

CANANDAIGUA LAKE WATERSHED ASSOCIATION

2017 ANNUAL REPORT



CANANDAIGUA LAKE
WATERSHED ASSOCIATION

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

692

Member
Households

13

Informational
Workshops /
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

As you see in this Annual Report, CLWA has been very busy over the past year. While we have clearly defined goals and targets, many of those targets are moving – and some very rapidly. Invasive species and Mother Nature have their own agendas and tend not to cooperate with the best laid plans. Monitoring development and municipal decisions requires our continuous attention. Our Project list emphasizes water quality initiatives, many in conjunction with our partners. Our Outreach programs continue to be informative and well-attended. And, we couldn't be more proud of our outstanding Education curriculum for school children.

CLWA is a strong advocate for the watershed due in large part to the synergies created by working with our partners. The Canandaigua Lake Watershed Council, Finger Lakes Institute and Finger Lakes Land Trust are all vital to the ongoing health of Canandaigua Lake and we are grateful for the close working relationships with those groups and their very competent leadership.

Perhaps our greatest strength now lies in our ability to communicate quickly and clearly with our membership. Our social media and email capabilities allow us to keep you informed of important issues almost in real time. We welcome your feedback, as well, and try to respond to it as quickly as possible. The Board thanks Lindsay McMillan, Administrative Coordinator, for getting our message out and handling your inquiries. (Not to mention developing this beautiful Annual Report.)

Lastly, we don't exist without you – our members. Your generosity and continued support provide the encouragement we need to move forward enthusiastically. 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 in local municipalities. Please consider contacting us if you are looking to step up your stewardship efforts.

Wade Sarkis
President, Canandaigua Lake Watershed Association

Program and Committee Accomplishments

August 2016-August 2017

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 identified the following programs as priorities for the organization this year:

Aquatic Invasive Species Program: CLWA continued to strengthen the AIS Program on Canandaigua Lake to prevent the further spread of Aquatic Invasive Species. This has involved planning and coordination with our partners to source funding, plan and gain support throughout the watershed for the AIS Initiative.

Program efforts include ongoing maintenance of signage and disposal stations at 15 launch sites around the lake, and full time coverage of stewards at the State Marine Park launch in Canandaigua and the DEC launch in Woodville. Additional efforts are focused on education and outreach for the Clean Drain Dry regulations. As awareness for the NYS AIS Regulations increases, we are experiencing increased compliance in the boating community.

Municipal Education Program: A new initiative for CLWA this year, the Municipal Education Program 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. The program is presented by Watershed Educators Beth Altemus and Becca Jensen to the various boards and committees in the Canandaigua Lake watershed, and is scheduled to be included in a training session through the Ontario County Planning Department in early 2018.

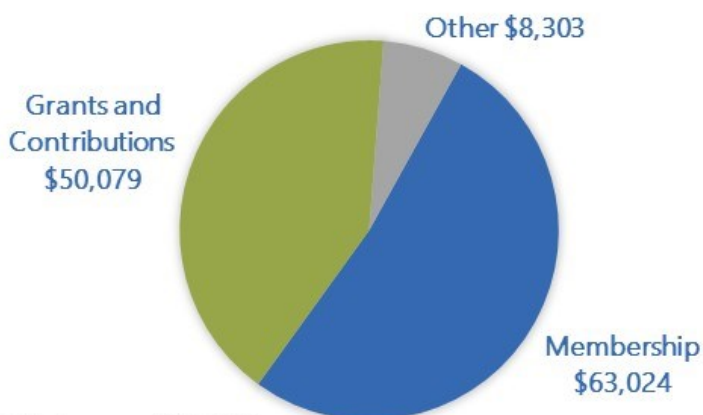
Hemlock Woolly Adelgid Education and Outreach: Outreach and community education based on science to help maintain and improve the lake environment in light of invasive species. In the winter of 2016/2017, CLWA utilized a grant from the Finger Lakes PRISM (Partnership for Regional Invasive Species Management) along with funds raised from the 2016 Annual Appeal to deliver a Hemlock Woolly Adelgid program aimed at outreach to private property owners, who are by far the principal owners of hemlocks in the watershed.

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, the delivery of three public outreach events, and local monitoring of watershed forests (28 locations surveyed for HWA).

The Information that was collected in 2017 is helping CLWA develop a prioritization strategy for treatment options. An insectary for the development of biocontrols will be planted in the Fall of 2017 at a property in South Bristol.

Best Practices Workshop: CLWA partnered with Ontario County Soil and Water District for the "Soil Health and Nutrient Management Workshop", the first in a series of best practices workshops for the agricultural community. 180 farmers attended to hear from industry leaders on topics including manure management, cover crops, and growing healthy soils. 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.

2016 FISCAL YEAR: SUPPORT & REVENUE



Total Income: \$121,406

596

Community
Members attended
events

4

Citizen
Science
Programs

15,382

Boats
Inspected
for AIS

1,600

Students
Received Watershed
Education

OTHER INITIATIVES:

- Representation of CLWA at municipal meetings and hearings.
- Participation 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.
- Continuation of work on the Old Brookside Habitat Demonstration Project.
- Support for the public education and recommended adoption of the Onsite Wastewater Treatment System Law in watershed municipalities.
- Support for increased water quality monitoring for the Summer of 2017, including increased tributary sampling and additional sampling sessions during peak Blue Green Algae alert times.
- 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. 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.
- Financial contribution for the Finger Lakes Land Trust for the acquisition of lands in the Canandaigua Lake watershed.
- Funding, development, testing and coordination in partnership with the Council on the modeling tool for the assessment and analysis of Natural Capital.
- Coordination and response to member inquiries.

