



Seneca Lake **PURE WATERS** Association

Annual Meeting

& volunteer recognition





Welcome

Business First

- Finances and Membership
- Board of Directors (Election)
- Awards!
- Volunteers – Thank You

Spotlight Talks

- Hydrilla
- 9 Element Plan Implementation

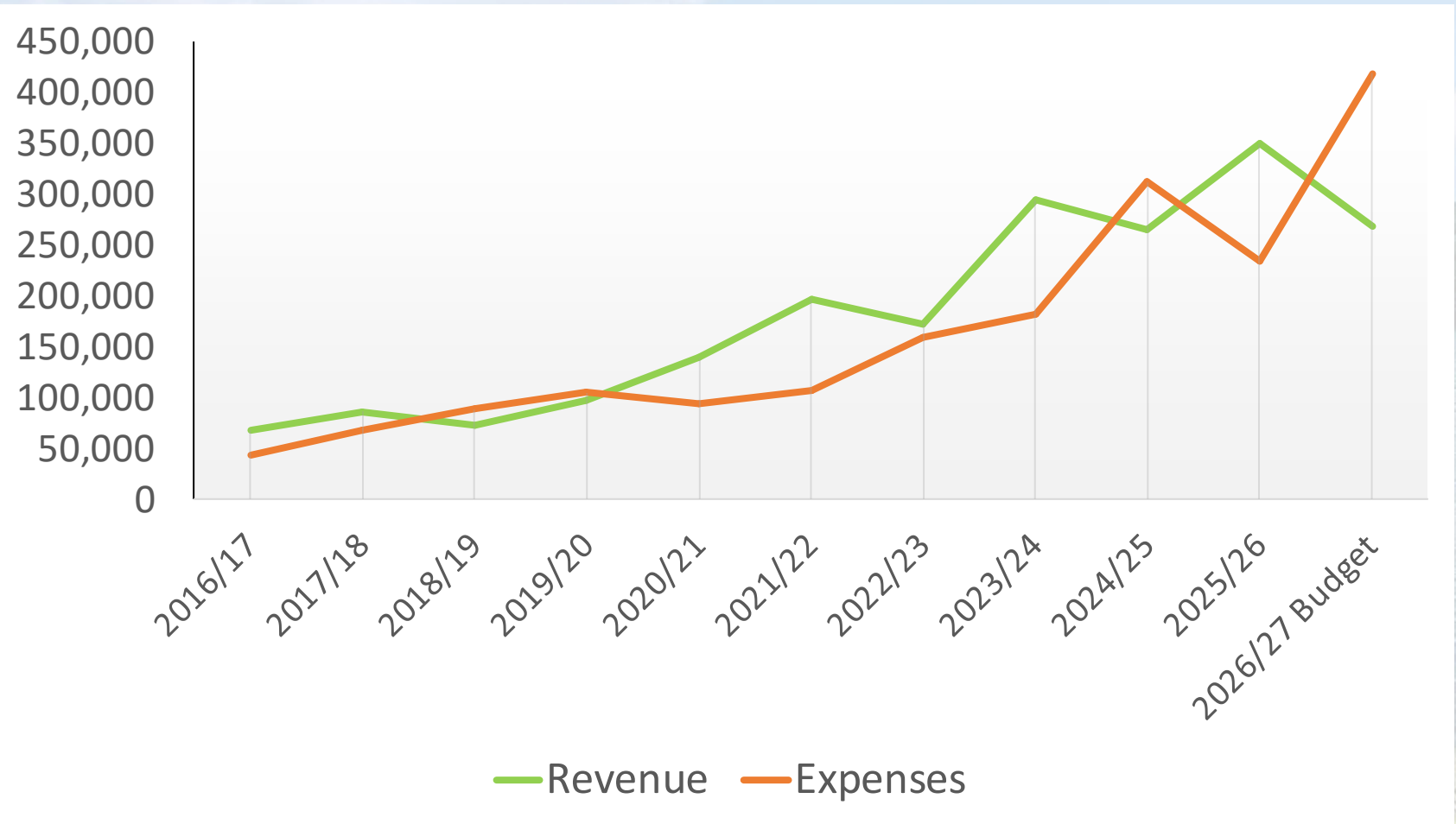


Health of the Organization

The future is looking bright!



