



Town Times

ISSUE
03 Quarter 3
2020

Upcoming Special Collection Events:

*Pre-Registration
required. Visit
OntarioCountyRecycles.org
for more information

**July 25th –
Residential Tire
Collection**
Farmington Highway
Facility

**August 1st –
Electronic Waste
Collection** Bristol
Highway Facility

**August 15th –
Residential Tire
Collection** Naples
Transfer Station

**September 12th –
Household
Hazardous Waste**
Farmington Highway
Facility

**September 26th –
Residential Tire
Collection** Recycling
Center/Landfill



this issue

- Check out our new Business Highlight Section!
- Read about the 2020 Lake Friendly Farm Award Winners!

From Supervisor Mark Venuti

Dear Friends,

I hope you are well and coping as we continue through the COVID-19 Pandemic. Although Ontario County and the Finger Lakes Region have entered Phase IV of the State reopening plans, we must continue to exercise the recommended precautions, like wearing face masks when in public, and avoiding large groups where social distancing is not possible. For information on mandated and recommended actions, and guidance for reopening businesses, go to forward.ny.gov.

Let us also be mindful we can have different opinions and still recognize we are all part of the same human family, doing what we can with what we have. One of my mentors says a smile is the most basic form of peace work. We can disagree and be kind to one another. It is also a time to be careful about the "news" we consume. If you hear or see something that pushes your buttons and makes you angry, consider it may have been created for just that purpose and may not be reliable. There are forces at home and abroad that seek to sow discord and divide us, and they manipulate words and images to manipulate us. Let's frustrate them and continue to work together to build the society we and our descendants can enjoy.

Check out our new program, the Town of Geneva Exchange, on the Town's web site, townofgeneva.com. On the Exchange you can list items you would like to donate or lend, and you can find items you would like to have or borrow. We help willing parties connect, and they work out the exchange. It's not for selling and buying, but giving and lending. As the saying goes, one person's trash is another person's treasure, so share the wealth and keep useful items out of the landfill.

The Town Hall is open Monday-Thursday; please wear a mask and practice social distancing. The Town Board meets the second Tuesday of the month at 6:00 p.m., but Town Board members and department heads are normally in the meeting room at 5:30 in case anyone would like to speak to any of us informally before the meeting. We are now back to meeting in-person in our large meeting room where there is space for social distancing – masks required.

Business Highlight – Vance Metal Fabricators

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

The company known today as Vance Metal Fabricators, Inc was founded in 1880 by James Vance under the name of Vance Boiler Works. Less than 1% of companies operating in the United States today were in business over 100 years ago. To survive and thrive for so many decades, a company has to be adaptable, innovative, and successful at carving a niche for itself in the marketplace. Vance Metal Fabricators certainly checks these boxes.

As its original name suggests, this Geneva company sold and manufactured boilers for the first 40 years of its existence. The turbulent 1920's and the Great Depression that followed caused the demise of many American companies, but Vance reinvented itself and survived as a boiler repair shop. Then in the 1940's Vance underwent another metamorphosis and emerged as a steel fabricator making such items as metal stairs, railings, window frames, and other light structural steel products. In 1966 Vance Metal Fabricators moved from the City of Geneva to its present location on Gambee Road in the Town of Geneva, and never looked back.

Today, Vance services the pump, transportation, mining, feed processing, renewable energy, and beverage industries with its products. This \$18 million Geneva company uses over 1068 miles of welding wire each year, has 3000 tons of metal pass through its shop on an annual basis, and fabricates tanks that hold over 2 million gallons of wine, cold brewed coffee, fresh fruit juices, cider, and spirits! Its customers come from throughout New England, the Mid-Atlantic states, and beyond. Vance stainless steel tanks can be found serving the beverage industry in over 30 states, as well as wineries right here in the Finger Lakes. Vance Metal Fabricators has earned the coveted International Standards Organization Certificate, which ensures its customers that this Geneva company adheres to the strictest global industry standards and newest technology in metal fabrication.

