

Town Times



ISSUE

04 Quarter 4
2020

Upcoming Events:

October 17th–
Special Collection
Event – Electronic
Waste* Casella
Recycling Facility

October 17th–
Rabies Vaccination
Clinic 3019 County
Complex Drive,
Canandaigua

November 7th –
Organic Pumpkin
Collection
Canandaigua/Town of
Geneva/Victor

*Pre-Registration
required. Visit
OntarioCountyRecycles.org
for more information
or call 585-394-3977,
ext. 427 to register

Notice:

Slate Rock Road will
be closed between
November 15 and
April 15 to prolong
the life of the timber
bridge the road
crosses.



this issue

- Read about the work being done to the new bike park!
- Read this quarter's business highlight
- Read updates from the supervisor and various departments/committees

From Supervisor Mark Venuti

Dear Friends,

I hope you are well. Welcome to the 4th edition of Town Times. At this time, the beginning of October, the election season is in full swing. Millions are spent to persuade, and millions more to create negative feelings about the other side. I stay away from television news and sensational messages in other media. I get my news through reputable newspapers and magazines, where articles are reviewed by editors and fact-checkers, and I have time to be thoughtful. In college many years ago I was fortunate to learn how TV news uses drama to entertain and capture an audience, and how politicians use fear to manipulate people. Don't be afraid of your neighbor of a different persuasion. If you get to know them, you will generally find they, like most of us, are decent people doing their best to get through the territory. These days, because sources are so different, we don't have the same information, and that explains a lot about our divisions. As a lawyer I have learned there are always two sides to a story. Minds are like parachutes; they work best when open. Let's resolve to work for peaceful elections and any transitions that result.

Updates

Street Lights – All town street lights have been converted to LED, saving energy and the town about \$5,000.00 per year.

Town Budget – The supervisor and town board have been working on the 2021 town budget. With the help of department heads, the supervisor prepared the tentative budget, and presented it to the town board at the September 8 board meeting. The town board then had a work session at a special meeting on September 21, at which the tentative budget was reviewed and changes made. The revised budget, called the preliminary budget, was prepared and is available

Updates Continued

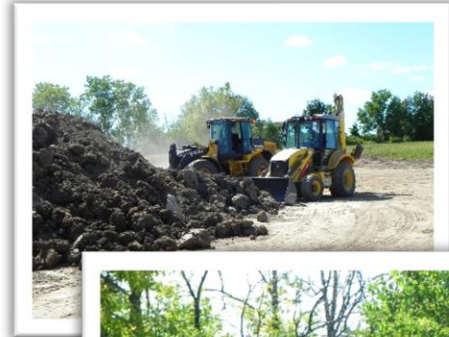
for review by the public. A public hearing on the preliminary budget will be held at the beginning of the October 13 town board meeting. Because of the revenue shortfall this year due to the loss of sales tax revenue from the coronavirus pandemic, and the expected shortfall next year, spending for the general fund in the 2021 budget has been reduced by \$107,730.00, or about 9%, and in the highway fund by \$143,837.00, or about 16%. The town will continue to provide reliable services to its residents, visitors and businesses.

Geneva Exchange

Don't forget about the town's new donate and lend program, which you can access at townofgeneva.com. Residents have used the exchange to obtain a bass guitar for a grandchild, and a sweeper perfect for their carpet. These and other items are available: lacrosse sticks, a small refrigerator, bowls, pots, and a Coleman lantern. Instructions and complete lists are on the town web site.

Bike Park

Construction of the bike park behind the town hall is progressing well. The runs that are complete have been kid-tested and they love it. Kids have to help before they can ride and have been working alongside parents during the first two work weekends. Come on out, grab a shovel or rake, and lend a hand. Saturday and Sunday, 9-5, lunch served at noon, October 10-11, and possibly October 17-18.



Contact supervisor Mark Venuti at supervisor@townofgeneva.com or 315-789-3922 if you'd like to join us for an hour or two. Many thanks to our friends who have donated money, time, equipment and provisions: Red Jacket Orchards, Club 86 Bagels and Cakes, Bejo Seeds, Geneva Bicycle Center, City of Geneva DPW, Town of Geneva workers, Heartwood Associates, Rob Poole, Vi Venuti and our many volunteers.