Growth Since 2017

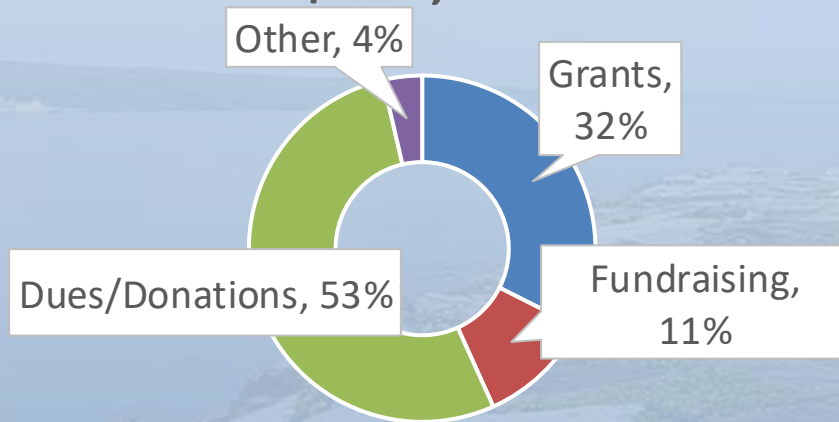


Revenue vs Expenses 2016-2027

Revenue and Expenses 2025-2026

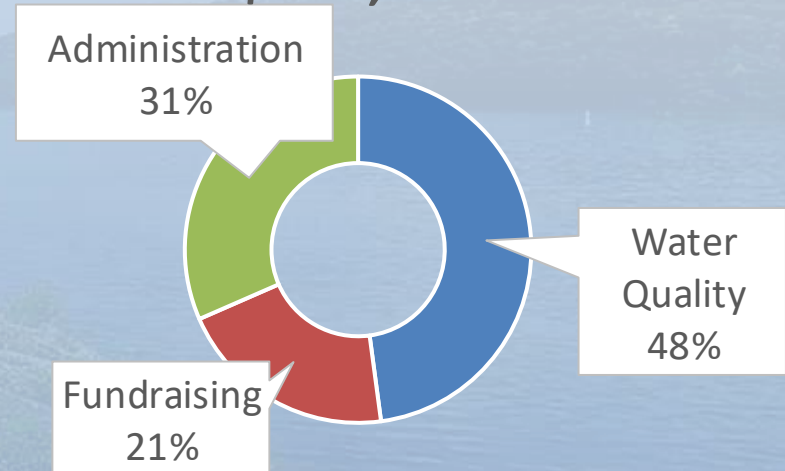


Revenue 2025-2026
\$349,060



■ Grants ■ Fundraising
■ Dues/Donations ■ Other

Expenses 2025-2026
\$234,340



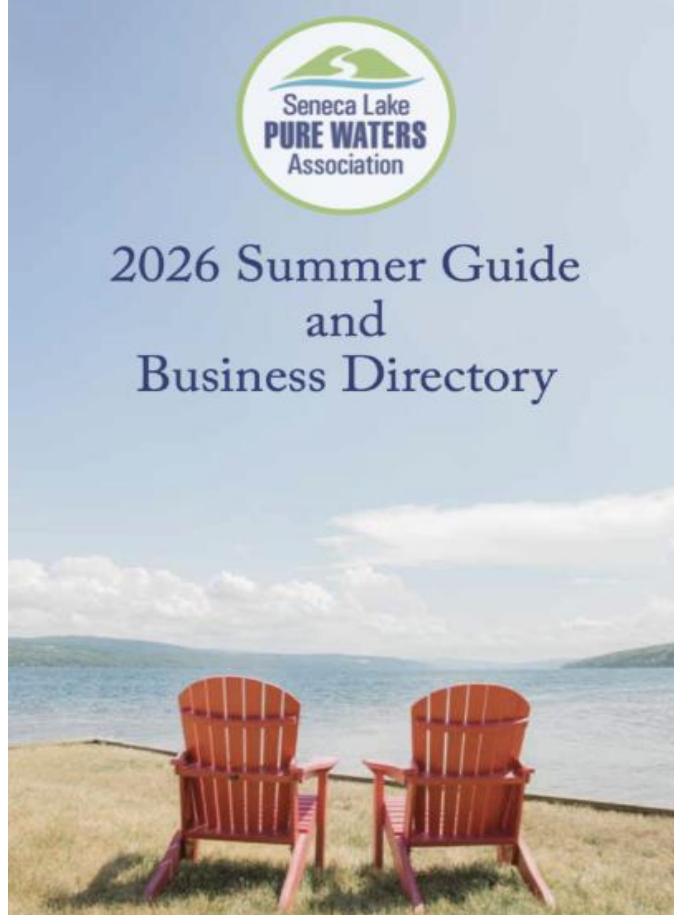
■ Water Quality ■ Fundraising
■ Administration

Membership

Level	Number	Business	Number	Amount
Steward	219		2	< \$100
Partner	248	Bronze	18	\$100
Protector	75	Silver	16	\$250
Lake Defender	32	Gold	9	\$500
Watershed Benefactor	47	Platinum	7	\$1000+
Community Partner	5			
	626		52	



Association membership
as of June 1, 2026





PURE PILS - Local Ingredients. Local
Brewers.

2026 SNPR Challenge Campaign



Your support is already being put to work.

Four new SNPR projects are expected to prevent approximately:

256 tons of sediment
224 lbs of phosphorus
530 lbs of nitrogen

from reaching Seneca Lake **each year.**

New this year: **Two donors committed \$8,000 and challenged our community to raise an additional \$8,000 for SNPR!**



The Fiscal Year 2025-2026 Annual Report is ready for publication.

Soft copy is available on the website!

It contains much more information about the organization and what we accomplished last year.

Annual Report
2025-2026

2025 Strategic Plan

WIG: 9 Element Plan Implementation

- This consists of tracking progress and educating the public and local municipalities on the need and their roles in reducing nutrient runoff.
- One of the briefings today is on this subject.

2026 Strategic Approach

Preserve, Protect, and Promote Seneca Lake Water Quality



Result: a resilient ecosystem and better water quality for future generations



Board of Directors

Term Expires 2026:

Charles Fausold (Valois)
Timothy Johnson (Corning)
Jim McGinnis (Watkins Glen)
Stuart Messur (Geneva)
Mark Swinnerton (Hector)

Term Expires 2027:

Peter Budman (Penn Yan)
Thomas Burrall (Geneva)
Lisa Greenwood (Varick)
Kristin Gusack (Hector)
Linda Sampson (Dundee)
Jody Tyler (Keuka Park)
Jacob Welch (Himrod)

Term Expires 2028:

Kelly Coughlin (Geneva)
Peggy Focarino (Penn Yan)
Mark Gibson (Himrod)
John Kirk (Geneva)
Erik Olsen (Penn Yan)
Mark Petzold (Geneva)
Bill Roege (Penn Yan)

Staff

Association Director: Benjamin C. Klein

Community Engagement Coordinator: Kelly Blackhurst

Thank you!
Retiring Board Director



**Mark
Swinnerton**

Returning Board Members

2026–2029



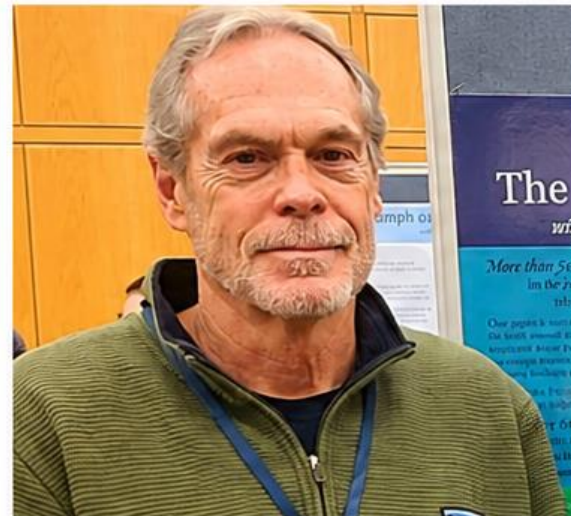
Charlie Fausold



Tim Johnson



Jim McGinnis



Stu Messur

New Board Candidates

2026-2029



Vote for Board of Directors Class of 2029

Current Officers

2026-2027



Future Officers

2026-2027





2026 AWARDS

Without you, our mission wouldn't be possible

Rich Adams Memorial President's Award

Jody Tyler

- Critical support during some difficult years
- Valued Board Member
- Invaluable connections to the business community
- Fundraising and special events leadership
 - Annual Soiree
 - Summer Business Guide
 - Auction
- Incredible commitment



Mary Rose Volunteer of the Year Award

Karen Welch

- Lake Friendly Living Committee
 - Enthusiasm
 - Chair
- Clute Park Rain Garden Project
 - Planning
 - Plant selection
 - Planting oversight
 - Maintenance Coordination



Howard H. Kimball Memorial Founders Award

The Rose Family Foundation – *Sonia Rose*

- Demonstrated commitment to helping us accomplish our mission
- Critical funding for the Hemlock Woolly Adelgid project
- Extensive Water Quality program funding
- Four years grand total \$187,000





