



Town Times

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ISSUE
07 Quarter 3
2021

Meeting Times:

***Please check website and/or facebook for updates on 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.

From Supervisor Mark Venuti

Dear Town Residents and Friends,

Happy summer. April 2020 to this past April was such a difficult time, but we appear to have turned the corner and I hope can enjoy our summer in the beautiful Finger Lakes. I am grateful to be living here and am dedicated to doing what I can to help preserve this wondrous place for future generations.

The community garden plots at the town hall are teeming with vegetables and flowers, thanks to the stewardship of Eric Reuscher and Rob Poole's plow. The town bike park got a face lift from the winter freeze thanks to a hardy troop of volunteers that were fed courtesy of our friends at Club 86 Bagels & Cakes. Bikers old and young, near and far (Elmira! Horseheads!) are enjoying the park. The beds around the front of the town hall have been refurbished by volunteers led by Leslie Kroeger, with more recent additions from Cindy Burt Mattoon. Soon a lacrosse/soccer field will grace town hall property thanks to the efforts of a committed group led by town councilperson Jeff Dunham. And none of this would happen without the help of our talented town water-sewer workers led by superintendent Charlie Bracko.

Under the leadership of Code Enforcement Officer Floyd Kofahl, a group has addressed problems in several areas of the town code and will be proposing amendments to the town board.

Assessor Lorie Peck is resigning. We thank Lorie for her many years of service as assessor's assistant and then town assessor, and wish her well in her new endeavors. We are on the look-out for a new town assessor.

Town residents have a default electric supply source with a two-year fixed rate for 100% renewable energy, and later this year will be eligible for a 10% credit on their NYSEG bill for solar energy.

On the watershed front, your town is spearheading storm-water control projects and studies to protect Seneca Lake, and continues to work with our farmers and residents on implementing lake friendly practices.

We have lots of areas for participation in town government and activities. Join us!

Highway Department

- From Bernie Peck, Highway Superintendent

The Highway Department planted and distributed approximately 100 trees this year in the town's tree program.

On County Road 6 north of County Road 4, we moved approximately 25 mailboxes from the west side of the road to the east side of the road. This was to alleviate snow from drifting around them making it hard to keep the lanes clear. Also, by moving the boxes it will make it easier for postal workers to get to the boxes when there is a lot of snow, and the homeowners will no longer have to cross the road.

The Highway Department will be conducting summer road work. The list of work to be done includes oil and stoning Billsboro Road from State Route 14 to the Geneva/Seneca town line, oil and stoning Slate Rock Road and White Springs Lane, and paving Turk Road and Lincoln Way.

Kashong Conservation Area

The Kashong Conservation Area will be undergoing a number of improvements and updates over the next few months. For those who frequent the KCA, the first enhancement you'll see will be a pavilion located adjacent to the parking area. It will be a place for protection from the elements, but more importantly, a site for visiting students to study the KCA's rich collection of flora and fauna.

Also, the map of the KCA will be updated, thanks to Dr. Kristen Brubaker, Associate Professor of Environmental Studies at Hobart and William Smith Colleges, and Maddie Ferguson, recent William Smith graduate, who employed GIS technology for the update. Since its inception in 2008, the trails have changed. The new map is an accurate depiction of the current terrain and trails.

In addition, a number of location markers will be strategically placed in the KCA. These will indicate your location in relation to the entire area. An Osprey nest will be installed, thanks to NYSEG Forestry Department. NYSEG will be setting up the pole and the nest. A KIOSK will prominently display the new map, along with information on the site, and the history of Kashong - which was an early Seneca Village.

Building Department

-From Floyd Kofahl, Code Enforcement Officer

It's summertime! Are you doing any summer projects? Do you have the correct permits?

With summer here, many homeowners are taking advantage of the good weather and completing projects. If you are not sure if your project needs a building permit, call and ask! Some common projects that need permits are below (this is just a partial list!)

- swimming pools, including the blow-up blue pools and On-ground pools
- new or replacement porches and decks
- septic system replacements or repairs
- new or replacement sheds or other accessory structures on a lot
- basement remodeling or finishing an area in the basement
- new roof

If you have questions, please call 315-789-3922 or email codeenforcement1@townofgeneva.com

Business Highlight – Geneva Foreign & Sports

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

The Town Times highlights a Geneva town business in each issue. This quarter's feature is on Geneva Foreign & Sports.

When a person is able to combine their passion with a sustainable business model and lots of hard work, the foundation for a successful enterprise is laid. Such a confluence of factors took place almost 40 years ago when Dan Fitzgerald parlayed his hobby of enjoying vintage cars into the business known today as Geneva Foreign & Sports. Dan's three sons - Ryan, Jay, and Dan Jr. (Dee) - also share in his passion for fine (read fast) European cars and are all deeply involved in the family business. Geneva Foreign & Sports' motto at its inception in 1972 was "Anything and Everything European", and that commitment continues today.

