



# 2016 ANNUAL REPORT

**Canandaigua Lake Watershed Association**  
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Phone: (585) 394-5030  
[canandaigualakeassoc.org](http://canandaigualakeassoc.org)



Member Households



Informational Workshops / Events

# You Made All This Possible

Your contribution to CLWA has made an extraordinary impact on lake protection. Here is a snapshot of what you are a part of as a member of the Association.

## Message from the President

As I approach the end of my two year term as your president, the message I included in my first newsletter article remains the same: "Share the Memories, Live the Legacy, Do No Harm."

The legacy over the past two years is our legacy, as the Board of Directors, and our many volunteers who have contributed mightily to our transformation as advocates and stewards of our 'great' lake. We have accomplished some amazing things, not the least of which is strengthening relationships with our partners, the Canandaigua Lake Watershed Council (CLWC), under the leadership of Manager Kevin Olvany; the Finger Lakes Institute (FLI) in Hobart and William Smith Colleges, Dr. Lisa Cleckner, Director; and the Finger Lakes Land Trust, Andy Zepp, Executive Director.

We are excited to report the development and growth of our various watershed programs, many of which you can read more about in this publication. We hope you take the time to review, ask questions, and if you'd like – find out how to become more involved in the CLWA mission.

We would like to thank the many of you who have contributed your time and financial resources to us over the past two years. We have significantly increased our membership numbers and dues revenue and our annual appeal has experienced great success during the past two years. Because of your generosity we have been able to increase our efforts to protect the lake. We are both grateful and proud of your participation and assistance. We will strive to make you proud of our efforts on behalf of you and the Lake we love and enjoy.

Tom Zimmerman  
President, Canandaigua Lake Watershed Association

## Program and Committee Accomplishments

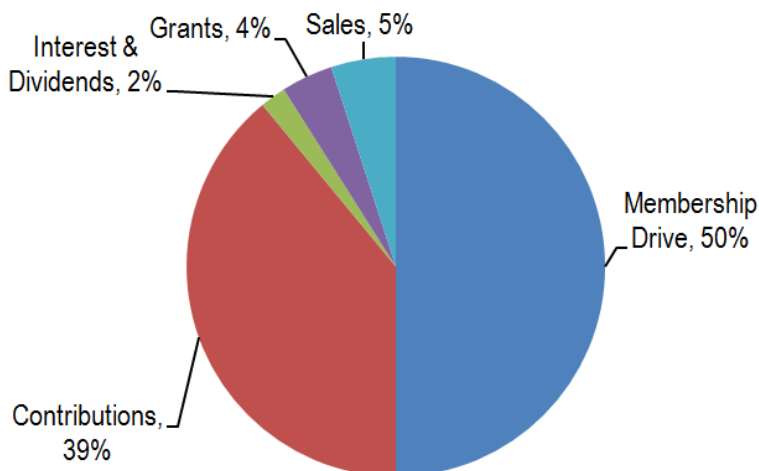
August 2015-August 2016

### Projects Committee

The priorities and emphasis for the Projects Committee have been the goals established at our committee strategic planning/budget session held last fall.

- Aquatic Invasive Species (AIS):** In 2016 the CLWA built upon our efforts and improved how we are working to prevent the further spread of Aquatic Invasive Species (AIS) at Canandaigua Lake. This has involved planning and coordination with our partners to source funding, plan and gain support throughout the Watershed for our AIS Initiative. We have developed what we hope will be an ongoing partnership with the Finger Lakes Institute, the DEC, the Watershed Council, State Parks and ourselves. This year we added another Disposal Station to the State Park Launch Site; worked to update and maintain the signage and/or Disposal Stations at the 15 launch sites around the lake; placed a 4' x 5' AIS sign at the main State Parks (north end) and DEC (south end) launch sites; developed a new AIS brochure which will also be used as a Regional Template for other lakes within the Finger Lakes Region; expanded use of Watercraft Stewards at the main State Parks and DEC launch sites; and expanded our efforts to educate lake users and residents about the dangers of AIS and how they can help to prevent the further spread. We are working with partners to secure needed funding to sustain this initiative into the future.
- Land Use Work Group:** Active board leadership and participation on the Land Use Work Group initiated by CLWA as a joint workgroup in 2014 and now chaired by the Canandaigua Lake Program Manager. Partners include the Canandaigua Lake Watershed Council, Ontario and Yates County Planning and representatives from the watershed's municipalities. We are seeing positive impact from this effort through modifications to current zoning with respect to lot coverage, building setback, drainage and erosion control practices and steep slopes regulation. The public education and recommended adoption of the Onsite Wastewater Treatment System inspection program is currently in process with four CLWA board members on the task force.
- Hemlock Woolly Adelgid:** Outreach and community education based on science to help maintain and improve water quality and the lake environment in light of ever changing conditions. We have continued and expanded the effort initiated in 2015 to educate and raise awareness on the threat of the Hemlock Woolly Adelgid insect and its potential long term harmful impact to the watershed. Conducted public training and seminars facilitated by our Consultant, Steve Lewandowski, supplemented with outside experts, as part of this program. In addition to CLWA funding and support, we have secured a \$3850 grant from PRISM to further expand this initiative in 2016/2017.
- Development Projects:** Ongoing proactive monitoring of development and proposed development projects in the watershed with significant potential impact, e.g., Everwilde, RSM, Komarek subdivision and evaluation of agricultural and farming practices.