A company doesn't become this successful in today's competitive markets without some real advantages over its competition. And perhaps Vance's biggest edge comes from its local employees. In 2008 under the leadership of CEO Joseph Hennessy and Will Dobbin, Vance became an employee owned company. By instituting an ESOP (employee stock ownership plan), the workers at Vance have a vested interest in the success of their company. Their average employee tenure is 16 years, making this company of 85 people an anomaly in today's work environment. This loyalty leads to a continuity of performance and production that is truly a valuable asset.

The Town of Geneva is proud to be home to Vance Metal Fabricators. This company can look to its past with pride and, led by its excellent management team of CEO Joe Hennessy and President Pat Farrington, look to the future with excitement and confidence.

Building Department

- From Code Enforcement Officer Floyd Kofahl

With summer here there are many projects we are all looking to do. If you are not sure if your project needs a building permit, it is always best to call the Building Department and ask. Here is just a partial list of projects that require a building permit but are often started or finished without one:

- swimming pools – yes, even 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; and
- a new roof.

Without a permit and inspection by my office, the construction may not follow current code requirements and have to be redone. Another big problem with not getting a permit is the real possibility your insurance company will deny coverage if anything goes wrong and there is damage or someone is injured. I receive calls from insurance companies when a homeowner has made a claim checking to see if a building permit was issued; you can guess the outcome when I have to say we have no record of that.

Better safe than sorry. When in doubt, check, and don't take your contractor's word for it. My email address is codeenforcement1@townofgeneva.com, and the phone number is 315-789-3922 x 303. I look forward to working with you on all your future endeavors.

Virtual Waste Audits

Town of Geneva Climate Smart Coordinator, Jacob Fox, is offering to help residents divert waste from your landfill bins. This is a free town program where residents can contact Jacob to set up a time for a virtual waste audit. It can be arranged over phone call, zoom call, or at a location where you can socially distance. You can use this time to ask questions and discuss good tactics for recycling, composting, and overall landfill diversion. Jacob can provide you a short report with feedback and suggestions so that you can improve your waste management practices. This is a very flexible program that can be accomplished at a scheduled time or even through pictures or video materials. Often, the biggest thing standing between folks and landfill diversion is the knowledge about how to properly dispose or recycle waste, so let's learn together! This service is free to town residents! Please reach out to Jacob at foxfjacob@mac.com or cell number 210-833-8666.

Assessment Department

The Tentative Assessment Roll was filed on May 1st and Grievance Day was held on May 26th. The final roll was filed on July 1st and is available in the Town Clerk's Office.

Our last town-wide revaluation was completed in 2019 based on 2018 sales data. Since then, properties have been selling over the current assessed value, causing our equalization rate to fall. This means another town-wide revaluation will most likely have to be completed in the next couple of years.

REMINDER:

New homeowners need to register with NYS Tax & Finance for their STAR School Property Tax Credit at <https://www.tax.ny.gov/star/>

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 had 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.

Since the 1870s, the Reed family has grown crops on the western slope of Seneca Lake. Bruce and Susan Reed, with help from their daughter Jessica and son Kevin, today manage 54 acres of fresh vegetables, wheat, and soybeans. Bruce has implemented numerous conservation practices over the years to minimize soil erosion and storm water movement. The planting in strips and the grass waterways are apparent to an observer heading down Reed Road after sweet corn at the farm stand. Probably less obvious is the surface water retention project completed late in 2019 at the very western boundary of the farm. Designed by Ontario County Soil and Water's Water Resource Technician, Tucker Kautz, and constructed by contractor Lance Yonge, a berm, retention area, two vertical risers, and the tile network to which they connect prevent the start of unimpeded sheet flow from a heavy storm down the hill toward the lake. Funding was provided by the Finger Lakes-Lake Ontario Watershed Protection Alliance through the offices of the Ontario County Planning Department and the Ontario County Soil and Water Conservation District [OCSWCD].



On the left is Bruce Reed with one of the risers in the foreground.