The three Fitzgerald sons along with their father have formed a highly successful family-owned used car dealership with what has been described as "a tight-knit group of individuals on staff". Just walk into the sales office at their new and expanding location on Lyons Road and one can feel the excitement and commitment to excellence that permeates this business. They pride themselves on their ability to bring quality pre-owned cars from all over the world to their town of Geneva location. Walk around their lot and one will see models from Audi to Volvo, with very possibly a Bentley and Porsche thrown in! Their hand-picked inventory is constantly changing. Many a car buff stop to walk around and admire their rows and rows of gleaming models.

Servicing high end foreign cars can be a challenge. So to support their sales business, Geneva Foreign & Sports needed to be sure highly trained mechanics were on site to make any needed repairs. Shortly after their new Sales Center was built in 1999, Geneva Foreign & Sports Hi-Tech Service Department was born. They repair all makes and models of vehicles. Their state of the art diagnostic equipment is one of the larger independent Volvo and Saab service centers in New York State. In addition to service and sales, they also have a Financing Center to help customers secure used car loans.

Geneva Foreign & Sports left its original location on Hamilton Street and moved to its current beautiful location on Lyons Road (RT 14N) in the Town of Geneva in 2007, where it has room to continue to expand. The Fitzgeralds invite people to contact them with questions or to make an appointment online at sales@gfs1.com

If you would like to see your business highlighted in the Town Times, contact Town Councilman Bob McCarthy at RobertMcCarthy@townofgeneva.com.



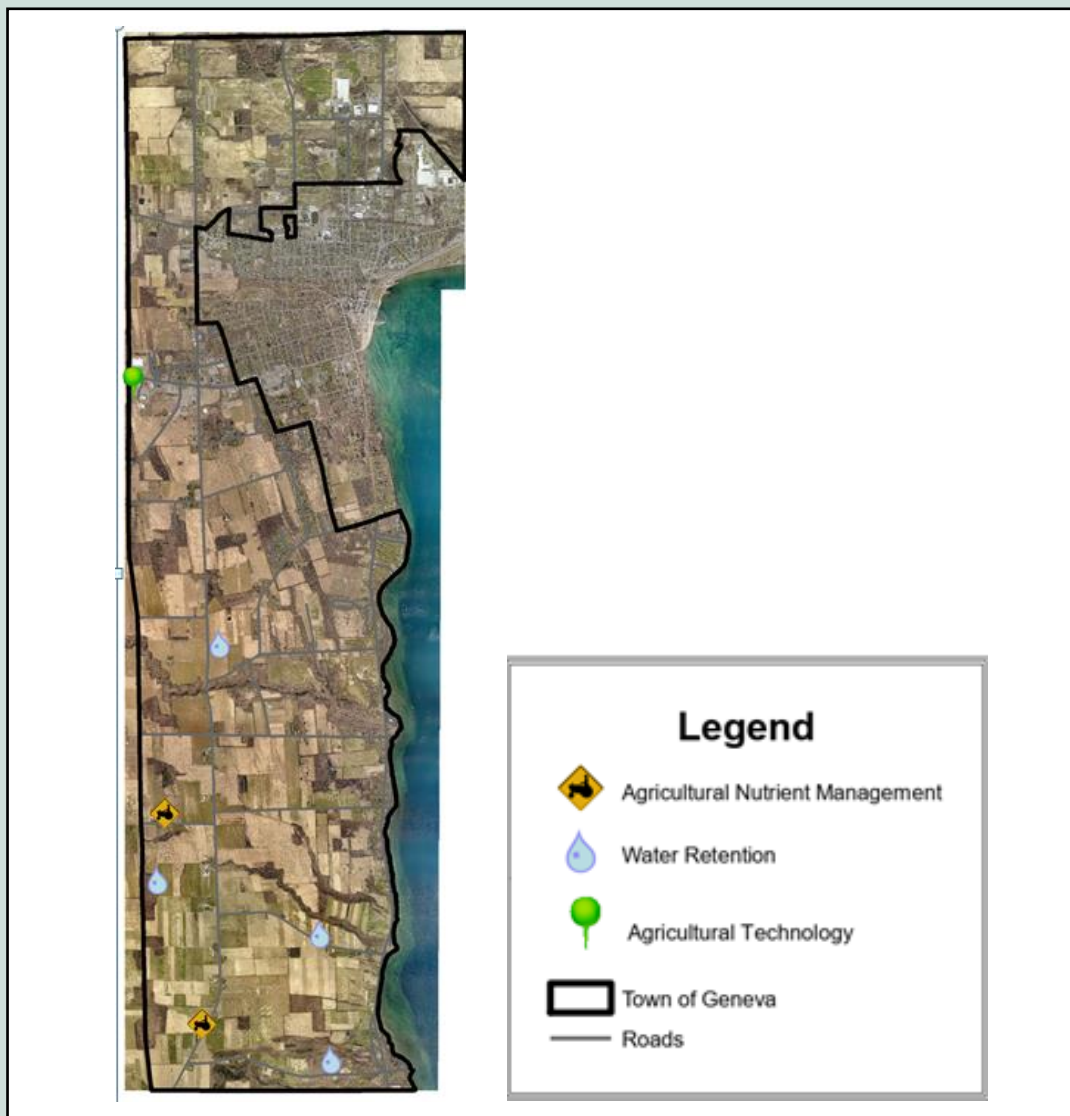
Geneva Foreign & Sports 1972 (Top) and 2020 (Bottom)



