

CANANDAIGUA LAKE WATERSHED ASSOCIATION

2017-2018 ANNUAL REPORT



CANANDAIGUA LAKE
WATERSHED ASSOCIATION

PO Box 323 Canandaigua, NY 14424
info@canandaigualakeassoc.org · (585) 394-5030



Member Households



Workshops & Outreach Events

You Help Make Our Work Possible!

Here is a snapshot of what you are a part of as a member of the Association.

Message from the President, Wade Sarkis

As you see in this Annual Report, CLWA continues to be very active and involved in water quality issues. Over the past several years, we have restructured our organization in response to rapidly changing threats to the watershed. Along with our commitment to advocate for Canandaigua Lake, our ability to provide timely information to our members and interact with the community are critical to our mission. By acting as a resource, CLWA is able to raise awareness regarding threats to water quality and generate positive responses through our initiatives. This report outlines our activities over the past year.

Our partnerships remain strong and we are grateful for our close working relationships with the Canandaigua Lake Watershed Council, Finger Lakes Institute and Finger Lakes Land Trust. We remain confident that the synergies created by working with our partners benefit the health of the entire watershed.

The past two years have flown by, and as I complete my term as President of CLWA I would like to thank my fellow Board and Committee members for their service to the cause. My job was made easier by the active and focused individuals who volunteer time and resources on a regular basis to ensure that CLWA upholds its mission while remaining responsive to ever-changing threats to Canandaigua Lake. Most importantly, I need to thank Lindsay McMillan, Association Director, for her dedication and enthusiastic spirit in keeping us organized and on task. CLWA is in very good hands as we transition to new leadership.

Lastly, we don't exist without you – our members. Your generosity and continued support provide the encouragement and funding we need to meet the challenges we face. As with all volunteer organizations, we also welcome your participation. Along with our citizen science needs, we are always looking for engaged individuals to join us on committees, on our Board, or in leadership positions with local municipalities. Please consider contacting us if you would like to learn more about how you can help out.

Thank you!

PROGRAM & COMMITTEE ACCOMPLISHMENTS

Projects Committee

The Projects Committee is comprised of eight CLWA Board Members that meet throughout the year to develop programs and monitor activity around the Canandaigua Lake watershed. The Committee has identified the following programs as priorities for the organization this year:

Aquatic Invasive Species Program: CLWA has continued our involvement with the AIS initiative by sourcing funding, gaining support, and implementing actions to protect Canandaigua Lake from Aquatic Invasive Species.

Program efforts include ongoing maintenance of signage and disposal stations at 16 launch sites around the lake, and full time coverage of watercraft stewards at the State Marine Park launch in Canandaigua and the DEC launch in Woodville. This year, we built a shed at the Woodville launch to store materials and supplies for stewards. We have also secured funding to do additional outreach around the AIS program, including a new commercial promoting the Clean, Drain Dry guidelines.

Investment in New Equipment for Harmful Algal Bloom Monitoring: In response to the growing concern of Harmful Algal Blooms (HABs) in our lake environment, CLWA entered a partnership with the Finger Lakes Institute, the Seneca Lake Pure Waters Association, and the Canandaigua Lake Watershed Council to purchase a sophisticated piece of testing equipment (fluoroprobe) to test for blue green algae chlorophyll-a. This investment will allow for timely response and communication with our membership on water quality conditions during HABs related events.

Water Resources Protection Workshop: A collaboration with the Ontario County Planning Department, this workshop was designed to present community planners with a visual demonstration on the impacts of land use and propose best practices that can help protect the water quality of Canandaigua Lake. Over 40 municipal board and committee members in Ontario County in attended the workshop in March 2018.

Soil Health Workshop and Pasture Walk: In April 2018, a Soil Health Workshop was presented at the Naples Fire Hall to over 50 individuals in the agricultural community, preceded by a pasture walk at Sweet Grass Meats Farm. The opportunity to engage with the agricultural community to encourage healthy land for the betterment of water quality is an important initiative for the organization.

