



Town Times

ISSUE
10 Quarter 2
2022

Upcoming:

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

April 15th: Paper Shredding Event

April 30th: Household Hazardous Waste Collection Event

May 14th: Residential Tire Collection Event

June 11th: Electronic Waste Collection Event

Visit OntarioCountyRecycles.org for details on events and preregistration

2022 TAX PAYMENT INFORMATION:

After March 31st, 2022 taxes must be paid directly to Ontario County.

Visit

<https://ontariocountyny.gov/1612/View-Your-Tax-Bill> for

more information or call 585-396-4382



this issue:

- New Feature: Did you know?
- Business Highlight: Real Eats
- Article: Fraud Alert! Signs of a Scam
- Updates from Departments & Committees

From Supervisor Mark Venuti

Hello Town Residents and Friends,

Happy Spring! A time for growth and new life.

Clean Energy Community. The town recently adopted a “Complete Streets” policy we will implement where appropriate. Complete streets allow safe and efficient travel by auto, bike and foot. We’d like to start with Carter Road by installing a sidewalk and making other needed improvements and have applied for a grant to support a project there and also around the intersection of PreEmption Road and West Washington Street. With this and many other policies and practices adopted over the past several years, the Town has qualified as a Clean Energy Community and will be receiving \$35,000.00 in grants we plan to use for an electric vehicle charging station at the town hall that will be open to the public. An electric vehicle for the code enforcement officer is also planned for this year.

New Business. Plastics manufacturer CCMI, Inc. is working on a new facility in the town on Route 14 north, and Real Eats America, Inc. is renovating the building off Routes 5 & 20, last occupied by Cheribundi, for its move to the town.

Housing. Several new housing projects have begun or should begin this year. On Carter Road 64 more apartments are planned for Woodlands at Northside, and the solar village being developed by town residents Tracey and Ryan Wallace is well underway. Phase 4 of the housing development off Snell Road, west of the south end of White Springs Road (the apple orchard of my youth) includes lots for 40 single family homes. And four model homes are nearing completion in phase 3 of the Bay View Heights housing development off Route 14 that has 92 lots for single family homes. By the way, the town’s population grew by about 200 since the last census, to about 3500, and, as you can see, more to come.

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Love Your Veggies?



The town has a community garden at the town hall open to town residents on a first come, first served basis. There are twenty 10 by 20 plots and about seven are still available for this season. No charge; water on site. Email Eric at accounting@townofgeneva.com.



SIGN UP TODAY!

From Supervisor Mark Venuti (cont'd)

Castle Creek Greenway. Town and city volunteers are working on a path for non-motorized travel primarily on abandoned railroad bed that runs mostly east and west through the north side of the city and town. If you'd like to help, let us know.

Clean Water, Beautiful Lake. The town is the recipient of a grant from Yates County that will support a project to improve the quality of the water flowing from the Keuka Lake Outlet to Seneca Lake. Seneca Watershed Steward Ian Smith and Keuka Lake Watershed Manager Colby Petersen are leading the way. The Seneca-Keuka Nine-Element Watershed Plan is nearing completion. The plan will help us prioritize where and how to implement projects to reduce harmful run-off into Seneca Lake and improve our ability to obtain funding for those projects. A meeting where the public can ask questions and comment on the draft plan will be held on April 25 at 6:00 p.m. at the Yates County Office Building in Penn Yan. The draft plan can be found at senecawatershedio.wordpress.com/9e/.

Fraud Alert!! Signs of a Scam

- Councilperson Kim Aliperti

Cases of fraud are on the rise everywhere and our area is no exception. Many of these scams come through your phone and through your email. It is often difficult to tell when a phone call or email is a genuine business or potential scammer. These scammers are professional and can be very believable. Below are ways to identify a scam and ways to avoid them.

Signs That it's a Scam

1. Scammers PRETEND to be from an organization you know. Scammers often pretend to be contacting you on behalf of the government. They might use a real name, like the Social Security Administration, the IRS, or Medicare, or make up a name that sounds official. Some pretend to be from a business you know, like a utility company, a tech company or even a charity asking for donations. They use technology to change the phone number that appears on your caller ID. So, the name and number you see on your phone might not be real.

