



Town Times

ISSUE
15 Quarter 3
2022

Upcoming:

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

September 9th:
Residential Tire
Recycling Event

September 16th:
Household Hazardous
Waste Collection
Event

September 16th: Free
Rabies Prevention
Clinic

October 1st: Free Stuff
Day and Fix-it Clinic

October 6th:
Confidential Paper
Shred Event

October 14th:
Electronic Waste
Collection Event

October 28th: Free
Rabies Prevention
Clinic

November 4th:
Pumpkin Collection
Event

November 11th:
Pumpkin Collection
Event



this issue:

- Business Highlight: Reed's Farm Stand
- Understanding the Equalization Rate
- Updates from Departments & Committees

From Supervisor Mark Venuti

Hello Town Residents and Friends,

I hope you have been enjoying summer in the Finger Lakes. A beautiful fall with the wonders of harvest awaits.

Activities around the town hall have been booming, with the community garden plots bursting with vegetables and flowers; action in the bike park, including a spruce-up by HWS students at their recent Day of Service; the box field busy with lacrosse, soccer and more; and floating over the tumult are heard notes struck by little ones in the nearby harmony park; music to one's ears.

Thinking about an electric vehicle? The town has used some of the Clean Energy Community grant money it earned to add a fast-charging station in the parking lot of the town hall, open to the public. We will also be using some of the grant money to insulate the old town hall on White Springs Road and replace the old inefficient boiler.

We are working on the 2024 town budget. Our revenue has held steady and we continue to run a tight operation, so no surprises are expected.

We are purchasing a mobile speed sign that will notify oncoming drivers of how their speed compares to the posted limit. These signs are effective at getting drivers to reduce their speed and will be moved around the town as needed. Let us know if you would like the sign on your road.

(continued on next page)

From Supervisor Mark Venuti (cont'd)

The town hosted a mattress recycling event on August 26 and took in about 150 mattresses and box springs. They go to a recycler near Buffalo that takes them apart and sends all of the components on to further service: springs and other metal parts to metal recycling; wood to wood recycling; cloth and fabric for animal bedding and stuffing for cushions. Five Hobart basketball players helped town volunteers make it a successful event (pictured).



Food waste in the trash ends up in the landfill and creates the gas that stinks and contributes to global warming. Town residents have options: contact us for a back-yard compost box, or bring it to the Recycling and Disposal Station; we'll give you a bucket for your kitchen to collect it. Are you a senior citizen who can't back-yard compost or get to the Station? Contact us to sign up for free home pick-up of food waste thanks to a grant the town received. Call 315-789-3922 or email supervisor@townofgeneva.com.

From the Town Clerk/Tax Collector Upcoming: 2024 Tax Payments

Pay to "Lorrie S. Naegele/Tax Collector" on Check MEMO Put Phone number & Tax bill #

In person payments can be made at the town Hall, 3750 County Road 6, **SEND ENTIRE BILL DO NOT RIP APART!**

PAYING TAXES: start Wed. January 3rd

January hours: Monday - Thursday 8:00am-3:30pm; Saturday 8:00am-12:00pm

February 1-28 (1% interest) & March 1-31 (2% interest) hours: Monday - Thursday 8:00am-3:30pm

DROP BOX (by the flag pole) until March 31st at 3pm. After 3pm on the 31st take tax payment to the Post Office to be date stamped. After March 31st all checks have to be made out to Ontario County Treasurer and mailed to Canandaigua.

News from the Kashong Conservation Area

The Town continues its stewardship of the 83-acre Kashong Conservation Area [KCA]. Projects undertaken this summer involved White Oak Nursery's continuing management of the invasive pale swallowwort and the installation of two new elevated structures spanning waterways and surrounding wet areas on the northwest trails.



Pale swallowwort

Jim Engel from White Oak, a member of the Town's KCA Committee, is a tremendous contributor to the Area's maintenance and improvement.

The "bridge" work was undertaken by the Town's Water and Sewer Department team led by Howard Bailey. Howard and Jeff Ilacqua surveyed the areas identified by the KCA Committee in the spring that could benefit from new trail features. They observed that some modest grading could also improve the hiking experience by channeling the surface water flows into more defined courses. Work commenced in August on site prep, construction, and installation. Town residents and visitors should take a walk on the Red Trail on one of our nice fall days to appreciate the crew's improvements.



Left: spanning an intermittent stream and the associated grading and seeding.

Center: left to right-Shaun Kunes, Steve Augustine, and Jeff Ilacqua of our Git'r Done W&S Department

Right: the finished walkway will prevent a lot of muddy shoes for years to come.

From the Assessor's Office: Understanding the Equalization Rate

In New York State, the property tax is a local tax, raised and spent locally to finance local governments and public schools. While the state does not collect or receive any direct benefit from the property tax, this tax is still of major importance as the largest single revenue source for the support of municipal and school district services. More than \$26 billion is raised in local property taxes across the state annually.

