



PRIORITIES FOR ACTION IN 2017: CLWA ANNUAL APPEAL

Later this spring, CLWA will ask you to join us in expanding our efforts to preserve, protect, and promote Canandaigua Lake through our 5th Annual Appeal Campaign.

The challenges to protect watershed health have increased over time, and we need your support now more than ever to ensure that these threats are addressed through innovative programs, partnerships, and projects.

This year's list of priorities was developed by the CLWA Projects Committee through our strategic planning sessions this past winter. These sessions helped us assess our current programs and develop new initiatives that will increase our capacity to protect land and streams, educate communities, and monitor watershed threats.

Here are the projects we hope you will support in 2017:

Continuation of the Aquatic Invasive Species Program: CLWA has worked with our partners to establish a multifaceted AIS program to prevent the further spread of aquatic invasive species by placing full time watercraft stewards at the lakes two busiest launches, and establishing educational signage and disposal stations at 15 locations around the lake. Though much work has been done, the AIS program has become a mainstay project to continue the fight against invasives in Canandaigua Lake.

Sucker Brook 5 & 20 Wetland Restoration Project: Sucker Brook has been identified as one of the watershed's most polluted tributaries. CLWA will support a wetland restoration project that is designed to divert a 20% of the stream's flow into a

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CANANDAIGUA LAKE FISHERY UPDATE

Thursday, June 15th 6:30 - 8 PM
Finger Lakes Community College Stage 14

DEC Aquatic Biologist Pete Austerman will summarize historical changes to fish populations in Canandaigua Lake and give the current status of the fishery. DEC fish management activities and current lake conditions that impact the fishery will also be discussed.

Join us!



INTRODUCING OUR NEW BRAND

By Katrina Busch, CLWA Marketing Chair

We are very excited to share the Canandaigua Lake Watershed Association's new logo and brand colors. Our marketing committee and entire board provided input and guidance for us to undergo a significant transformation in our look and feel. The new identity represents all of the existing expectations our membership and community knows we stand for while evolving our look to be more modern and encompassing of what we are as an organization.

The appealing and interesting design, developed by our friends at Roberts Communications, uses a slight interpretation of the "yin-yang" philosophy where two forces, seemingly separate from each other, are working complementary to each other. The new CLWA represents three key forces: land, water and wildlife—all working together to build a healthy watershed. These are key focuses of CLWA in our unwavering efforts to preserve, protect and promote the Canandaigua Lake Watershed today, and for future generations.

Here's a look at the logo versions we will be using and an example of the earthy and refreshing color palette.

ICON VERSION



BADGE VERSION



COLOR PALETTE OPTIONS





CLWA
Box 323
Canandaigua, NY 14424
(585) 394-5030

Email:
info@canandaigualakeassoc.org

Website:
www.canandaigualakeassoc.org

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PRESIDENT'S MESSAGE

Indirect Threats to Canandaigua Lake

By Wade Sarkis

Invasive species, erosion, sediment runoff and failing septic systems are all direct threats to Canandaigua Lake. We also face indirect threats brought on by technology, changing trends and politics. If not addressed, they will contribute to water quality degradation. Potential indirect threats include:

AMAZON. Not the river in South America, but the on-line shopping giant and its peers. The retail sales industry has changed forever and on-line purchases are rapidly replacing brick and mortar shopping. The result is declining sales tax revenue and the problem is showing up in the budgets of small towns like those in Ontario County and our watershed. For many towns, their share of the County sales tax revenue is a significant portion of their budgeted income. Declining sales tax revenue (mostly from declining East View Mall sales) means less money for Town budgets, and the potential for cuts to services, higher real estate taxes, or both. Higher taxes can force small cottage owners to sell resulting in larger new builds and more impervious surfaces adjacent to the shore. In addition, Towns may feel pressure to approve development on more sensitive land in order to expand the tax base. More intensive shoreline development is a threat to water quality. While it's nice to buy products on-line with no sales tax, the impact is being felt at the local level.