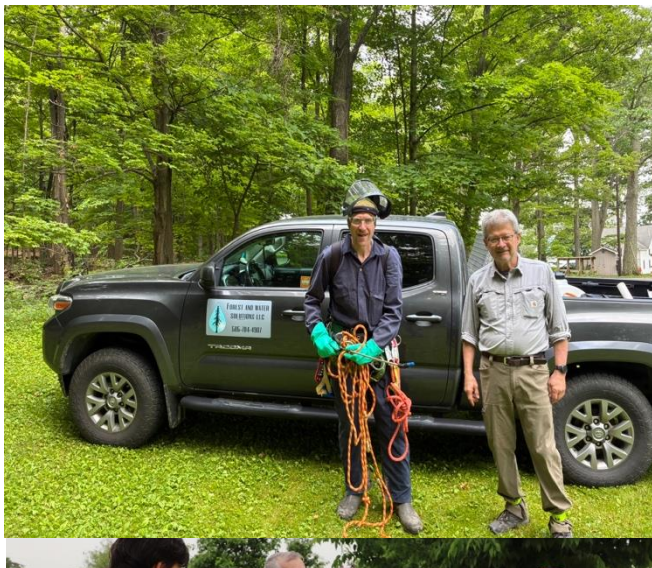


Volunteer Impact: Field Volunteers & Hours (2025-26)

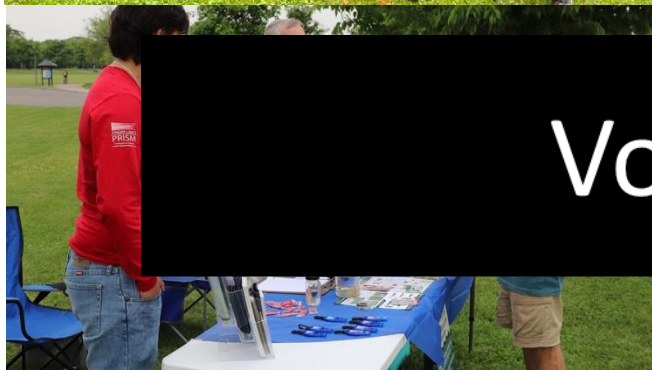
**Over 170
Volunteers
Serving in 14
different
programs
contributing
over 3,500
hours**

**The mission cannot
be accomplished
without our
volunteers**

**Equivalent to over
\$105,000 in
donations**



Volunteers Needed





THANKS

Follow Us On Social Media



@senecalakepurewaters



@Seneca Lake Pure Waters Association

Seneca Lake Pure Waters Association

Invasive Species Committee

- Asian Longhorned Beetle
- Oak Wilt Disease
- Hydrilla





Asian Longhorned Beetle

Anoplophora glabripennis



Steloprism.org

Asian Longhorned Beetle

- Attacks and kills maples, elm, birch, willow, poplar, sycamore, and horsechestnut.
- Current infestations found in Long Island, NY, Worcester Co, MA, Clermont County, OH, & Charleston Co, SC.

Minnesota Dept of Ag



Infestation Timeline

Years 1–2: Larvae hatch and tunnel deep into the sapwood and heartwood, disrupting water and nutrient flow.

Years 3–4: Structural damage and round exit holes become clearly visible on the branches and trunk.

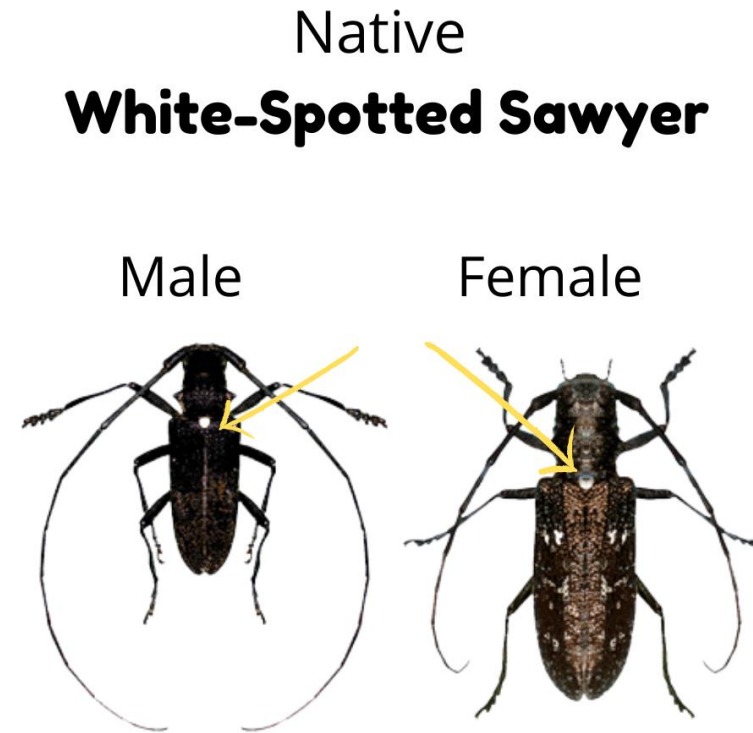
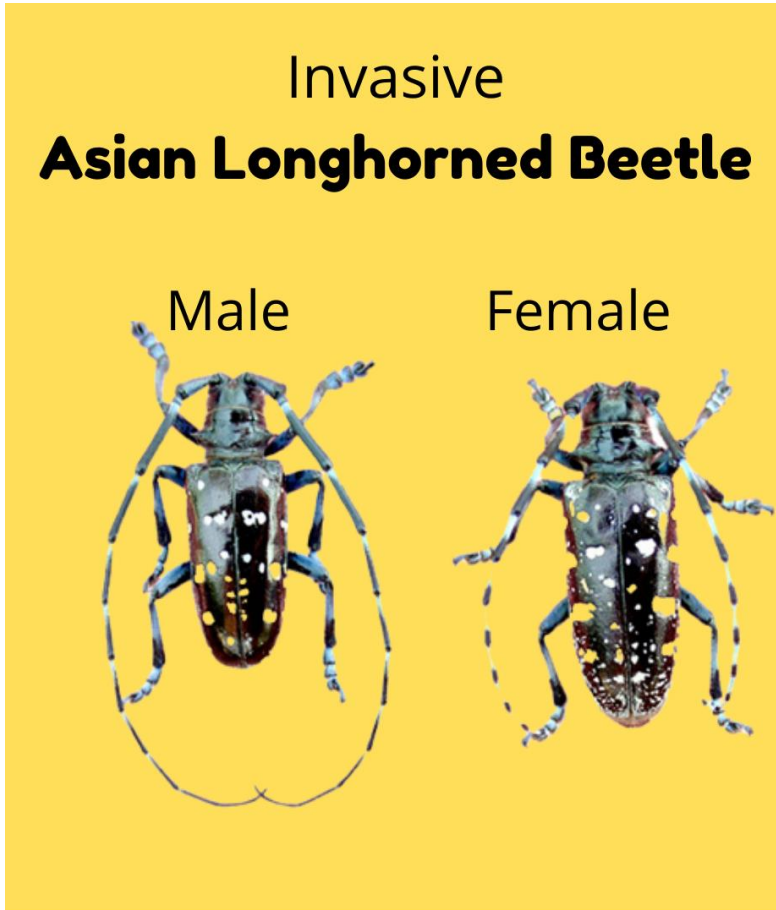
Years 7–9+: Heavy, cumulative tunneling severely girdles the tree from the inside out, leading to eventual death.

