

Seneca Lake Pure Waters Association

Board of Directors Minutes – October 15, 2020

Date: 10/15/2020 **Time:** 5:30 pm **Location:** Via Zoom

Attendance:

Rich Adams	Richard Ahola	Bob Barton*	
Tom Burrall*	Frank Case (R)	John Cooley	Dan Corbett
Kelly Coughlin	Frank DiOrio	Kaitlin Fello	Peggy Focarino
Sayre Fulkerson*	Larry Martin	William McAdoo*	Jim McGinnis*
Catharine McCracken	Bill Roege	Maura Toole	Jake Welch

Recorder: Jake Welch ***Absent**

Approval of September board minutes: Motion by Peg and second by Frank D. Unanimously approved.

New Officers: A motion was made by Bill Roege and seconded by Dan Corbett to approve the following officers for the upcoming year.

President: Jake Welch

VP Operations: Frank DiOrio

VP Water Quality: Rich Adams

Treasurer: Frank Case

Secretary: Dr John Cooley

The motion was unanimously approved.

ADAPT: Frank D gave a report that ADAPT was highly successful and is expected to bring in something like \$29,000. This is significantly above our goal and we are thankful to all of those volunteers, board members and people out there in the public that helped us raise this kind of money sorely needed in light of losing the annual dinner. We also got a \$2500 donation following the virtual Annual Meeting to go toward HABs improvement. This was not counted under ADAPT but was an outgrowth of the virtual meeting which was made a part of it. (Burrall Insurance also provided \$1500 to sponsor it so \$4000 total out of the virtual Annual Meeting). Frank D given big kudos for putting ADAPT together for us.

Treasurers report: Frank case reported that we have \$117,849.99 in our bank account and that the organization is doing well financially. Rich Adams moved to approve the report and Rich Ahola made a second. Unanimously approved.

Priority Planning: Frank D. commented that now that we are past the pressures of making up for the lack of the annual dinner that we should start looking into items noted as objectives in our strategic plan and try to prioritize what we can and should work on over this next coming year or two. These could include working on a mega donor campaign, our brochure, salaries, the annual appeal, Business ads, dock plates, a video of who we are and what we do, support for SWIO, opposition to Greenidge water warming etc. We also have to give deference to the COVID-19 pandemic in our planning. Planning will begin at the executive committee level but we are inviting the entire board to that committee meeting and other such planning meetings that may follow. Anyone on the board with an interest should join in on these important conferences.

Committee strengthening: Frank D stated that we have lost some great volunteers who have become engaged in business or other endeavors taking them away from volunteer time. We are issuing a survey to all board members to see their interest in working on various committees. We also plan to reach out to the membership through our newsletter and other means to see if we can achieve more volunteer help. Jake also mentioned that he needs some additional help on the nominating committee and will be making some calls around to the board members.

Budget: Bill Roege reported that we have some \$22,000 more than anticipated at this time of the year as opposed to what was in the streamlined budget we came up with to deal with COVID-19. This ties to expenses being trimmed and additional fundraising taking place as per above. The extra money has helped to fill in the deficit caused by the past few years of expenses being greater than income. Motion to accept budget changes made by Frank DiOrio, Second by Frank Case.

Water quality: Kelly Coughlin advised water sampling has been limited due to the lack of rain. There may be an opportunity for one more water sampling. Dan advised both the invasive species and the CSLAP programs are at an end.

Lake level and PRISM: Rich Adams advised that there have been meetings with Gravity Renewables concerning the low lake level which is causing problems with boats not getting out of lifts. The company showed us how they have not taken waters out of the lake any more than is allowed by the New York State Canal authority. Extremely small amounts were removed in August of this year but problems still arose. Cayuga lake has fared better but they adjust for amount of snowfall before they drop water levels in the late spring early summer. Cayuga lost the same amount of water but they started at a 1 foot higher level which has helped them. We may have further discussions with gravity renewals about that possible option and what problems it may cause as well as its benefits. We as well learned that the canal system takes priority over lake levels as far as how they run their operation and how they are licensed.

