

# Town Times



ISSUE  
**06** Quarter 2  
2021

## Meeting Times:

**\*Please check website and/or facebook for updates on in-person/zoom meetings!**

Town Board: Second Tuesday of the month at 6:00pm.

Planning Board: Third Tuesday of the month at 7:00pm.

Zoning Board: Fourth Tuesday of the month at 6:30pm.

Communications Committee: First Tuesday of the month at 6:30pm.

Sustainability Committee: First Thursday of every other month (beginning in January) at 7:00pm.

Economic Development Committee: Fourth Wednesday of every other month (beginning in January) at 7:00pm.



## this issue

-Updates!

-Business Highlight: Geneva Area Chamber of Commerce

-Robocall Article

## From Supervisor Mark Venuti

Dear Town Residents and Friends,

Spring is coming (or maybe here by the time you read this). I hope you are well, following the recommended precautions, and getting vaccinated when you can as we continue the struggle with the COVID-19 pandemic. As required by state law, the town has prepared and is adopting a Public Health Emergency Pandemic Plan to identify essential positions, facilitate remote work for non-essential positions, and take other steps so we can continue to deliver needed services during a public health emergency. It is a useful exercise that makes us better prepared for the next crisis.

The town continues to grow with new housing, most notably thus far this year with the solar village on Carter Road under construction by town residents Tracey and Ryan Wallace. New businesses are also springing up on Routes 5 & 20, and planned for Route 14 north. A micro-brewery, Ardennes, is preparing to open on Snell Road, run by new town residents Stacey and Derek Edinger.

Stay tuned for a new opportunity to support the environment and save money on electricity.

We've gone through a tumultuous federal election, but hope springs eternal; don't be afraid to let it in. Get outside if you can. That always helps me.

## 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 visit [https://www.townofgeneva.com/town\\_committees/geneva\\_lake\\_friendly\\_living\\_educational\\_series.php](https://www.townofgeneva.com/town_committees/geneva_lake_friendly_living_educational_series.php).

To submit a Lake Friendly Living question please fill out the form at [https://www.townofgeneva.com/town\\_committees/lake\\_question\\_submissions.php](https://www.townofgeneva.com/town_committees/lake_question_submissions.php). 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!

## Water & Sewer Department

- From Charlie Bracko, Water and Sewer Superintendent

During the winter months the Town of Geneva Water and Sewer Department performs maintenance on its water and sewer facilities in the town. This maintenance includes cleaning and painting of its buildings, servicing pumps such as lubricating and oil changes, replacement of parts, and cleaning and waxing of floors. Doing a general checklist of items so that it can provide quality and uninterrupted water and sewer services.

The departments will be providing water and sewer services to newly proposed projects in the town. This includes The Solar Village housing project proposed by town resident, Ryan Wallace. The other housing project consists of 92 family homes that would be the phase III project of Glass Factory Bay Heights in the town.

The water and sewer department personnel also assists during the winter months with snow and ice removal. This includes keeping the town's facilities such as the Town Hall, Transfer Station, and Pump Stations clear of snow.

The department also works during these winter months keeping hydrants clear of snow and accessible in case of a fire. If you have a hydrant at your property it would be helpful and appreciated for any assistance to keep it clear of snow during the winter months.

If you need any assistance with water or sewer issues, please feel free to contact us at 315-789-6727.

Thank you for letting us serve you!

## Property Tax Payments

-From Lorrie Naegele, Town Clerk

### Town of Geneva Town and County Tax Payments are due by March 31st

**IN PERSON** TAX payments can be made at the Town Clerk Office, 3750 County Road 6

**HOURS:** Monday – Thursday 8:00am - 4:00pm

#### **DROP BOX** TAX payments

Please include the whole bill with your payment. I will return your receipt. Bills can be placed in the drop box by the flagpole until March 31st at 3pm. After 3pm on March 31st you will need to take your tax payment to the Post Office to be date stamped.

## Business Highlight – Geneva Area Chamber of Commerce

-From Bob McCarthy, Town of Geneva Economic Development Committee Chair

This quarter's "Focus on Town Business" section of the Town Times will discuss the Geneva Area Chamber of Commerce.

The Geneva Area Chamber of Commerce (GACOC) exists to help businesses like those in our town prosper. Originally founded in 1902, the GACOC has been a consistent and strong advocate for Geneva-based enterprises. Unlike other area Chambers, the GACOC is not government based and is not dependent on tourism fees or taxes for its funding. This allows them to promote companies without being limited by geographic boundaries. Its members come from nine Finger Lakes counties. Sixty-nine percent of the Chamber's membership is based in Geneva, with twenty-three percent of its 300 members located in the Town of Geneva. The base rate for membership is an annual fee of \$350, and studies show that this money is earned back within the first six months of membership in publicity alone.

The GACOC specializes in public relations and marketing services for its member businesses. The Geneva Welcome Guide is a helpful tool for travelers, people looking to relocate, brides and event planners, college students and their families with a listing of our businesses and resources. Other popular Chamber benefits are customer referrals, social media promotion, digital business reports, as well as downtown window business displays. These services provide exposure for each member's people, properties, and products.

Networking is also an important part of marketing and public relations and can facilitate a company's growth and/or recovery. The GACOC accomplishes its networking goals by putting on events such as the Annual Dinner, the Chamber Cup golf tournament, monthly mixers, and Member Milestone Celebrations. These events generate business leads, referrals and trusted community connections and relationships.

