

# Town Times



ISSUE  
**17** Quarter 1  
2024

## Upcoming Events:

April 20<sup>th</sup>: Household Hazardous Waste Collection Event

April 20<sup>th</sup>: Bike Park Spring Cleaning Work Day

April 27<sup>th</sup>: Mission Zero

April 28<sup>th</sup>: Seneca7

May 3<sup>rd</sup>: Paper Shredding Event

May 4<sup>th</sup>: Tire Collection Event

May 8<sup>th</sup>: Electronic Waste Collection Event

May 30<sup>th</sup>: Senior Clean Out Day

June 1<sup>st</sup>: Rigid Plastic Collection Event

June 2<sup>nd</sup>: Free Stuff Day

June 22<sup>nd</sup>: Summer Kick Off Event

**\*Please check website and/or facebook for updates!**



## this issue:

- Summer Kick-Off Event
- Ontario County "virtual museum" could breathe new life into Geneva's Ansley Schoolhouse
- Chamber of Commerce Announces New Name and Logo

## From Supervisor Mark Venuti

Hello Town Residents, Business Owners and Friends,

Happy Spring! By the time you read this we have probably already had our full eclipse experience, and I hope it was enjoyable for you.

**Town residents 65 and older** interested in trying out the Geneva Family YMCA are eligible for a free punch card that allows 12 visits to the Y to use the facilities and participate in programs for seniors like Silver Sneakers. Just go to the Y at 399 William Street with proof of your town address and enjoy.

It was wet but we filled a tractor trailer with mattresses and box-springs at the event held at 32 White Springs Road on Saturday, April 13. The mattresses and box springs were taken to a recycler that takes them apart and finds users for all of the components. Registration is open for the **household hazardous waste** collection event being held at the Ontario County Landfill, 3555 County Road 49 in Stanley, on April 20, 7:00 a.m. – 3:00 p.m., free to county residents. Call 585-394-3977, ext. 427 to register.

We have a new bin at the town's Recycling & Disposal Station for collecting **can carriers**, those hard plastic 4-pack holders for beer and other beverages. Participating breweries, including Brewery Ardennes and Big Alice in the town, will collect, clean and reuse them.

Check out [ontariocountyrecycles.org](http://ontariocountyrecycles.org) for more information about these and other events and information, and to sign up for reminders and information from the Ontario County Department of Sustainability and Solid Waste Management.

(continued on next page)

## From Supervisor Mark Venuti (cont'd)

A few years ago the town participated in a project with 3 other towns, including Phelps, and brought municipal water to residents and businesses on State Route 14 at the north end of the town. Bringing **municipal sewer service** to this area would complete the utilities necessary for growth. The Town of Phelps has submitted a grant application to assist with funding sewer lines in Phelps along Route 14 and through the Town of Geneva to the connection near Gambee Road to the city's waste-water treatment plant. More to come if the grant is awarded.

The Ontario County Soil & Water Conservation District has been awarded a grant that will be used to **stabilize the streambanks** and repair the failing culvert that takes Wilson Creek under County Road 6 in the town. Other storm water control facilities are planned for this year west of Carter Road and west of Route 14 in the south end of the town.

The bike park and box field behind the town hall are be open for the season. We are having a **bike-park work-day** to spruce it up on Saturday, April 20, from 11:00 a.m. to 2:00 p.m. If you can handle a shovel or a rake, come by and lend a hand. Don't know about the town's bike park? Check out the video on the town's web site.

**Landfill Odor.** If you smell the landfill, that sour sulfur odor, call 888-230-2004 and make a complaint. When no one complains, they assume there's no bad odor escaping.

**Want to get involved?** The town has five standing committees always open to new energy and ideas: Economic Development, Sustainability, Kashong Conservation Area, Communications, and Parks & Recreation. Email me at [supervisor@townofgeneva.com](mailto:supervisor@townofgeneva.com) if interested.

### Stay Informed!

Email users, give us your email address and we'll include you on periodic messages about important town and area events. Send an email to [supervisor@townofgeneva.com](mailto:supervisor@townofgeneva.com) to sign up! Your email address will never be shared with others, and you can be removed from the list at any time by hitting the unsubscribe button at the bottom of town messages.

### Notice: Upcoming Traffic

The Seneca7 race will be held on April 28th. The intersection of West Lake and Turk will serve as the first exchange point and is expected to be congested and virtually impassable 6:00-9:00 am that morning. Please plan ahead!