State of Vermont Agency of Ag Food & Markets



Utah State University Extension

Watchout for look a like insects



Treatment and prevention of ALB

- Cut down and remove heavily infested trees
- Quarantine zones are used when ALB is discovered to decrease the spread.
- Uninfected trees can be treated with bark spraying or trunk injected using imidacloprid.





Oak Wilt Disease

- A fungus called *Bretziella fagacearum*
- Affecting most oak trees, but especially Red Oaks.

Fungal spores are spread by native
Natidulae sap feeding beetles or via root
connections in the soil.

Trees can die in weeks to months.

Sap feeding beetles - a broad category of club
antennae beetle that seeks out sap to feed on.



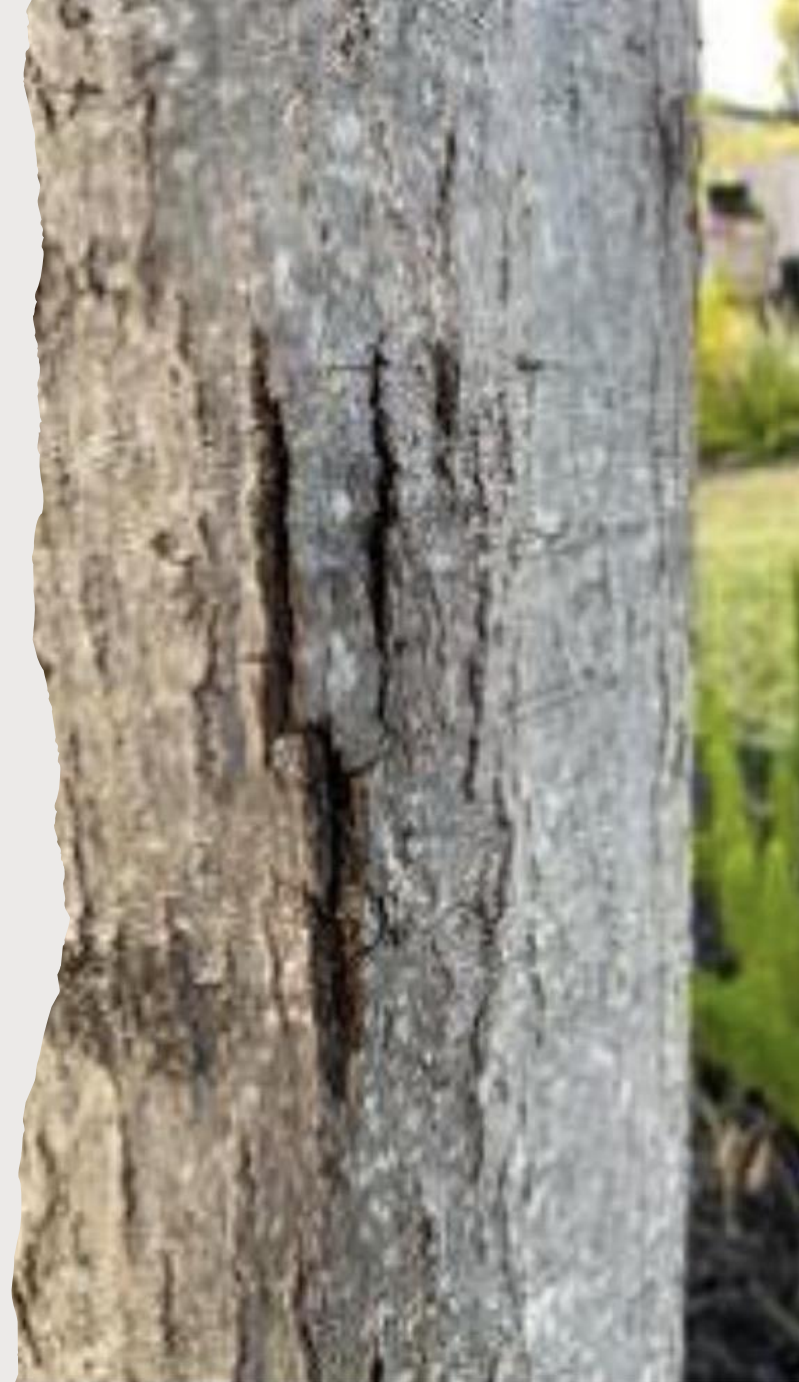
Source: Utah State University



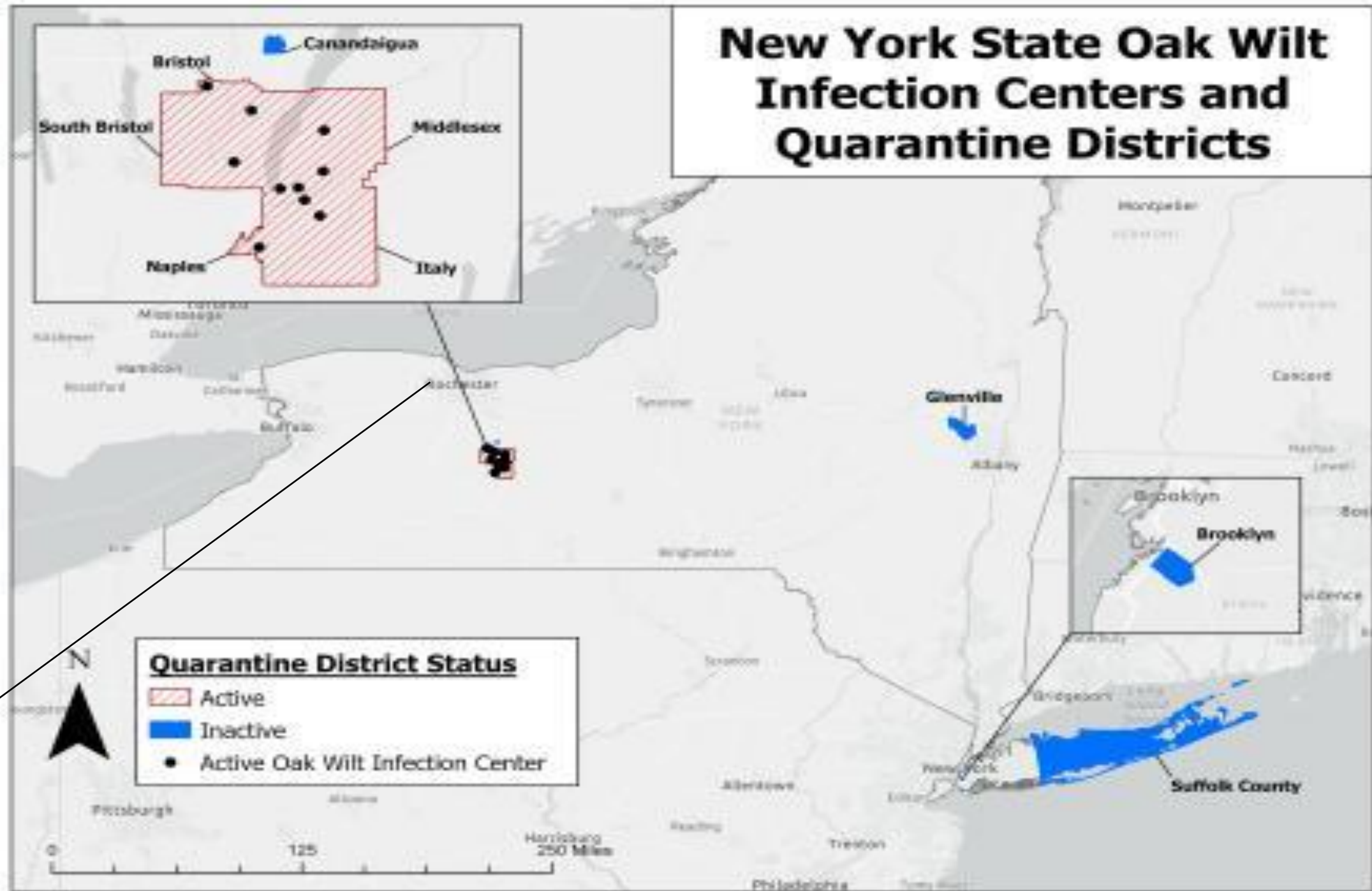
Signs of Oak Wilt Disease

Dark streaks on the trunk

Branch die back at the tree top, leaves turn brown at the outside edges and fall from the tree.



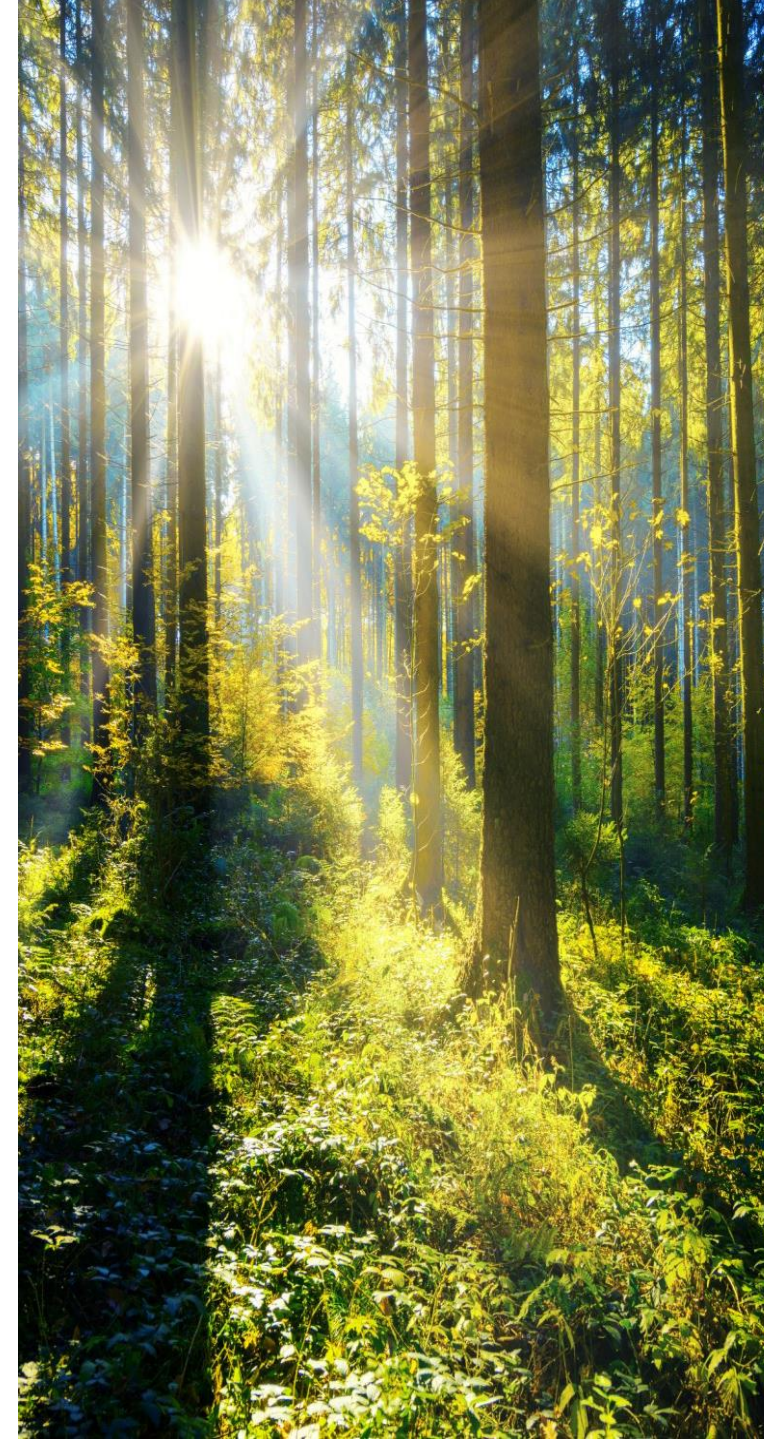
New York State Oak Wilt Infection Centers and Quarantine Districts