## 2015 Fiscal Year: Support and Revenue





**PROJECTS COMMITTEE**

**FINANCIAL SUPPORT & FUNDING: (2015 and 2016)**

- Old Brookside Habitat Demonstration Project \$4,800
- Funding support for Watershed Program Manager Assistant Kim McGarry \$10,000
- Contribution towards the purchase of FLCC water quality testing equipment \$2,000
- The Seneca Heritage Initiative sponsored by the Town of Middlesex \$500
- Support of the Finger Lakes Land Trust acquisition of the Yancy property on East Lake Road, adjacent to Bare Hill \$3,000
- Funding, development, testing and coordination in partnership with the Council on the modeling tool for the assessment and analysis of Natural Capital. This analysis tool has already served as a useful assessment tool for evaluating natural capital and prioritizing the importance of a site. \$3,000
- Watercraft Steward/AIS Program \$18,150

**OTHER INITIATIVES:**

- Coordination and oversight for the CLWA Technical Consultant.
- Coordination and response to member inquiries.
- Oversight of the Secchi Disk Water Clarity Monitoring Program.
- Participated in bi-monthly meetings and contributed to discussions with the Finger Lakes Regional Watershed Alliance. FLRWA brings together lake associations in the Finger Lakes to share information and collectively join forces to advocate for mutually beneficial regional programming.
- Increased board and member representation on municipal boards and supporting committees.
- Identification, recruitment and training of new Projects Committee members to support ongoing success.

**Outreach Committee**

The Outreach Committee has been busy hosting year-round water quality workshops and talks, and participating in community engagement events. This year we increased our engagement on invasive species issues, with several important outreach events focused on the threat of the Hemlock Woolly Adelgid, and Aquatic Invasive Species.

In response to the Blue Green Algae event that occurred in the Fall of 2015, CLWA co-hosted a Blue Green Algae Forum with the Canandaigua Lake Watershed Council featuring presentations by leading experts at the Council, the DEC and SUNY ESF. Over 150 people attended, confirming that there is significant community interest in water quality concerns.

Other events included: Lake Friendly Living for homeowners, workshops on Conservation Easements, and a co-sponsored event on the Onsite Wastewater Treatment System law.

Additional outreach included weekends at the Canandaigua Farmers Market with educational literature for residents, and a presence at the Canandaigua Yacht Club's Blessing of the Fleet event. We even participated in several TV spots on Fox Rochester demonstrating proper Clean, Drain, Dry techniques!

**Membership / Marketing Committee**

We are pleased to report membership fund growth of almost 25% since this time last year! This is due largely in part to expanded efforts including a targeted mailing to non-members that live 500 feet from the lakeshore, and welcome mailing packets to new homeowners in the Canandaigua Lake watershed. Each of these mailings features critical information on what residents can do to protect water quality. We look forward to working with each new member to promote positive patterns of lake stewardship.

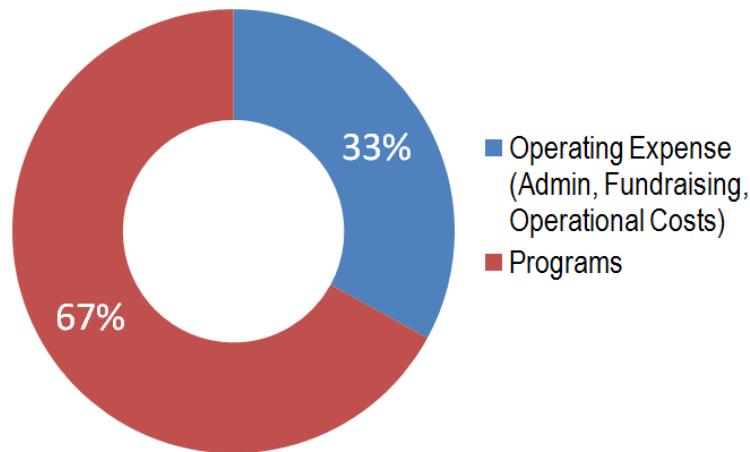
The Marketing Committee supports all of CLWA's activities and committees, and is instrumental in "getting the word out" about upcoming events, workshops, and Association initiatives. This year, Marketing has redesigned some of our educational outreach materials by adding current water quality concerns, including information on blue green algae and invasive species. We have increased our following on social media to over 900 "likes", and are using this platform as another tool to keep our members and the general public informed of topics related to the health of the watershed.