Recent Agriculture Best Management Projects in Geneva

The spring of 2021 has provided good conditions for the planting of annual crops and the development of perennial fruit and hay crops. But it takes more than a good growing season to be successful in farming. Some of our most important agricultural resources are the skillful soil and water management practices used by the Town's farmers. The following article by Tucker Kautz, Senior Conservation District Technician for the Ontario County Soil and Water Conservation District, illustrates some of the stewardship projects Geneva's Lake Friendly Farmers have implemented. Kautz writes:

Agriculture is by far the largest land use in the Seneca Lake Watershed. The Ontario County Soil and Water Conservation District has recently partnered with several local agricultural producers in the Town of Geneva to install best management practices within the Seneca Lake Watershed. By installing projects such as smart sprayer technology, nutrient management, cover crops, buffers and upland water retention structures we are able to reduce sediment and nutrient loss from the landscape and improve overall water quality throughout the Seneca Lake Watershed.



Recent Agriculture Best Management Projects in Geneva (cont'd)

Recent Best Management Projects in Geneva (2018-2020)



This $\frac{3}{4}$ acre Water and Sediment Control Basin system (left) was installed on agricultural lands owned by Bruce Reed along Reed Road in the Town of Geneva. The basin collects upslope storm water and allows this water to exit the cropland in a non-erosive manner over several hours following a storm event rather than all at once. This project intends to show a 75% reduction in water volume leaving the field in a storm event.

This 30' sod buffer strip (right) is located on land owned by Hansen Farms along County Road 6 in the Town of Geneva. A properly designed steam buffer can help reduce nutrient & sediment loss by up to 50% in the treated area.



This $\frac{1}{2}$ acre water retention basin (left) was installed on farmland in Geneva owned by Ralph and Dee DeFelice, and worked by Pedersen Farms. This basin controls water off almost 50 acres of watershed and shows a 80% reduction in water volume leaving the site in a storm event. This basin also has a high wildlife habitat value.



This wheat cover (left) was crop planted by Hansen Farms along County Rd 6 in the Town of Geneva. While simple, this basic cover crop protects the soil over the winter months and can show soil savings up to 2 Tons per acre, per year.

Fire Department Highlight – West Lake Road Fire Association

- From Town Councilman Bob McCarthy, Chairperson Geneva Town Fire Protection Committee

The Town of Geneva is very fortunate to be served by three volunteer fire departments. The dedication and commitment by the men and women that make up these service organizations are appreciated by all, especially those people who have needed their aid. Over the next three issues

of the Town Times, each of the three fire departments will be highlighted. This first article in the series will delve into the West Lake Road Fire Association (WLRFA).



WLRFA is the oldest of the Town's three volunteer fire departments, having been established in 1956. It protects lives and property from Turk Road south to the Town of Benton, and also provides some protective services for Benton.

The total membership in the Association is fifty-three, some of whom are life members. Active, certified members number twenty-five, with the youngest being sixteen years old. Two of the life members have been around since the Association's inception, and indeed helped to build the headquarters that is still in use. Multiple generations from several families form the membership's core. The Association also uses networking, social media, and the Recruit New York program to attract volunteers. The average responder rate per call (all types, whether Emergency Medical Services (EMS) or other) is nine volunteers, which Chief Nate Martin feels is "excellent". West Lake Road responds on average to one hundred calls per year.

Training is a time consuming yet necessary part of being a volunteer. It occurs every Monday night, sometimes in conjunction with other volunteer fire departments. Because of the uniqueness of some of the terrain located in WLRFA's area of protection, such as the gorge on Kashong Road, one Monday per quarter is dedicated to rope rescue training. Search and rescue training on Seneca Lake with their rescue boat is also a part of the training they offer for their volunteers. The training requirements take up so much time that in some cases it has proved too demanding for volunteers with full time jobs and young families. An innovation that has come out of the Covid restrictions is an ability for volunteer fire departments to provide on-line training for certifications and recertifications for those with EMS credentials. Chief Martin is hopeful this will help the retention rate of volunteers.

