

Subject: Authorize License and Operating Agreements with the Seneca Park Zoo Society, Inc. and SSA Group, LLC for the Seneca Park Zoo

Honorable Legislators:

I recommend that Your Honorable Body authorize License and Operating Agreements with the Seneca Park Zoo Society, Inc. and SSA Group, LLC for the Seneca Park Zoo.

Seneca Park Zoo Society, Inc. (the "Society") is 501(c)3 organization chartered in 1957 by the New York State Department of Education. It is the nonprofit partner to Monroe County's Seneca Park Zoo (the "Zoo") and has provided an array of services for the Zoo and our community over the past sixty years.

SSA Group, LLC ("SSA") is a leading provider of concession, retail, and admission services for zoos, aquariums, botanical gardens, and museums. SSA partners with over forty AZA accredited zoos nationwide, as well as services the Strong Museum of Play, Buffalo Zoo, Cincinnati Zoo, Pittsburgh Zoo & PPG Aquarium, Denver Zoo, San Francisco Zoo, and Los Angeles Zoo.

A request for proposals was released on February 26, 2021, with the Society selected as the most qualified to provide publicity, educational events, and special events services and SSA selected as the most qualified to provide concession, gift shop, and admission services.

The specific legislative action required are:

1. Authorize the County Executive, or his designee, to enter into a License and Operating Agreement, and any amendments thereto, with the Seneca Park Zoo Society, Inc., 2222 Saint Paul Street, Rochester, New York 14621, for publicity, educational events, and special events (including public events, private events, and fundraising events) from October 1, 2021 to December 31, 2026, together with up to two (2) additional five (5) year renewals, on the following terms:
 - a. Publicity and public events: beginning in calendar year 2022, if non-member admissions (i.e., walk-up ticket sales, online ticket sales, corporate sales, group sales, and sales to third-party retailers) to the Zoo is under the Attendance Target, as set forth below, during a calendar year, the County shall remit 5% of the admissions revenue it receives from SSA to the Society. If non-member admissions to the Zoo is above the Attendance Target during a

110 County Office Building • 39 West Main Street • Rochester, New York 14614
(585) 753-1000 • fax: (585) 753-1014 • www.monroecounty.gov • e-mail: countyexecutive@monroecounty.gov

calendar year, the County shall remit 10% of the admissions revenue it receives from SSA to the Society. The Attendance Target shall be 200,000 for 2022 and shall increase by 500 attendees each year of the term and any renewals thereof (e.g., 200,500 for 2023; 201,000 for 2024; 201,500 for 2025; 202,000 for 2026; etc.).

b. Private events and fundraising events: Society shall remit the cost of the County's work + \$1.00 per person attending a private event and/or fundraising event to the County.

c. Other

i. Society shall remit 20% of gross membership revenue (net of sales taxes, discounts, and credit card processing fees) to the County.

ii. Beginning in calendar year 2022, Society shall remit 50% of annual net income to the County each year, to be calculated prior to any transfers for Board Designation funds.

iii. Society shall remit 90% of all gross capital funds to the County collected each year.

2. Authorize the County Executive, or his designee, to enter into a License and Operating Agreement, and any amendments thereto, with SSA Group, LLC, 4624 Central Park Boulevard, Suite 100, Denver, Colorado 80238, for Zoo concession and gift shop services from October 1, 2021 to December 31, 2026 and admission services from January 1, 2022 to December 31, 2026, together with up to two (2) additional five (5) year renewals, on the following terms:

a. Concessions

i. If concession sales are between \$0 up to \$600,000 during a calendar year, SSA shall remit 10% of all gross sales (net of sales taxes, discounts, and credit card processing fees) to the County.

ii. If concession sales exceed \$600,000 during a calendar year, SSA shall remit 15% of all gross sales (net of sales taxes, discounts, and credit card processing fees) to the County.

iii. SSA shall remit 5% of all gross catering food and beverage sales (net of sales taxes, discounts, and credit card processing fees) to the County.

b. Gift Shop

i. If gift shop sales are between \$0 up to \$700,000 during a calendar year, SSA shall remit 16% of all gross sales (net of sales taxes, discounts, and credit card processing fees) to the County.

- ii. If gift shop sales exceed \$700,000 during a calendar year, SSA shall remit 22% of all gross sales (net of sales taxes, discounts, and credit card processing fees) to the County.

c. Admissions

- i. SSA shall remit to the County 76% of gross admissions (net of sales taxes, discounts, and credit card processing fees) revenue up to the Attendance Target, as set forth below, and 70% of gross admissions revenue (net of sales taxes, discounts, and credit card processing fees) that exceeds the Attendance Target each year. The Attendance Target shall be \$1,400,000 for 2022 and shall increase by \$100,000 each year of the term and any renewals thereof (e.g., \$1,500,000 for 2023; \$1,600,000 for 2024; \$1,700,000 for 2025; \$1,800,000 for 2026; etc.).

- ii. SSA shall remit to the County 85% of all gross attractions revenue.

d. Marketing Analysis

- i. SSA shall conduct a marketing analysis and prepare a report on the Zoo's marketing strategies and overall goals for Zoo publicity moving forward for a one-time fee of \$7,500.

e. Other

- i. SSA shall provide an investment of at least \$500,000 in amenities and/or capital improvements at the Zoo for food service, retail, and admissions during the first term of the Agreement.

3. Authorize the County Executive, or his designee, to enter into an interim agreement with the Seneca Park Zoo Society, Inc. to continue to provide admission services at the Zoo for a term not to exceed February 1, 2022. The Society shall remit to the County 61% of gross admission revenue during the interim term.

This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(21) ("minor temporary uses of land having negligible or no permanent impact on the environment") and (26) ("routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment") and is not subject to further review under the State Environmental Quality Review Act.

These License and Operating Agreements are revenue generating. No net County support is required in the current Monroe County budget.

The Seneca Park Zoo Society, Inc. is a not-for-profit agency and the records in the Office of the Monroe County Treasury have indicated that it does not owe any delinquent Monroe County property taxes.

The records in the Office of the Monroe County Treasury have indicated that neither SSA Group, LLC, nor any of its principal officers, owe any delinquent Monroe County property taxes. The principal officers of the firm are:

Sean McNicholas, President & CEO
Shannon Fitzgerald, Secretary

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,


Adam J. Bello
Monroe County Executive