

The background of the entire page is a photograph of a sunset over a large body of water, likely Seneca Lake. The sky is filled with vibrant orange, red, and purple clouds, which are reflected in the calm water. In the foreground, two wooden bridges with metal railings extend from the shore into the lake. The bridge on the left has a small red flag on top. The bridge on the right has a small wooden roof structure. The overall scene is peaceful and scenic.

Annual Report 2022-2023

ABOUT Pure Waters

Seneca Lake Pure Waters Association was incorporated in 1990 as a Section 501(c)3 nonprofit corporation dedicated to understanding, preserving, and improving Seneca Lake through research, public education, and advocacy.

During its 30-year history, the association has adapted its focus and addressed a variety of threats to the lake. Over the years, studies and informational efforts have covered a wide range of topics such as:

- Identifying various contamination and pollution threats
- Supporting research studies such as the lake's limnology (aquatic ecosystem), invasive species, and cyanobacteria
- Developing watershed management plans
- Informing municipal practices such as land use ordinances and uniform onsite wastewater management

Today, Seneca Lake Pure Waters is a vibrant and growing organization that is adding new, or improving existing, water quality programs each year. Monitoring programs leverage research partners to provide essential data on stream and lake nutrients as well as harmful algal blooms and invasive species. Pure Waters is also an important partner in the latest watershed management plan development process and is starting to take an active role in funding physical projects that protect the lake.

Pure Waters is committed to improving and adapting to meet the Seneca Lake watershed's future needs.

2022-2023 ASSOCIATION OFFICERS



PRESIDENT
Dan Corbett



VICE PRESIDENT
William Roege



SECRETARY
Jody Tyler



TREASURER
Jill Ritter

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President's Message

Seneca Lake Pure Waters Association continues to grow in its efforts to Protect, Preserve, and Promote Seneca Lake. This annual report presents a fiscally sound and well managed organization that continues to add programs to address the needs of the lake and the watershed.

We continue to monitor the lake and its tributaries for long-term scientific assessment of lake health, and any potential issues that arise. Our Harmful Algal Blooms (HAB)s surveillance program is largely focused on the safety of people using the

The finding of Per- and Polyfluoroalkyl Substances (PFAS), "forever chemicals," in moderately high levels in fish flesh confirms earlier New York State Department of Environmental Conservation (DEC) work and is alarming to fishermen who enjoy cooking their catch.

lake, but scientists do evaluate the data in their quest to better understand the conditions that lead to dangerous blooms. The fisheries program, now in its second year in partnership with Finger Lakes Institute, is aimed at better understanding the lake's food web and the health of targeted species. The find-

ing of Per- and Polyfluoroalkyl Substances (PFAS), "forever chemicals," in moderately high levels in fish flesh confirms earlier New York State Department of Environmental Conservation (DEC) work and is alarming to fishermen who enjoy cooking their catch. The Sediment, Nutrient and Pollution Reduction (SNPR) program now has solid partnerships with all five county Soil and Water Conservation Districts, as well as the Seneca Lake watershed steward. We are funding programs that significantly reduce sediment and nutrient flow into the

lake, consistent with the recently completed Nine Element Plan for Phosphorus Reduction.

Engaging and educating the public on the

issues that face Seneca Lake continue to be a high priority. The Lake Friendly Living program continues in partnership with many of the lake associations in the Finger Lakes, as well as the DEC, to



teach best practices for keeping Seneca Lake clean to home and landowners. By achieving pledges of improvement, the Lake Friendly Living program is important to reducing direct pollution into the lake. Regular newsletters, email blasts, social media posts, press releases, webinars, and in person events allow us to engage and get key messages out to our members and the general public. We are pleased with the growth in membership levels over the past few years, but this needs to be a continued focus for the strength and stability of the organization for the future.

Lastly, I want to thank our many volunteers who allow us to do all that we do, forming the backbone of the organization.

—Dan Corbett

By achieving pledges of improvement, the Lake Friendly Living program is important to reducing direct pollution into the lake.

AWARD

RICH ADAMS MEMORIAL PRESIDENT'S AWARD

This award is given annually to recognize and honor an association member, often a board member, who has made the most significant contributions to the goals and objectives of the association. The 2022-2023 award goes to Rich Adams, for his contributions to the association and to Seneca Lake.

Rich Adams passed away in April 2022. His love for the environment, combined with his water resource professional background, made him the ideal volunteer for Pure Waters.

Rich coordinated our overall Water Quality program. He initiated our Sediment, Nutrient, and Pollution Reduction program. Never one to rest, even in the few weeks before his passing, Rich put together a new Pure Waters' fisheries team, and co-wrote a grant for invasive species education.

Rich's superb environmental knowledge and professionalism opened doors with government agencies. Yet, it was Rich's easy way with people that helped inspire and build teams that continue his legacy to improve the lake. Rich will be sorely missed.

AWARD

MARY ROSE MEMORIAL VOLUNTEER OF THE YEAR AWARD

The Volunteer of the Year Award recognizes longstanding contributions to one or more of Seneca Pure Waters' citizen science or operating programs. The individual is a team player who goes above and beyond the normal level of effort to achieve meaningful results for the Seneca Lake Pure Waters Association mission. The 2022-2023 award goes to Mary Rose.

The Board of Directors changed the name of this award to pay tribute to Mary Rose, active community member and Pure Waters' volunteer. Mary passed away in March 2022 after eight years of leading the Big Stream monitoring team for Pure Waters. She was a true champion for the health of our lake and was unselfish in her efforts to make an impact.

Mary joined the stream sampling team when it began in 2014. She corralled friends and relatives to participate and become the core for the Big Stream team. Mary stepped up to as team leader and was leader until her passing. Mary was also very active as a Harmful Algal Bloom shoreline monitor. Her relationship with the Tripp Foundation helped keep the bonds strong between Tripp and Pure Waters. We will remember her dedication each year when new volunteers are recognized.

PERFORMANCE OVERVIEW

Following surprisingly positive fiscal performances in the previous two years, Pure Waters has been able to expand its program portfolio as it works to tap additional enduring funding sources. The board continues its disciplined budgeting process while adding new projects, expanding a few existing programs, and economizing on others.

The philanthropic landscape continues to evolve as the pandemic winds down. Individual contributions have leveled off somewhat, so the board is seeking out foundations and other granting institutions to enable further growth.

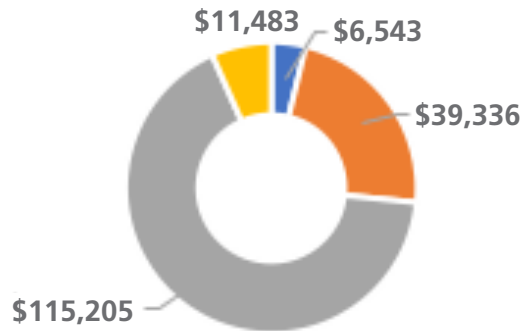
Fundraising overall saw a slight decline this fiscal year compared to the last year. Much of that was due to declining water quality grant funding from Seneca Meadows, Inc. The initial budget allocated about half of last year's nearly \$90,000 surplus on Sediment, Nutrient, and Pollution Reduction (SNPR) program projects, but the new program was only able to spend about half of its \$90,000 total budget. The program has now matured to the point where it will have no problem finding suitable projects. Therefore, fundraising to support a more robust program in the coming years is crucial.

The association continues to conduct a large portfolio of water quality programs as detailed in this report. The next fiscal year will add two more projects to test for pollutants of emerging concern, per- and polyfluoroalkyl substances (PFAS) and neonicotinoids (insecticides).

The following two graphs show the revenue sources and expense categories for the fiscal year. Not shown is the value of our field volunteers' time—approximately \$70,000—and much more from our board and committee volunteers. The combination of disciplined budgeting and execution, enthusiastic giving, and lower than expected expenses in some programs, in particular SNPR, resulted in an unexpected slight surplus of \$13,000 this fiscal year.

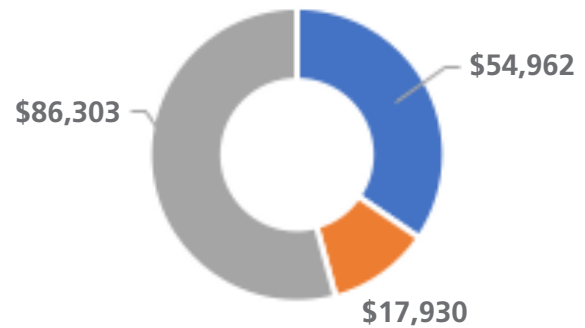
...fundraising to support a more robust program in the coming years is crucial.

