



City Manager Updates - November 2025

“Each update in this newsletter tells a small part of a bigger story — the story of a community that learns, grows, collaborates, and cares. Whether it’s a Girl Scout learning about local government, a new officer joining our team, or a bridge connecting walking paths, each action moves Geneva forward. Thank you for being part of this journey.”

— Amie Hendrix, City Manager

Goal 1: Ensure Fiscal and Organizational Stewardship of City Resources

Every day, Geneva’s success depends on the people who keep our city running. This month, there’s a lot to celebrate on that front.

We’re excited to welcome Officer Edward Ely to the Geneva Police Department later this month. Officer Ely comes to us from Wayne County. We will also be holding a badge pinning ceremony for Officer Jace Parry who has completed his academy training. , We’re thrilled to add their experience and commitment to our team.

We continue to move forward with new hires across City departments, including the upcoming Community Vitality Coordinator position, a new Building Maintenance Worker, and a soon-to-be-filled Sergeant promotion within the Police Department. For opportunities to join the City of Geneva team, please visit the [Ontario County Job Opportunity portal](#).

Training and growth have also been front and center. Our Code Enforcement and Fire Department teams hosted a regional two-day training right here in Geneva, while members of our leadership team attended the ICMA Conference, where they explored topics like civic engagement, budgeting, and employee well-being. Staff also joined county-led management workshops and a hands-on session focused on effective performance evaluations — helping everyone at City Hall learn how to give and receive feedback that helps us all grow.

City staff continue to pursue significant grant opportunities to advance local projects while diversifying funding sources beyond the local tax base. In 2025, departments have applied for more than \$44 million in external funding, with about \$2 million awarded and \$33 million still pending.

And at the lakefront, our talented City electricians and seasonal staff fabricated and installed a brand-new electric panel, saving taxpayers nearly \$35,000 by completing the work in-house.



Goal 2: Promote Economic Development within the City

The past month brought several exciting milestones in Geneva's economic development story.

The Downtown Revitalization Initiative (DRI) Streetscape Project is officially wrapping up! With the last punch list items complete, the City can now close out another portion of this major state-funded project marking a big win for downtown's continued growth and accessibility.

The Industrial Development Agency (IDA) also held its annual meeting, welcoming new leadership and advancing several projects. The IDA accepted a purchase offer for 48 Lake Street, where local restaurateur Gerry Collins plans to bring back the beloved Texaco Grill diner car and began the process to review a proposed PILOT agreement for the DeSales School Apartment Redesign.

Downtown's future continues to take shape with redevelopment at the OEO site. Nearly 30 residents attended a recent public meeting, sharing ideas and feedback that will guide the next steps as the project moves through the approval process. Council voted on November 5 to sell the currently owned 595 S. Exchange Street site to the preferred developer PIVOTAL. This project will now move through the Planning Board process with the next meeting on November 19 at 6pm.

And just outside downtown, we celebrated the grand opening of Tech Farm II, a major expansion that doubles the size of the Cornell Agriculture and Food Technology Park. This new 20,000-square-foot facility will help food, beverage, and agriculture innovators continue to grow right here in Geneva.

City staff are often asked about the possibility of bringing an Aldi store to Geneva. Over the years, both City Council and staff have had and continue to have conversations with Aldi representatives and other grocers about potential sites.

Aldi typically looks for 2-3 acres on a well-trafficked road near residential neighborhoods, with space for a 20,000 sq. ft. store, about 100 parking spaces, and truck access. They also prefer locations with at least 20,000 vehicles per day, strong visibility, and nearby major retailers like Walmart or Target.

In Geneva, the Town & Country Plaza area along Routes 5 & 20 best meets many of these criteria, with good visibility, commercial surroundings, and traffic volumes just below Aldi's target range. However, final site selection depends on market factors, property owner interest, and Aldi's development priorities.

While the City continues to recruit new businesses, store locations are ultimately determined by market demand. Our focus remains on maintaining attractive, development-ready sites and supporting growth that aligns with community needs.



Goal 3: Increase and Sustain Intergovernmental Relations with City Partners

City leaders recently met with Hobart and William Smith Colleges to discuss our shared commitment to community spaces, including McDonough Park and the Recreation Complex. The Colleges and the City are working together to ensure both remain vibrant destinations for recreation, events, and economic activity.

Regionally, Geneva joined our partners from Ontario County, Canandaigua, and surrounding towns for our quarterly leadership meeting, exploring new opportunities for shared services; from technology and contracting to infrastructure and public safety.

On the state level, Mayor Valentino and City Manager Amie Hendrix met with Senator Chris Ryan, Chair of the Cities II Committee, to advocate for small-city priorities like infrastructure, AIM funding, and downtown investment.

Assistant City Manager Youngs attended the Fall New York State City/County Management Association (NYSCMA) meeting, which included engagement with the New York State Dormitory Authority. The session provided valuable insight into the Authority's role in supporting municipalities through funding programs and project administration. This connection is especially timely, as the Dormitory Authority oversees several of the grant programs the City has recently applied to. Strengthening these relationships helps ensure the City remains well-positioned for future opportunities and aligned with state-level priorities.

And City Hall was proud to stand alongside IBERO at their State of the Latino luncheon; celebrating partnership, advocacy, and community leadership across New York State.

Goal 4: Develop and Implement Strategies to Create and Continue Dynamic Communications

Communication and engagement continue to be top priorities.

Assistant City Manager Taylor Youngs joined Finger Lakes Radio to share updates on city projects and talk about what's next for Geneva. The [full interview can be found here](#).

Our November Community Conversation will feature Human Resources Director Jennifer Slywka, who will discuss the City's approach to supporting and developing employees and what that means for better service to residents. We hope you can join the City Manager and Director Slywka for this engaging conversation. Date and time TBD.

And on Election Night, 25 curious and creative Girl Scouts took over City Hall! They explored Council Chambers, debated ideas, and shared what they'd do if they were mayor or president. The evening was full of laughter, leadership, and civic pride – proof that Geneva's next generation of changemakers is already hard at work.



Goal 5: Enhance the Quality of Life for City Residents

From fall leaves to lakefront views, Geneva's outdoor spaces have been busy, too.

City crews are hard at work collecting fall leaves and storm debris, while the Department of Public Works continues essential infrastructure work; from repairing water mains to maintaining Castle Creek and upgrading streetlights.

The Lakefront Gazebo Replacement Project is also underway in partnership with Geneva Community Projects. The new structure, funded jointly by the City and GCP, will take shape next spring ensuring the lakefront remains a favorite gathering place for years to come.

And speaking of trails, the new pedestrian bridge over Doran Avenue has officially been installed as part of the Geneva Rail Trail project - providing a walking connection for our neighborhoods, parks, and people more safely and beautifully than ever.

City staff are also reviewing our bench dedication program, looking at how we can expand opportunities for residents to honor loved ones while keeping the lakefront welcoming and sustainable.

Work continues to ensure safety on properties around the city. The Madias property is scheduled for partial demolition this month, with the laundry mat remaining post demolition for rebuilding on the site, while 48-50 Avenue B remains under Code Enforcement review as ownership transitions. Staff continue to support neighbors through these changes while ensuring properties meet safety standards, utilizing whatever resources that the City has at their fingertips.



This newsletter was drafted by the **City of Geneva** with writing assistance from **ChatGPT (OpenAI's GPT-5 model)** to support clear, accessible communication with our community. All information, data, and updates are verified and approved by City staff prior to publication.