The New York State Office of Real Property Tax Services (ORPTS) is statutorily obligated to administer an equalization program in order to assure equitable property tax allocation among nearly 4,000 taxing jurisdictions in New York State, and to insure the proper allocation of state aid to education funds, among other purposes. Equalization seeks to measure the relationship of locally assessed values to an ever-changing real estate market. Each year, ORPTS calculates equalization rates for each of the state's more than 1,200 assessing units.

What is an equalization rate?

At its simplest, an equalization rate is the state's measure of a municipality's level of assessment (LOA). This is the ratio of total assessed value (AV) to the municipality's total market value (MV). The municipality determines the AV; the MV is estimated by the state. The equalization rate formula is:

$$\frac{\text{Total assessed value (AV)}}{\text{Total market value (MV)}} = \text{Equalization rate}$$

What does your equalization rate mean?

- An equalization rate of 100 means that the municipality is assessing property at 100 percent of market value.
 - An equalization rate of less than 100 means that the municipality's total market value is greater than its assessed value.
 - An equalization rate of greater than 100 means that the total assessed value for the municipality is greater than its total market value.
- There would be no need for equalization if all municipalities assessed all property at 100 percent of market value every year.

What does it mean when your municipality's equalization rate decreases?

A falling equalization rate means that market values are rising faster than assessed values. Keeping assessments up to date annually can result in consistent equalization rates each year.

Understanding the Equalization Rate (cont'd)

What are equalization rates used for?

Aside from apportionment of taxes among municipal segments of school districts and counties, and distribution of state aid for education, some of the less recognized uses of equalization rates include:

- establishment of tax and debt limits;
- allocation of costs, such as for jointly-operated hospitals among participating localities or an injury to a volunteer firefighter, among others;
- determination of state assessments (special franchise) or approval of local assessments (state-owned land);
- determination of ceilings (railroad and agricultural values) and exemptions;
- determination of level of STAR exemptions;
- apportionment of sales tax revenues and joint indebtedness; and
- as evidence in court proceedings on the issue of assessment inequity and small claims assessment review hearings.

Information provided by the New York State Department of Taxation and Finance.
More detailed information also is available on the ORPTS website at www.tax.ny.gov

From the Town Clerk's Office

NOVEMBER 1, 2023: New 2024 Recycling stickers for Town residents only will go on sale

Town of Geneva
2024



RECYCLING PERMIT
ON SALE Nov. 1st \$15.00 per sticker
BLACK
At the Town Hall Open Mon- Thurs 8-4

**UPCOMING:
Free Stuff Day
& Fix-it Clinic**

Mark your calendars!



Town of Geneva Free Stuff Day and Fix-it Clinic will be held on October 1st at 32 White Springs Road. The rain date will be October 15th.

Free Stuff Day drop off will be from 10am-12pm and pick up from 12pm-2pm. The Fix-it Clinic will run from 9am-12pm.

Scan QR code for flyer with more information

Business Highlight – Reed’s Farm Stand

- Bob McCarthy, Chairman of the Economic Development Committee

Each edition of the Town Times features a town business. This quarter the focus will be on Reed’s Farm Stand.

The bounty of the Finger Lakes region is on full display at Reed’s Farm Stand on the corner of Reed Rd and State Route 14. This family business has been going strong and growing since 1989 when



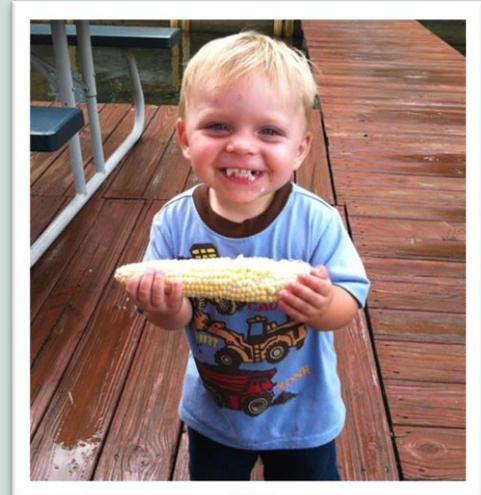
Bruce Reed encouraged his children (Jessica, James, and Kevin) to raise money to pay for their hockey expenses by selling some sweet corn. Today the farm stand sells tomatoes, pumpkins, gourds, squash, peppers, and other vegetables in addition to their staple, sweet corn. They now raise 10 different varieties of sweet corn (all super sweet hybrids) on 17 acres. The maturities of

these varieties vary from 66 to 78 days. Crop rotation is important to avoid diseases building up in the soil, and sweet corn is grown on the same acres only once every 3 years. Their sweet corn is rotated with soybeans and wheat. Bruce credits expert input from the Cornell Cooperative Extension Vegetable team in helping to make their farm so successful.