FY 2022-2023 Revenue \$172,567



Grants Annual Dinner Dues/donations Other

FY 2022-2023 Expenses \$159,195



Water Quality Fundraising Administration

AWARD

FRIEND OF SENECA AWARD:

The Friend of Seneca Award is given annually to recognize and honor an individual or organization whose efforts, outside of the Seneca Pure Waters Association, have significant impact on protecting Seneca Lake. This year's Seneca Pure Waters' Friend of Seneca award recipient is Ian Smith, Seneca Lake Watershed Steward.

Ian was hired as the Seneca Lake Watershed Steward in 2019 by the Seneca Lake Watershed Intermunicipal Organization. Since then, Ian has tirelessly worked to bring municipalities together to collectively combat threats to the lake. Perhaps Ian's most notable accomplishment by summer 2022 was the development of the Seneca-Keuka Watershed Nine Element Plan for Phosphorus, which has been a three-year project. The Plan will guide the water quality improvement actions for years to come.

Ian also participates in watershed improvement projects such as the NY Wine and Grape Foundation's Sustainable Winegrowing Vineyard Certification Program and is working to repurpose parts of the Keuka Outlet's Crooked Lake Canal to become wetland retention basins.

Ian Smith is a key partner for Pure Waters and we look forward to working with him for many years to come.

WATER QUALITY PROGRAMS

FROM VISION TO REALITY: Sediment, Nutrient, and Pollution Reduction Program Takes Off

Last year, Pure Waters introduced an exciting new initiative: the Sediment, Nutrient, and Pollution Reduction program (SNPR). SNPR was conceived with the intent of reducing harmful sediments and pollutants from entering the lake. The original focus paralleled New York State Department of Environmental Conservation (NYSDEC)'s direction to limit phosphorus and nitrates from reaching the waterbody. These substances cling to soil particles, so filtering out soil sediments helps the lake water quality. Phosphorus and nitrates are known to make harmful algae blooms more likely and intense, as well as encourage nuisance algae and weed growth in Seneca Lake. Other pollutants linked to phosphorus and nitrates include industrial and agricultural discharges.

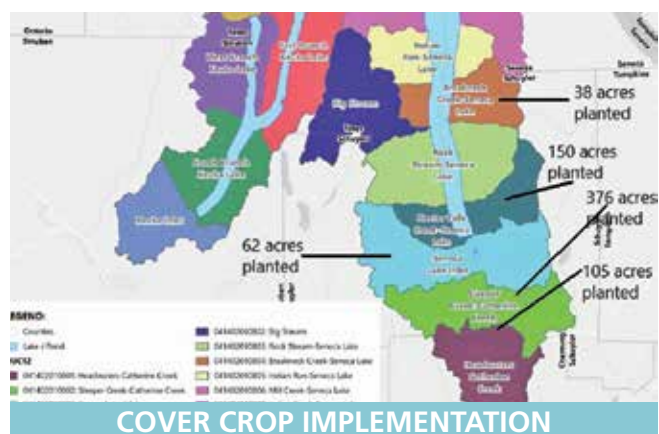
Bear in mind soil and water conservation district projects have been happening for many years. Local Soil and Water Conservation Districts (SWCD's) have been doing an outstanding job of undertaking efforts to protect our watershed. All five, including SWCDs in Chemung, Ontario, Seneca, Schuyler, and Yates counties should be commended for the work they do, but they are constrained by limited budgets. This is problematic in the face of the global warming crisis, which

is increasingly causing severe storms, droughts, extreme heat, and ever-changing weather patterns.

Those budget and resource limitations drive what Pure Waters is trying to do with its SNPR program. Pure Waters seeks, through use of funds from grants, gifts, and membership donations, to increase the number of water quality improvement projects in the watershed by providing funding to partner organizations such as the SWCDs, and to the Seneca Watershed Intermunicipal Organization (SWIO). We also offer our team's expertise whenever possible to assist in carrying out the program.

This year, Pure Waters is pleased to report that its SNPR program has not only been successful to date, but that there are now projects that have been completed with the help of the program's efforts. Here is a review of what has been accomplished:

- **Cover Crop Implementation, Schuyler County SWCD:** Pure Waters was a large contributor to the purchase of seed to plant over 600 acres of cover crop across Schuyler County. Cover crops reduce erosion in the farm fields through the non-growing season, which, of course, keeps sediment from entering the lake.



The graphic (right) shows the 2022 SWCD plantings.

- **Stream Erosion Control, Seneca County SWCD:** To reduce field erosion and downstream flooding that was occurring in Lodi, Seneca County SWCD assisted a vineyard owner by constructing a new Water and Sediment Control Basin (WASCoB). This basin will control the erosion and flooding for generations.
- **Construction of Retention Pond, Schuyler County SWCD:** In a similar fashion, the Schuyler County SWCD constructed a soil and water retention pond on an active cattle farm that collects and retains sediments. Notably, the project included fencing control to prevent livestock from crossing the adjacent stream channel and wreaking havoc to the streambed. Projects such as this one are great examples of how farm activity can be managed to enhance farm operations and protect the watershed at the same time.
- **Land Surveying Equipment, SWIO:** Pure Waters helped fund the purchase of new state-of-the-art surveying equipment that municipalities will use to plan and implement watershed improvement projects. This Global Positioning System (GPS) surveying equipment will save thousands of dollars by helping towns and counties complete their own design and construction monitoring survey instead of hiring this service out. The savings can then be used to fund more watershed improvement projects.



In Spring 2023, Pure Waters committed to several new SWCD projects to be completed over the summer.

- Seneca County SWCD: Two projects have been awarded which will capture sediments at the headwaters of the streams they surround through the construction of WASCoB's. The first, known as Darcy Ponds, was constructed in May 2023 and its' new barren soils remained stable despite the dry seasonal weather seen. Straw mulch has been used to protect the soil surface with the hope that some light to moderate rain will help the hydro-seeded grass to take hold.

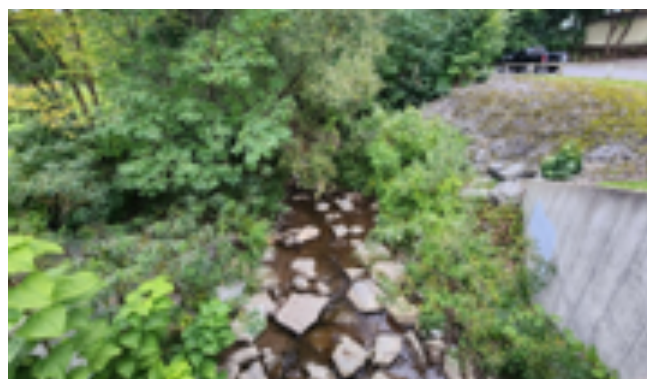
The other recently-awarded project is at the Tommy Creek headwaters adjacent to Ovid-Lodi Townline Road. Once the landowner clears the farm crops in early fall, the district will install a stormwater management pond and conduct ditch protection work at the site.

- Ontario County SWCD: The district has two in-process projects in Geneva where Pure Waters SNPR is a funding partner. The Castle Creek project will stabilize portions of the creek bank that are subject to erosion. The final design has been approved and permit applications to agencies have been submitted. The second project involves the Armstrong Road community, where upland water retention is proposed to reduce concentrated flows on private lands, benefiting neighborhood properties. Preliminary design has been developed. Both projects are scheduled for late summer 2023 work!

- Schuyler County SWCD: Schuyler County SWCD knows how to utilize its resources and equipment for maximum results. Considering this, Pure Waters awarded the district two projects, one for ditch and disturbed land hydroseeding, and another for their cover crop program. As of June 2023, over 53 acres of land has been hydroseeded, which involves spraying a fertilized seed mixture onto barren soils. The County will undertake their cover crop program in later summer and fall. Schuyler County owns their



SENECA CO. DARCEY PONDS (2023)



ONTARIO COUNTY



SCHUYLER CO. HYDROSEEDING PROJECT

own interseeder, which is a machine that allows cover crops to be planted while the main crops are still in place. This allows the cover crops to take hold early, and maximizes the benefit seen by the practice!

- Yates County SWCD: Yates County just recently submitted a proposal for a ditch lining project. The project is being evaluated by the SNPR team and includes over 600 feet of ditch lining of a highly erodible stream. Details of this

project will be forthcoming in our future Lake-watch newsletters.

Since Pure Waters began its SNPR program in 2021, approximately \$100,000 has been awarded to projects around the lake. These funds are matched by the recipients, multiplying the effects of the program. The continued financial support that we receive will work toward stabilizing SNPR for the future.