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Fraud Alert!! Signs of a Scam (cont'd)

2. Scammers say there's a PROBLEM or a PRIZE
They might say you are in trouble with the government. Or you owe money. Or someone in your family had an emergency. Or there is a virus on your computer. Some scammers say there's a problem with one of your accounts and that you need to verify some information. Others say you won money in a lottery or sweepstakes, but you must pay a fee to get it.
3. Scammers PRESSURE you to act immediately.
Scammers want you to act before you have time to think. If you're on the phone, they might tell you not to hang up so you can't check out their story. They might threaten to arrest you, sue you, take away your license, lock your finances, or deport you. They might say your computer is corrupted.
4. Scammers tell you to PAY in a specific way.
They often insist that you pay by sending money through a money transfer company or by putting money on a gift card and then giving them the number on the back. Some will send you a check (that will later turn out to be fake), tell you to deposit it, and then send them money.

What you Can do to Avoid a Scam:

1. Block unwanted calls and text messages. Do not answer calls or texts from numbers you do not know.
2. Don't give your personal or financial information in response to a request that you didn't expect. Legitimate organizations won't call, email or text to ask you for personal information like your social security, bank account, or credit card numbers.
3. If you get an email or text message from a company you do business with and you think it's real, it is still best not to click any links. Instead, contact them using a website you know is trustworthy, or look up their phone number. Do not call a number they gave you or the number from your caller ID.
4. Resist the pressure to act immediately. Legitimate business will give you time to make a decision. Anyone who pressures you to pay or give them your personal information is a scammer.
5. Know how scammers tell you to pay. Never pay someone who insists you pay with a gift card or by using a money transfer. And never deposit a check and send money back to someone.
6. Stop and talk to someone you trust. Before you do anything else, tell someone—a friend, family member, neighbor—what happened. Talking about it could help you realize it's a scam.

Resources:

AARP: <https://www.aarp.org/money/scams-fraud>

Federal Trade Commission: <https://consumer.ftc.gov/articles/how-avoid-scam>

Communications Committee

- From Kim Aliperti,
Committee Chair

The Town Communications committee is meeting regularly, in person, on the first Tuesday of each month. We have been focusing on ways to get information that matters to our residents out to the community. We are planning an information session on Fraud with particular attention to the elders in our community. Additionally, we have been looking into the history of our Town and you can read the first installment of "Did You Know," in this Town Times! To keep up to date with the latest town information be sure to checkout our Town Website (townofgeneva.com) as well as our Facebook (facebook.com/townofgeneva) page! And encourage your friends to sign up for this newsletter!

Water & Sewer Department

- From Charlie Bracko, Water and Sewer Superintendent

Here are a few facts regarding water conservation and what you may do to help conserve water on your part.

- Over the past 40 years, the world population has doubled while its water use has quadrupled.
- There are an estimated 700 water main breaks per day on the average in the United States. 3% of these water pipes that deliver water to more than 100,000 people are between 40 and 50 years old.
- The average pool takes 22,000 gallons to fill it and loses about 1000 gallons a month to evaporation. 90-95% of pools and spa water can be saved by installing a pool cover.
- Installing new water conserving toilets can save the average family up to 25,000 gallons of water per year.
- New energy saving washers and dishwashers can save significantly on water and electricity consumption.
- Installing a low flow showerhead can save 15 gallons of water during a 10 minute shower.
- Reducing your water consumption not only saves our resources but also reduces your cost for water and sewer disposal.

The Town of Geneva Water Department routinely samples its wells and water distribution systems. Laboratory tests were performed on water quality samples collected in 2021. The tests monitor various, inorganic, organic and microbiological constituents listed in New York State's drinking water standards. All tests performed at town wells and distribution system met all of the current state and federal drinking water standards.