The GACOC is currently looking for more members. The Town businesses that have not yet joined should consider doing so. It is an excellent way for enterprises to promote themselves and others as our business community begins to thrive again after Covid-19. The GACOC's professional staff consists of President Miranda Odell, Marketing and Events Coordinator Tara Johnson, and Member Services intern Cecilia Sicko. The GACOC can be contacted at: [www.genevany.com](http://www.genevany.com) or visit their Facebook page @GenevaAreaChamber.



Chamber of Commerce's Member Milestone Celebration  
of Billsboro Wineries' 10th Anniversary

## Real Property Tax Matters

-From Lorie Peck,  
Assessor

Your next town-wide revaluation will be in the year 2022.

### 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.

### FYI – Yellow Finger Lakes Times Boxes

The town has been advised that The Finger Lakes Times claims no ownership of the boxes and it is the homeowner's decision to leave the boxes up or take down as they please.

## Tired of Robocalls?

-From the NYS Committee on Corporations, Authorities, and Commissions  
2020 Legislative Update

The Committee reported A.7759-A (Paulin), which passed the Assembly, and would require all voice call providers in New York to implement the STIR/SHAKEN Protocol to protect their customers and allow for call blocking of robocalls and fake numbers.

### Protect Yourself from Phone Scams

- Register your numbers on the National Do Not Call Registry at [www.donotcall.gov](http://www.donotcall.gov). Legitimate telemarketing companies will abide by the law. If you still get calls, they are more likely to be illegal scams.
- Take your time in making a financial decision and resist attempts to pressure you.
- Get all information in writing before you agree to buy anything.
- Don't trust your Caller ID if the rest of the call is suspicious. Scam callers often disguise their number as legitimate businesses or government agencies.
- Social Security, Medicare, and other government agencies will never threaten legal action against you or threaten to cancel your benefits over the phone.
- Do not give account information or access to your computer over the phone unless you're the one initiating the call.
- No legitimate business should need you to pay for anything with cash by messenger, overnight mail, money transfers, or by purchasing a gift card of any sort at a local store.
- If you receive an unwanted robocall, just hang up. Don't bother trying to talk to an operator or live person.
- Talk with your phone company about what options they have for blocking fraudulent or suspicious calls.
- If you believe that you may have been the victim of telemarketing fraud, call the New York State Attorney General consumer hotline at (800) 771-7755 or the Federal Trade Commission at 1-877-FTC-HELP.

## 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 the 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](mailto:codeenforcement1@townofgeneva.com) or call 315-789-3922 x 303, if you have any questions or concerns you would like to have addressed.

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## 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.

## Communications Committee

- From Kim Aliperti, Committee Chair

The Communications Committee has been meeting virtually on the first Tuesday of the month at 6:30pm. Our last meeting was February 2<sup>nd</sup> and we agreed to meet every other month for the near future, with upcoming meetings in April, June, August, October, and December. Our committee continues to update the Town Welcome Packet and we have recently added more recreational opportunities. We remain committed to keeping the website up to date and have recently added more information about issues surrounding the Covid 19 virus. We are always open to adding new members to our committee. If you are interested, please email Councilperson Kim Aliperti at [Kimaliperti@townofgeneva.com](mailto:Kimaliperti@townofgeneva.com).

## Free Stuff Day

- Sunday May 16,  
Town of Geneva  
Transfer Station

Do you have useful items you'd like to pass onto someone who can use them? In an effort to keep material from ending up in the landfill, the Town of Geneva is sponsoring a "Free Stuff Day". Town residents can bring items to the Town Transfer Station on White Springs Road on Sunday May 16, between 10am and noon. Volunteers will check that your items are acceptable, and direct you where to put them. Items such as small appliances, tools, books, toys, bikes, lamps, chairs, and tables are welcome. All items should be in useable working condition. No large items such as couches or dishwashers will be accepted\*. From noon-2pm, interested people can pick up items they would like to take home. After 2:00, Town volunteers will donate or dispose of remaining items as appropriate. The event will happen rain or shine, with a Town garage being used in case of rain. If you'd like to volunteer to help, please contact Jennifer Grant, [jengrant5316@gmail.com](mailto:jengrant5316@gmail.com)  
\*Note if you have larger items to give away, you can post them on the Town Exchange, [https://www.townofgeneva.com/departments/town\\_of\\_geneva\\_exchange\\_items/index.php](https://www.townofgeneva.com/departments/town_of_geneva_exchange_items/index.php)

## Sustainability Committee

- From Jacob Fox, Climate Smart Coordinator

A quick update from the town's committee. Over the last few months, we have been discussing a variety of topics. We had a guest speaker, Phil Sexton, who discussed watershed friendly de-icing practices. We have a virtual symposium scheduled for March 31<sup>st</sup> at 3:00pm to discuss "soil health incentive programs". We hope that farmers in our community and others will join us to discuss how our working lands can play a huge role in protecting our air and water quality. Please sign up at <https://senecalake.org/Events>

A few more dates to keep in mind:

- The City of Geneva is giving away free tree seedlings on May 1<sup>st</sup> in observance of Arbor Day.
- We are planning a community "swap meet" on May 16<sup>th</sup> for folks who want to donate any lightly used items.
- The town transfer station is hosting a tire collection event on 8/8/21 from 8:00am-11:00am.

Lastly, the Geneva Resource Recovery park at 41 Doran Ave is now open to City and Town of Geneva residents who want to bring their food waste and yard waste down. Hours are Wednesday and Saturday 9:00am-5:00pm. Food waste permits are \$15/year and can be purchased online at <https://store.closedloopsys.com/collections/all>.

As always please let us know if you have any comments or questions for us, or if you are interested in joining the committee. Please feel free to contact Jacob Fox at [foxjacob@mac.com](mailto:foxjacob@mac.com)

## Contact Us

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