Four new volunteers have joined the SNPR team this year. The team members bring a diverse

background of skills, but one thing everyone brings is motivation to keep our lake clean! The team meets once a month and takes on small assignments as needed. This commitment can be as little as two to four hours a month, but together the team is committed to do what it can to make Seneca Lake the best lake it can be.

If you think you might like to volunteer, contact Pure Waters by visiting <http://www.senecalake.org/snpr>.

The Nine Element Plan is Approved and In Action

The *Seneca-Keuka Watershed Nine Element Plan for Phosphorus* (commonly referred to as a “9 Element” plan or “9E”) was completed and approved by the New York State Department of Environmental Conservation (NYSDEC or DEC), and the New York State Department of State (NYCDS) in the summer of 2022. This culminated a multiyear project led by Seneca Lake, Keuka Lake, and Intermunicipal Associations. The plan identifies sources and magnitudes of pollutants, determines water quality targets, and defines pollution reduction actions and best management practices needed to meet the long-term goals. Lakes with 9 Element plans receive preferred status for funding watershed remediation projects that are developed using these plans.

The completed plan is a major milestone that defines the current state of the lake and lays out

plans for the future. Now comes the heavy lifting of defining projects, obtaining funding, and executing. In reality, much of this work, largely focused on erosion control, has been ongoing and largely driven by the lake manager/stewards and the five County Soil and Water Conservation Districts (SWCD’s). The approved plan helps target the most meaningful areas and actions, and aides the funding process.

Pure Waters is contributing directly to this effort via our Sediment, Nutrient, and Pollution Reduction (SNPR) program (see section above), where it provides funding for approved projects consistent with the Nine Element plan. Pure Waters’ ongoing work to monitor the lake and tributaries will help gauge progress over the long term, and multi-pronged education efforts are targeted at maintaining focus on the plan and issues that arise over time.

The plan identifies sources and magnitudes of pollutants, determines water quality targets, and defines pollution reduction actions and best management practices needed to meet the long-term goals.

Stream Monitoring Program Continues

Pure Waters' stream monitoring effort is in its tenth consecutive year. The program conducts water quality monitoring in six streams or creeks that enter Seneca Lake. Each of the monitored streams have unique conditions and characteristics that contribute valuable information to the program. In 2022, volunteers collected water samples at multiple sampling sites in each stream. In total, 17 locations in the six streams were monitored for one baseline and one high-water sampling event. Pure Waters' partner, Community Science Institute of Ithaca, NY, analyzed all the samples.

All streams show impaired water quality, for bacteria and nutrient levels in particular. Problems such as bank erosion and upstream runoff increase nutrient and bacteria loading to the streams and to the lake.

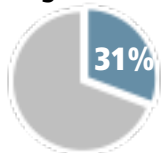
The major streams entering Seneca Lake show elevated levels of phosphorus, which can lead to algae overgrowth and contribute to harmful algal blooms. High concentrations of *E. coli* bacteria found in streams are a sign of contamination from agricultural runoff, sanitary sewer, or septic system discharges, which remain an ongoing concern for recreational and drinking water quality.

Pure Waters is continuing its sampling efforts in 2023 to better understand trends in Seneca Lake water quality, and that understanding can bring about further actions for improvement. As always, the program is grateful to the Seneca Lake Pure Waters stream team volunteers who make this sampling effort possible.

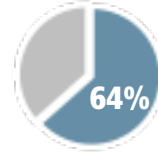
Compliance with bacteria limits for swimming: some streams are better than others.

Shown are *percentage of stream samples that fail* to meet *E. coli* bacteria limit of 235 cfu/100 mL, results from 2014-2022.

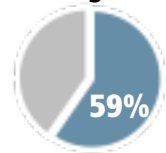
Big Stream



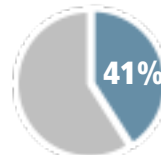
Catharine Creek



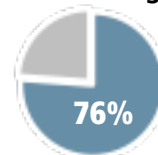
Kashong Creek



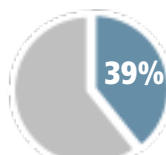
Keuka Outlet



Glen Eldridge



Reeder Creek



Compliance with phosphorus limits: less than half of samples comply with limits.

Shown are *percentage of stream samples that fail* to meet total phosphorus limit of 20 ug/L, results from 2014-2022.

Big Stream



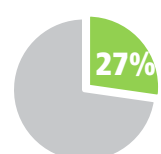
Catharine Creek



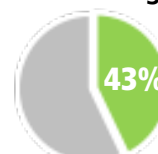
Kashong Creek



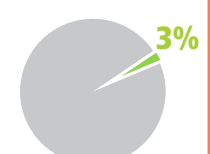
Keuka Outlet



Glen Eldridge



Reeder Creek



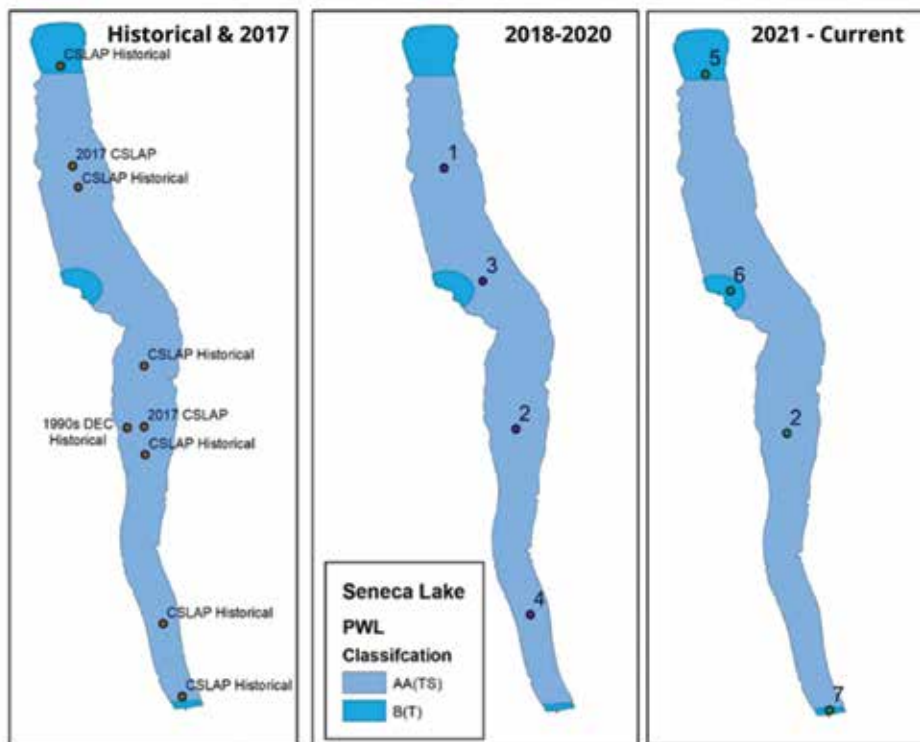
Citizen Statewide Lake Assessment Program

Seneca Lake Pure Waters has been participating in the Citizen Science Lake Assessment Program (CSLAP) since 2017 although the statewide program has been in place since 1986. This year the statewide program is monitoring 176 lakes with 191 sites statewide utilizing 600 volunteers. Seneca Lake uses a volunteer group of 10 to gather water samples at four sites. Currently, three sites are in “class B” water (suitable for swimming and contact recreation activities) in Geneva, Dresden, and Watkins Glen. The fourth sample location is in “class A” water (suitable for drinking) mid-lake at Severne. A volunteer team visits each site eight times during the summer (32 trips overall). Volunteers take water samples at 1.5 meters (4.9 feet) and 18 meters (59 feet) deep. Additionally, volunteers use a tool called a Secchi disk, which has alternating black and white quadrants, to measure the

lake water’s transparency. Temperature readings are another measure that gives a snapshot of lake conditions at multiple lake locations. Samples are filtered, frozen and packaged for next day shipment to Upstate Freshwater Institute for lab analysis. The lab data on nutrient and biological items help assess lake status over time to spot trends and issues. The DEC pays for lab and transportation costs along with Pure Waters contributing \$1,500.00 for the season. The DEC assembled the data and provided a lake assessment report in the spring. Reports can be accessed through the Pure Waters website at <https://senecalake.org/CSLAP>.

The program is important for monitoring water quality and providing confidence or warning of emerging issues.

Seneca Lake CSLAP Sites



This year the statewide program is monitoring 176 lakes with 191 sites statewide utilizing 600 volunteers.

Education and Outreach

Education and outreach play a crucial role in water quality preservation by raising awareness, fostering a sense of responsibility, and empowering individuals to make informed choices. Through education, people gain a deeper understanding of the importance of clean water, the impact of human activities on water quality, and the interconnectedness of water with ecosystems and public health. Outreach initiatives create platforms for sharing knowledge, engaging communities, and inspiring action, ultimately driving behavior change and promoting sustainable practices that safeguard our water resources for present and future generations.