Local Business Testimonial

-From Big aLICe Brewing Company

Big aLICe Brewing Company opened its newest location in the town of Geneva in May of 2021. During our (almost) first year of operations here the support of the community and other local businesses has been amazing. Proximity to the wine trail, Seneca Lake, and Hobart and William Smith Colleges has made our taproom traffic and sales exceed our already lofty expectations. The sense of community and camaraderie of operating a business in the Town of Geneva and greater Finger Lakes region has definitely made it a worthwhile investment.

New Feature!

Highway Department

-From Bernie Peck, Highway Superintendent

Just a reminder that as the weather lightens up, it is a good time to check your mailbox to ensure that it is properly installed and did not encounter any damage throughout the winter. Be sure to check both the post and the mailbox and make any needed repairs.

Also, the Town will have its annual tree planting program at the end of April. Residents can choose from four 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 in mid-April; trees will be given away until the stock is gone, usually about 125 are available.

Building Department

-From Floyd Kofahl, Code Enforcement Officer

As the weather starts to get warmer and the snow begins to melt, it is important to check your sump pump operation. Check that it is working correctly and that the flow at the discharge location is not blocked.

Also, 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. There are requirements for most of these outdoor items.

A building permit is required for a new shed or to replace one you already have. There are building codes and zoning codes that must be met for the placement of a shed.

The same holds true for a fence. A building permit is required, and the location, style, and height of the fence all come into play.

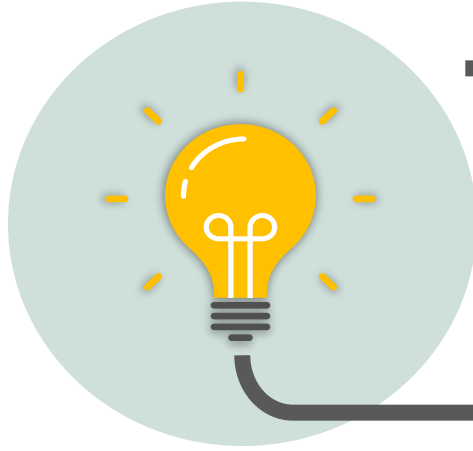
Thinking about a getting a swimming pool this year? Make sure you get your permit first. Any swimming pool that has the ability to hold 22 inches of water or more is required to have a permit and may also be required to have a fence around it.

When thinking about building or renovating, or questioning the need for a permit, it is worth your time to call the Building Department to check what needs to be done prior to starting the work.

Email codeenforcement1@townofgeneva.com or call 315-789-3922 x 303, if you have any questions or concerns you would like to have addressed.

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.



DID YOU KNOW?

New Feature!

Which came first, the Town or the City of Geneva?

By Karen Miltner

Which came first, the Town or the City of Geneva? Or was Geneva one entity that eventually split in two? How did we end up with the same name but as two different municipalities? The best way to answer these questions is to look at the timeline of Geneva's evolution.

What local history tells us is that before Geneva became Geneva, it was a major Seneca Indian village with more than 400 inhabitants. Kanadesaga was located where the New York State Agricultural Experiment Station campus (recently renamed Cornell Agritech) lies. The American Army's Clinton-Sullivan Campaign of 1779 destroyed Kanadesaga, burning homes and food supplies and forcing the Native community to flee.

Soon after, White settlers moved to the area. The settlement became known as Geneva, though it's not clear why this name was given. When Ontario County was formed in 1789, it encompassed all of New York State west of Seneca Lake, including this new settlement. British land purveyor Charles Williamson was hired to develop Geneva, and during the early 1790s the population began to grow.

Counties in New York were subdivided into towns, and in 1793, the Town of Seneca was formed, which included Geneva. Being the most densely populated section of the town, Geneva was where all town business was conducted for decades. (Ontario County itself also spent decades subdividing into smaller counties, settling on its current boundaries in 1823.)

By 1806, New York state recognized Geneva as a village, though it did not officially incorporate until 1812. Once incorporated, it became an independent municipality, no longer part of the Town of Seneca.

