

**Seneca Lake Pure Waters Association  
Board of Director's Meeting Minutes**

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**Date:** 3/19/20      **Time:** 5:30 pm      **Location:** Geneva Tech Farm/Remote

**Attendance:**

Rich Adams	Richard Ahola	<b>Bob Barton*</b>	<b>Jim Bromka*</b>
<b>Tom Burrall*</b>	<b>Frank Case*</b>	Dan Corbett	Kelly Coughlin
Frank DiOrio	Kaitlin Fello	Peggy Focarino	<b>Sayre Fulkerson*</b>
Larry Martin	William McAdoo	Jim McGinnis	Peter Muller
Bill Roege	Bob Shrader	John Socha	Jake Welch
Linda Zwick			
Recorder: Jody Tyler	Guests: Maura Toole		

**\*Absent****1. Call to Order: 5:34 pm**

2. Approval of Minutes: February 20, 2020  
Board Meeting minutes\*

**MOTION** made to approve last month's meeting minutes with changes by Richard Ahola, second by Bill Roege. **PASSED**

3. Treasurer's Report – Bill Roege  
No surprises with any invoices.

**MOTION** made to approve the financials by Peggy Focarino, second by Rich Adams. **PASSED**

8. Review Summary Finance Charts – Bill Roege

Plan vs. actual finances - didn't spend as much on stream monitoring or education, but payroll continues to grow since we did not have that budgeted. We projected \$1200 in donations per month. We projected in \$4000 from Seneca Meadows but haven't received that yet. Late December-early March has been pretty stable.

<https://senecalake.org/resources/Documents/8.%20202003%20March%20Budget%20Review.pptx>

9. Review Budget Status and Timeline – Bill Roege

Bill has been in contact with most committees regarding their budget for next fiscal year. Idea to have it done by April 1. Hard to estimate the donor base will be like in a time of uncertainty like this. Will do a careful look and perhaps decision points based on what is going on. We have not yet received the dock monitoring bill from Hobart/William Smith.

10. Lake Friendly Living – Maura Toole

Still planning on a May launch. Communications – newsletter, reach out to community not just in a press release but visit local governments at their meetings, just finished Ted Baker interview, social media. Almost an entire revision completed of the guide, will send to board soon. Will be focusing on the pledge and the steward levels primarily. Seneca, Keuka, Canandaigua and Cayuga on board which opens up other resources. Planning on applying for a grant for \$5000 from Freshwater Future (due March 31<sup>st</sup>). Finger Lakes Premiere Properties helping, next step is printing, hopefully can use grant money to help with the printing costs. Ideas to reach out to the local lake communities/neighborhood groups – grassroots efforts, please let Maura know of ideas on how to spread the word. (mtoole325@gmail.com) Linda Zwick will help with the town of Seneca. This project could have a community impact similar to the HABs project. It also affects the entire watershed, not just the lakeside residents.

<https://senecalake.org/resources/Documents/10.%20March%2019%202020%20Lake%20Friendly%20Living%20Update.pdf>

11. Fresh Water Future – Kaitlin Fello

Dues to this membership is \$100/year for us. Gives us access to applying for grants throughout the year. Have been members in years past, 2017-2018 at least. Our subscriptions budget has

\$1000 in it, not being used for anything else this year that Kaitlin has found. The book *The Death and Life of the Great Lakes* by Dan Egan is recommended for us all to read.

**MOTION** made to approve becoming a member of Fresh Water Future by Bill McAdoo, second by Richard Ahola. **PASSED**

12. Stream Monitoring Direction – Kelly Coughlin and Dan Corbett

CSI has reduced their administrative fee, which let us keep more of the streams. Begin 9E sampling March 30<sup>th</sup>. Only stream mouth samples as opposed to the upstream locations. Decided to eliminate mid-stream. Have robust dataset since 2014, so have good baseline. Wanted to cut total cost in half while maintaining integrity of the data we have. Will revisit. Ed Przybylowicz (who helped start the sampling) has given his input. DEC is moving ahead with auto samplers in subset of stream we are working on. They will capture data during high flow events and will be analyzed in Rochester. Ian Smith has been helping too.

<https://senecalake.org/resources/Documents/12.%20BOD%20March%202020%20wq%20meeting%20summary.pdf>

13. Tableau Software (allow produce data for the public, reports and data analysis) license Kelly was able to get for \$58/2 years versus \$630/year. Kelly will send Kaitlin the latest data.

**MOTION** made to purchase this software by Kelly Coughlin, second by Rich Adams. **PASSED**

14. Water Quality Partnership – Rich Adams

Brainstorm tangible projects/programs within the strategic plan. Themes that have emerged engage more actively with our key partners, develop outreach and educational events, showcase projects, look for opportunities with political leaders, become more educated about grant programs. Ian Smith following up with Kaitlin regarding many grant opportunities.

<https://senecalake.org/resources/Documents/14.%20Key%20Themes%20WQP%20Mtg.pdf>

15. Events – Frank DiOrio

Pasta Dinner – will be cancelled. Jim McGinnis and Linda Zwick working on the Doug's Fish Fry. Working on Annual Dinner daily August 27<sup>th</sup>, updates will be given monthly, still need support, reach out how you can help. Plan to make \$29,000. Events in 4 categories: fundraising, tabling, forums and education events. Yates County Soil and Water event Frank and Kaitlin went to, Dan went to the Ontario County one – a way for us to educate. Wintersquabee event at StoneCat Café willing to let us be the beneficiary again. We were a few years ago. Peggy Focarino looking in to us being the beneficiary of a chicken BBQ at Oak Hill Cafe this summer. They operate on Saturdays from Memorial Day to Columbus Day. Promote Amazon Smile. If you come up with ideas for fundraising please let Kaitlin know. Will promote supporting local on Facebook, Peggy working on a post and also a mention of it in the newsletter.

**MOTION** made to send a letter of interest to Stone Cat Café by Rich Adams, second by Frank DiOrio. **PASSED**

16. Contacts – Frank DiOrio

Please give Kaitlin a list of businesses that you know, with contact info. Planning to use Wild Apricot to help reach out to businesses. Here is a link to the connections we have to date:

<https://senecalake.org/resources/Documents/16.%20Connections%2003142020.pdf>

Next Tuesday will be an executive committee meeting at 1pm on joinme, same conference meeting info, all welcome to attend. Focus is working on a plan regarding the Coronavirus.

Next meeting at 5:30 pm on Thursday, April 16, 2020 via joinme.

Adjournment at 6:52 pm.

Jody Tyler Administrative Assistant & Peter Muller Corporate Secretary