## Building Department

With spring approaching, it's that time of year when residents start thinking about upgrading their property. You may be looking to add a fence or maybe a shed or even a swimming pool. The Town Building Department would like to inform you of some requirements for these outdoor items.

When thinking about building or renovating, it is worth your time to call the Building Department to check what may or may not need a permit. If a permit is needed, you can print one out from the Town of Geneva website. Prior to starting this work, you may wish to speak with the Building Department to review the codes and what would apply to your project. If you are looking to get a new shed or replace the one you have, you will need a Building Permit for any shed over 144 square feet. There are Town setback requirements that need to be met as well building codes for the placement of these sheds.

The same holds true for a fence placement. You do need a permit to place a fence on your property. The location, style, and height of the fence all come into play. The permit application is online.

If you are looking to have a swimming pool this year, make sure you get your permit first. Any swimming pool that has the ability to hold 22 inches of water, or more, is required to have a permit and may in fact be required to have a fence around it.

If you are ever questioning whether or not you need a permit, it is always best to call and ask questions.

Our email address is [codeenforcement1@townofgeneva.com](mailto:codeenforcement1@townofgeneva.com) or and the phone number is 315-789-3922 x 303, if you have any questions or concerns you would like to have addressed.

I look forward to working with you on all your future endeavors.

Floyd D. Kofahl  
Code Enforcement Officer  
Town of Geneva

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## Highway Department

- From Bernie Peck, Highway Superintendent

With the snow about over, we have been out and about cleaning plow damage and cold patching a few potholes here and there. We have also been picking up roadside trash throughout the town. You will soon see our new vacuum truck out cleaning the streets throughout the town. We will also be getting ready to do our summer paving and chip sealing.



## Town of Geneva Summer Kick Off!



In an effort to kick off summer, highlight some great resources we have in the Town of Geneva, and join as a community, our Town of Geneva Parks & Recreation Committee is hosting a summer kick off on June 22nd from 12:00-3:00pm behind town hall. We will have a food vendor, events in our bike park and athletic box for all ages and more. Plan to join our community for great weather, fun, and food.

If you have any questions about the event or want to get involved reach out to Mark Venuti ([supervisor@townofgeneva.com](mailto:supervisor@townofgeneva.com)) or Gordy Baxter ([gbaxter@townofgeneva.com](mailto:gbaxter@townofgeneva.com))

## Ontario County “virtual museum” could breathe new life into Geneva’s Ansley Schoolhouse

By Karen Miltner

An upcoming virtual museum connecting the history of Ontario County should make the Ansley Schoolhouse accessible to a much wider audience of local history lovers, students and tourists.

Located at the intersection of Reed Road and County Road 6 in the Town of Geneva, the bright red Ansley Schoolhouse is the only fully restored one-room schoolhouse in Ontario County. Students from District 3 attended the school from 1849 until its closure in the mid-1950s, when Town and City of Geneva schools were consolidated. The building sat unused until the Ansley School Preservation Society restored the building and opened it as a museum in 1980. In 1983, it was fully chartered by the state.

“So many residents helped with the renovation,” recalls Town of Geneva resident Sandra Ansley, who served as the secretary-treasurer of the Preservation Society at the time. Her mother-in-law, the late Mabel Ansley, was a charter member and president of the Society.

Renovations included rebuilding the chimney, bracing the wood-framed building with large beams, installing a pot-bellied stove, fixing damaged plaster from walls and ceilings, plugging holes and replacing desks, books, maps, black boards and other period furniture and accessories that had been auctioned off during the school’s vacancy.

Over the years, Lynn and Sandra Ansley’s son, Marshall, helped with property maintenance, and in recent years, Marshall’s wife Melissa Ansley has taken over coordinating classroom visits. Her three children Callum 16, Kenlynn, 9, and Chase, 7, also help out.

“I am proud that the family has done so much to keep it going,” says Melissa Ansley.

The Ansley family has a very long history with the school, according to the 1983 booklet, “School Days School Days” by Lucile M. Harford. The land where the school was built was originally donated to the town in 1830 by Albert Ansley. His father was one of Geneva’s earliest settlers, arriving to the area in 1792. Albert Ansley’s grandson, George Albert Ansley, married a woman named Cora Haines, who taught at the school from 1898-1902. Cora’s grandson, Robert Sherlin “Lynn” Ansley, attended the school through eighth grade, and went on to marry Sandra Ansley. (Lynn died in 2020.)