Above photos from Caroline Mantell.
Aerial photos below by Kevin Colton.



Business Highlight – Ontario County Economic Development Corporation

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

The Town of Geneva Economic Development Committee (EDC) committed to highlighting a business in the town each quarter for publication in the Town Times. This quarter, however, the EDC decided instead to focus on the Ontario County Economic Development Corporation (OCEDC). This organization is a resource that some businesses in Geneva have partnered with successfully. Yet, overall it is underutilized and deserves to have some light shown upon it so more companies can take advantage of its services.

The OCEDC is a private, not-for-profit corporation formed to assist in economic initiatives in Ontario County. Its team is headquartered at 20 Ontario St. in Canandaigua and is led by Economic Developer Mike Manikowski. His work is supported by Economic Development Specialist Suzanne Vary. The face of the OCEDC to many of Geneva's businesses is the County's Business Retention and Outreach contractor, Jim Armstrong.

One of the OCEDC's most widely used services is the gap financing they administer through Ontario County's Revolving Loan Fund. These low interest loans can fund building acquisitions, equipment purchases, and working capital.

Another widely used service the OCEDC offers is workforce training. They have strategic alliances with Finger Lakes Advance Manufacturers' Enterprise (FAME), Finger Lakes Workforce Interest Board (FLWIB), and Ontario County Department of Workforce Development. Through these groups, Geneva companies get help to develop a skilled and motivated work force that in turn makes their enterprises more successful.

Although many new and existing businesses are aware of state and federal incentive programs available to assist them on a variety of fronts, from energy audits to market assessments, they may be unsure how to access them. The experienced team at OCEDC help explain to business owners which programs they might qualify for and how to get the process started. Contact OCEDC for assistance with gap financing, employee recruiting or training, new lighting for your facilities, or navigation through the myriad of existing county, state, and federal incentive programs. They are in existence to help County businesses. Just reach out to the Town of Geneva's EDC by sending an email to RobertMcCarthy@TownofGeneva.com, and a meeting can be set up with OCEDC County Outreach Contractor Jim Armstrong.

Building Department

Despite all that has happened in 2020, the Building Department has remained very busy. We are currently ahead of last year's numbers for permits issued. Data information for 2020 is as follows:

- We have issued/renewed 28 Short-Term Rental Permits.
- We have issued 112 Building Permits. The total construction cost is estimated at 3,550,000.00.
- We have had 4 new homes and 2 new business permits.
- We have closed out 93 existing permits.
- We have over 150,000 square feet of commercial buildings approved but not yet under construction.
- We have had 423 Covid-19 related complaints, with follow-ups.

Current approved active projects include the following:

1. The Geneva Christian Church is building an addition onto the existing building. It will be used for a children's learning center.
2. The BJ's PUD - The old BJ's location has been approved as a Planned Unit Development. The existing building is being converted into a temperature controlled, self-storage facility. A mixed-use building will also be added to the front of the property in the future.
3. Ardennes Brewery will be a new brewery on Snell Road. They will be revamping the existing barn and completing some site work and landscaping.
4. Carter Road Solar Village - This is located behind the Wallace Solar Fields off Carter Road. It is a proposed 172-unit subdivision with single-family homes, townhomes, and rental units. Phase 1 received approval and is a total of 70 units. They should break ground in spring.
5. The mini storage facility on Route 14A is building another storage building.

Another focus of the department this year has been the Short-Term Rental code. Changes to the code were made earlier this year and we have received many inquiries about the changes and the how they apply to existing and future owners. We developed new forms to help explain the code. We have also developed new procedures to help notify the neighbors and the owners of what needs to be complied with as well as contact information for all the immediate neighbors.

It has been a very busy year, with the Covid-19 situation, the Short-Term Rental changes, building permits, and ongoing projects. There is a lot of interest in this community. We have had many inquiries looking at existing vacant buildings and properties as well as conversations on expanding current town of Geneva businesses. This promises to be one of the most active years to date and we are looking forward to what happens next year.