Rich also mentioned that there are education materials that are coming in from PRISM in the near future which may be shared as far as working on invasive species.

Greenidge: Jake reported that he worked with Mary Ann Kowalski as well as Abby Buddington and prepared a resolution for the Torrey town board asking the planning board take a second look at their approval of the expansion of the Greenidge facility. Jake's presentation was followed by a 25 minute dissertation by Dale Irwin who runs the facility. At the end of both presentations the town board did nothing. No vote yes or no. Larry Martin, who sits on our board, said that the town feels they were stuck with this problem by the New York State DEC and state representatives. Jake mentioned that the town of Torrey town law specifically makes it incumbent on the town to make sure that the waters of Seneca Lake are not harmed by any building that occurs in the town. Jake also mentioned that there have been no studies on the effect of 134,000,000 gallons of water per day going into the lake after coming out of the plant up to temperatures as high as 108°. He also noted that water temperatures have been recorded in the 90s in the downstream portions of Keuka outlet which is a trout stream and that waters are not to exceed 70° in a trout stream. Jake also mentioned that billions of gallons of hot water are coming out of the plant per year into Seneca Lake. It definitely needs to be studied. Finally, Jake advised that he and Rich are shifting gears and are focusing on the renewal of Greenidge's license to put hot water in Keuka outlet and the lake which comes up for a renewal in the year 2022. SLPWA will also continue to assist other lake related associations in their efforts to bring public attention to these problems. There was no objection to this approach as outlined by Jake and Rich. Catharine McCracken volunteered her help in regards to public relations and media that could get the word out more widely about what G has been doing to our lake waters. Frank Diorio also mentioned the lack of public

knowledge being disseminated through the media as compared to other lake threats like the incinerator plant matter.

Membership: Peg mentioned that she and Jake met with Hank Kimball to speak about help from the Tripp foundation in obtaining more members. The membership committee will be meeting to go over some options. Peg also reported that the business membership drive was very disappointing and only obtained a handful of positive responses. One of those came from Frank D's personal contact with a business and perhaps more of that will be required. Individual memberships, in contrast, increased by some 60% last year. The membership committee will also be looking into the prospect of getting large donors keeping in mind the difficulty of such a drive under the pandemic situation.

Satisfaction survey: Frank D mentioned that he will be working with Kaitlin to prepare a survey going out to the membership to find out what they like and do not like about how we are running our organization. They should provide some important feedback

Lake Friendly living: Maura reported that there are now 66 members who signed up for lake friendly living and that she picked up some additional members at our event at Zugibe. COVID-19 certainly had an effect on picking up members for this program. Based on the success at Zugibe, Maura suggested we implement membership efforts through and in conjunction with some of the events that will be coming up over the next year or two. She would also like to tie in her drive with national water week which occurs in April of this this upcoming year.

Salary for our administrative coordinator: Many accolades were shared by Frank and Jake concerning an outstanding performance by Kaitlin, our administrative coordinator, over her first year of working with our organization. Frank made a motion to increase her hours from 25 to 30 hours per week and to move her hourly rate from \$18-\$20 per hour for the upcoming year. This motion was seconded by Rich Adams. Approved unanimously. This will increase our cash outlay by an additional \$5600 for this budget year and it is an overall increase of some \$8500 provided to Kaitlin on annual basis. Frank D said that he had discussions with Kaitlin who is happy with this increase in hours and pay. Bill was also authorized to pass this along to payroll and our accountant. There was also a heads up, but no motion nor vote, as far as a future desire to make Kaitlin a full-time employee with the designation of executive director. Doing all that will obviously be tied to financial concerns, that task to be studied and undertaken by both committees as well as the full board down the road. It should also mix in with our priority discussions as set out above.