Which came first, the Town or the City of Geneva? (continued)

In 1871, the Ontario County Board of Supervisors unanimously voted to split the Town of Geneva from the Town of Seneca. Though there is little information that explains the reason for the division, a paragraph in a February 1871 edition of the Yates County chronicle suggests that Geneva residents were actually against the division, and threatened to leave Ontario County and join Seneca County. The separation was legally recognized the following year. Geneva was the last town, as well as the smallest, to be incorporated in Ontario County.

In 1897, the Village of Geneva voted in favor of a city charter that would change its form of governance, and the following year, the City of Geneva was born. The decision to become a city had little to do with population (at the time there were less than 6,000 residents) and more with making it easier to approve of municipal projects that needed to get done.

The City and Town of Geneva have remained independent entities ever since.

Sources:

- "The Story of Geneva" by E. Thayles Emmons, (Finger Lakes Times, 1982)
- "The Country Cousin" by Lucie M. Harford (Bicentennial Committee of the Town of Geneva, 1976)
- "Two Genevas: Town and City," past exhibit about the history of local government at Geneva Historical Society, <https://historicgeneva.org/exhibits/geneva-government/>
- Yates County chronicle, Feb. 16, 1871, <https://nyshistoricnewspapers.org/lccn/sn83031518/1871-02-16/ed-1/seq-3/>
- Emails from Geneva City Historian Karen Osburn

Upcoming

Foodlink and the Boys & Girls Club of Geneva are holding the following food distribution events:

Thursday, April 7th
Thursday, April 21st

Where: Geneva Community Center/Boys & Girls Club Parking Lot – 160 Carter Road, Geneva

Time: 12pm-2pm
Free and open to all!
Drive-through only. Please remain in your vehicle.
Pre-registration is not required.



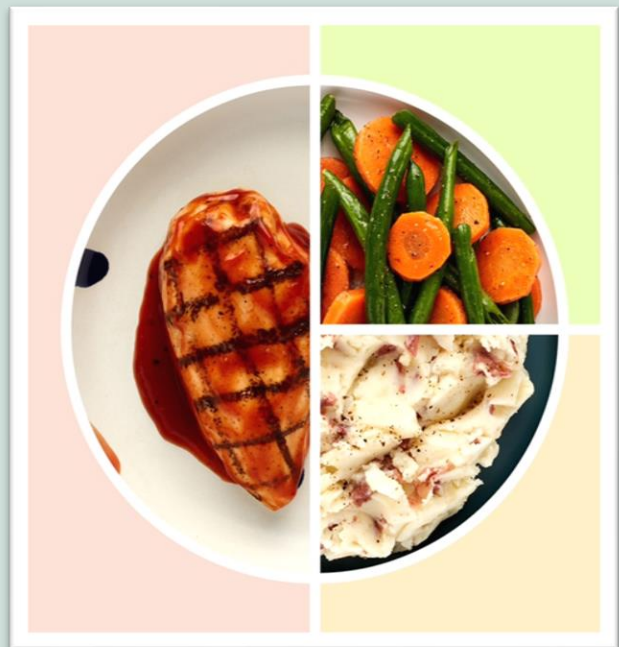
Business Highlight – RealEats

- Bob McCarthy, Chairman of the Economic Development Committee

RealEats is one of the newest and most exciting businesses located in the Town of Geneva. It was founded in 2017 and is in the process of moving to the 80000 square foot former Tops/Cherubundi facility from the city's Geneva Enterprise Center. It produces and delivers healthy, customizable meals directly to consumers.

Each meal is designed by the company's culinary team under the direction of Michelin chef, Erik Battes, and made from high quality premium ingredients. Many of these are sourced locally from the Finger Lakes agricultural region.

The company employs the culinary technique, sous vide (under vacuum), to lock in the flavors and nutrition of real food and ensure each meal is packed for peak freshness. Meals stay fresh for up to a week and can be frozen to reduce food waste. RealEats Fresh Packs™ can be heated to perfection in a pot of boiling water or plated and microwaved even faster.