Lake Friendly Farm Awards

- From Mitch Wilber, Agricultural Enhancement Committee Chair

In 2020 the Town of Geneva recognizes two operations as Lake Friendly Farms: Reed's Farm on Reed Road and Vince DeBoover Farms LLC with its home farm on Ansley Road.

In 2017 the Town of Geneva began recognizing farms that implement practices to mitigate runoff to Seneca Lake. A farm designated Lake Friendly has to achieve or surpass tier 4 of New York State's Agricultural Environmental Management program, an initiative managed by county Soil and Water Conservation Districts that integrates planning, technical assistance, and grant resources to advance stewardship of the State's soils and waters. Previous honorees of the Town's program have been Ed Hansen Farms, Red Jacket Orchards, and Pedersen Farms in conjunction with Ralph and Dee DeFelice.

By investing in improvements that address farming on slopes, buffering streams, facilitating improved nutrient management, and adhering to other best management practices, the Reed and DeBoover families demonstrate land and water stewardship consistent with the objectives of the Town's Lake Friendly Farm program. The Town is fortunate to have such citizens and proudly acknowledges their contributions to agricultural environmental management.



Bruce Reed in front of his sign.



Martha and Ron DeBoover with Harold.

Reminders from the Town Clerk

- Town Hall hours are Monday -Thursday, 8am - 4pm
- School taxes (green paper) are paid at Five Star Bank.
- Construction Debris Bills need to be paid within 10 days. Payments can be made at the Town Hall or can be put in the drop box by the flag.
- The bin for home construction debris and large items will be removed after Saturday, October 31st. That will be the last day to use it.



Please drive slowly on Snell Road and White Springs Road. The deer are on the move because it is mating season, and hunting season is November 7 until December 13, 2020. Thank you and stay safe.

Water & Sewer Department

- From Superintendent Charlie Bracko

The Town of Geneva Kashong water plant project is moving along, the town is still waiting for its water withdrawal permit from the NYS Department of Health. The water withdrawal permit allows for additional water to be withdrawn from the wells for future water use needs. MRB Group, the town's engineering firm, has started the design of the upgrade needed.

The construction of the new well house building and pump improvements along with electrical controls replacement should start in 2021 and be completed by the end of 2021.

The Town of Geneva Water and Sewer Department has been exercising the water system's main line valves. This is done to make sure that they operate correctly when needed, such as during an emergency water break. Routine flushing of the water lines and hydrants is also performed.

The department also maintains the town sewer lines. The sewer lines are flushed routinely with our sewer flush truck. This assures that the main lines flow and operate correctly. The sewer system also has 3 pump stations that are checked daily and maintained.

The water and sewer department personnel assist in other areas, such as Town Hall repairs and maintenance, mowing, and upkeep of the town's conservation area and other town facilities.

Currently the department has provided assistance along with the Highway Department and help from the City of Geneva on the bike park being built behind Town Hall.

If you have any questions or comments please call the Water and Sewer Office at 315-789-6727.

Seneca Lake

The Town is a member of the Seneca Watershed Intermunicipal Organization (SWIO), which the town supervisor chairs. SWIO is an organization of the municipalities in the Seneca Lake watershed, which includes five counties and 40 other municipalities (towns, villages and the City of Geneva). SWIO works on water quality issues to improve the health of the lake, and hired the first Seneca Watershed Steward in 2019, Ian Smith, who has an office at the Finger Lakes Institute of Hobart and William Smith Colleges. Ian is working with municipalities and agencies on water quality projects and programs. Currently in a partnership with Keuka Lake groups, SWIO is working on a Nine Element Watershed Plan that will prioritize areas most in need of intervention to control pollution flowing to the lake, and improve the prospects for grants to fund water quality projects.

Highway Department

- From Superintendent Bernie Peck

In August we finished replacing a portion of a large cross culvert under Snell Road that had collapsed.

We have done some black top wedging on Turk Road to smooth the surface a bit.

A friendly reminder with winter coming: the town is not responsible for mailbox damage so please make sure that your mailbox post and all braces and fasteners are in good condition.

Below are tips from the Ontario County Highway Superintendents Association, the Ontario County Office of Sheriff, and the Town of Geneva Highway Department. Please keep in mind throughout the winter months!