Above is looking north from Reed Road with the berm seeding the lighter strip center right of the photo.

The DeBoovers have been operating a dairy in the Town since 1945. Currently milking 390 cows and growing 1,600 acres of crops, co-owners Ron and Martha DeBoover manage a staff of 11. That team includes their children who are the fourth generation on the land. The scale of their operations requires extensive nutrient management with manure handling being a significant regulatory challenge. Late in 2019, after almost four years of design, planning, and construction a new 2.9 million gallon storage containment was completed. This facility now eliminates what was previously almost daily spreading. With a storage, manure can now be applied based on crop needs and under favorable weather conditions. This improvement in management reduces the risk of nutrient loss to the environment. In two days this May the farm spread the manure accumulation from five months with, as Ron put it, “the discs right behind” incorporating it; Martha noted “you could hardly smell anything”. The \$660,000 project was designed by Jess Engineering of Alpine, NY and funded through cost sharing grants from the Cornell Dairy Acceleration Project, the National Resources Conservation Service [NRCS], and a NYS Ag & Markets Agricultural Non-Point Source Grant written and administered by the OCSWCD. A key development in recruiting support from NRCS was the DeBoovers seeding 35 foot riparian buffers along the section of Benton Run Creek that traverses their property, a conservation dedication of 12.8 acres.



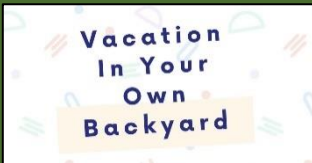
Left: Martha and Ron DeBoover with the 16' walls of the storage behind them.

Above is looking northwest from Ansley Road with their second free stall barn to the left and the storage to the right. All the vegetation in the foreground will remain uncultivated.

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.

Hunting Licenses for Sale beginning August 3, 2020

2020-2021 hunting, trapping, and fishing licenses can be purchased at Town Hall, over the phone via the DEC call center (1-866-933-2257/M-F, 8:30-4:30) and online through DEC's Automated Licensing System, DECALS (www.dec.ny.gov/permits/365.html). To find an agent near you, visit www.dec.ny.gov/permits/95448.html. Visa and Mastercard are accepted online and over the phone via the DEC call center. Payments at Town Hall cannot be accepted over the phone.



Vacation in Your Own Backyard

The Geneva Historical Society has created the *Vacation in Your Backyard* program to highlight activities that can be done in Geneva and help everyone enjoy the summer as we continue to make adjustments to our daily lives. To view all the different activities, play Geneva Bingo, Geneva Scavenger Hunt, or more information, visit the Geneva Historical Society's site at <https://genevahistoricalociety.com/programs-and-exhibits/vacation-in-your-own-backyard/>

Highway Department

- From Superintendent Bernie Peck

After getting back to full staff from the Covid-19 shutdown, we had some catching up to do. The town's tree planting program was 2 months behind; instead of being done in April it was not done until June. We still were able to plant approximately 100 trees this year. ***A reminder to those of you who received a tree: please keep them watered, especially during this dry spell!***

It also took us some time to get caught up on roadside mowing, but we are in pretty good shape now. Roadside trash, however, is becoming a real problem lately. We usually pick up roadside debris before we start mowing. Below is a partial list of items found in two areas:

Snell Road by Cemetery

- 7 tires
- 4 metal pails
- 1 chair
- 1 microwave
- Many plastic jugs

Snell Road by Orchard Park

- 2 tires
- Plastic jugs
- 1 pallet
- 1 television
- 1 chaise lounge

Many of these items get dumped due to the expense of getting rid of it correctly. For anyone who does not know, the town has a dumpster for a lot of this type of trash at the recycling center on White Springs Road. For 15 cents per pound you can get rid of it there. Call Town Hall for more details.

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.