In the 2022–2023 fiscal year, the Seneca Lake Pure Waters Association continued to educate through its e-news channels, including Lakewatch newsletters and Connections emails. Lakewatch newsletters were transitioned from monthly to quarterly to allocate resources more efficiently and to provide more time to curate and develop high-quality content. This allows for more in-depth articles and reports that can engage readers and provide valuable insights. Connection emails are used between newsletters to capture upcoming events and time-sensitive information in one email, limiting the number of emails sent to membership throughout the month.

Social media communications and marketing continued to be a focus area, allowing Pure Waters to reach a widespread audience and connect with people from different demographics, locations, and interests. For example, while Pure Waters has approximately 15% of members in the age range of 25–54, our Facebook and Instagram audience skews much younger, with 55% and 71% between ages 25–54, respectively.

Four webinars, plus the Annual Meeting, provided the public with a broad range of educa-



tional topics that covered all of Pure Waters' mission-oriented objectives and program results. The four webinars brought in field experts to present on topics such as:

- The Seneca Lake sportfish food web and contaminant levels including PFAS and mercury findings;
- The aquatic invasive species, starry stonewort, and its presence in Seneca and Keuka Lakes;
- A training for the invasive hemlock wooly adelgid, an insect which attacks hemlock trees, and
- The spotted lanternfly in the Finger Lakes and its potential effects on the wine and grape industry.

Pure Waters also stayed busy with in-person outreach events which included tabling at the Linden Street Wine Series Event in August and October, the Celebrate Cascade event hosted by the Friends of the Keuka Outlet in September, the youth educational Yates County Conservation Field Days in September, the Land Use Leadership Alliance Conference in April, the Geneva Mission Zero Sustainability event in April, and a presentation to the 21st Century Club in February.

Lake Friendly Living


The Pure Waters Lake Friendly Living Program (LFL) continued to work closely with, and as a founding member of, the Lake Friendly Living Coalition of the Finger Lakes. The Coalition expanded its membership in 2022 to include representatives from all 11 Finger Lakes, with new members from Hemlock and Canadice lakes, which supply water to the greater Rochester area. The Coalition focused its efforts on bolstering Coalition membership and Lake Friendly Living education throughout the Finger Lakes.

The LFL Coalition developed a 2023 New Year's Resolution for residents across the region. The Resolution included one LFL practice for each of the 12-months of the year, encouraging watershed residents to protect lake health in and around their homes. Each month, the coalition distributes details about each LFL practice, to remind residents that protecting lake health is important all year long.

The 3rd Annual Lake Friendly Living Awareness Month of May, 2023 focused on making an impact in communities across the Finger Lakes. Residents participated in activities such as riparian buffer plantings, community clean-ups (both above and below water), rain garden demonstrations, and more. The Seneca Lake Pure Waters Association partnered with a local Girl Scout Troop to teach about invasive species management, citizen science programs, and planting native plants as a Lake Friendly Living practice. The Girl Scouts and Seneca Pure Waters were present at the Geneva Farmers' Market and encouraged consumers to take the Lake Friendly Living Pledge, giving away free native seed paper, which was handmade at a Girl Scout Troop meeting in May. The partnership helped the Troop earn one of their four "Wonders of Water" badges.

Lake Friendly Living Coalition

FLX NEW YEARS RESOLUTION 2023




Remove Snow and Ice the Lake Friendly Way

ALTERNATIVES TO STANDARD ROCK SALT, LIKE MAGNESIUM CHLORIDE AND CALCIUM MAGNESIUM ACETATE, ARE LESS DAMAGING TO ECOSYSTEMS. SHOVEL BEFORE SALTING, AND PRE-SALT BEFORE A STORM.

Take the Lake Friendly Pledge

TAKE THE LAKE FRIENDLY LIVING AND LAKE FRIENDLY LAWN CARE PLEDGE TO SHOW YOUR SUPPORT FOR THE LFL PROGRAMS THROUGHOUT THE FINGER LAKES!

TAKE THE PLEDGE

Participate in Lake Friendly Living Awareness Month

JOIN THE LAKE FRIENDLY LIVING COALITION DURING LAKE FRIENDLY LIVING AWARENESS MONTH AND PARTICIPATE IN WORKSHOPS, WEBINARS, AND VOLUNTEER EFFORTS TO SUPPORT THE HEALTH OF OUR LAKES!

Swap Incendiary Flares for LED

TRADITIONAL FLARES CONTAIN HARMFUL CHEMICALS THAT POLLUTE OUR SOIL AND WATERWAYS. SWITCH TO LED FLARES TO LIGHT UP YOUR SUMMER HOLIDAYS THE LAKE FRIENDLY WAY!

Test your Soil & Limit Fertilizer

CORNELL COOPERATIVE EXT. VOLUNTEERS WILL TEST YOUR SOIL FOR AS LITTLE AS \$2 TO DETERMINE IF YOUR SOIL NEEDS FERTILIZER. FALL IS A GREAT TIME TO FERTILIZE NATURALLY WITH YARD COMPOST AND MULCHED LEAVES!

Watch Your Waste

SWITCH TO BIODEGRADABLE PLATES & CUTLERY, AND COMPOST FOOD SCRAPS. CONSIDER YOUR GIFT WRAP, LIGHTS, AND DECORATIONS CAREFULLY! SHOP LOCALLY, SUPPORT SMALL FARMS, AND BRING YOUR OWN BAG!

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Learn About Your Local Lake Association

EACH LAKE HAS ITS OWN LAKE ASSOCIATION WITH GREAT RESOURCES ON LAKE FRIENDLY LIVING. VISIT THEIR WEBSITE TO LEARN ABOUT THE MANY WAYS WE CAN IMPROVE FINGER LAKES' WATER QUALITY TOGETHER!

Plant Natives & Reduce Invasives

NATIVE PLANTS ARE CRUCIAL FOR POLLINATORS AND WILDLIFE, AND THEY REQUIRE LESS WATER AND FERTILIZER. AVOID INVASIVE PLANTS THAT CAN SEVERELY IMPAIR NATIVE PLANTS AND SPECIES' ABILITY TO THRIVE.

Inspect your Septic

SEPTIC SYSTEMS SHOULD BE INSPECTED FREQUENTLY TO MITIGATE RISKS OF NUTRIENT RUN-OFF INTO OUR LAKES. CONTACT YOUR COUNTY FOR INFORMATION ON INSPECTIONS AND SCHEDULE AN INSPECTION.

Use Water Wisely

PLANTING DROUGHT-RESISTANT PLANTS, USING A RAIN BARREL TO COLLECT WATER, AND USING DRIP IRRIGATION OR SPRINKLER AT THE COOLEST TIMES OF DAY ARE A FEW WAYS TO CONSERVE WATER THIS SUMMER.


Compost or Bag Your Leaf Litter

MINIMIZE DEBRIS IN STORMWATER DRAINS BY UTILIZING YOUR MUNICIPALITIES YARD DEBRIS PICK-UP SERVICES IN SPRING AND FALL. MULCH YOUR LEAVES INTO NATURAL COMPOST FOR YOUR GARDENS.

Year End Evaluations of property and LFL practices

ASSESS YOUR PROPERTY AND PLAN FOR LAKE FRIENDLY SUCCESS IN 2024. FIND GREAT PROPERTY ASSESSMENT TOOLS ONLINE.

ONLINE ASSESSMENT TOOL



Harmful Algal Bloom Program

The primary focus of the Pure Waters Harmful Algal Bloom (HAB) program is shoreline monitoring. The program started in 2014, with a call-in hotline and a couple of people chasing calls and has grown into a mature program in a few short years. In summer 2022, over 120 volunteers surveyed 84 zones, comprising over 80% of the shoreline, for 9 weeks starting the first week of August. Volunteers provided 726 observations.

After surveying their shoreline zone, volunteers report via a special phone app whether they find a bloom or not. When they see a bloom, they describe the bloom and attach photos. The Pure Waters program does not sample anymore, so the photos are used to confirm the bloom. If there is a bloom, a Pure Waters HAB team member inputs the data into the New York State Department of Environmental Conservation (DEC) HAB reporting system.

In 2019 and before, Seneca Lake had seen extensive blooms throughout the month of September. In 2020, there were only 15 blooms spotted all season (August through October). 2021 was a more “normal” year, with 72 blooms during the season, but still far less than the 130 found in 2019. However, it did have a record 30 blooms in one day in early October. 2022 saw another “milder” year with only 49 confirmed blooms. This time, mid-August was the most significant with 39 of the blooms occurring between August 16 and 21. August 17 and 19 saw 15 and 14 blooms respectively. Each year has proven to be a different experience with respect to bloom intensity and timeline.

