



## **DIRECTOR OF PARKS & RECREATION**

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## **MISSION STATEMENT**

The Town of Victor Parks and Recreation Department is dedicated to offering ALL residents a balanced system of parklands, preservation of open space, and broad-based leisure opportunities that will foster growth of healthy lifestyles.

# Leisure Lines from the Director of Parks and Recreation...

**Brian Emelson, CPRE, Director of Parks and Recreation**

Can we top the amazing fall weather that we had this season with a winter consistent with snow suitable for our skiers, snowboarders, and snowman makers? Time will tell, but we are planning to stir up some fun for the participants in our parks and recreation programs! There are a variety of activities and events to look forward to this season, including our December and February Recess Camps for school-age children, Friday night trips to Bristol Mountain with our 4th to 6th and 7th to 8th Grade Ski and Snowboard Clubs, and our monthly Bingo and Pizza at the Rec program for families and friends of all ages.

Capital Park improvement projects to look forward to in 2026 include a new children's playground at Dryer Road Park. This play space will feature a more inclusive design to create a more meaningful experience, ensuring that ALL children develop essential physical, sensory, and cognitive skills while visiting the park. Our "Treehouse" themed project will also introduce more shade elements, pre-tend opportunities for preschoolers, parallel play zones, and challenging climbing structures, which we hope will capture your child's need for adventure! Construction is slated to begin this winter and continue through the spring, so we ask for your patience as we bring this project to life.

A special thank you to our trail construction and maintenance crew from Genesee Regional Off-Road Cyclists (GROC) for their spirit of volunteerism at Dryer Road Park. This year, the team completed a re-imagining of some of our historic singletrack trails, including "Gully" and "The Den," with new features including gravity-focused riding, log skinnies, elevated decks, and drops. Kudos to their fellow trail partners at Victor Hiking Trails (VHT) for maintaining a rigorous seasonal trail maintenance schedule along the Seneca Trail, Monkey Run trails, and many other hiking trails throughout our 70-mile network. VHT also recently honored longtime Victor residents Marge Elder (Hall of Fame Inductee), former Village Mayor Gary Hadden, and Munir Bahai (Friend of Victor Hiking Trails) for their contributions to the community. The leadership teams at GROC and VHT are always looking for new volunteers, so please drop us a note if you would like to learn more and be connected to these valuable stewards of our public lands!

Our Parks and Recreation Citizens' Advisory Committee (CAC) is actively working with our Town Board to begin introducing recreational amenities and facilities to the currently undeveloped parkland on the east side of Brace Road. While we are still preparing for more public outreach, items discussed to date include youth baseball/softball fields, a 9-hole disc golf course, more pickleball courts, and a splash pad! Our department's advocacy group meets on the 4th Monday of each month at 5:30 PM at the Victor Town Hall, with meetings open to the public. If you would like to be involved in the process of bringing new opportunities online to your fellow residents, please consider attending a meeting or applying for an appointment with the CAC.

Our #1 community outreach and marketing goal in 2025 was to increase our social media presence to boost participation in recreation programs and special events, while positioning parks and recreation as an essential element in the quality of life for each Victor resident. Through the use of storytelling and educational posts throughout the busy summer months within our department, we increased Facebook views from 21,000 (Jan-April 2025) to 116,478 (May - July 2025) and Instagram views from 1,961 to 20,735 during those same periods. Followership is up 300% so we feel that we are headed in the right direction to capture more exposure for the Department and the whole Victor collective.

Have a great holiday season and be sure to check out the good stuff within the pages of our activity guide this winter!

All the best,  
Brian Emelson, CPRE, Director of Parks and Recreation