Greece, NY as of July 2026

Prevention of Oak Wilt Disease

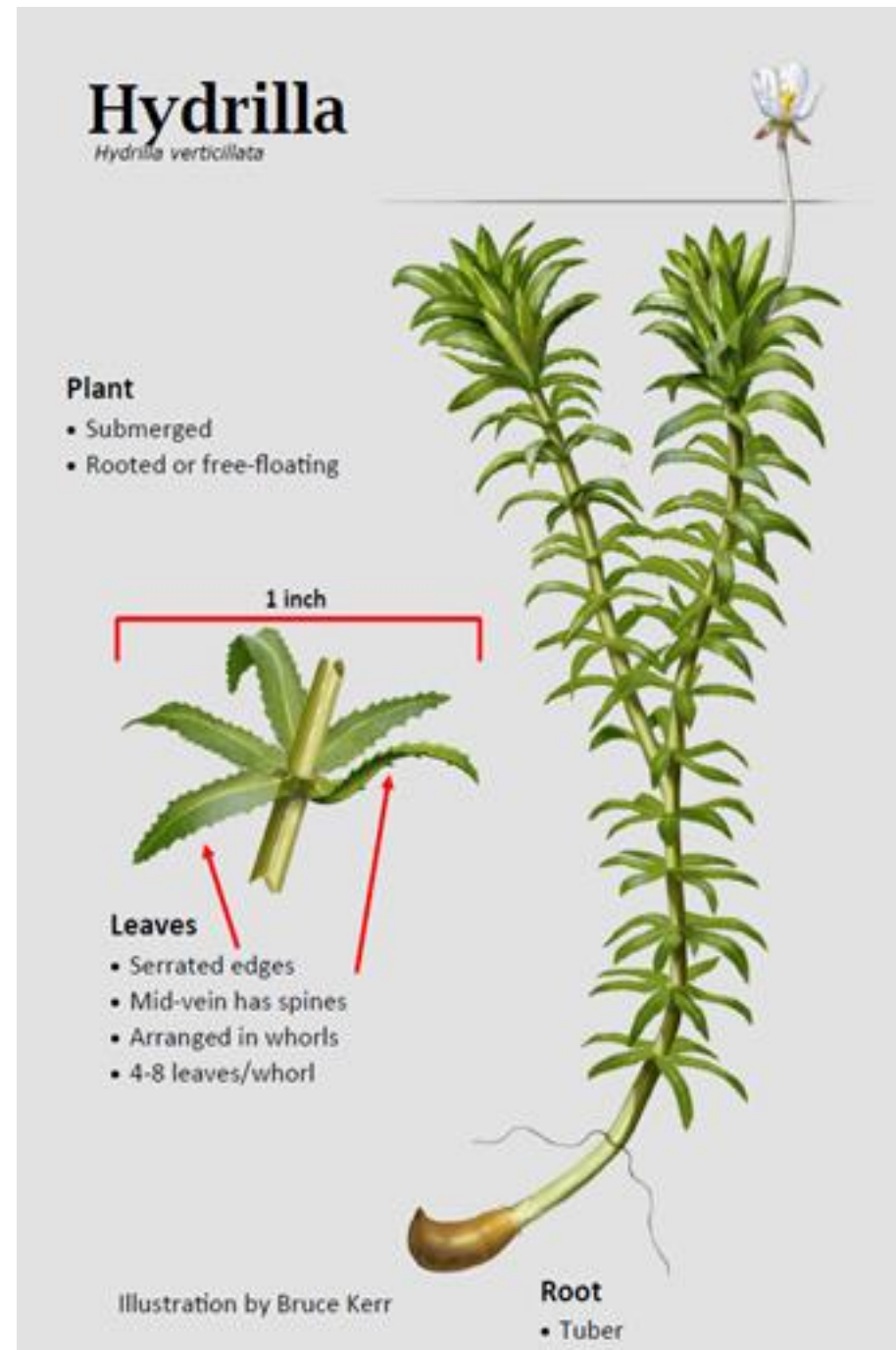
- Only trim or cut trees in winter months Nov-March
- Apply sealant to cuts or wounds in the tree
- Clean and sanitize tools/saws
- Burn wood where you buy it.
- Consult a certified arborist/certified chemical applicator.
- Contact The Forest Health Research Lab
518-478-7813 foresthealth@dec.ny.gov



Hydrilla

The world's most invasive plant

<https://nyis.info/species/hydrilla/>





- It can grow an inch-a foot per day.
- Its thick dense mats block sunlight and kill native plants.
- reduces oxygen in the water and alters fish habitat.
- disrupts waterfowl feeding areas and fish spawning,
- obstructs boating, swimming, and fishing.
- Lower the value of waterfront property.
- It can clog flood control, streams, blocks water intakes lines.