The offshore HABs monitoring program is still in the pilot stage. With the lack of blooms, it is not likely to develop into a major part of the program at this time.

The Pure Waters webpage senecalake.org/Blooms contains information about the HABs program and provides links for more information.



PHOTO TAKEN ON 9/30/2023



PHOTO TAKEN ON 8/19/2023

Invasive Species PRISM

In 2023, Pure Waters expanded our participation in the efforts to characterize both invasive land-based and aquatic species in and around Seneca Lake. The program is participating with the New York State Partnership for Regional Invasive Species Management (PRISM) program. The regional PRISM program is funded and managed through the Finger Lakes Institute (FLI) at Hobart and William Smith Colleges.

Finger Lakes PRISM includes a land based invasives program that is focused on (among others) the identification of hemlock woolly adelgid (attacks Hemlock trees) and spotted lantern Fly (attacks tree of heaven and vineyards) invasive insects. Pure Waters hosted Webinars with local experts to educate our membership on both recent entrants to the local area.

PRISM includes a land based invasives program that is focused on (among others) the identification of hemlock woolly adelgid (attacks Hemlock trees) and spotted lantern Fly (attacks tree of heaven and vineyards) invasive insects.

The Macrophyte (aquatic plants visible with the naked eye) Survey Program (MSP) utilizes Pure Waters citizen scientists to identify invasive aquatic plants that are of concern. Pure Waters helps to recruit volunteers, while FLI PRISM ensures that volunteers have the tools and materials they need to perform “rake toss” surveys, and to identify the plants they collect. Volunteers conduct surveys every two weeks throughout the growth season and report results to the PRISM staff, who then collate, analyze, and publish the data.

MSP Findings in 2022 include:

- Starry stonewort, an invasive species of significant concern, was again found in the northwest region of the lake.
- No hydrilla was found. Hydrilla is one of the most aggressive invasive aquatic plants threatening our lake. It is present in Cayuga Lake where a multimillion-dollar effort to eradicate it has been underway since 2011.
- Eurasian milfoil is a prevalent invasive aquatic plant in the lake.

In 2023, the MSP will continue to emphasize three invasive plants (starry stonewort, hydrilla, and water chestnut) and their potential spread. Management and control efforts could be initiated depending on survey results.

Pure Waters received a grant of \$7,500 from the Great Lakes Commission to provide CLEAN, DRAIN, DRY awareness signage and to conduct an Aquatic Invasive Species (AIS) Landing Blitz during Summer 2023. The purpose of the Boat Launch Landing Blitz is to heighten awareness among fisherman and boaters on the lake, as well as the general public and media, to the threat of aquatic invasive species (AIS) and the importance of prevention controls. This program is common across the entire Great Lakes watershed.

Three sites (Severne Point, Sampson Marina, and Lodi State Park) that are generally not covered by the PRISM Seneca Lake Boat Steward Program, were selected for the focus of the Blitz activities. Seneca Pure Waters volunteers will provide boat owners AIS information, survey boats and trailers, and provide printed flyers on “Clean, Drain, Dry” procedures.

Lake Level Monitoring

The Lake Level Monitoring Committee continues to monitor the water level of Seneca Lake and is actively recruiting new volunteers to measure precipitation throughout the watershed.

The water level of Seneca Lake is managed by Gravity Renewables, through its hydroelectric power plants at Waterloo and at Seneca Falls. Their objective is to generate clean electric power and stay within the compliance requirements of the Federal Energy Regulatory Commission (FERC). One of their license requirements is to maintain the water level of Seneca Lake within the limits of the Seneca Lake Rule Curve, developed in the mid-70s by Gordon Hansen of the Navy's Underwater System Center at Dresden.

The rule curves establish a target range for the water level, helping to prevent severe flooding or severe drought conditions, ensuring a stable, reliable water supply throughout low water summer months and protecting damage to delicate natural resources during high water months.

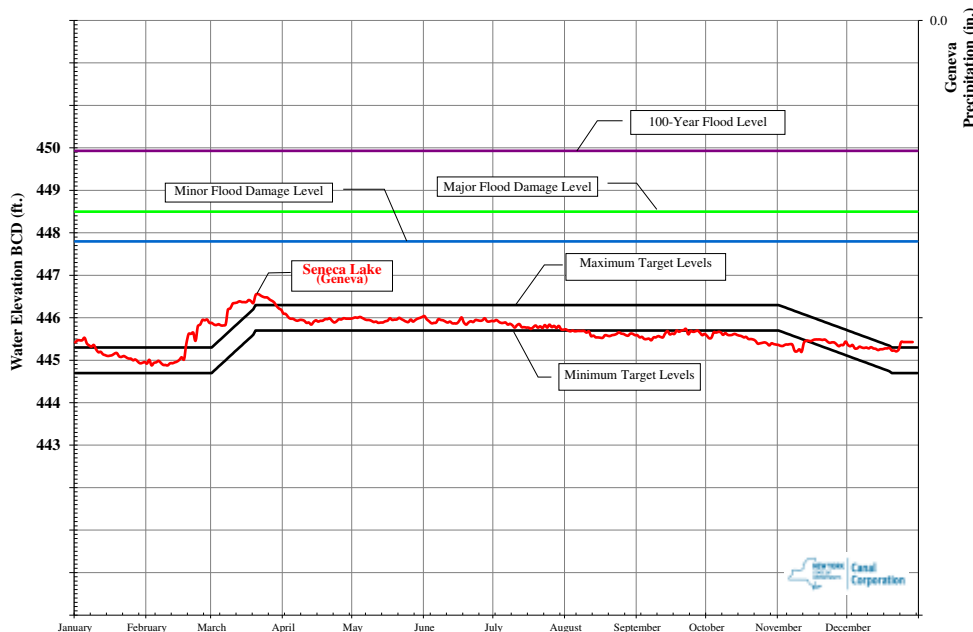
As seen in the Seneca Lake Level at Geneva - 2022 chart, the lake was slightly above the upper limit of the rule curve from mid-February through the end of March. The lake level fell within the rule curve from April through the end of August and was below the lower limit from September through mid-November.

Some committee members also measure rainfall amounts and submit their observations to the *Community Collaborative Rain, Hail and Snow Network* (CoCoRaHS) website on a daily basis. Observations are immediately available to the public via maps and data analysis tools, and to data users via the CoCoRaHS Web API. Data collected by CoCoRaHS volunteers are used by many professionals across the country—weather forecasters, hydrologists, water management, researchers, agriculturists, and climatologists.

To learn more about CoCoRaHS or view precipitation data visit: <https://www.cocorahs.org> or email jillritter@icloud.com with questions

Last Modified: 12/29/22

SENECA LAKE LEVEL at GENEVA - 2022





Seneca Lake Pure Waters Association volunteers fillet fish for fishermen as part of collecting samples for a fish study during the 59th annual National Lake Trout Derby.

Seneca Lake Fishery Initiatives

In 2022, The Finger Lakes Institute (FLI) and Pure Waters entered a three-year agreement to work together to gather data on the Seneca Lake Fishery.

The FLI team consisted of Lisa Cleckner (FLI), Susan Cushman (HWS), and Roxanne Razavi (SUNY College of Environmental Science and Forestry [SUNY-ESF]). The study is currently looking at three aspects of fish health:

- 1 Diet. Checking stomach contents (what the fish ate recently) and stable isotope analysis (what the fish ate over time).
- 2 Mercury level, which is tested using flesh samples.
- 3 PFAS levels, which is also tested using flesh samples. (PFAS stands for Per- and polyfluoro-alkyl substances, which are man-made chemicals that have been used in a wide variety

of products since the 1940s. PFAS may cause health concerns including increased cholesterol, changes in liver enzymes, decreased vaccine response among children, an increased risk of kidney or testicular cancer, and an increased risk of high blood pressure and pre-eclampsia in pregnant woman.)

The FLI team collected fish samples at the 2022 Seneca Lake Trout Derby over the Memorial Day weekend. Collection tables were set up at Stivers Marina in Waterloo and Clute Park in Watkins Glen. After a fish was weighed, the angler was asked if they wanted to donate a portion of the fish for research testing. The team collected samples from 47 lake trout, 12 brown trout, nine rainbow trout, and six landlocked salmon. The samples were frozen at FLI and used throughout the year for testing.



Dr. Susan Cushman of Hobart and William Smith Colleges performing a fish dissection during the 2023 National Lake Trout Derby.