While visitation has not been as brisk as the 1980s and 1990s, Melissa Ansley and family continued holding open houses twice a year and inviting local school groups. Since the Covid-19 pandemic, students from Saint Francis de Sales & Saint Stephen School and Moodie’s Children’s Hours School visit, as well as Girl Scouts, Cub Scouts and 4-Hers, have taken advantage of the schoolhouse.

Melissa and Sandra Ansley are hopeful that having the schoolhouse become part of the Ontario County virtual museum will bring in new audiences.

The virtual museum project is overseen by the Finger Lakes Visitors Connection, the tourism promotion agency for Ontario County. The museum will highlight historic narratives at more than 65 locations throughout Ontario County using historic markers and augmented reality (AR) technology. Visitors to these sites need only a smartphone or tablet to scan a QR code and experience virtual reality content via voice and/or images that tells a story about the site and offers connections to other virtual museum locations throughout the county.

“We don’t want to inaccurately depict history but we do want to use it as a representation of what it might have been like. I tell people that this is not a history project but a tourism project with a historical angle,” says Visitors Connection President Valerie Knoblauch.

The Visitors Connection is partnering with Rochester Institute of Technology’s Magic Studios and STQRY, a digital content and technical support provider with headquarters in Rochester and New Zealand, to create the virtual museum. The \$900,000 project is being funded by a Market NY Capital Grant and matching local funds. Assuming that approvals from the State Environmental Quality Review and State Historic Preservation Office come through, the virtual museum should be operational by the end of 2024.

Brewery Ardennes Taproom & Kitchen and White Springs Manor in the Town of Geneva are also being considered for the virtual museum, says Knoblauch.

For more information about the Ansley Schoolhouse, visit <https://www.facebook.com/search/top?q=ansley%20schoolhouse>

## Water & Sewer Department

- From Howard Bailey, Water and Sewer Superintendent

The Town of Geneva Kashong Water Plant project is moving along. The new building over Well #4 is complete and Well #4 is ready for service. The pump and electrical upgrades at the Kashong Pump House have been moving along. An issue with one of the newly installed pumps has caused a delay in the project. Unfortunately it had to be taken out and sent back to the manufacturer to correct the issue. This will probably set the completion date back a few months.

The Kashong Switch Road storage tank went out to bid to be repainted at the end of February, with hopes of completion by the end of summer.

The Sewer Department has been busy flushing and videoing the town’s sewer mains and looking for infiltration in its lines.

The town’s main sewer pump station is getting ready for an upgrade of its pumps and electrical system. The project went out to bid in March, with hopes of completion in early 2025. These improvements will facilitate future growth for years to come.

## Community Garden



Town residents who would like a plot in the community garden at the town hall should contact Eric at [accounting@townofgeneva.com](mailto:accounting@townofgeneva.com) or 315-789-3922.



## Annual Tree Program LIMITED STOCK

The Town will have its annual tree planting program starting April 20th. Residents can choose from 5 varieties to be planted near the road right of way by Highway Department employees or by the homeowner.

Information for signing up will be posted on the Town's web site and advertised in the Finger Lakes Times. Trees will be given away until the stock is gone - there are ONLY 49 TREES total available this year!

Taking orders for trees Monday, April 22 through Thursday, April 25. Orders must be placed at Town Hall, no phone orders will be accepted. Trees will be planted by the Highway department starting April 29<sup>th</sup>, weather permitting.

## Highlights from the Sustainability Committee

**Mission Zero:** The City of Geneva Green Committee, partnering with the Town of Geneva Sustainability Committee, the Geneva Shade Tree Committee and the Geneva High School Green Club, will again hold "Mission Zero" on Saturday April 27 from 10 to 2 pm at the Geneva Recreation Complex (The Ice Rink), at 666 Exchange St. This free event includes information on alternative fuels, ReUse, E-bikes, rain barrels, composting, a tree seedling give-away, kids activities, and many other eco-friendly practices and products. There will also be a **Fix-it Clinic**. If you're handy and can be a volunteer fixer, let us know. If you have a broken lamp, chair or other small item, or a torn jacket or loose button, bring it in and we'll give it a whirl. We welcome advance notice about your item so we can be prepared. Email [supervisor@townofgeneva.com](mailto:supervisor@townofgeneva.com).