AIRBNB AND VRBO. These online sites allow you to make reservations and stay at people's homes, apartments or cottages when you travel. They may offer more comforts of home at better prices than hotels. It's a massive market and local residents and property owners have taken advantage of the opportunity already. Many homes and cottages on Canandaigua Lake are available to rent through these online services. The concern is the potential to overload fragile septic systems adjacent to the lake and its tributaries. A typical three bedroom cottage may normally host 4 or 5 overnight guest several nights per week. In a rental scenario, the same property may have 6 or 8 guests while occupied most of the season. That septic system is likely designed and approved for much less usage than realized as a rental. Overwhelmed septic systems have been identified as threats to water quality issues. The pressure to cover high carrying costs (like real estate taxes) can lead to more properties rented. In addition, rentals can be an attractive business opportunity for those wishing to capitalize on the lake's popularity. As Lake stewards, municipalities may be forced to update their zoning codes regarding rental properties.

FUNDING CUTS. Our region relies heavily on NY State programs and funding for water quality initiatives. Federal programs through the Environmental Protection Agency also have impacts on initiatives in the Finger Lakes. During the budget process, existing programs and funding, as well as potential grant money are all susceptible to cuts. We are seeing the Trump Administration propose a 30% cut to the EPA, for example. Threats like blue green algae are more than just an inconvenience. They can pose a health threat to the 70,000 people who get their daily drinking water from the Lake. Government funding is critical to maintain our existing programs and future initiatives in support of clean water. As citizens, we must let our State and Federal representatives know that water quality is a priority and deserves priority funding. CLWA recently sent letters to US Representatives Tom Reed and Chris Collins, advising that funding for water quality protection measures is needed now, more than ever. Copies of the letters can be found [here](#).

Some threats to water quality are more obvious than others. We must be mindful that popular trends, technology and political positions don't result in the unintended consequence of impaired water quality in our watershed.

Priorities, from Page 1.

constructed wetland to filter contaminants and to retain and control flood waters. Project is underway through the efforts of the Canandaigua Lake Watershed Council and the Town of Canandaigua; funding will support the purchase of plant material for the constructed wetlands.

Watershed Pollution Prevention Initiative: Preventing contaminants, nutrients, and sediments from entering the lake requires a concerted educational effort on the part of each watershed stakeholder group. CLWA has developed a series of educational "Best Practices" programs tailored to educate the agricultural community, landowners, and community planners on how they can help reduce water quality problems throughout the watershed. Read more about the first program for the agricultural community in the article below.

Hemlock Woolly Adelgid Outreach: This invasive forest pest has the ability to kill hemlock trees in the matter of a few years, posing a significant threat to the structure of our watershed gullies. In 2016, CLWA established an outreach and monitoring program with the help of our members and a PRISM grant. With the first step complete, we need your assistance to expand the program to provide landowners access to affordable HWA treatment options, and support the development of insectaries for biocontrols.

Enhanced Water Quality Monitoring Program: CLWA will collaborate with FLCC, the Canandaigua Lake Watershed Council and the Finger Lakes Institute to gain a more thorough understanding of blue green algae dynamics on Canandaigua Lake through an enhanced water quality monitoring program for 2017. Funding will support increased sampling during heightened alert times for blue green algae, tributary monitoring, and the expansion of CLWA's secchi disk program. CLWA will also support two additional sampling sites on the lake through our participation in the DEC's Citizens Statewide Lake Assessment Program.

Support to the Finger Lakes Land Trust: Preservation of natural lands in the watershed serves the land protection goals of the Finger Lakes Land Trust and the water quality goals of CLWA. In past years, funding has supported FLLT with acquisitions at Bare Hill, South Hill, Grimes Glen and Parish Gully. This year, we once again hope to contribute towards land protection on your behalf!

Keep an eye out for a mailing in May and consider matching last year's donation, or moving up the giving ladder. Help us take the next step towards healthy land and clean water!

SOIL HEALTH AND NUTRIENT MANAGEMENT WORKSHOP A SUCCESS!

Article with thanks to Edith Davey and Megan Webster

More than 175 farmers and other interested persons attended the Soil Health Workshop held February 16th at King's Party House, presented by Ontario and Yates County Soil and Water Conservation Districts and the Canandaigua Lake Watershed Association.

