



# City Manager July 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](#).

Since joining the team three years ago, I have been working to ensure additional transparency, cost resiliency, and movement toward a budget based on priorities and metrics for our community. The methodology I would like us to adopt is priority-based budgeting, which would require further investment in time and strategic planning. This explains our movement toward incorporating metrics and work programs into your budget process. This is an ongoing journey that we continue to refine together, with staff providing administrative support and recommendations while respecting the council's legislative authority over budget adoption and policy direction.

### *Budget Process Overview*

1. **Strategic Planning & Goal Setting - Timeline: February - May**
  - a. Council reviews current metrics, work programs, and 2025 budget documents
  - b. *New this year:* Departments share their work programs and areas of future priority for investment
  - c. Council identifies priorities (capital improvements, safety, infrastructure)
  - d. A strategic budget overview and priority work session for council is held in May
  - e. The Comptroller and City Manager review the mandated costs related to maintaining all current operations to create maintenance of effort budget; which will provide direction to Staff for budget prep
2. **Departmental Budget Requests - Timeline: May–June**
  - a. Departments submit budget requests (due by ~June 17 to the Comptroller), performance metrics, and work program summaries
  - b. Requests are outlined to control spending; for 2026 departments were requested to reduce overall departmental spending by 5%
  - c. Requests that are above the reduction to previous year of spending are considered Above Required Maintenance requests
3. **City Manager & Comptroller Review - Timeline: August–September**
  - a. Submitted departmental budgets are evaluated and consolidated into the three funds (water, sewer, and general operations)
  - b. All revenues except for property taxes for the coming year are projected for the general fund
  - c. All expenses in initial departmental budget requests and organizational requests, including debt, that align with departmental and council priorities are projected for the general fund
  - d. Tax Levy is determined —the total property tax revenue needed to balance the general fund budget; for water and sewer fees and rates are determined
  - e. Divide levy by assessed value to set tax rate. 2025 Assessed Value is \$737,305,329
4. **City Manager presents the proposed budget to Council - September 16, 2025**

**5. Budget Workshops & Public Hearings - September – October**

- a. Formal public hearing by October 2 at Council Chambers—public may comment
- b. Council may adjust tax levy or expenditures based on input and voting.

**6. Formal Adoption - Deadline: November 1, 2025**

**7. Budget Administration & Amendments - January–December**

- a. The Finance Department ensures spending aligns with appropriations—no overspending or obligation without funds .
- b. The City Manager and Comptroller can transfer funds within departments; Council must approve inter-department moves or supplemental needs beyond departmental budgets.
- c. If revenues fall short or unexpected expenses occur, the City Manager and Comptroller provides reports to Council, and the Council can create adjustments.

**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. A third vacancy of the Recreation Director will begin on July 11, 2025.

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 31, 2025, cost savings of \$134,827 has been achieved.

**Assistant City Manager Recruitment**

The City of Geneva has officially posted the position of Assistant City Manager (ACM)—a key step in the thoughtful organizational changes we’ve been working toward over the past few months.

As we continue building a leadership model that reflects our shared values and priorities, this role will help ensure we are meeting the needs of our community in ways that are safe, responsive, and forward-looking, without increasing additional bureaucratic layers. The ACM will work closely with the City Manager to provide leadership and coordination across several core areas: economic development, parks and recreation, planning and zoning, buildings, grounds, and facilities, and community development.

This new role—along with the upcoming Coordinator position (title still pending) will replace our former Department Head positions of the Director of Economic Development and Recreation Director positions, while also rebalancing responsibilities across our broader team. These changes come at a natural transition point and follow thoughtful conversations with staff, Council, and peer communities. I want to emphasize that both roles are fully funded within our existing budget—there will be no additional cost to taxpayers—reflecting our commitment to stewardship and responsible service.

The ACM will lead cross-departmental projects, oversee key quality-of-life services, provide crucial support for our facilities, parks, and recreation areas, strengthen grant readiness and fiscal planning, support transparent communication, and collaborate with partners like the IDA, LDC, and local organizations. This structure is designed to encourage innovation, ensure more respectful and coordinated service delivery, and bring greater consistency to our work across departments.

Our City values remind us to lead with care, integrity, and purpose. This new position reinforces that. By providing clearer leadership and accountability across multiple areas, the ACM will help us respond to resident concerns more quickly, implement creative solutions to local challenges, and build strong, lasting relationships with our community partners.

We're seeking candidates with a Master's degree in Public or Business Administration and one year of municipal experience, or a Bachelor's degree and three years of relevant experience. Applications, cover letters, and resumes must be submitted through [ontario-portal.mycivilservice.com](https://ontario-portal.mycivilservice.com) and attached is the full posting. The first review of applications begins July 18, with panel interviews comprised of community members and members of City Council expected to begin in late July or early August. The position will remain open until filled.

Effective leadership starts with trust and respect. During this transition, all current projects and agreements will continue without disruption. Your current City contacts will remain in place, and once the ACM is selected, we'll host opportunities for introductions and conversation. We're committed to ensuring continuity and clarity in all community relationships.