- Motorists are encouraged to operate their vehicles at a reduced speed reasonable to the road conditions and poorer visibility due to blowing and drifting snow. Always drive defensively, keeping in mind that you could encounter black ice, a slow-moving snowplow, or other vehicles entering the highway. Brake in a safe and efficient manner.
- Do not follow snowplows too closely. Keep in mind a snowplow driver may back up at intersections to facilitate turning around.
- Remember bridges and overpasses freeze first. Also, check your tires. Do you have snow tires, or at the very least all-season tires? Are they in good condition? Always bring gloves, a coat, and boots in case your vehicle breaks down or gets stuck. Check the weather forecast and plan accordingly.
- When plowing out your driveway, the snow should be plowed from the road to the sides of the driveway. It is best to pile snow on the right side of your driveway as you face the highway. This will help prevent snow from being plowed back into your driveway by snowplow crews. **SNOW SHOULD NOT BE PLOWED FROM DRIVEWAYS ACROSS THE HIGHWAY. THIS IS NOT ONLY ILLEGAL, BUT SNOW THAT IS LEFT BEHIND IN THE HIGHWAY PRESENTS A HAZARD TO DRIVERS ON THE ROAD.**
- To ease the job of the snowplow crew, homeowners should shovel away the snow from around their mailbox. Not only does this allow for mail to be delivered, it also improves the visibility of the mailbox to snowplow operators. Unfortunately, mailboxes may be damaged during snow removal. The majority of damage done to mailboxes is from the snow coming off the plow wing. Often the mailbox post is old/rotten and in disrepair. Homeowners should check that their mailbox and post are in good condition and if not, replace them during the warmer months. The Town of Geneva Highway Department is not responsible for damage to mailboxes and repair is the responsibility of the owner.
- Do not park along the highway, in snowplow turn-arounds, or school bus turn-arounds. This is hazardous and can prevent the proper removal of snow. If your vehicle becomes disabled, first notify the Sheriff's Office, then try to remove the vehicle as soon as possible. If the vehicle is not removed, the vehicle may be towed at the owner's expense.

Be safe out there!

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.

Food in the Trash Creates Landfill Odor

If you don't like landfill odor, the Town has two ways you can help. The town's Recycling and Disposal Station has a bin for discarded food, and a free bucket for your kitchen to store it in between trips to the station. For the more adventurous, we have compost boxes for your yard worth \$100.00 but costing just \$20.00 – we will deliver and provide instructions and help as needed. You keep food out of the trash and watch it turn to a rich soil amendment you can use around your yard. Go to townofgeneva.com for more information.

Sustainability Committee

- From Climate Smart Coordinator Jacob Fox

The Town Sustainability Committee has been working on a few projects this summer. The first project is a Town-wide stormwater "listening session," where we are engaging residents about problematic stormwater flows. Residents have a unique insight into the stormwater flows in the town, and we are looking to gather information/pictures from residents. Please contact Jacob Fox, foxjacob@mac.com if you have info/pictures to share. Another project is the 4th webinar in our "Lake Friendly Living" webinar series. This webinar highlighted electric vehicles, and was co-hosted by Michael Amadori, HWS sustainability manager. You can find a recording of the webinar on the Town website. The last project is a native planting of beneficial plants in the Kashong Conservation Area green infrastructure ponds. Next time you go to the KCA, check out the ponds right off the orange trail! Those are just a few of the things we are involved in. Please reach out if you are interested in particular environmental problems or opportunities in the town and we can investigate.

Please note: The Sustainability Committee is now meeting every other month, at 7pm on the first Thursday of the month. Meetings will be at Town Hall and available via Zoom. The next meeting will be November 5th.

Communications Committee

- From Chair Kim Aliperti

The Town Communications Committee has been quiet for a few months, but we are back on schedule with our monthly meetings, generally held the first Tuesday of the month. If you haven't had a chance, take a look at the Town Website. It is up to date and features many new photographs showcasing all the Town of Geneva has to offer. We are working to update our Welcome Packet to reflect changes since Covid-19 and are going to be looking into creating a Town App with the ability to send push notifications to residents who download it. Stay tuned!

Contact Us

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