Fred Lightfoote, Town of Gorham Supervisor and local farmer, opened the program with welcoming remarks.

Steve Groff, a well-known farmer from Lancaster County PA, was the keynote speaker. He has conducted extensive cover crop research trials on his 225 acre farm over the past two decades and has developed both an effective tillage radish cover crop, and a Cover Crop Coaching enterprise.

Using cover crops to protect fields after harvest of low residue crops such as corn and soy beans has many benefits. Increased organic matter, improvements in soil structure, stability, and increased moisture and nutrient holding capacity for plant growth have all been demonstrated.

Groff urged farmers to pay attention to the "underground herd" of soil organisms ranging from bacteria to earthworms and other animals that play an important part in maintaining topsoil health. Minimizing tillage was advocated as a means to reduce soil compaction and increase organic material.

Other speakers included Karl Czymmek, Cornell PRODAIRY, and Tom Eskildsen, Yates County SWCD, discussing winter manure spreading guidelines and how manure fits in with crop nutrient needs. Beth Meyers, American Dairy Association, offered ideas of how to best address community perceptions about dairy manure management. Paul Salon, USDA-NRCS, displayed a tabletop rainfall simulator that demonstrated the effects of rainfall on various types of soil covers.

A panel discussion allowed attendees to ask questions of the presenters and farmers who have instituted the practices presented at the workshop. Al Kraus of the Canandaigua Lake Watershed Association gave closing remarks about the influence of farms on water quality in the lake. Future workshops are planned to focus on agricultural best management practices and new trends and technologies.



Paul Salon, USDA-NRCS, demonstrating a rainfall simulator

CLWA UTILIZES PRISM GRANT FOR HWA OUTREACH IN THE WATERSHED

First detected in the Canandaigua Lake watershed in November 2014, the Hemlock Woolly Adelgid is quickly becoming one of the more familiar invasive forest pests in our area. Public education and media attention have helped bring awareness to the community, and local monitoring efforts have started to track the progress of HWA in our watershed forests.

Our partners at the NYS DEC, the NYS Hemlock Initiative, the Town of Canandaigua, and FLCC are currently involved in important assessment efforts on public lands in the Canandaigua Lake watershed. Because this invasive has strong ties to water quality impacts, CLWA saw a unique opportunity to get involved in the fight against HWA by utilizing funds from a grant acquired through the Finger Lakes PRISM (Partnership for Regional Invasive Species Monitoring) to extend outreach to private property owners, who are by far the principal owners of hemlocks in the watershed.

PRISM Partnership to support local efforts

Efforts through this grant included the development of an HWA brochure “A guide for property owners on the impacts of Hemlock Woolly Adelgid”, which was distributed to 875 property owners in the Canandaigua and Honeoye Lake watersheds through a targeted mailing. Information on recognizing the signs of HWA, monitoring and reporting infestations, and treatment options were presented. Data provided by Ontario County Planning and FLCC helped us develop a list of property owners with confirmed presence of eastern hemlock- allowing us to get the most detailed information into the hands of property owners that may be up against HWA infested trees.

Three public outreach events were hosted on the impacts of the Hemlock Woolly Adelgid – two in the Town of Canandaigua and one in the south end of the watershed in Naples. Workshops were attended by 112 individuals, many of whom were private property owners looking to get details on treatment options. A “woods walk” through Grimes Glen provided hands-on training for volunteers. Sixteen individuals served as volunteers in some capacity, whether through local monitoring efforts, assistance with the distribution of educational materials in their neighborhoods, or serving as potential caretakers of insectaries.

Local monitoring of watershed forests was an additional component of this initiative. Volunteers and paid “scouts” surveyed 28 locations around

Canandaigua Lake and the western Finger Lakes region. Of these 28 locations, 11 were on private properties, and 17 were on public lands. All but 5 sites reported observations of HWA. 51 data points were recorded on these sites, which will assist with statewide monitoring efforts through the NYS Hemlock Initiative.