- 3 The PFAS levels were consistent with a recent EPA study (the study was across New York state, but no Finger Lakes were represented) and a recent DEC study specific to Seneca Lake.

In 2023, FLI and Pure Waters again collected fish samples (stomachs, flesh, and heads) at the Seneca Lake Trout Derby. The goal was to collect 10 lake trout, 10 landlocked salmon, 10 brown trout and 10 rainbow trout. The team fell just short on the rainbow trout, but collected additional stomachs for the food web analysis. The samples were collected by a team of 23 Pure Waters volunteers under the direction of Dr. Susan Cushman. Other volunteers also helped with the weigh stations.

Preliminary results of the study showed:

- 1 The fish diet is composed of approximately 70% alewife (invasive species) which is to be expected. There was also 4% sculpin which is a native fish.
- 2 The mercury levels (350 parts per billion [ppb]) in the lake trout are similar to levels from the 2016 FLI study (320 ppb). The levels are still below the New York State Department of Health (NYSDOH or DOH) general advisory limit of 1,000 ppb which means the DOH considers 4 meals/month to be safe.

This summer, the DEC will perform netting of both cold and warm water fish. The Fish Study will use some of those fish to get a more varied age sampling of the fish.

Pure Waters is eagerly anticipating the overdue release of the revised DEC Fishery Management Plan for Seneca Lake. It continues in the review process with the Albany Headquarters.

One question surrounding Seneca Lake has been whether the round goby, an invasive species thought to feed on dreissenid mussels, is present. For the first time, the round goby was confirmed in the lake this Spring. However, how it will affect the fishery is not known.

Regulatory or advisory limits for mercury varies. For fish, the United State Environmental Protection Agency (EPA) recommends a limit of 300 ppb for a consumption advisory. However, states are allowed to set their own advisory limit levels and New York has set 1,000 ppb.

For PFAS chemicals, there have been several articles written that point out that NYS DOH limits on PFAS are extremely low for drinking water (10 ppt with the EPA recommending only 4 ppt) and seemingly high for fish consumption (A "Do Not Eat" advisory is for 200,000 ppt or higher). The DOH has not published an explanation about the discrepancy.

In the Spring, Pure Waters sent Governor Hochul and local legislative representatives a letter of support for the “Birds and Bees Act.” The legislation was passed by both the New York State Senate and Assembly. As of June 2023, it is awaiting Governor Hochul’s signature.

The Act would, with some exceptions, ban the use of what are known as “neonicotinoid compounds” as seed coatings for corn, wheat, and soybeans. An extensive study by Cornell University showed marginal benefit for using these insecticides as seed coatings for those particular, but nonetheless, widespread crops in New York. Nearly, all the water-soluble coating washes off the seeds, thereby causing the death of earthworms and aquatic species such as mayflies and snails that are essential to the food web in the lake. In addition, there have been significant deaths of pollinators, such as honeybees, which land on treated plants. Birds eating those insects have also suffered deaths. The toxins are bio-accumulative and have been linked to human health issues, especially in children.

As an alternative, farms implementing targeted insect spraying management plans have achieved higher yields without the harm to helpful pollinators and earthworms, while water quality also benefited.

S. 1856--A

1 commissioner of agriculture and
2 order on or before October first
3 shall become law and reevaluate
4 basis. By October first of ea
5 written directive as to whethe
6 sion for the forthcoming year.
7 ify the type of seed included.
8 b. (1) No person shall ap
9 turf, except for the productio
10 pesticide containing:
11 (i) the active ingredient
12 on or after July first, two t
13 (ii) the active ingredient
14 immediately.
15 (2) a. The provisions
16 commissioner, by written ord
17 (i) a valid environmental
18 (ii) the pesticide would
19 emergency; and
20 (iii) no other, less
21 would be effective in addre
22 b. Any such order shall
23 determination and specif
24 and purpose of the permit
25 pursuant to this section
26 year.
27 (3) The provisions of t
28 applications by, or under
29 treatment against invasiv
30 c. For the purposes
31 means: an occurrence of
32 harm or injury to the e
33 to agricultural crops,
34 foreign pest which may
35 prevent that risk, as d
36 the department of agric
37 § 3. The departmen
38 with the department of agricultu

STATE OF NEW YORK

Cal. No. 1135

1856--A

2023-2024 Regular Sessions

IN SENATE

January 17, 2023

Introduced by Sens. HOYLMAN-SIGAL, ADDABBO, BAILEY, BRESLIN, BRISPORT, BROUK, CLEARE, COMRIE, FERNANDEZ, GONZALEZ, GOUNARDES, HARCKHAM, JACKSON, KAVANAGH, KENNEDY, KRUEGER, LIU, MAYER, MYRIE, RIVERA, RYAN, SALAZAR, SANDERS, SEPULVEDA, SERRANO, STAVISKY -- read twice and ordered printed, and when printed to be committed to the Committee on Environmental Conservation -- reported favorably from said committee, ordered to first and second report, amended on second report, ordered to a third reading, and to be reprinted as amended, retaining its place in the order of third reading

AN ACT to amend the environmental conservation law, in relation to enacting the birds and bees protection act

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. Short title. This act shall be known and may be cited as
2 the "birds and bees protection act".
3 § 2. Section 33-1301 of the environmental conservation law is amended
4 by adding a new subdivision 13 to read as follows:
5 13. a. Beginning January first, two thousand twenty-seven, for any
6 person to sell, offer for sale or use, or distribute within the state
7 any corn, soybean or wheat seeds coated or treated with pesticides with
8 the active ingredients clothianidin, imidacloprid, thiamethoxam, dinote-
9 furan, or acetamiprid; provided, however, that the commissioner may, by
10 written order, temporarily suspend the provisions of this paragraph at
11 any time based on the commissioner's determination, after consulting
12 with the commissioner of agriculture and markets, that there is an
13 insufficient amount of commercially available seed to adequately supply
14 the agriculture market that has not been treated with pesticides with
15 the active ingredients clothianidin, imidacloprid, thiamethoxam, dinote-
16 furan or acetamiprid or the purchase of seed that complies with the
17 requirements of this paragraph would result in undue financial hardship
18 to agricultural producers. The commissioner, in consultation with the

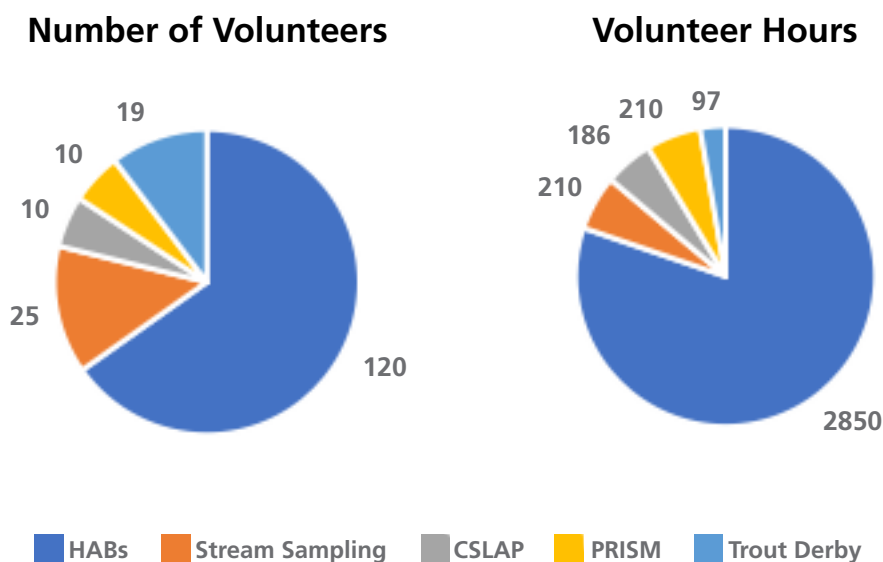
EXPLANATION--Matter in *italics* (pre-
[-1-]

VOLUNTEERS

Volunteers are the key to most Pure Waters water quality programs.

In this fiscal year, over 180 volunteers contributed over 3,500 hours of their time working on water quality monitoring and related programs alone. The 3,500 hours equates to \$70,000.

These two graphs show the estimated water quality volunteer contributions by programs.