This isn't just a staffing update, it's a reflection of our Core Values in action. By investing in coordinated, value-driven leadership, we're preparing Geneva to meet tomorrow's challenges with creativity, compassion, and accountability. Whether it's improving service delivery, supporting vibrant neighborhoods, or ensuring the safety and well-being of our community, the ACM will be a vital partner in that work.

If you have any questions or ideas about how this role can best support the shared goals of Geneva, I welcome your input. And if you know someone who might be great fit for this opportunity, please share it with them.

### **2025 Assessed Value and Equalization**

We have received the New York State Office of Real Property Services Computation of the Final State Equalization Rate for the 2025 Assessment Roll. The Total Assessed Value for the City of Geneva in 2025 is \$737,305,329 (this is the number used to establish the tax rate). The Equalization Rate for the City of Geneva is 92.00%. The equalization rate is the ratio of a municipality's total assessed value to its total market value. A 92% equalization rate means that, on average, properties in that municipality are assessed at 92% of their full market value.

### **Waste Water Treatment Plant ATAD Expansion Construction Bids**

The bids were received on Thursday for the construction of the ATAD expansion. This project began with the awarding of funding in 2022 from the New York State Water Infrastructure Improvement and Intermunicipal Grant. The City, Town of Geneva, and Town of Waterloo are partners on this project via their IMA from September 2022. The Town of Fayette has also approached the City about becoming a municipal partner in the treatment plant and Council will review an Intermunicipal Agreement with the Town in late summer and early fall.

Funding sources for this capacity expansion grant include grants from EFC, grants from Ontario County/NYS ESD on infrastructure, no-interest financing, and a shared bond amongst the partner municipalities.

The unofficial bids include:

1 General Construction Bid for \$11.1M

3 Electrical bids ranging from 1.4M to \$2.6M

5 HVAC bids ranging from \$152K to \$265K

3 Plumbing bids ranging from \$60K to \$88K

There was no bid received for tank modifications, and we will work with EFC to find a way to add that work to the proposed plans.

We will finalize reviews of all bids and work with our NYS funders to begin the next phase of this project.

## Goal 2: Promote Economic Development within the City

### Short Term Rentals

We have received permitting fees and applications from 56 short-term rentals within the City of Geneva, and 38 of those have successfully passed safety inspections conducted by the Code Enforcement team. However, there are still 53 known STR properties that have not yet submitted their required applications.

Earlier this week, the Code office sent formal notices to all noncompliant property owners informing them that they are currently operating in violation of city regulations and have 30 days to comply. Code Enforcement Officers will begin follow-up inspections and documentation of noncompliant properties. Where violations persist, we will work with City Legal to initiate formal enforcement actions, which can include daily fines for non-compliance. Additionally, staff will continue to track compliance and provide regular updates on registration numbers, safety certifications, and enforcement activity to City Council. The STR code can be found here: <https://ecode360.com/45427629#45427629>

### Cook Properties

City staff met this week with Cook Properties who are developing the properties on Middle and Hallenbeck. The group is proposing four manufactured homes on this site. The Phase I environmental has led to the need for a Phase II environmental, an item that the team did not expect. They will be asking the LDC for assistance with funding this study. If the Phase II comes back with remediation work, there may be further requested regarding site clean up. Additionally, the area is zoned for certain sidewalk requirements and staff are working with Cook on ways to create these spaces. We are hopeful that we will find solutions to bring this project to fruition.

### GEDC July 1 Meeting

The City of Geneva's Industrial Development Agency (IDA) held for a pivotal discussion regarding the future of the Geneva Enterprise Development Center (GEDC). Tom Mancuso of the Mancuso Group led a conversation focused on reimagining the GEDC and exploring opportunities for business development at the center as well as the current operations. The agenda included a review of the GEDC's current operations, collaboration on innovative solutions, and collective efforts to shape the next phase of Geneva's economic growth. The meeting represents an important step in evaluating how our partnerships and business incubation strategies can be enhanced to better support the region.

### IDA Public Hearing – Lakeview Lofts PILOT Application

The IDA will have a public hearing for Lakeview Lofts on July 10 at 6pm in Council Chambers. The project documents can be found at the bottom of the [IDA website](#), with all other project information.

### Economic Mobility and Opportunity and Data

In May Liz Toner and I attended the National EMO conference sponsored by the [International City/County Management Association \(ICMA\) and Gates Foundation](#). As part of the conference, we were part of training by the [Urban Institute \(UI\)](#) focused on using their [Upward Mobility Data Dashboard](#). As we are a small city a lot of the data is county focused AND it's all open source. And there is this [additional great resources from UI](#) for more local data sources. For those that are more technology advanced, because the platform is open-source true data wonks can build off of it and develop more local metrics.

There were also other really great sessions at the conference and more resources provided by UI including a [Toolkit for Increasing Upward Mobility in Your Community](#). This data and information will continue to be useful in shaping our work throughout the City.