A prioritization matrix was developed for biocontrol consideration based on criteria such as percent slope, adjacent land use, and accessibility. Priority areas include Tannery Creek, and private lands on Seneca Point where infestation is heavy and property owners are interested in establishing and monitoring hedges as insectaries.

Follow Up

As the grant period comes to a close, CLWA needs the support of our membership to continue and expand the HWA program. Funds raised through the 2017 Annual Appeal will help us develop the next phase of this initiative, including a program to help landowners gain access to affordable treatment options for infested hemlocks. We will also like to assist willing property owners in prioritized areas of the watershed to site, plant and harvest insects for biocontrol from hemlock hedge/insectaries.

CLWA will continue to formalize relationships other organizations involved in monitoring and management efforts including Finger Lakes PRISM, the NYS Hemlock Initiative, Finger Lakes Community College, local towns and municipalities, and volunteers. A final presentation is scheduled for an upcoming PRISM partnership meeting.

The Final Report “Hemlock Woolly Adelgid Monitoring and Outreach in the Canandaigua Lake Watershed” can be found on the CLWA website. Check it out!

By the Numbers

28

Sites surveyed for HWA

51

Data points recorded

875

Property owners received HWA treatment information

16

Volunteers engaged in HWA

112

Workshop attendees

VOLUNTEER WATER QUALITY MONITORING PROGRAM

Would you like to assist with water clarity monitoring on Canandaigua Lake?

The volunteer "Take A Dip" Secchi Disk program was initiated by CLWA in 2010, and has proven to be an important component of the overall water quality monitoring efforts on Canandaigua Lake. Our group of dedicated volunteers provide critical data that notifies us of changes in lake health. In 2015, secchi disk volunteers were some of the first to notice a drop in clarity, which then lead to the first major blue green algae event on Canandaigua Lake.

We currently have 12 secchi disk volunteers, and are looking for more individuals to assist! Data gathered from these 12 sites supplements Dr. Bruce Gilman's data collected monthly at two mid-lake locations. On a lake of the size and diversity of conditions as Canandaigua, more sites and data are needed.

Interested? Here's a little more about the program

Volunteers are trained in the use of the secchi disk and take water clarity readings using their own boats, on their own schedules. Once a week readings during the months of June, July, August, and into September are ideal. Data is reported electronically to our volunteer program coordinator, Dee Crofton, who compiles the readings and sends them to the Association. CLWA works with the Watershed Manager and our partners at the Watershed Council, FLCC, and the Finger Lakes Institute to monitor these weekly lake clarity changes. The data is updated on the CLWA website weekly, making it available for concern citizens.

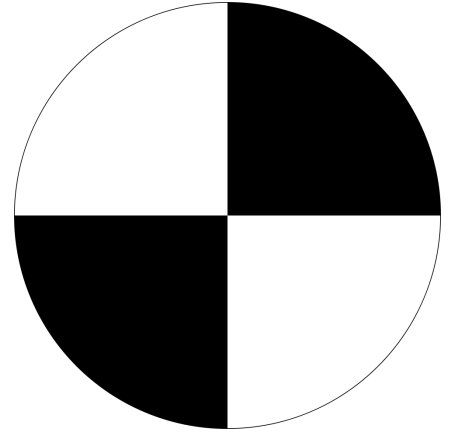
A training session on the FLCC Pontoon Boat will be set up later this Spring for interested volunteers. CLWA will provide all your materials.

Who can become a secchi disk volunteer?

Anyone that has regular access to a boat, has a genuine interest in citizen science, and is enthusiastic about lakes!

Sounds good! What's next?

Contact Lindsay McMillan at the CLWA office TODAY! Call (585) 394-5030 or send us a note at info@canandaigualakeassoc.org.



SUCKER BROOK CLEANUP AT THE OLD BROOKSIDE SITE

CLWA would like to say a hearty "Thanks!" to the volunteers that came out for a work day at the site of the Old Brookside Demonstration Project on a chilly, drizzly April morning.