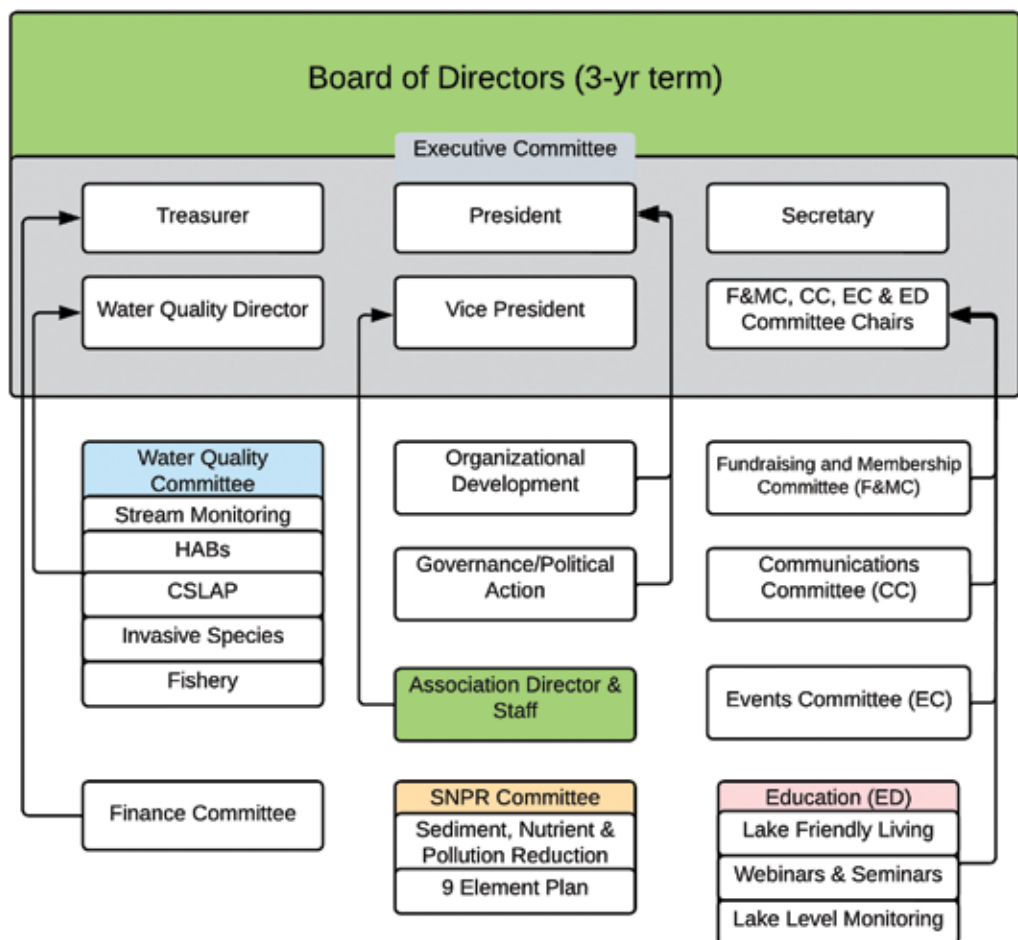
In addition to volunteers in the field, volunteers are a critical part of managing the organization. The 16 board members and many other non-board volunteers contribute their time and talents to serve on one or more operations committees or water quality programs as described in this report.

Without these many thousands of hours of their commitment, the organization would not be able to accomplish all that it does.

ASSOCIATION OPERATIONS AND COMMITTEES

The figure below represents the Pure Waters governance structure. The board and officers are per the bylaws. The Executive Committee has been designated and the boxes below show the many committees and programs that are part of the organization. Each has a path for representation on the Executive Committee and the Board.

Seneca Pure Waters Organization 2021-2022



Financial Report

Pure Waters continues to show a very healthy balance sheet. Assets are growing commensurate with a growing portfolio of programs. Fiscal Year 2022–2023 resulted in a slight surplus despite budgeting for a deficit. The plan had been to spend some of the FY 2021–2022 surplus on a greatly expanded SNPR program while the Board worked to increase future revenues. It turned out SNPR needed one more year to fully mature, so it did not spend nearly its budget. Revenue was stressed as Pure Waters discontinued water quality testing funding from Seneca Meadows, Inc. The plan was to grow revenue from other sources. Unfortunately, those revenue expansion efforts are taking longer than hoped for to come to fruition.

BALANCE SHEET

2022–2023

2021–2022

ASSETS

Bank Accounts	\$230,924.93	\$222,022.41
Accounts Receivable	--	--
Other Current Assets	\$2,837.52	\$4,047.32
Fixed Assets	\$37,350.42	\$37,268.29
TOTALS	\$263,525.84	\$263,338.02

LIABILITIES AND EQUITY

Current Liabilities	\$2,352.90	\$7,580.55
Restricted and Unrestricted Funds	\$255,756.84	\$168,068.85
Net Income	\$13,372.50	\$87,688.62
TOTAL LIABILITY AND EQUITY	\$271,482.87	\$263,338.02

REVENUE AND EXPENSE SUMMARY

Revenue		
Grants	\$6,542.95	\$33,758.20
Annual Dinner	\$39,336.31	\$21,225.55
Dues/Donations	\$115,204.68	\$140,527.85
Other	\$11,483.24	\$1,633.88
TOTAL INCOME	\$172,567.18	\$197,145.48

EXPENSES

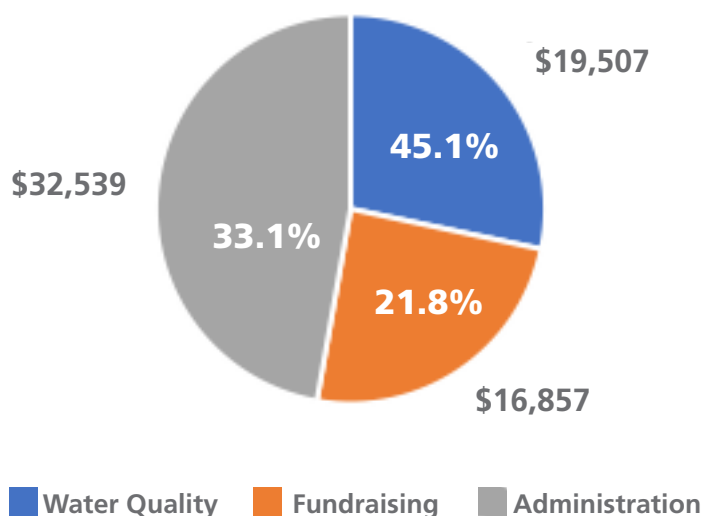
Water Quality Programs	\$54,962.24	\$37,423.90
Membership/Fundraising	\$17,929.88	\$25,124.34
Administration	\$86,302.56	\$45,064.90
TOTAL EXPENSES	\$159,194.68	\$107,613.14

The fiscal year runs from June 1st to May 31st. The tables that follow show the financial status of the Association as of May 31, 2023.

In FY 2021–2022, labor was booked in each program. Because that was hard to forecast a budget for, labor was all booked in Administration this fiscal year, except for \$2,739.75 in Invasive Species as part of the grant-funded Landing Blitz effort.

Total labor costs booked in Administration were \$66,162.52, which means other administrative costs were just over \$20,000. Pure Waters separately tracks staff time spent on each program. The graph below shows the breakout of the labor hour costs.

2022-2023 Labor Costs Breakout



Once labor cost adjustments are made in each expense category, the percentages are:

Water Quality 45.1%
Fundraising 21.8%
Administration 33.1%

Fundraising And Membership

Association membership continues to inch closer to the 1000-member mark with active memberships totaling 978 at the end of the fiscal year. Business memberships held steady from the previous fiscal year at 122 active members. Going forward, the business membership campaign will coincide with the individual membership campaign to synchronize both campaign efforts and better space apart other business solicitation efforts (event sponsorships, advertising, and silent auction donations).

Another important focus was exploring other potential funding sources such as foundations, grant opportunities and larger individual donors.

The Committee conducted research to identify these potential funding sources and a strategy was developed to align the special interests of the various funders with our program needs. We have begun the grant submission process for some of these sources and are optimistic about the success of our funding requests.

<i>Membership Tier</i>	<i>#</i>	<i>Business Membership Tier</i>	<i>#</i>	<i>Giving Level</i>
Friend	151			\$25
Supporter	288			\$50
Partner	286	Bronze	94	\$100
Protector	66	Silver	20	\$250
Lake Defender	35	Gold	5	\$500
Watershed Benefactor	30	Platinum	3	\$1,000
TOTAL	856		122	

Table 1 Association membership as of June 1, 2023

Pure Waters had a reasonably successful fundraising year. It was disappointing to have dues and donations fall off a little bit from the year before, but the membership campaign and annual appeal efforts both exceeded previous year revenue records.

The Fundraising and Membership Committee will continue its efforts to increase membership and revenues in order to fund continued program and staff growth. It will focus heavily on identifying and pursuing larger potential sources of funding, which the committee feels is the key to our association's long-term financial health.