**Free Stuff Day** will be held this spring on June 2, with a rain date of June 9. Drop off, 10-noon; pick up noon-2. If you'd like to volunteer to help, email [jengrant5316@gmail.com](mailto:jengrant5316@gmail.com).

**Senior Clean Out Day:** If you are 65 or older and live in the Town, we will assist you with getting rid of unwanted items for recycle or reuse. The Town will supply a vehicle and people to move them on May 30. You must sign up in advance by calling the Town Hall, 315-789-3922. A limited number of spaces are available.

**ReUse Center:** In keeping with the committee's commitment to reducing waste, we've been exploring options for creating a local ReUse Center. A public meeting was held on Feb. 26 with over 50 interested community members attending in person, and more online. Visit the Town website's ReUse page <https://www.townofgeneva.com/reuse/> to stay informed, see a recording of the meeting, and to fill out a survey about your thoughts on local reuse.

**Composting:** The Town has back-yard composters and kitchen buckets you can obtain at no cost. If you can't compost on your property, food waste can be dropped off at the Town's Recycling and Disposal Station with a once a year \$20 recycling sticker for your car. Senior citizens and others who would have difficulty bringing food waste to the station can receive free home pick-up due to a grant from the US Department of Agriculture. Call the town hall at 315-789-3922 or email Jacob Fox at [jfox@townofgeneva.com](mailto:jfox@townofgeneva.com).

## Regional Leader!

The Town of Geneva participates in NYSERDA's Clean Energy Communities Program. Through this program and the town's continued clean energy efforts, we have become a regional leader and earned a \$175,000 grant. The money will be used on future projects to support clean energy in the town.

## Chamber of Commerce Announces New Name and Logo

- Bob McCarthy, Chairman of the Economic Development Committee

The Geneva Area Chamber of Commerce, of which many Town businesses are members, unveiled its new name and logo at the Smith Center for the Arts on December 13, 2023. The transition to its new name, the Finger Lakes Area Chamber of Commerce, or FLX Chamber for short, better reflects the FLX Chamber's commitment to serving members and customers throughout the Finger Lakes region. The name change comes due to being a private, non-geographic Chamber. Because it is not a tourism or tax-based operation like other Chambers of Commerce or Tourism Promotion Agencies (TPAs) it is not restricted by a geographic boundary and has been able to expand its operations outside of the Geneva area.

"We have been steadily growing our customer base outside of Geneva for the past few years," stated Miranda Odell, the FLX Chamber's president. "To be precise, 55% of our new customers as a whole have come to us outside of the Geneva area since 2018," she added.

"When we had looked closely at the data and started discussing this idea more seriously with our board in 2021 and received unanimous support to move forward with going regional, we then checked with the membership and realized the same support was there.

Then over the past year the interest in a Finger Lake based Chamber of Commerce with new member growth continued to expand exponentially," she added. "We had a large goal of three dozen new customers for 2023, and to our surprise we closed out 2023 with 45 new customers from all over the Finger Lakes and beyond," Odell said. The expanded area-wide support is evident by the fact that its membership roster is derived from 10 of the 14 Finger Lakes counties.

"Because we focus on public relations, networking, and being able to make official connections, many customers chose to join our FLX Chamber instead of others, and not shop around," noted Tara Sauve, the Chamber's Director of Marketing and Member Engagement. "They come to us because we're Finger Lakes based, and we are centrally located with our home base in Geneva, and we have a solid staff that's able to help members with their basic promotional needs for a much cheaper price tag than hiring a big city firm," she added.

The FLX's new logo was designed by Justin Blue, a professional graphic designer who has worked for the FLX Chambers for 2 years. It features an image of the 11 Finger Lakes and a star over Geneva to pay homage to its roots and where the FLX Chambers is based. The logo also has on it the FLX Chamber's new slogan, "Creating Connections Across the Region."



The unveiling of the FLX Chamber's new logo, Smith Center of the Arts, December 23, 2023

The FLX Chamber works closely with its members in the Town of Geneva, and the Town's website can be accessed from the FLX Chamber's website enabling both organizations to stay in contact with each other for potential business opportunities and mutual support.



FLX Chamber staff L to R:  
Miranda Odell, President; Tara Sauve Director of Marketing and Member Engagement; Justin Blue, Design and Digital Content; Kiana Latham, Marketing and Operations Assistant.

