



# City Manager June 2025 Updates

## **Goal 1: Ensure Fiscal and Organizational Stewardship of City Resources**

### **2026 Budget Planning**

City council held a 2026 budget prep meeting where they discussed their priorities for the ~\$20M operating budget. The [full budget presentation can be found here.](#)

To begin the budget process City Departments have been asked to reduce their expenses outside of staffing by 5% to remain at a total operating budget that is roughly the same as the current year. Any expenses above the reduction level will be considered an above required maintenance (ARM) and will be submitted separately from the budget.

### **City Staff Vacancies**

The two cost savings vacancies that are currently in place as part of the 2025 budget process are a sergeant and police officer. The MEO to Laborer vacancy will begin the process to be filled. As will the vacancies created by the Director of Planning and Economic Development and the pending vacancy by the Recreation Director.

To assist in reducing the total 2025 budget a rolling vacancy of at least two positions must be kept until at least ~\$200,000 of cost savings is achieved. As of May 1, \$87,000 of cost savings has been achieved.

### **City Building Repairs**

City Hall: The Window Project is on hold until materials are delivered which is anticipated mid-June. Basement glass block windows have been installed.

Parking in City Hall Lot is open until further notice. Thank you for your patience while this project continues and at times is disruptive.

Lakefront Tunnel: The lighting system in the tunnel has been compromised, and the tunnel lights are being repaired. We are trouble shooting the problem. There are not currently cameras at the tunnel, and this is one area that has been identified for additional cameras as budgets allow.

### **City-Wide Camera Upgrades**

The City Cameras are coordinated by Intergrated Systems and we utilize radios to assist with the secure functions of the cameras. Unfortunately, the new radios were included in the "Tariff increase" so at this point the price of the radios more than doubled up. We are working with Integrated Systems to assist in getting new radios in place despite the increases. The reason we use radios for our camera systems is our cameras are on secure systems. Municipal surveillance cameras are not the same as home camera systems. We have steadily increased our camera surveillance each year, and at the same time need to increase our radio system.

## Goal 2: Promote Economic Development within the City

### 585 Exchange Street Development Updates

A team of City Staff, Councilmembers, Pivotal, Hunt, Greenleaf, and Taylor, are meeting on a bi-weekly basis to work towards moving the project forward. This month, Alyssa Williams from BDCL Architects joined the group to share initial design concepts. In the coming months community meetings will be held in the community to review potential designs and to gather input.

The group reviewed a market study conducted on the City of Geneva housing market; here is a quick breakdown of highlights on the market study:

- Market study looked at 206 sq. miles that would pull people for housing in the City. This is called the Priority Market Area (PMA); 33.3% of these households are renter occupied.
- Area Median Income (AMI) in the city is \$69,699 which is a lower priority market area (PMA) and than Ontario County
- The ratio of renter households in the City is higher than the PMA
- The study looked at 11 comparable developments from 1-14 miles away. The waitlists at these properties exceeded the number of supported unites for families. Indicating a significant unmet need for housing.
- No comparable properties offer rents at 30% AMI, despite 39% of the renters in the PMA earning less than \$30,000 per year, which is below 30% AMI
- The study shows support in the city of 200 units in a mix of 1 BR, 2BR, and 3BR units.
- A workforce housing serving individuals with 30%-80% AMR would have market support.
- With Lakeview Lofts and Home Leasing coming online along with this project, there is market support for all three projects. This project would be rightsized to 60-70 units.
- The target is to maximize state funding and tax credits.

Our next steps will be for the development team to complete the site survey and begin the SEQRA process next month. In July/August we will have community meetings. The plan is to appear to the planning board by fall with the project going to the state for funding by December/January.

### Funding for the Geneva Farmer's Market

The city has been provided \$50,000 to continue improvements to the Farmer's Market. This funding will assist in looking at furthering design concepts to increase food access to the City. Included in the funding are funds for administration, facility review/design, engineering, and more.

### 2025 ICMA Economic Mobility Cohort

The City of Geneva has been selected as one of fifteen cities in the United States to participate in the 2025 EMO Cohort. This opportunity will allow City staff to learn from evidence-based frameworks to help identify barriers unique to their communities, receive training from the creators of data tools and knowledgeable practitioners, and gain opportunities for peer learning. The grant includes \$20,000 to launch our initiative which will focus on aligning local resources with community-identified needs and developing supported, actionable pathways to economic opportunity for all. Our focus areas will be post-secondary education and workforce development, Housing and community development, and financial security. For information on the 2024 Cohort Cities visit [here](#).