Thanks go out to: Charles Parlotto, Brad Welker, Jack Dailey, Al Kraus, Neil Atkins, Linda Dworaczyk, Chuck Wochele, Wade and Joscelyne Sarkis, Joe Proe and Colden Proe for their assistance in the removal of woody debris and brush that had accumulated adjacent to the stream bed. The debris had the potential to impact flows and cause flooding issues downstream during heavy rain events .

The Old Brookside Demonstration Project was a collaborative initiative between CLWA and the Town of Canandaigua to restore habitat to a 4.45 acre piece of open space adjacent to the Old Brookside development off Buffalo Road. The project cut alien invasive species (almost entirely European buckthorn) and planted natives to create greater diversity of plant species and improve land for water quality. The site includes a stretch of Sucker Brook and one of its tributaries, and the removal of invasives affords greater protection (shade, buffer, erosion control) to Sucker Brook's waters.



YOUNG PEOPLE, BIG IDEAS

From the Watershed Education Program: Beth Altemus and Becca Jensen

After the autumn rush of searching streams for macroinvertebrates and hauling them to classrooms to study them with students, the winter brings a welcome change of focus and energy for the education program. This is our time to head indoors and get students thinking about broader concepts of land use and how humans influence water quality through their daily actions. Our lessons focus on how watersheds function and how runoff often carries pollutants with it on its journey from the land to the lake.

In January we visited the Canandaigua fifth grade for our classic, "Sum of the Parts", activity in which students review various land uses and employ them through artistic renderings on large pieces of paper representing various lands and waters. Then these parcels come together like a puzzle to create a map of the Canandaigua Lake watershed. Students can visualize and understand how their land use potentially impacts the water quality in all the other parcels within the watershed.

We also met with the third graders at Canandaigua in March and presented the three-dimensional Watershed Model. The kids always get a rise out of watching cocoa powder and Kool-Aid (representing common pollutants within the watershed) runoff the land into the lake!

For our annual Watershed Week at Naples, we visited grades 3-6 with the above mentioned lessons, plus a, "Build Your Own Watershed", lesson with the fourth graders and an introduction to aquatic macroinvertebrates with the sixth grade.

Perhaps the highlight of our winter was when, *on two separate occasions*, students told us that their parents no longer wash their cars on the street or in the driveway, parking instead on the lawn since they learned through the Watershed Education Program that it was better to let the soap and dirty water absorb into the ground rather than runoff into the storm drain! As environmental educators, it's the stuff of dreams to know that students have been empowered to turn their learning into action. Moreover, these moments were small but powerful reminders of how everyone has the ability to change their habits for the sake of clean land and water. After all, the accumulation of many small changes can ultimately lead to a great shift.



May 6th, 2017 Noon - 3:00
@ Naples Community Park

Learn about Climate Change in Naples
Bands, BBQ, Information from local
organizations and businesses

Be sure to visit Beth and Becca at the "Summit in the Valley" Climate Change Event on Saturday, May 6th at the Naples Community Park from noon-3 pm. They will have hands-on demonstrations with the watershed and wetland models. Great for the whole family!

DEC TO ASSESS STATUS OF WARM WATER FISHERY IN CANANDAIGUA LAKE

By Pete Austerman, DEC Region #8 and Al Kraus, CLWA Board Member

The Department of Environmental Conservation (DEC) likes to survey and evaluate the status of the warm water fishery in Canandaigua Lake every few years; the target being warm water species such as bass, perch, sunfish, and rock-bass. The DEC will be working to complete an assessment of the warm water fishery in Canandaigua Lake during the summer of 2017.

During the first phase of their study the DEC will be using boats to do some electrofishing at night during late May and early June. During this portion of the study the DEC will be primarily looking at the numbers, sizes and health of the targeted species. This process can be somewhat noisy since a generator is used to power the electrofishing equipment, but any disturbances will be temporary.

The second phase of the study will involve gill netting which is scheduled for the weeks of August 7th and 14th. Nets will be set into the lake in the afternoon and left overnight. The DEC will retrieve them the following morning. Buoys will be attached to each net. Everyone on the water needs to watch out for these buoys both day and night, but particularly at night. The buoys will have reflective material on them; however, the DEC has had problems with boaters running into them in the past.