Sustainability Committee

- From Chair Jennifer Grant & Climate Smart Coordinator Jacob Fox

It has been an exciting few months for the town sustainability committee. We kicked off the warm weather by having a few webinars on our Town's Lake Friendly Living program. The discussions focused around rain gardens and the role residents can play in protecting our watershed. The Town has an official "Lake Friendly Living" certification, where you can earn a sign to designate your home as a "watershed-friendly property" that improves soil and captures stormwater. Please contact Town of Geneva Climate Smart Coordinator Jacob Fox for info on the program, or check the town website.

Following these landscape focused webinars, the town hosted another webinar about landfill diversion called, "What's in your Trash." This webinar focused on personal waste audits, opportunities for recycling, and Town programs. You can find recordings of the webinars on the Town website, https://www.townofgeneva.com/town_committees/geneva_lake_friendly_living_educational_series.php. As always, we are looking to determine what kind of materials our residents are throwing in the landfills and if we can reuse or recycle. This journey of landfill diversion has led to some innovative town program like the bi-annual fix-it clinic, the backyard composting program, the C&D recycling bin, and many more. Our new program is called the "Town Exchange" where you can either donate or lend items that you are no longer or infrequently using. This program is aimed to build community through sharing resources, while also achieving landfill diversion.

https://www.townofgeneva.com/departments/town_of_geneva_exchange_items/index.php.

Lastly, don't forget to submit your questions about Lake Friendly Living:

https://www.townofgeneva.com/town_committees/lake_question_submissions.php

Please check out the Town website to learn more.

Town residents are welcome to participate in our monthly meetings, the first Wednesday of every month at 5:30 via Zoom videoconference.

Kashong Conservation Area Committee

- From Chair Mark Palmieri

With the pandemic disrupting our lives and keeping us from enjoying ourselves, it's good to know there's a place in the Town of Geneva that's safe, beautiful and easily accessible. Walking the Kashong Conservation Area will allow you the opportunity to escape the isolation we've all been enduring and enjoy the singing birds and blue skies. The spacious layout provides a perfect place for a comfortable stroll.

On your walk you'll be able to identify a large variety of plants, trees and animals. Of particular interest to lots of visitors to the KCA is the variety of birds. Swallows, robins, cardinals, bluebirds, hawks, osprey and even an occasional eagle are visible on the nearly 5 miles of trails.

So, if you feel the need to escape to a safe, pleasant place visit the Kashong Conservation Area. You never know, you might see a Bald Eagle.

Economic Development Committee

The Economic Development Committee met only once since the last quarterly newsletter due to the Covid 19 pandemic. Starting with this quarter's article on Vance Metal Fabricators, Inc. the committee will highlight a Town business each newsletter. For suggestions as to a business you would like to see featured, contact committee chair Bob McCarthy at:

RobertMcCarthy@townofgeneva.com

Water & Sewer Department

- From Superintendent Charlie Bracko

The New York State Water Infrastructure Improvement Act Grant was executed April 2 of 2020 in the amount of \$2,968,200 to the Town of Geneva. This grant allows the Town of Geneva and the Town of Seneca to make Improvements to the water systems. The improvements will provide the necessary water capacity to supply its customers for many years to come.

Well #4 has been drilled and tested. MRB group will be doing the design of the new well house building. The electrical engineers will be designing the electrical components and upgrades. Hunt engineer will design the new water tank in the Town of Seneca and the necessary upgrades for that system.

The Town of Geneva Water and Sewer Department has completed painting of all its fire hydrants in the town. The department will be excusing the water valves in the water system and flushing of the water mains this summer. The department provides quality water and sewer service to its customers in the Town of Geneva.

If you have any questions or comments please call the water and sewer office at 315-789-3922

Communications Committee

- From Chair Kim Aliperti

The Communications Committee has been active during the past few months, meeting on Zoom and making updates to the website. We have worked hard to streamline the site and reduce redundancies. In addition, a small group has worked together to update the photographs on the website to showcase our town. A special thanks to photographer Daniel Roman, who has donated his time and talent with a new batch of photographs on our site. Next time you are on the website, take a look around. We meet the first Tuesday of the month at Town Hall at 6:30.

Contact Us

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