The funding we received as part of the Cohort will be utilized to partner with Geneva 2030 and look at financial stability work for people in Geneva. Geneva 2030 will be the lead on this work with support from City staff paid for by the grant.

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

#### **Planning Department Support from Ontario County**

Ontario County has assisted the City with completing our zoning documents by finalizing the approved map from the most recent zoning updates. Funding for this update was not included in our zoning re-write and we do not staff or technology resources currently in-house to develop the files for this work. The Ontario County Planning Department stepped in and completed the files which also allowed us to keep our Pro-Housing designation with the state.

#### **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 the 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 accurately done as a part of the study. The plan is to have several options available for consideration of the 2026 budget in late August.

#### **Meeting with County Administration, Mayor, and County Board of Supervisors**

Quarterly the City Manager, County Administrator, Mayor, and Board of Supervisors Chair and City representatives meet to discuss a variety of topics. This month Deputy Mayor Gillotte joined Mayor Valentino and City Manager Hendrix. The discussion focused largely on public safety services and the provision of these services at the municipal level. We discussed the presence of County Emergency Management at the next fire shared services meeting, which is planned for late summer. The group also discussed the infrastructure meeting that the County has been in the process of planning for the East Side of the County.

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

#### **Community Conversations**

Our next community conversation will be in August; the date and special guests will soon be announced. In addition to the Community Conversation a special budget community forum is being planned for August 18 at 5pm, location TBD.

#### **CGI Video**

The City has entered a partnership with CGI Video to produce three brief videos highlighting the City. The company provides a few one-minute videos to local municipalities, free of charge. The municipality then partners with CGI to create the video and solicit local community businesses to support the work through paid advertisements. This project has been endorsed by the National League of Cities and the US Conference of Mayors. The three videos will focus on living in Geneva, Working in Geneva, and Visiting Geneva. They will be professionally produced and placed on our website. CGI is currently in town coordinating video and sponsorship participation with local businesses.

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

### Recreation Complex Study Information

At the July 2 City Council meeting, Beardsley Consulting presented their study findings and conceptual recommendations for the recreation complex, based on community input, past planning, and current conditions. This study is exploratory, and any next steps will require further engineering and design work. To prepare for potential grant opportunities, Council will consider serving as SEQRA lead agency—a necessary step before improvements or funding applications. Some facility upgrades are needed soon, regardless of future management. If the City chooses to pursue New York State Bricks funding (up to \$15 million, with a 20% match) and private partnerships could help meet the match. The grant application is due August 15, 2025, and both SEQRA designation and grant approval will come to Council on either July 9 or at the August council meeting.

### Community Parks Foundation and Richard's Park

I met with Councilmember Petropoulos who brought along Gabriella D'Angelo from the Parks Foundation to talk about the Community Parks Foundation desire to assist with Richard's Park. The group would like to add a picnic table, Adirondack chairs, a little library, a dog waste station, and a gaga ball pit. This group of volunteers is eager to work with City staff and community partners to secure resources and donations. City staff will continue to meet with the group to see how we can bring these improvements to life.

### 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

### Debris Pick Up Program

We've heard some questions about why large machinery is used for yard debris, even when piles look small.

Here's why:

- That equipment helps our crew safely and efficiently handle heavy loads across the entire route — not just one stop.
- The team members you see are working in coordinated roles. Even if not, everyone is out of the truck at each stop, they're part of a system designed to keep things moving quickly and reduce the risk of injury.

We're also looking into recent concerns about possible road damage. Resident feedback matters, and we're on it.

We thank our community for their patience as we keep balancing safety, cost, and quality service for our community.

### Resource Recovery Park

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

The park is NOT open on holidays. Reminders will be sent so community members are aware of City holidays. Residents should avoid dumping when staff are not on-site. Below are photographs of the park on a recent holiday.



### Concert Series

The Lakefront Concert Series will kick off on July 9 with Patrisha Blue and the MLK Choir. For more information on our concert series please visit: <https://www.cityofgenevany.gov/CivicAlerts.aspx?AID=210>

### Police Department May Statistics

• Calls for Service: 3,110	Year to Date: 15,614
• Mental Health Calls: 12	Year to Date: 82
• Domestic Incidents: 50	Year to Date: 101
• Overdoses: 5	Year to Date: 36
• Property Checks: 1,401	Year to Date: 7,479
• Parking Tickets Issued: 18*	Year to Date: 967
• Traffic Tickets Issued: 157	Year to Date: 755
• Overtime Hours: 235 hours	Year to Date: 963.5

\* Parking ticket enforcement is done predominantly by our Parking Enforcement Officer, which we are currently in the process of hiring.

### Signage at the Water Treatment Plant

Staff installed signage at the Water Treatment Plant. There are safety concerns with trespassing over the top of the sand filters where people often chase balls or drive their carts from the Geneva Country Club. The GCC 6/12 hole is near WTP and actually our property is out of bounds of the course. There are elevated manholes and drop-offs where someone could get hurt. The WTP team is using signage to deter and alert others to these safety concerns.