Samples of sealed packages and resulting meal from RealEats

RealEats recently raised over \$16 million from various investors to help fund their expansion plans. Among the investors are Hamilton Lane, global health and wellness company GNC, Excell Partners and Armory Square Ventures. GNC currently offers RealEats meals through their website, helping to further raise the national profile of this Geneva company that has been featured in several publications including Forbes, Healthline, Business Insider, Rolling Stone and the Daily Beast.

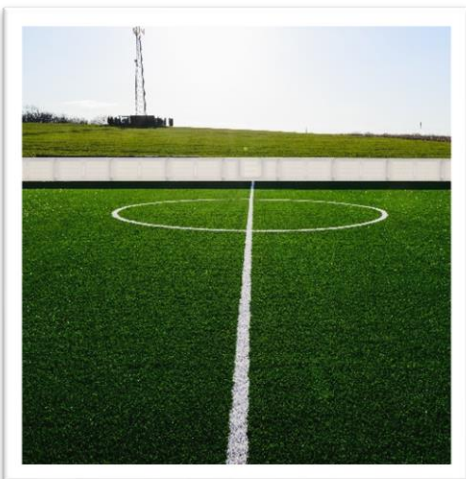
Business Highlight – RealEats (cont'd)

Some of the delicious offerings RealEats packages are balsamic glazed flat iron steak, honey sesame chicken, Tuscan steak, grilled chicken parm, and Grandma's beef meatballs, as well as the best butternut squash soup around! Various breakfast selections are also available. No artificial sweeteners or preservatives are used in any of RealEats's selections.

So try some of the farm fresh, fully prepared meals by choosing from the boundless collection of 3 component dinners or make a custom meal and swap any of the components around. The ordering process is explained in their easily navigated website, just type RealEats Geneva NY into your search engine or visit realeats.com

Coming Soon!

The new Box Turf Field at Town Hall is being finished and will soon be ready for action!



Choose Change

Starting salary \$58,443
- \$82,677 after one year

Full Benefits & Retirement
Opportunities to Grow

Joinstatepolice.ny.gov

Minimum test requirements
- US citizen
- 20 years old
- High School diploma/GED



The New York State
Police are now
accepting
applications.

Applications should
be submitted before
April 10, 2022.

Visit
joinstatepolice.ny.gov
for more information.

Sustainability Committee

EV Charging Station Coming. The town has been awarded \$35,000.00 by the New York State Energy Research & Development Authority for implementing practices and policies supporting clean energy use. We plan to use the funds to install an electric vehicle (EV) fast charging station at the town hall. The town also plans to purchase an EV for the code enforcement officer this year.

Fix-it Clinic Returns at Earth Day Event. The town committee is helping host an Earth Day event at the Geneva Community Center on April 30th. We plan to bring our Fix-it Clinic to the community center that day. At the Fix-it Clinic, volunteer fixers work on items residents bring that need repair, like appliances, furniture, lamps and clothing. If you're handy and would like to help make repairs, let us know. If you have items that can be put back in service with some help, bring them to the community center on April 30 between 10 and noon, or drop them off with your name and number on them in the shed at the town's Recycling and Disposal Station on Wednesday or Saturday when it is open. The Earth Day event will highlight a wide range of sustainable businesses and initiatives going on in Geneva and the Finger Lakes.

Back Yard Compost Boxes Available. We still have some wooden compost boxes available. The cost is \$20 for a \$100 value that includes the box delivered to your home, compost starter, directions on how to compost, and follow up support as needed. Contact Jacob Fox at foxjacob@mac.com if interested.

**Fix-It
Clinic
April 30th**

Reminder: Geneva Lake Friendly Living Educational Series & Lake Friendly Living Questions

The Town of Geneva Sustainability Committee, in partnership with the City of Geneva Green Committee, has begun a series of educational events on Lake Friendly Living. Topics include: Eco lawn care, composting, rain barrels, and others as requested.

To view recordings of past events or to submit a Lake Friendly Living question please visit the town's website. These questions do not need to be specific to an upcoming program. We want to help with any questions or concerns you have when trying to be more eco-conscious!

Contact Us

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townofgeneva.com