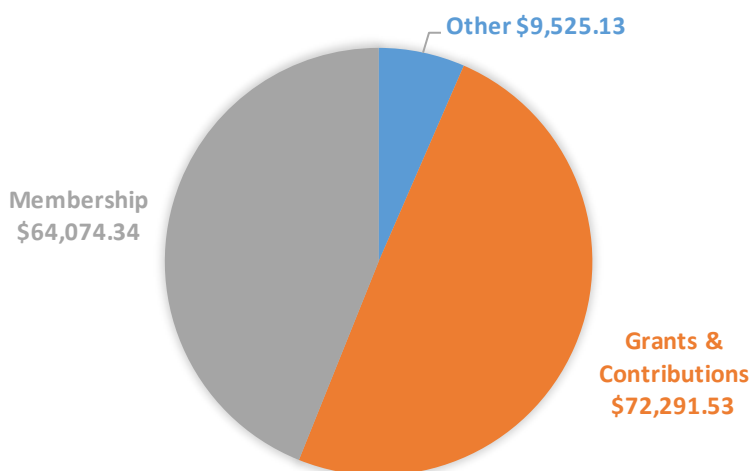
Hemlock Woolly Adelgid Education and Outreach: Outreach and community education based on science to help maintain and improve the lake environment in light of invasive species. CLWA continued our partnership with the NYS Hemlock Initiative based out of Cornell University to provide a HWA Workshop in South Bristol in early 2018. A targeting mailing to property owners with hemlock trees in the Middlesex area was sent and we continue with HWA survey work through volunteer involvement.

5 & 20 Wetland Restoration Project: CLWA provided wetland plantings and volunteer assistance to complete this 25-acre wetland restoration project in the Sucker Brook watershed along with the Canandaigua Lake Watershed Council and the Town of Canandaigua.

Support for several wetland restoration projects to come in 2018 /2019 including:

- The Fallbrook Restoration project on the FLCC campus, which will convert peak flows into a 17-acre retention area for treatment before reaching the lake
- The County Road 30 project at Outhouse Park in the Sucker Brook watershed
- The Naples Creek / Parish Flats projects, which is designed to alleviate flooding around the State Route 245 bridge and areas to the east

2017 INCOME





Workshop / Event Attendees



Citizen Science Programs



Boats Inspected for AIS



Students Received Watershed Education

OTHER INITIATIVES AND ONGOING PROJECTS:

- Representation of CLWA at municipal meetings and hearings.
- Representation at 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.
- Support for increased water quality monitoring for the Summer of 2017 and 2018, including increased sampling sessions during peak Blue Green Algae alert times.
- Sponsorship of three FLCC Conservation Students to attend Conservation Field Camp.
- Funding support for Watershed Council Technician Kim McGarry.
- Support for the Seneca Heritage Initiative sponsored by the Town of Middlesex.
- Active board leadership and participation on the Land Use Work Group.
- Ongoing partnership with Finger Lakes Land Trust to support the acquisition of lands in the Canandaigua Lake watershed.
- Coordination and response to member inquiries.

Citizen Science / HAB Committee

In early 2018, CLWA initiated a new Citizen Science / Harmful Algal Bloom (HAB) Committee in response to our growing involvement in community science programs. The Committee helps oversee three citizen science initiatives. With the goal of understanding our lake ecosystem better, CLWA is partnering with local, regional and state water quality experts to train volunteers in collecting a wide range of data about Canandaigua Lake. This year's citizen science programs include:

- **Volunteer HABs Shoreline Monitoring Program** Our newest program launch utilized volunteer assistance to proactively monitor 18 zones around the lake for HABs. Volunteers are trained to survey and test water quality. A partnership with the Finger Lakes Institute allows for timely reporting on HABs occurrences in the community.
- **Secchi Disk Water Clarity Monitoring** Volunteers collect water quality data weekly at 17 sites on the lake through the secchi disk program.
- **CSLAP** Volunteers collect bi-weekly samples from two set monitoring locations from June through September as part of the Citizens Statewide Lake Assessment Program (CSLAP).

Community Outreach Committee

This spring, the Community Outreach Committee launched the "Lake-Friendly Lawn Care" initiative to help combat the amount of pesticides and fertilizers entering our waterways. Homeowners that pledge to do all they can to protect water quality can proudly display a lawn sign to spur conversation among neighbors and friends. The Committee has been rolling out the program at various events like the Canandaigua Farmers Market, the Town of Canandaigua Open house and the Blessing of the Fleet event and we are enrolling many CLWA members and residents!

The Outreach Committee is also pleased to report that CLWA hosted 13 outreach events over the past year. Highlights include presentations on the Finger Lakes Mercury Project, the Importance of Phosphorus, and a Bird Walk at Lagoon Park. We look forward to bringing even more water quality topics to our members in the year ahead.

Membership / Marketing Committee

The most exciting effort by the Marketing Committee in 2017 was the redesign of the CLWA logo and brand. Since then, we have been infusing the new look and feel into our educational materials, outreach collateral, and communications. We have produced a new overview brochure that will be used in our mailings and at our community engagement activities. What's next? A new website and an aquatic invasive species video!