## Finger Lakes Regional Economic Development Council Meeting at HWS

FLREDC met at Hobart and William Smith Colleges on June 3. The meeting kicked off with remarks from President Gearan sharing the collaborations with the City of Geneva and the importance of prosperity and continued investments from the public and private sector to encourage continued growth and success for both higher education and municipalities. As the host County, Chair of the Board of Supervisors, Jared Simpson and Director of Economic Development spoke about the recent housing study and the need for quality housing to spur economic development in Ontario County. Several projects were discussed with the need for continued expansion of housing throughout the entire county. The board meeting primarily focused on the New York State Consolidated Funding Application process, which the City will be applying for several grant programs to assist with infrastructure, storm mitigation, recreation and more. The Council will also be joining with the Western NY REDC to support an ACHIEVE (Advancing Collaboration for High-impact Initiatives for Economic Visions & Expansion competition) application.

## Planning Board Public Hearing Continuation

**Lakeview Health Services:** Lakeview Health Services will return to the Planning Board meeting on June 18 regarding their site plan and special use permit. This is a proposed five-story building, which meets current zoning for the downtown area.

The breakdown of the units are as follows (provided by Lakeview Health Services):

## Project Overview

### Current Tenant Mix:

- 6 units at 50% AMI (\$33,950-\$48,500)
  - Rents: \$875
- 20 units at 60% AMI (\$40,740-\$58,200)
  - Rents: \$900-\$1,100
- 11 units at 80% AMI (\$54,320-\$77,600)
  - Rents: \$1,250-\$1,450
- 37 units of permanent supportive housing units for individuals with a primary diagnosis of a mental health illness



### HOUSEHOLD SIZE

	1	2	3	4
AMI	person	person	person	person
30%	20,370	23,280	26,190	29,100
50%	33,950	38,800	43,650	48,500
60%	40,740	46,560	52,380	58,200
80%	54,320	62,080	69,840	77,600
100%	67,900	77,600	87,300	97,000

### GENEVA SALARIES

- Minimum Wage: \$34,320
- HWS Safety Officer: \$43,680
- High School Teacher: \$50,100
- Firefighter starting salary: \$59,835
- Nurse starting salary: \$69,000

## Goal 3: Increase and Sustain Intergovernmental Relations with City Partners

### Resource Recovery Park

City staff are happy to announce a new recycling collaboration with Vinny Aliperti, Owner and Winemaker of Billsboro Winery. A separate recycling bin will be utilized for all wine bottles and food grade glass. Wine bottles and "Food Safe" or "Food Grade" glass containers must be rinsed out.

Labels, capsules and collars are acceptable . Please note Pyrex and Ceramic is NOT allowed.

The collected materials will be transferred to a facility where the glass bottles are sorted by color, crushed and containments are removed. The recycled glass will eventually be mixed with other raw materials to create new bottles. There is no additional recycling charge to the \$20 annual fee for this service.

***The Resource Recovery Park is now open on Thursdays and Saturdays from 8:30am – 4:30pm.***

### Geneva City School District West Street School Project

Director Venuti, members of his team, and I have been meeting with the School District regarding their West Street School Project. We had asked for additional information related to the project so Director Venuti could keep council apprised of the project and work with the school to best meet the residents needs. While we have received much of the requested information from the school, last week we received notice from the school district's attorney which clearly outlines the school districts plan to move forward. The letter indicates the school district would pursue legal actions against the City should there be movement by the City to not allow this project to be implemented following the approval vote by the school district.

### Sewer and Water Fee and Rate Review

The City has contracted with GHD Engineering, Architecture & Construction Services to study the water and sewer rates and fees. The Town of Geneva has committed to financially supporting a portion of the costs associated with GHD completing the study. Additionally, the Town of Fayette, who has met with Mayor Valentino, and I have proposed an Intermunicipal agreement which would also pay for some of the study so that they can work with the City to utilize the City sewer facility.

The Director of Public Works and the Comptroller met with GHD to begin planning out the water/sewer rate study. Several different scenarios will be considered, including the way the Town of Geneva bills its residents. The Comptroller was concerned about accuracy and depth of running these scenarios internally because we do not currently have templates set up to incorporate different models. It will be much more thorough and accurate done as a part of the study. The plan is to have several options available for consideration of the 2026 budget in late August.

## **Goal 4: Develop and Implement Strategies to Create and Continue Dynamic Communications Regarding City Actions**

### **Community Conversations**

Our June Community Conversation will be on June 17<sup>th</sup> from 3pm – 5pm at the Welcome Center. The special guest will be Chief Eveland.