President Miranda Odell wanted the Town Times to be sure to mention that one of the FLX Chamber's biggest fundraising events is the Chamber Cup, a golf tournament held this year on Wednesday, May 22 at Big Oak Golf Course. This event fills early, so please contact the FLX Chamber if you want to tee it up!

For more information, or for inquiring about joining the FLX Chamber, staff members can be reached by calling 315-789-1776 or emailing [info@flxchamber.com](mailto:info@flxchamber.com). All are also invited to visit the FLX Chamber's new website - [www.flxchamber.com](http://www.flxchamber.com) for updates about member news, benefits, upcoming events, and programs.

## Communications Committee

- Kim Aliperti, Chair of the Communications Committee

Are you adequately informed about what's going on in the Town of Geneva? Have you checked out our website? Did you know we have a Facebook Page? In addition to the Town Times quarterly newsletter, the Town of Geneva puts out information on a regular basis. Our website is continuously updated. You can find out about upcoming meetings and read the minutes of past meetings. It's a great resource for all kinds of information about our municipal services and personnel. There is also information about various services and recreational opportunities in the town. If you haven't visited our website lately, give it a try! [www.townofgeneva.com](http://www.townofgeneva.com)

Additionally, the Town also regularly posts information to our Facebook page. Follow us to learn about all sorts of information and events in our area. Simply search for Town of Geneva NY on Facebook.

The Town is also considering an alert system through our website that will be able to send information about events, weather issues, meetings, etc. out to individuals who sign up with either their phone number or email address. If you have not yet shared yours with us, please do so. You can sign up in person next time you are at Town Hall or by sending your information to the following email address: [buildingdeptclerk@townofgeneva.com](mailto:buildingdeptclerk@townofgeneva.com)



## Farming News

- Mitch Wilber

The pace of agriculture, the Town's predominant land use, quickens in the spring. The collaboration of Joe Nicholson's White Springs Orchards and Rob Poole's Bellwood Farm on the east side of County Road 6 continues in 2024 with new orchard plantings. Where once in the early to mid-20<sup>th</sup> century 200 acres of sour cherries stood, the Nicolson-Poole joint venture is returning the land again to fruit production.

As is apparent to any observer, the resemblance between the familiar trellis system for growing grapes and the way apples are planted now is striking. Nicholson's high-density plantings of his own whips are designed to create a wall of easily maintained and harvested fruit, bearing significant production by the third and fourth year of establishment. It starts with the grafting in Nicholson's own nursery of a scion cultivar to a dwarfing rootstock and culminates in a 2,000 tree per acre block planned around decisions that range from cross pollination to consumer demand.

Poole's father owned White Springs Farm in the 1950s when the site was in cherry production, with the preferred market for the fruit being pie filling. A disastrous hailstorm in 1958 ruined the crop for that purpose and the loss in its value convinced Poole, Sr. it was time to find another use for the land. Young Rob then spent a summer at the helm of a tractor yanking out cherry tree stumps. The land use comes full circle with the White Springs Orchards plantings from previous years and those going in the ground this spring.



*Joe Nicholson standing at the beginning of a 1,400' row of 4-year-old Seneca Crisp trees. 2024 will be the 52nd year Joe has been growing fruit in the Town of Geneva. And he's still planting...*

## Can Carrier Collection

Many aluminum cans are now packaged with plastic can carrier handles. Unfortunately, despite the labeling, these handles cannot be recycled with your household recycling. They can be reused or recycled through a drop-off special collection program. You can do your part to keep these handles out of the landfill or from clogging up the recycling stream by bringing them to a participating collection point. For more details visit [OntarioCountRecycles.org](http://OntarioCountRecycles.org)

As part of this program, the Town of Geneva is now collecting these at the Recycling & Disposal Station at 32 White Springs Road, for reuse by area breweries.



### 2024 SPECIAL COLLECTION EVENTS SCHEDULE

 Household Hazardous Waste	Apr 20   Sep 21
 Electronic Waste	May 18   Oct 12
 Paper Shredding	Apr 12   May 3 Jun 8   Oct 4
 Tires	May 4   Jul 20   Sep 7
 Mattress	Apr 13   Aug 24
 Pumpkin	Nov 2   Nov 9
 Rigid Plastic	Jun 1

\*For Details on Preregistration, visit: [OntarioCountyRecycles.org](http://OntarioCountyRecycles.org)

 **Ontario County**  
Department of Sustainability and Solid Waste Management

## Contact Us

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