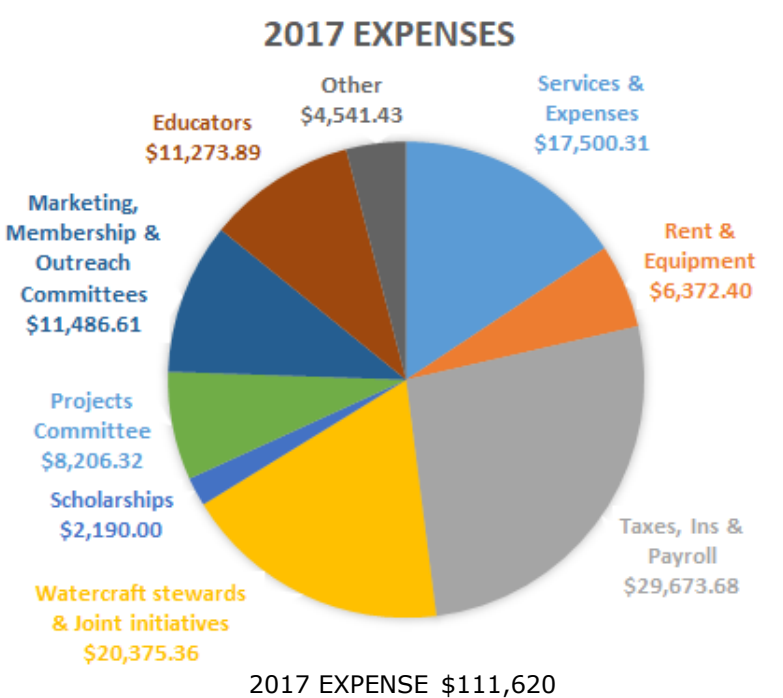
Beyond our traditional print materials and newsletters, the Marketing Committee also strives to bring you timely electronic communications on pertinent watershed topics. This past year, this included 47 email blasts and 85 Facebook updates. Be sure to follow us on social media, where you can be a CLWA ambassador and help us spread the word on water quality issues by "sharing" our posts with neighbors and friends.

The Membership Committee executes the organization's annual fundraising campaigns including the fall membership drive and annual appeal. Efforts to expand membership and awareness for CLWA included a targeted mailing to non-members that live 500 feet from the lakeshore, and new homeowner mailings to all home transfers in the watershed. Each of these mailings features critical information on what residents can do to protect water quality. We look forward to working with our new members to promote positive patterns of lake stewardship!

Watershed Education Program

The Watershed Education 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 school year, we educated over 1,950 students! This includes our ongoing programs in the Canandaigua, Naples, and Marcus Whitman School Districts for 3rd-6th graders, as well as preschool visits to Little Bunch and Canandaigua Montessori, visits to Marcus Whitman High School Chemistry classes, stream sampling and wetland walks with Naples Central, Watershed Exploration Day at Onanda Park, Summit in the Valley, and the Cummings Nature Center BioBlitz.



2017 - 2018 BOARD OF DIRECTORS



Neil Atkins
President-Elect
Projects & Executive
Committees



Carol Benner
Outreach & Finance
Committees



Katrina Busch
Executive &
Marketing Committees



Ted Carman
Projects Committee



Susan Carpenter
Citizen Science &
Projects Committees



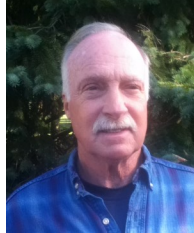
Dee Crofton
Citizen Science
Committee



Jack Dailey
Projects & Finance
Committees



Linda Dworczyk
Finance & Executive
Committee



Rob Gray
Outreach Committee



Nadia Harvieux
Citizen Science &
Executive Committees



Al Kraus
Projects Committee
AIS Project Director



Bob McCarthy
CLWA Secretary
Executive & Membership
Committees



Wade Sarkis
CLWA President
Executive and Projects
Committees



Gordon Stringer
Membership &
Marketing Committee



Tom Zimmerman
CLWA Past President
Executive and Projects
Committees



Beth Altemus
Watershed Educator
CLWA & Canandaigua
Lake Watershed Council



Becca Jensen
Watershed Educator
CLWA & Canandaigua
Lake Watershed Council



Lindsay McMillan
CLWA Association
Director

PARTNERSHIPS

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 protect the water quality and overall environment of the Canandaigua Lake watershed.



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.



Department of
Environmental
Conservation

The DEC Finger Lakes Watershed Hub was established in 2016 to address Finger Lakes water quality issues and develop new policies, programs, and technologies to ensure clean water for New York residents.



HOBERT AND WILLIAM SMITH COLLEGES

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.



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.

ADDITIONAL PARTNERS

Providing technical support and assistance on a local or regional level

- Finger Lakes Community College
- Finger Lakes PRISM
- 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
- ... and our municipal partners in the Canandaigua Lake watershed