Events

Pure Waters is fortunate to have had a fantastic working team within the Events Committee this past fiscal year! The committee planned events to support both our desire to educate and the necessity to raise funds to support our mission and vision. The committee had the pleasure of collaborating often with likeminded organizations such as Cornell and their Cooperative Extensions, university programs such as Finger Lakes Institute, local soil and water conservation districts, other lakes associations, and many other environmental organizations.

Within the fiscal year, Pure Waters hosted educational webinars which highlighted invasive species such as starry stonewort, hemlock woolly adelgid, and the spotted lanternfly, as well as a presentation on the preliminary findings of the Seneca Lake fishery study managed by researchers from the Finger Lakes Institute. Outreach events included those on sustainability and lake friendly living with experts such as Nancy Mueller from the NYS Federation of Lake Associations and Sam Quinn from the SUNY Environmental College of Science and Forestry.

Engaging youth was also a focal point in early 2023, and Seneca Pure Waters staff worked with a local Girl Scouts group on topics such as invasive species, citizen science and monitoring programs, and Lake friendly living. We were also able to thank our volunteers by inviting them to enjoy music and drinks at Two Goats Brewing and the Association even got its own beer at Lucky Hare Brewing!

Engaging youth was also a focal point in early 2023, and Seneca Pure Waters staff worked with a local Girl Scouts group on topics such as invasive species, citizen science and monitoring programs, and Lake friendly living.

After a two-year hiatus, the Annual Dinner was again held at the Watkins Glen Harbor Hotel in 2022 with speaker Ian Smith, presenting on the newly completed Nine Element Plan, a vision that began with Seneca Pure Waters and other likeminded organizations. Annual awards were given to hard working people that love Seneca Lake, memories were shared and dedications were made remembering two wonderful sup-

...the Annual Dinner was again held at the Watkins Glen Harbor Hotel in 2022 with speaker Ian Smith, presenting on the newly completed Nine Element Plan, a vision that began with Seneca Pure Waters and other likeminded organizations.

porters we have lost, Mary Rose and Rich Adams. The committee also sponsored a regional fundraiser on the Keuka Outlet Trail with the fantastic musical duo, Bob and Dee.

The Events Committee, with help from board members, community members and businesses raised over \$10,000 with a Virtual Silent Auction, and nearly \$15,000 via the Annual Program, which highlights Seneca water quality information alongside local business supporters. The Annual Meeting was held virtually last fall to present on the accomplishments and future plans of the organization.

Cheers to a successful year and we look forward to many more serving, protecting, and promoting Seneca Lake water quality.

Communications

It has been an exciting year for the Communications Committee as it has continued to work to spread awareness of Pure Waters' mission to preserve, protect, and promote Seneca Lake water quality. The committee grew to include two new members who have provided valuable writing and communications experience and ideas. At quarterly meetings, the committee reviews social media analytics, which have shown a growth in Instagram followers, and strategizing ways to continue to improve engagement. Sharing posts with other Seneca Lake associated pages and posting frequently about webinar events are strategies to improve engagement that have proven successful and will be continued.

After a successful launch last year of several Seneca Lake breweries collaborating with the committee to create a special craft beer called Pure Harvest Ale to raise awareness of Pure Waters' work, the committee is working on growing this initiative in 2023. The committee has worked closely again with two well-known breweries on the south end of

the lake, Lucky Hare Brewing Company and Wagner Valley Brewing Company, to involve more Seneca Lake breweries in this project. Additionally, the committee has been coordinating with a group of breweries around Seneca Lake called the Seneca Lake Order of Brewers (SLOB's) that hold frequent meetings and events.

Through networking with the SLOB's organization, the communications committee has successfully grown the Pure Brew collaboration to include 10 breweries that plan to feature a special craft beer for an event called Seneca Lake PURE Beer Week July 23 to 29, 2023. During this weeklong event, each brewery's Pure Brew craft beer can be found in their taproom where information about Pure Waters will also be on display. The breweries that have signed up to participate are Lucky Hare Brewing, Wagner Valley Brewing Company, WeBe Brewing Company, Brewery Ardennes, Watershed Brewing Company, Seneca Lodge Brewing, Wagner Brewing Company,

Seneca Stag Brewery, Tin Barn Brewing, Big aLiCe Brewing, and Scale House Brewery. .

The committee is working with a volunteer graphic designer who is creating a label for PURE Brew cans. This label will include Pure Waters' logo and a QR code that links to information about becoming a Pure Waters member. Pure Waters is additionally providing content and images for each brewery to share via their social media accounts to promote Seneca Lake PURE Beer Week. The hope is that PURE Beer Week becomes an annual event.

The communications committee has also collaborated to plan and publish multiple new editions of the quarterly newsletter LAKEWATCH. The March edition was longer than any previous edition. It included multiple articles written by members, such as a piece highlighting the remarkable work of the Sediment, Nutrient, & Pollution Reduction (SNPR) Program, an ode to the "unsung heroes" of Schuyler County in the form of culverts, ditches,

...the communications committee has successfully grown the Pure Brew collaboration to include 10 breweries that plan to feature a special craft beer for an event called Seneca Lake PURE Beer Week July 23 to 29, 2023.

Organization Development

and retention ponds that prevent pollution runoff into the lake, and an article about a new year of the New York Wine and Grape Foundation's Vineyard Sustainability Program. The committee will continue to plan quarterly newsletter articles during meetings, in addition to shorter emails called "Connections" sent out more frequently to members which highlight events and volunteer opportunities.

Additional projects the committee has worked on include the creation of promotional materials, such as social media posts and press releases, for events such as Lake Friendly Living Awareness Month in May and the association's *Annual Dinner with a Mystery Twist*. Coordinating monthly radio show talks with Ted Baker of FingerLakes1 radio has also been part of the committee's work. Continuing these initiatives are on the committee's agenda for upcoming meetings as it continues to spread awareness of the vital ways Seneca Lake Pure Waters Association is working to protect the lake we all love—for the appreciation of current and future generations.

The Organization Development Committee continues to focus on ensuring a steady pipeline of talent is being recruited at all levels of Pure Waters to meet the ever-increasing resource needs of the organization. The Committee also works to ensure a wide variety of general personnel-related activities are documented and implemented per annual milestone schedules. Major accomplishments for this Committee include the following:

- Recruited three very talented directors for the Board
- Screened over 50 new volunteers and placed many of the individuals on Water Quality Teams or Operations Committees
- Coordinated the Awards process for three major Pure Waters Recognition Awards (Rich Adams President Award, Friends of Seneca Award, and Mary Rose Volunteer of the Year Award)
- Established a standard methodology and template form called Standard Operating Procedure (SOP) for capturing details around critical processes utilized by the Committee. SOPs were developed for awards, recruiting volunteers and recruiting board members.
- Refreshed and enhanced role and responsibility documentation for Board of Directors and the Executive Committee
- Developed an orientation training program for newly recruited Board members

As outlined above, the Organization Development Committee has continued to expand the scope of activities required to recruit, train and recognize the breadth of talent required to deliver on Pure Water's mission to preserve and protect Seneca Lake.

BOARD OF DIRECTORS

At the end of the fiscal year, the Board consisted of 16 members. During the year two board members retired. The board is authorized up to 30 directors and Pure Waters is aggressively recruiting additional directors. Having enough directors and other committee volunteers is critical to accomplish the Pure Waters mission.

Class of 2023 (1)

James McGinnis (Watkins Glen)

Mr. McGinnis will be up for reelection at the next Annual Meeting along with a slate of new candidates.

Class of 2024 (8)

Steve Bromka (Romulus)

Thomas Burrall (Geneva)

Dan Corbett (Himrod)

Frank DiOrio (Himrod)

Ron Klinczar (Hector)

William McAdoo (Geneva)

Jody Tyler (Keuka Park)

Jacob Welch (Himrod)

Class of 2025 (7)

Kelly Coughlin (Geneva)

Peggy Focarino (Penn Yan)

Larry Martin (Penn Yan)

Bill Roege (Penn Yan)

Mark Gibson (Himrod)

Mark Petzold (Geneva)

Jill Ritter (Geneva)

Retired from the Board in 2023

Frank Case (Romulus)

Maura Toole (Lodi)



Seneca Lake Pure Waters Association



Dedicated to
understanding, preserving,
and improving Seneca Lake
through research, public education,
and advocacy.



is here to
Preserve, Protect, and Promote
Seneca Lake Water Quality
for ALL
who have the privilege of knowing it.

As a non-profit organization, Pure Waters depends on memberships and donations to build programs that work to resolve the diverse set of threats that Seneca Lake and its watershed residents face.

Learn more about what you can do to help by visiting
www.senecalake.org