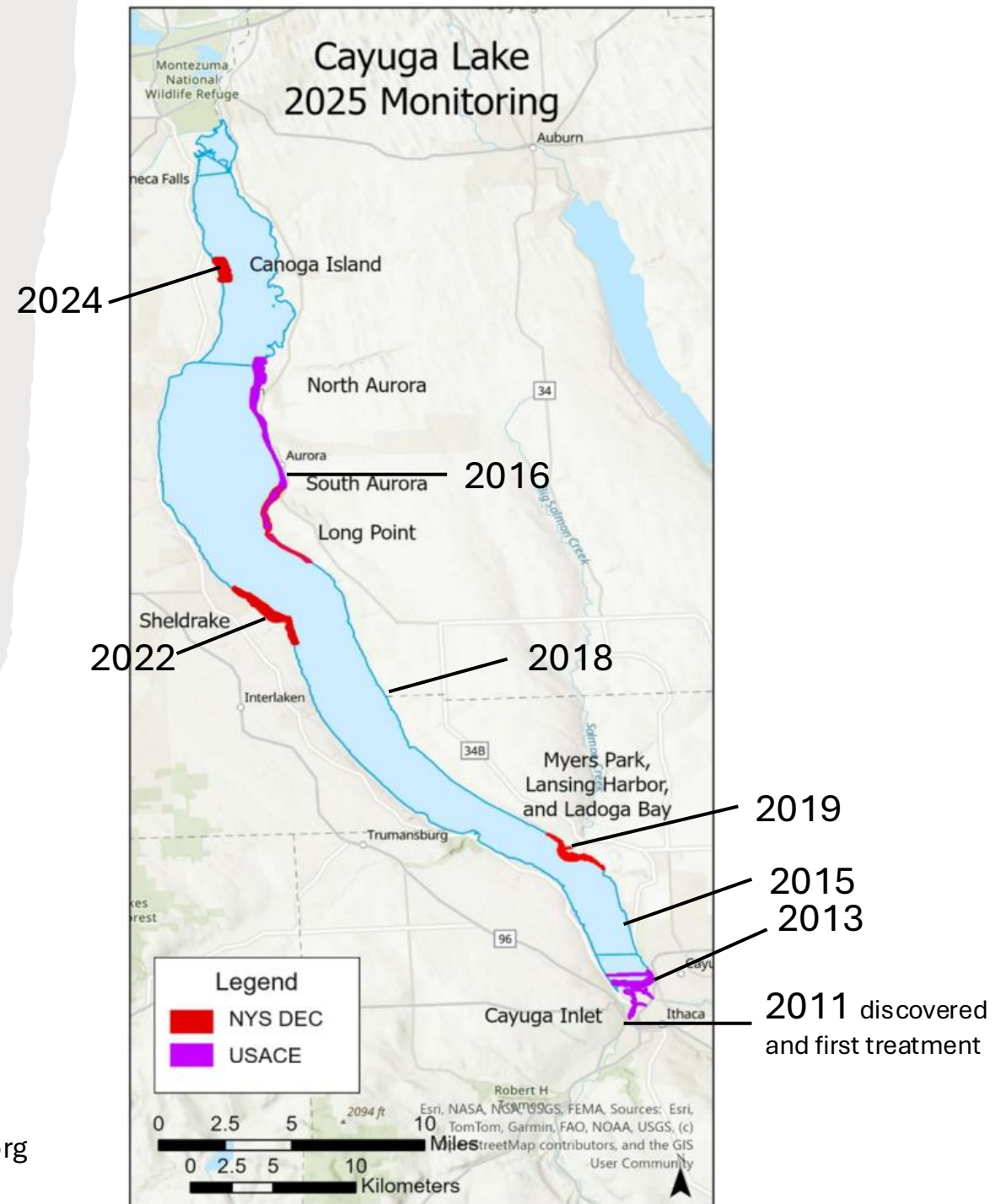
Hydrilla – invasive vs. Elodea - Native



15 years of Hydrilla in Cayuga Lake

Numerous agencies attempt to control the growth and spread of hydrilla each year.

The DEC plans to focus their detection efforts on the north end of Cayuga.





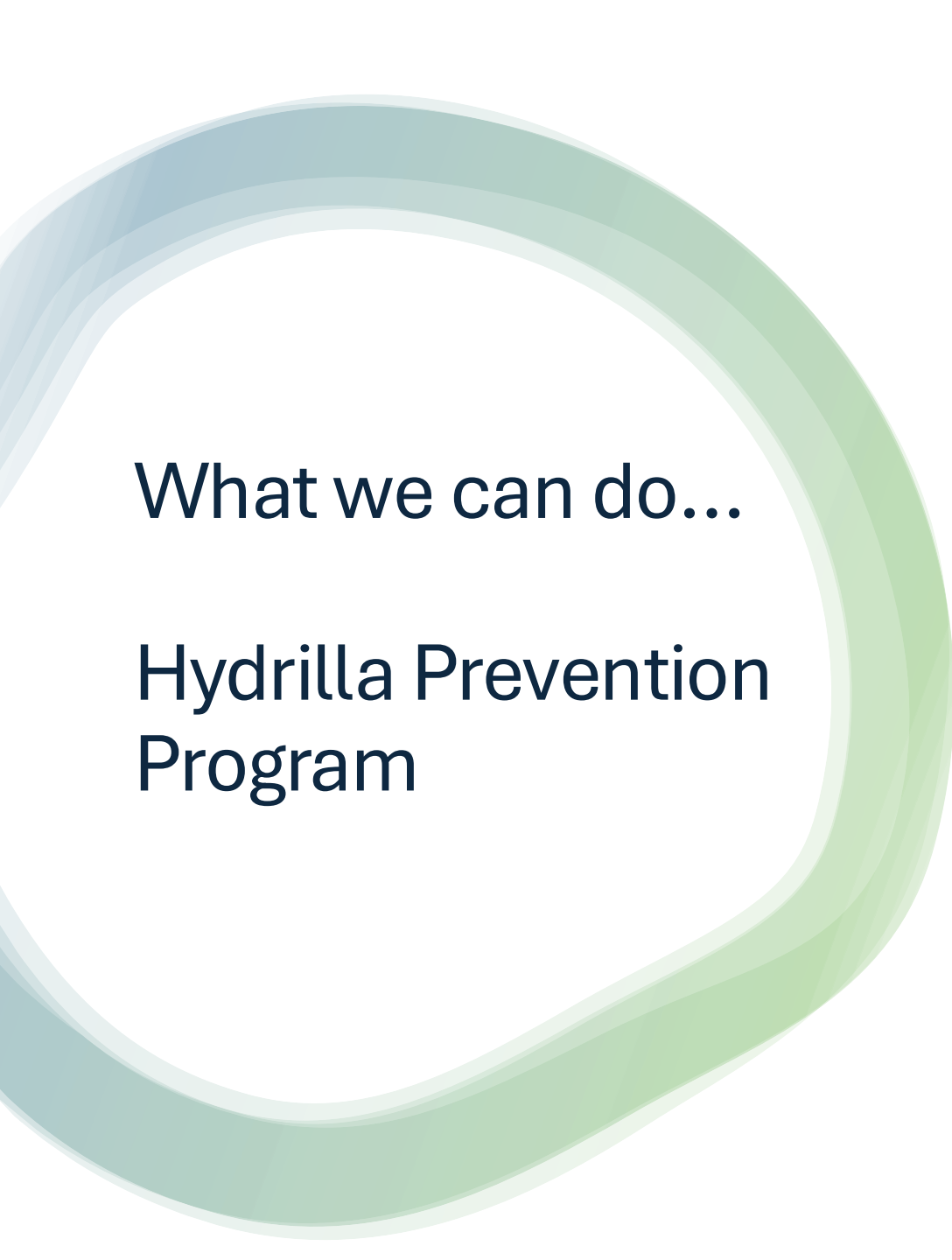
Prevention and Treatment of Hydrilla

- boat inspections, extensive public education, outreach and monitoring.
- Boat Launch Steward Program
- Hand removal, benthic mats, and Diver Assisted Suction Harvesting (DASH).
- State and federal agencies can treat large areas with herbicides. Chelated copper granules, sinks to the bottom disrupt the cellular structure of the plant and/or fluridone, that disrupts photosynthesis.
- Repeated water sampling near treatment sites and up to ½ mile away track the herbicide levels.

If you believe you have found Hydrilla in the Finger Lakes region, please contact FLXplantID@gmail.com with photos and a location!



storymaps.arcgis.com



What we can do...

Hydrilla Prevention Program

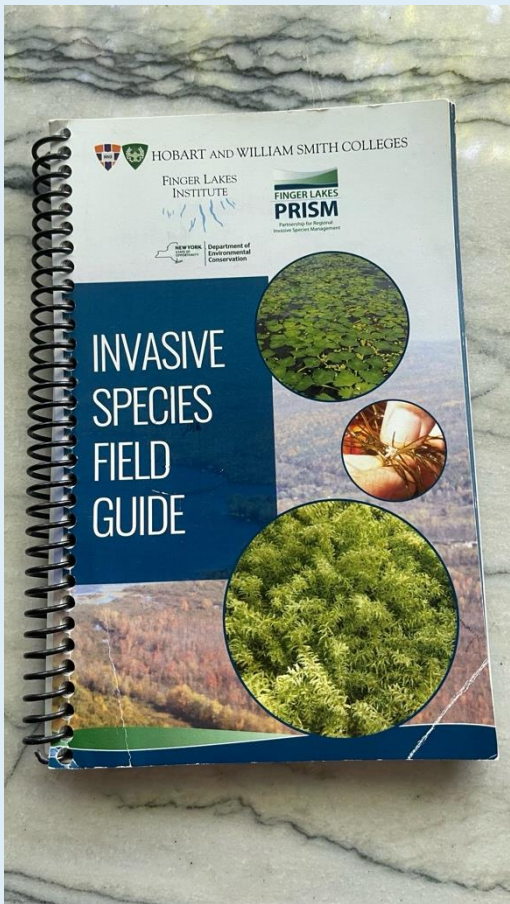
- Hydrilla Signage – aimed at boaters.
- Draft an Early Detection Rapid Response Plan for SLPWA
- Scheduled yearly ad campaign for volunteers for the FL-PRISM Macrophyte(Lake Weed) Survey Program (MSP).