### **CGI Video Shoot**

The City has entered into a partnership with CGI Video to produce three brief videos highlighting the City. CGI Video shoot will occur June 10-12 throughout the City. Crews will be on-site collecting footage related to the three videos that will promote the City.

## **Goal 5: Enhance the Quality of Life for City Residents**

### **Kayak Vendor**

We did not receive any proposals for a kayak vendor at the Lakefront. We will review this for 2026 programming.

### **Richards' Park Playground**

The City of Geneva Buildings, Parks and Recreations Departments does an annual safety inspections of our playground equipment. This initiative prioritizes child safety and aligns with the National Playground Standards. Richards Playground is the oldest in the city and the equipment has exceeded its useful life and endured years of vandalism. DPW will be exploring new options for the space in the upcoming budget year. DPW is analyzing costs of equipment to replace this equipment with new amenities, and it was not part of the 2025 budget. The new parks nonprofit is currently conducting a survey on the parks and is interested in working with the City on this. Their survey can be found here:

<https://docs.google.com/forms/d/e/1FAIpQLScNGLEOVaAsIpACV5tGWsUJT8-4cmktL7DnRw8Zs01luJsj6w/viewform>

### **Kayak Storage**

The City of Geneva offers rack storage space for kayaks, canoes, stand-up paddleboards, and other pre-approved paddle crafts at Lakefront Park! The storage season is May 1st - November 1st.

Rental fees are:

Resident: \$100/rack space

Non-Resident: \$125/rack space

Spaces are first-come, first-serve. One paddle craft per rack space.

Payments can be mailed with application. Please make checks payable to CITY OF GENEVA. Credit/Debit payments must be made in-person at City Hall. There is a 3% convenience fee with all credit/debit transactions.

Forms can be mailed to: City of Geneva, 47 Castle St. Geneva, NY 14456. ATTN: Recreation Department

### **Soccer Tots**

Soccer tots has officially kicked off with nearly 50 participants. Soccer tots is for children ages 3-4 and held at the Recreation Complex on Monday evenings in May. Registration is available on the Recreation Website.

### **Storm Water Grant**

City Staff have meet with Seneca Watershed Steward Ian Smith to discuss project options around storm mitigation for a small grant opportunity (\$10,000).

### **Recreation Summer Camp**

Summer camp registration is now open for children ages 5-12. Camp runs July 7<sup>th</sup> – August 15<sup>th</sup> in ½ day or full day sessions. Information on summer camp can be found here: <https://www.cityofgenevany.gov/259/Recreation-Department> and scholarships are available!

### **Seneca Lakes Pure Waters Association Kiosk Unveiling**

The FLX chamber is coordinating an Open House and Kiosk First Look on Thursday, June 5 at 12pm. The event is being held at their new space on 20 Castle Street.

### **DPW Updates**

- Several staff either worked in preparation, attended and participated in the Memorial Day Parade.
- Hometown Hero Banners project installation has been completed.
- Submitted Intended Use Plan (IUP) Project Listing preliminary schedule and cost estimate application to the Drinking Water State Revolving Fund (DWSRF). Seeking funding for up to 750 lead water service line replacements totaling \$13.8M.
- Crews did a great job preparing all parks and Glenwood Cemetery for the Memorial Weekend. Despite receiving measurable rain for 24 out of first 28 days in May, city parks were in the best shape for public use and enjoyment as possible.
- Staff worked with NYSEG and their contractor to correct 3 sewer lateral utility hits on Castle Street.
- Crew repaired water break on High Street, flushing continues and collected chlorine residuals
- Our electrical team has been busy throughout the City. Staff made repairs to WWTP pista grit and transformer, completed installation of new service upgrades at Pulteney Park, made repairs to multiple traffic signal and pedestrian crossing signals, began utility work for PSB, diagnosed corrective action work at Lakefront Tunnel, performed utility stakeouts and investigated street light outages.
- Please be aware that we are having issues with pedestrian audible and pushbutton systems at the intersection of Castle and Exchange. We are working towards finding a solution to replace and/or repair these systems.

### **Police Department April Statistics**

• Calls for Service: 3,235	Year to Date: 12,504
• Mental Health Calls: 11	Year to Date: 70
• Domestic Incidents: 40	Year to Date: 151
• Overdoses: 10	Year to Date: 31
• Property Checks: 1,501	Year to Date: 6,078
• Parking Tickets Issued: 75	Year to Date: 949
• Traffic Tickets Issued: 130	Year to Date: 598
• Overtime Hours: 296.75 hours	Year to Date: 728.5