**Watershed Education Program**

2016 marks the 10 year anniversary of the Watershed Education Program, which has served over 19,000 students since its inception! Our program goals have always been to increase the awareness of water quality issues and watershed health while empowering young people to become stewards of their watersheds.

This year, we educated over 1,500 students in the Canandaigua, Naples, and Marcus Whitman School Districts, as well as expanding our reach to the Canandaigua Montessori, FLCC, Naples Little Bunch and St. Mary's School. Highlights include: surveys in Flint Creek in Italy Valley with the Marcus Whitman ECO program, our Watershed Exploration Day at Onanda Park for 244 third graders, and a storm drain marking project with St. Mary's middle schoolers. We are also pleased to have acquired two new Enviroscape models for program use with a generous grant from the Ontario County Water Resource Council!

**2015 Fiscal Year: Expenses**



# 2015-2016 CLWA BOARD OF DIRECTORS



Neil Atkins  
Projects Committee



Carol Benner  
CLWA Treasurer  
Executive Committee



Katrina Busch  
Executive and  
Marketing Committees



Ted Carman  
Projects Committee



Jack Dailey  
CLWA Past-President  
Executive and Projects  
Committee



Cecelia Danahar  
Projects and  
Nominating Committees



Marty DeVinney  
Projects Committee



Rob Gray  
Outreach Committee



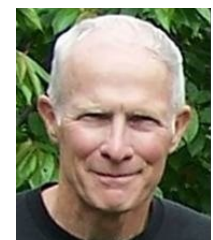
Nadia Harvieux  
Outreach and  
Nominating Committees



Chris Kansco  
Outreach Committee



Jodi Kaufman  
Membership Committee



Al Kraus  
Projects Committee  
AIS Project Director



Bob McCarthy  
CLWA Secretary  
Executive and  
Membership  
Committees



Tom Zimmerman  
CLWA President  
Executive and Projects  
Committees



Wade Sarkis  
CLWA President- Elect  
Executive and Projects  
Committees

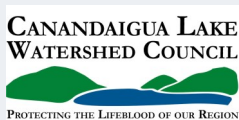


CLWA SUPPORT STAFF

From left:  
Stephen Lewandowski,  
*Watershed Consultant*  
Lindsay McMillan,  
*Administrative Coordinator*  
Edith Davey,  
*Technical Assistant*

## PARTNERSHIPS

Comprehensive protection of Canandaigua Lake requires the ongoing support and collaboration with an array of stakeholders. CLWA is proud to partner with the following organizations to preserve, protect, and promote Canandaigua Lake.



**The Canandaigua Lake Watershed Council** mission is to maintain and enhance the high water quality of the Canandaigua Lake watershed through

research, education, restoration and, if necessary, regulation. The Council strives to cooperate with partner organizations to effectively implement projects throughout the watershed that will protect and improve water quality.



The mission of the **Finger Lakes PRISM** (Partnership for Regional Invasive Species Management) is to reduce the introduction, spread and impact of invasive species within the Finger Lakes PRISM region through coordinated education, detection, prevention and control measures.



The mission of **The Finger Lakes Land Trust** is to conserve forever the lands and waters of the Finger Lakes region, ensuring scenic vistas, clean water, local foods, and wild places for everyone.



**Finger Lakes Institute (FLI)** is dedicated to the promotion of environmental research and education about the Finger Lakes and surrounding environments. In collaboration with regional environmental partners and state and local government offices, the Institute fosters environmentally-sound development practices throughout the region.

### ADDITIONAL PARTNERS

*Providing technical support and assistance on a local or regional level*

Finger Lakes Community College  
Finger Lakes Regional Watershed Alliance  
Ontario County Soil and Water Conservation District  
Ontario County Water Resource Council  
Ontario County Planning  
NYS Parks, Recreation and Historic Preservation  
NYS Department of Environmental Conservation  
Yates County Planning  
*... as well as the towns and municipalities in the Canandaigua Lake watershed*