To ensure their customers have a steady supply of sweet corn through the summer months and into fall, the Reed’s plant sweet corn every 8 days. The first 2 acres of the season are planted under a woven fabric. This labor-intensive method allows customers to enjoy early sweet corn before a traditionally grown crop would be ready. The Reeds provide all the labor for growing their crops. Every morning an early drive down Reed Rd will find Bruce and his family (including wife Susan) out in the fields picking sweet corn to ensure an adequate fresh supply for their stand that day. Farming has been an important activity in the Reed family since they moved to the Reed Rd area from Connecticut in the 1870’s. The original 350-acre Reed farm raised sheep. Reed’s Point had a dock on Seneca Lake that would load area farmers’ grain to be shipped by barge north towards the Erie Canal. The sheep are long gone, but the family commitment to farming and taking care of the land remains. Because of their work with Ontario County Soil and Water in reducing runoff from their farmland, Reed Farms was awarded a Town of Geneva “Lake Friendly Farm” designation a few years ago. Their LFF sign is proudly displayed on State Route 14 next to their vegetable stand.

Business Highlight – Reed’s Farm Stand (cont’d)

Most people in the Town of Geneva are familiar with the delicious produce available at the Reed Farm Stand. But the increase in wine and ag tourism in the Finger Lakes has brought in many customers from outside the region. Families from as far away as Australia have now enjoyed the delicious sweet corn and other vegetables grown in Geneva. The Reed Farm Stand is open from 9:00 am through 6:00 pm 7 days a week through Columbus Day weekend. After that, the stand is open on weekends through Halloween. Stop in at the stand to experience some of the sweetest and freshest corn in the Finger Lakes or visit them on their Facebook page to see what is happening down on the farm.



Highway Department

-From Bernie Peck, Highway Superintendent

It has been a busy summer for the Highway Department. We completely paved all of Reed Road, repaired a bad section of Snell Road, and chip sealed Jay Street, Braewood Lane, Cornwall Drive, Ansley Road, Gambee Road, and North Genesee Street. We are working hard to keep the roads in the Town of Geneva in good condition.

Also, be aware that the roadside mowers will be out and about soon for the last mowing. Please use caution when you see them along the road.

Water & Sewer Department

- From Howard Bailey, Water and Sewer Superintendent

The employees have been busy maintaining the Water & Sewer Facilities. This has included painting of hydrants, mowing of properties, flushing of water and sewer mains, and trimming and mowing easements.

The town’s water plant improvement project is finally making some progress with a new well house being completed and the start of a new 1.5 million gallon tank being installed in the Town of Seneca. The new pumps and motors have been ordered and should be installed by the early part of next year.

Communications Committee

- From Kim Aliperti,
Committee Chair

The Town Communications Committee is seeking one or two new members to join our team. If you have thoughts about beneficial programming for our community, better communicating town happenings, or simply want to get involved in the town, email Kim Aliperti at kimaliperti@townofgeneva.com. We meet bi-monthly as needed.

Highlights from the Sustainability Committee

Free Stuff Day and Fix-It Clinic: These events will be held this fall on Oct 1, with a rain date of Oct. 15. Bring things to fix from 9-noon. Bring things to donate 10-noon; take things away noon-2:00. Want to help? Email supervisor@townofgeneva.com.

ReUse Center: In keeping with the committee's commitment to reducing waste, we've been exploring options for creating a local ReUse Center. The Finger Lakes ReUse Center in Ithaca serves as an exemplary model with \$2.4 million in sales and over 80 employees in 2022, <https://ithacareuse.org/>. Their CEO and founder, Diane Cohen, has been generously sharing background knowledge and assisting us with planning for a potential center in Geneva.

Transfer Station recommendation: E-waste can be collected at no charge to us. Rather than occasional events hosted by the County or us, the committee has recommended putting a receptacle at the Transfer Station.

The Neighbor Notification Law: The committee feels that residents deserve to know when pesticides are being sprayed on neighboring residential properties so they can protect people, pets and property if they want to. New York State's Neighbor Notification Law allows Counties to opt into rules for Lawn Care Companies to notify neighbors at least 48 hours before a pesticide application. Jennifer Grant and Jacob Fox presented information to the Town Board on 8/8. <https://www.dec.ny.gov/chemical/8529.html>

Heatsmart Program: Our partners, Climate Solutions Accelerator, have been tabling at the Geneva Farmers Market and there will be another public informational meeting in the fall.

Composting: The Town still has 10 wooden back-yard composters that can be purchased for \$20 each. As part of a USDA grant, Sustainability Coordinator Jacob Fox will be making wire composters for distribution.

For more information on recycling different materials and to sign up for emails about special recycling events and news, visit ontariocountyrecycles.org.

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 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.

Contact Us

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