Community Outreach Committee

The Community Outreach Committee has launched three citizen science initiatives for the 2017 summer lake sampling season. 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:

- Secchi Disk Water Clarity Monitoring - Volunteers are collecting water quality data weekly at 17 sites on the lake through the secchi disk program.
- CSLAP - Volunteers are collecting bi-weekly samples from two set monitoring locations from June through September as part of the Citizens Statewide Lake Assessment Program (CSLAP).
- Macrophyte Survey Program - A pilot project to monitor macrophytes (aquatic plants) in the nearshore environment. Four volunteers on Canandaigua Lake are collecting data on the species of native and non-native plants that are found throughout the summer months.

The Outreach Committee is also pleased to report that CLWA hosted and participated in 13 outreach events over the past year. Some of our best-attended events included "A Cultural History of the Chosen Spot" with Peter Jemison, the "Alien Invasives of Canandaigua Lake" presentation, and an HWA film screening and discussion at the Wood Library. We look forward to bringing more topics of interest to our members in the year ahead!

Membership / Marketing Committee

One of the Marketing Committee's most exciting initiatives this year has been the redesign of the CLWA logo and brand. 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. We are currently working on upgrading all of our educational outreach materials with the new look and updated content. These materials are utilized for outreach events, mailings, and community engagement activities.

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 each new member to promote positive patterns of lake stewardship!

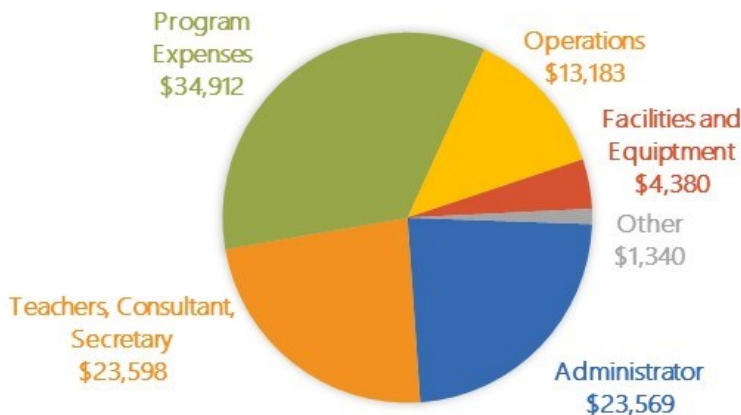
Watershed Education Program

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 year, we educated over 1,600 students! This includes our ongoing programs in the Canandaigua, Naples, and Marcus Whitman School Districts, as well as preschool visits to Little Bunch and Canandaigua Montessori, surveys in Flint Creek in Italy Valley with the Marcus Whitman ECO program, Watershed Exploration Day at Onanda Park, Storm Drain Marking at St. Mary's, and a program for the FLCC Wetland Ecology Class using the new wetland models.

New outreach this year included: new programming with Marcus Whitman and St. Mary's, and a Naples 5th grade "Wetland Walk", as well as the reintroduction of the "mini newsletter" for families. Our team also participated in the Summit in the Valley climate change event in Naples, and the "BioBlitz" at Cummings Nature Center.

2016 FISCAL YEAR: EXPENSES



Total Expense: \$100,982

2016-2017 CLWA BOARD OF DIRECTORS



Neil Atkins
President-Elect
Projects & Executive
Committees



Carol Benner
CLWA Treasurer
Executive & Finance
Committees



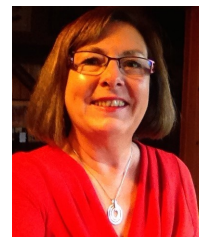
Katrina Busch
Executive and
Marketing Committees



Ted Carman
Projects Committee



Jack Dailey
Projects and Finance
Committees



Cecelia Danahar
Projects and
Nominating Committees



Marty DeVinney
Projects Committee



Linda Dworczyk
Finance Committee



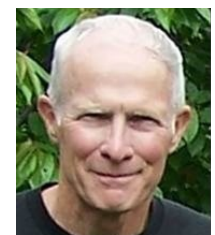
Rob Gray
Outreach Committee



Nadia Harvieux
Outreach, Nominating &
Executive Committees



Jodi Kaufman
Membership Committee



Al Kraus
Projects Committee
AIS Project Director



Bob McCarthy
CLWA Secretary
Executive & Membership
Committees



Wade Sarkis
CLWA President
Executive and Projects
Committees



Tom Zimmerman
CLWA Past President
Executive and Projects
Committees

CLWA PERSONNEL



Beth Altemus
Watershed Educator
CLWA & Canandaigua
Lake Watershed Council



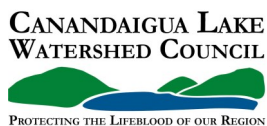
Becca Jensen
Watershed Educator
CLWA & Canandaigua
Lake Watershed Council



Lindsay McMillan
CLWA Administrative
Coordinator

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.



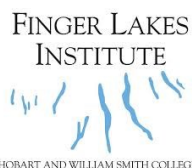
The **Canandaigua Lake Watershed Council** mission is to maintain and enhance the high water quality of the Canandaigua Lake watershed through research, education, restoration and, if necessary, regulation. The Council strives to cooperate with partner organizations to effectively implement projects throughout the watershed that will protect and improve water quality.



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.



HOBART 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.

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 watershed.