Fire Department Highlight – WLFRA (cont'd)

The present array of equipment at West Lake includes two class A pumpers, a mini engine for access to the congested lake front properties, a rescue truck, and a rescue boat for mishaps on Seneca Lake. Their most immediate needs are an upgrade to the small truck that helps fight fires along the lakefront community and a new building. The size of equipment has grown since the facility's construction in 1956, and the present building's floor is cracking in many places. A third-party assessment of their facilities is being explored.

The Association raises its funds from raffles, dinners (an August chicken BBQ is fast approaching), service contracts with the towns of Geneva and Benton, and grants. Their success in securing grants for funding has been notable, but is focused mainly on protective equipment and other safety issues; funding for apparatus is difficult to attain.

WLRFA has greatly benefited from the longevity of its leadership. On the business side, the Board of Directors is led by President Kaitlyn McWilliams, Vice President Bruce Reed, Secretary Jason Taylor and Treasurer Joe Reed. Don Hansen, Dan Smith, and George Smith serve as Directors. The protective services are headed by Chief Nate Martin, who is aided by Assistant Chiefs Aaron Fitzgerald and Jessica Reed. The Captains are Chris Hansen and Mike McWilliams. Jason Taylor and Laura Hansen serve as Lieutenants. Please contact any of the above if you want more information concerning WLRFA, or better yet, become a volunteer firefighter or emergency responder!

Water & Sewer Department

- From Charlie Bracko, Water and Sewer Superintendent

During the summer months the Town of Geneva Water and Sewer Department performs maintenance on its water and sewer system and facilities in the town. This maintenance includes operation of its water main line valves and its customers' water shut-off valves. Operating these valves assures that the valves will work during an emergency situation. A checklist of valves that have a problem is made and then will be repaired.

Water line and sewer line easements are kept mowed and any fallen trees are removed so that the mains are accessible in an emergency. The department also keeps the Kashong Conservation Area mowed and trimmed so that it is enjoyed by the many people who visit there. Mowing and upkeep of the grounds at other town facilities is done by this department as well.

The Water and Sewer Department also helps with the bike park at the Town Hall and will be assisting with the future soccer/lacrosse field.

The Kashong Pumphouse Water Improvement project is moving forward. Plans have been sent to the State Department of Health. We are waiting for approvals. The project is being done in coordination with the Town of Seneca.

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!

Sustainability Committee

- From Jennifer Grant

Free Stuff Day was a Success!

The Town Sustainability Committee sponsored a "Free Stuff Day" on May 16th as an effort to keep material from ending up in the landfill. It was like a yard sale, but everything was free. In the morning people brought items they were ready to pass-on to the lawn in front of the Transfer Station. In the afternoon, people took items they could use. The stuff included small appliances, tools, books, toys, bikes, lamps, chairs, and more. We filled up half the lawn area, and most items were taken. At the end, a few items were moved to the Town trash or recycling; and a truckload went to a donation center. Overall, we believe that many Town residents were motivated to clear out some unwanted items, while others found some useful gems. Many thanks to the volunteers that made this possible. We plan on another Free Stuff Day in the fall. Stay tuned for the date! In the meantime, don't forget you can post items to give away or lend on the Town Exchange: https://www.townofgeneva.com/departments/town_of_geneva_exchange_items/index.php

Communications Committee

- From Kim Aliperti, Committee Chair

The Communications Committee is using this newsletter to tell you more about the different ways that town residents can get involved with their local government.

We have multiple committees and new members are always welcome. Are you a business owner, or just interested in business development? Consider joining our Economic Development Committee. Have a passion for the environment? We have a very active Sustainability Committee that is always looking for help. Most recently the Sustainability Committee was behind the Town Free Stuff Day, where residents could drop off gently used items in the morning hours, and in the afternoon, we held a free garage sale. It was a huge success! We have an Agricultural Enhancement Committee for those interested in preserving our farms and farm culture in Geneva. Outdoor enthusiasts might be interested in joining the Kashong Conservation Area Committee. And finally, we have a Parks and Recreation Committee which has been quite active with the new Bike Park, and is in the beginning phases of planning for a new box field behind Town Hall.

All of these committees have various volunteer opportunities. Check out the Town website or our Facebook page to see what is coming up each week!

For those interested in more of the work of the Town Government, positions open up from time to time on both the Town Planning Board as well as the Town Zoning Board of Appeals. Stop by Town Hall and fill out an application and when an opening occurs, we will give you a call. We hope you'll consider getting involved!

Contact Us

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