

# Parks & Recreation

## BOL Meeting Minutes - Final



800 Michaelian Office Bldg.  
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White Plains, NY 10601  
[www.westchesterlegislators.com](http://www.westchesterlegislators.com)

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**Tuesday, May 23, 2023**

**11:00 AM**

**Committee Room**

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### CALL TO ORDER

Please note: Meetings of the Board of Legislators and its committees are held at the Michaelian Office Building, 148 Martine Avenue, White Plains, New York, 10601, and remotely via the WebEx video conferencing system. Legislators may participate in person or via Webex. Members of the public may attend meetings in person at any of its locations, or view it online on the Westchester County Legislature's website: <https://westchestercountyny.legistar.com/> This website also provides links to materials for all matters to be discussed at a given meeting.

Legislator Catherine Borgia will be participating remotely from Clear View School and Day Treatment Center, 480 Albany Post Road, Briarcliff, NY, 10510

*With a quorum present, Chair Tubiolo called the meeting to order at 11:05 AM.*

*Others in Attendance: GUESTS: Standard Amusements; Doug Anderson, Evonne Keeler, Jeff Davis and Andy Maniglia (Remote) Nick Singer and Kerry-Ann Cowan BOL: Legislator Pierce, Legislator Williams Johnson, Beth LoBello and James Silverberg Visitors: Deidre Curran and Dan Vera*

**Present:** Committee Chair Tubiolo, Legislator Barr, Legislator Maher, Legislator Nolan, Committee Vice-Chair Parker and Legislator Gashi

### MINUTES APPROVAL

#### ***May 15, 2023 at 10AM Minutes***

On motion of Legislator Nolan, seconded by Legislator Barr, the above item was approved. The motion carried by the following vote:

**Aye:** Committee Chair Tubiolo, Legislator Barr, Legislator Maher, Legislator Nolan, Committee Vice-Chair Parker and Legislator Gashi

### I. ITEMS FOR DISCUSSION

Discussion with Standard Amusements for an update on Playland.

Guests:

Nick Singer, Principal Owner

Doug Anderson, Chief Financial Officer

Evonne Keeler, Chief Administrative Officer

Jeff Davis, General Manager

Kerry-Ann Cowan, Director of Human Resources

Andy Maniglia, VP Community & Government Affairs

*Standard Amusements team came before the Committee to give an update on Playland. Chair Tubiolo and the committee had various questions for Standard Amusements. Standard Amusements answered these questions below but there were a few that needed additional information. Standard Amusements will follow up with answers to these questions at our next meeting.*

*If you wish to view the update on Playland from Standard Amusements, please refer to the link below:*

*[https://westchestercountyny.granicus.com/player/clip/1992?view\\_id=1&redirect=true&h=63a70ff6474c078166ec2589fe7daa67](https://westchestercountyny.granicus.com/player/clip/1992?view_id=1&redirect=true&h=63a70ff6474c078166ec2589fe7daa67)*

*Listed below are some of the questions and answers discussed during the meeting.*

*-What was the number of attendance on Opening Day? What is the expected attendance for the Memorial Day Weekend?*

*Mr. Davis stated the park closed early on Saturday due to weather and there was under a 100 patrons and most were invited guests. On Sunday, there were good crowds entering the park. He expects over 10,000 patrons over the Memorial Day weekend and the pool and beach will be open.*

*-The cost of the general admission and parking fees are higher compared to previous years? SA discussed the admissions pricing in details and the rise of pricing on admission and parking fees. Mr. Davis discussed competitive competitor analysis with other parks and previous pricing in the past years. The committee requested a chart of pricing for this year and past years.*

*-Does the cost of the seasonal pass include parking fees?*

*Mr. Davis answered that the parking fee is not included.*

*-Why are the Junior Seasonal Passes based on height instead of age?*

*Mr. Davis responded they are based on height not age. It is industry standard and easier to measure somebody at the gate.*

*-As extensive capital projects are going on all year round, how are those projects going to impact the season? What parts of the park are not accessible?*

*Mr. Davis explained the Superflight ride is down for maintenance and has to go through an inspection process and parts are hard to get. SA will be making a decision in June to resuscitate the ride or get a new ride with much longer and useful life. Chair Tubiolo asked what are you thinking of replacing it with? Mr. Singer responded because it's at the front of the park it needs to be a statement piece and something with a thrill factor for tweens and early teens. He mentioned that there are some great modern coasters.*

-At our previous meeting, Legislator Maher asked, who the new food vendors will be and why the change? Is there a difference in pricing?

Mr. Davis replied that the new food vendor is SSA. Chair Tubiolo asked SA for a comparison of food pricing from Culinart to SSA.

-During the hot summer months, what does SA offer to their patrons as far as shading and cooling?

Ms. Keeler explained that many new trees were planted and increase of umbrellas for tables. Also, the water fountains have two existing misters. Chair Tubiolo asked if there were any benches added? Ms. Keeler responded that she was going to check the number of benches added.

-What is the planning for entertainment such as concerts, magic shows and firework shows (July 4th) etc.?

SA stated that there will be no concerts for this year. The entertainment area needs to be reevaluated. There will be no more fireworks every Friday - only on the holidays. There will be two children shows daily and on Thursday's a performance by a steel drum band. Throughout the day the Fountain Plaza will have a music- light show.

-What is the status of the Beach opening?

On Saturday, Memorial Day weekend from 10 AM to 6 PM both the beach and pool will be open. The pricing of admission was also discussed.

-In the past, seasonal hiring gave meaningful opportunities to our youth. What is SA doing to keep it up?

Ms. Cowan answered that SA pushes to maintain youth opportunities by meeting with several partnered High Schools. They had recruitment outreach programs and job fairs. Currently they have 730 offers and 70 % are under 18 years old. Legislator Maher requested from SA a breakdown of offers by zip code. SA responded that they will send the committee the breakdown by zip code.

- Legislator Parker requested that at the next meeting, SA provide the number of gross revenue for the 2022 Season.

Legislator Parker asked SA where do complaints from guests get directed to? SA responded that complaints are directed to [info@playland.com](mailto:info@playland.com)

-Mr. Singer will follow up and get the actual marketing budget number spent last year and what the budget is for this year.

Legislator Parker stated that its been quite a while that the committee has met which was in September. Mr. Maniglia responded that he thought there was a meeting with the Chairman's Committee a couple of months ago. Legislator Parker stated and requested that it be reflected in the minutes; "There is no such thing as the Chairman's Committee."

At the end of the meeting, Chair Tubiolo stated that the committee will be scheduling meetings with SA to meet once a month for updates. He would also like to invite the new SA Director of Marketing. The committee requested to set up a date for a tour of Playland with SA.

## II. OTHER BUSINESS

## III. RECEIVE & FILE

[2023-209](#)

**HON. CATHERINE F. PARKER: Request for Pre-Season Playland Opening Meeting with Standard Amusement**

Forwarding correspondence from Legislator Parker to Legislator Tubiolo, Chair of the Committee on Parks & Recreation, requesting a meeting to discuss the park's upcoming season and invite Standard Amusement's management team to participate.

***COMMITTEE REFERRAL: COMMITTEE ON PARKS & RECREATION***

On motion of Legislator Nolan, seconded by Legislator Barr, the above item was received, filed, and approved. The motion carried.

## **ADJOURNMENT**

On motion of Legislator Nolan, seconded by Legislator Maher, the above item was adjourned at 12:35 PM. The motion carried unanimously.