Once the study is fully completed results will be made available to the boating/fishing public.

To learn more about the current status of the Canandaigua Lake Fishery, join CLWA on June 15th at 6:30 pm at FLCC for a presentation with DEC Aquatic Biologist Pete Austerman.



FINGER LAKES BLESSING OF THE FLEET SET FOR SATURDAY, MAY 27TH

By Neil Atkins



Bring your boat or just come down to the Finger Lakes Blessing of the Fleet on Saturday, May 27 2017 from 9am – 2 pm at the Canandaigua Yacht Club on West Lake Road.

CLWA will have representatives present with information on keeping Canandaigua Lake healthy.

Local clergy will be present to bless all watercraft that arrive by water, or by land on trailer in the drive-through blessing area. The US Coast Guard Auxiliary will give courtesy boat inspections and offer information on safe boating. The Ontario County Sheriff will have a patrol boat and personnel on site to talk about safe boating. OASIS Adaptive Sports (Outdoor Adventures for Sacrifice in Service) will have information on its programs, including a sailing program for veterans. There will be sailboat tours and sailing lesson information.

There will be complementary crepes and coffee by Simply Crepes in the morning and box lunches available for purchase at lunchtime.

Sailboat rides will be offered at 2 pm and the radio-controlled sailboats (1/4 scale Laser Fleet) will race at 2 pm right at the waterfront.

All are welcome!

Image from the CYC website



We are grateful to publish this incredible list of members and supporters. It is with YOUR assistance that CLWA is able to dedicate our efforts to preserving and protecting Canandaigua Lake for future generations to enjoy. Thank you! **We welcome new CLWA members, whose names are highlighted in bold.**

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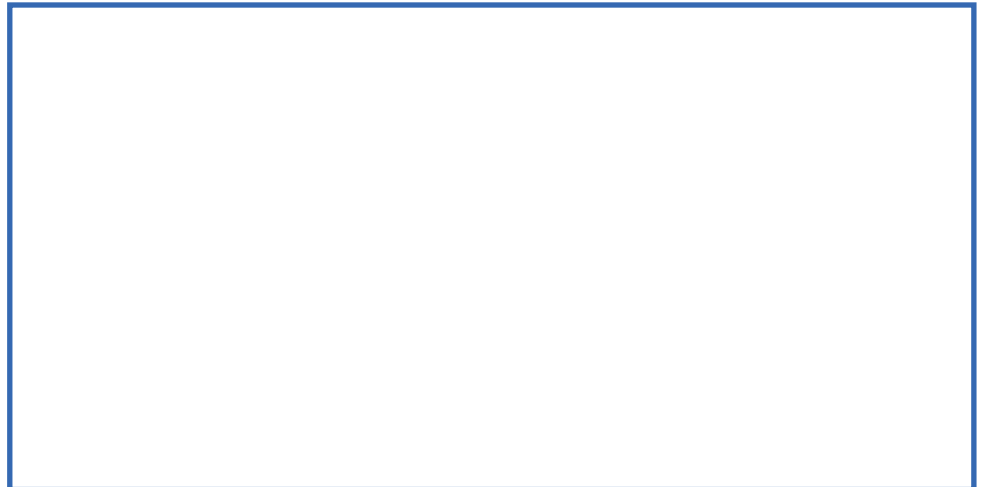
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5th Annual Canandaigua Lake Watershed Association

Photo Contest

Contest is open to amateur photographers. Up to three images may be submitted. Entries will be judged by a panel of professional photographers based on degree of creativity and overall aesthetics. Prizes will be awarded at the CLWA Annual Meeting in August.



Hunter Ford, 2016

Entry is Easy. Enter by 7/31/17.

1. Snap your photos around the watershed
2. Log in to **Facebook**
3. Find and Like Canandaigua Lake Watershed Association
4. Click on the Photo Contest icon
5. Follow the upload directions
6. And then share!

Note: You can also email us for an entry form:
info@canandaigualakeassoc.org or call 394-5030.