Seneca Lake Hydrilla Prevention Program

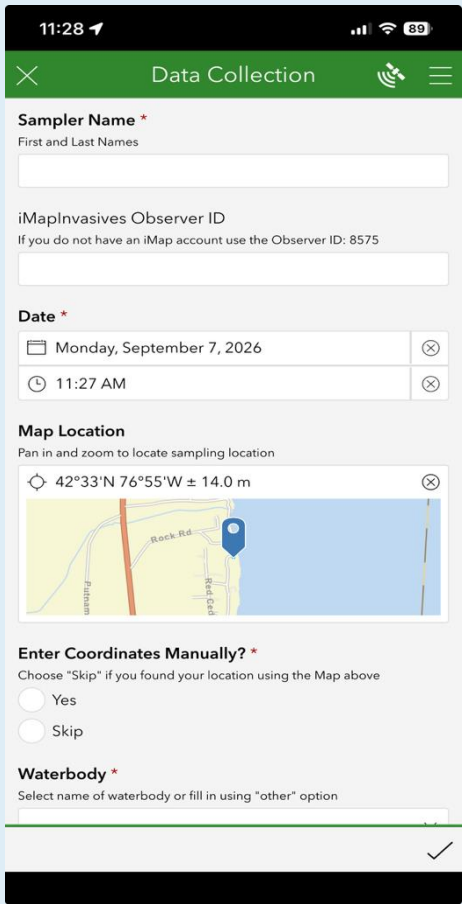
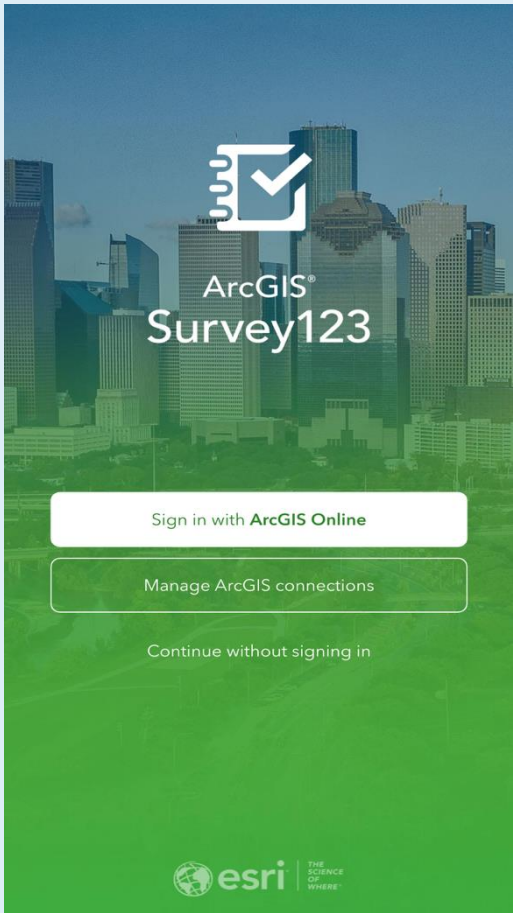
Supply rakes, with ropes.



Plant id manual



Easy instruction for the survey program.





Seneca Lake **PURE WATERS** Association

9E Plan, HABs, and Phosphorus

Annual Meeting
Sept 10, 2026

Nine Element Plan, HABs and Phosphorus



SENECA-KEUKA WATERSHED 9E PLAN FOR PHOSPHORUS REDUCTION

How HABs Threaten Seneca Lake



Potential Toxins



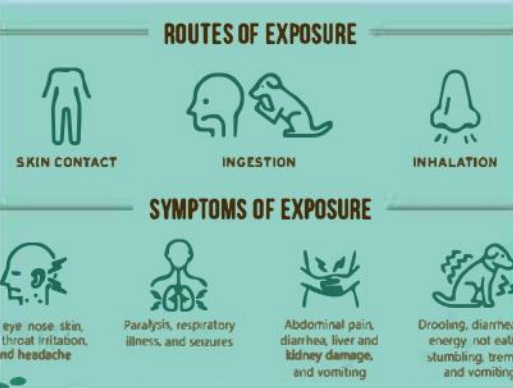
Recreation



Tourism \$6.4B



Wildlife



Human/animal health

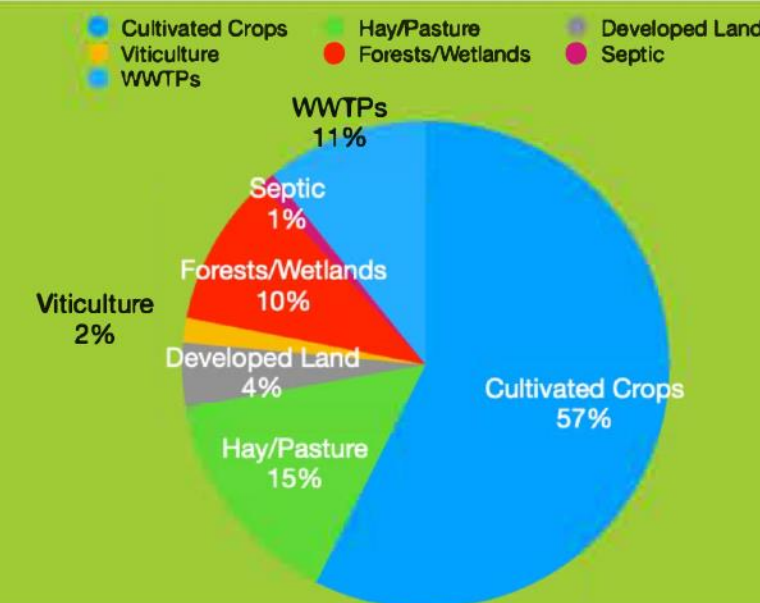
HAB Drivers & Phosphorus Sources

Warming Lakes
Increased cyanobacteria growth

Wind
Low winds in 2024
Associated with the worst HABs observed to date

Mussels
Filter beneficial algae and expel phosphorus

Nutrients
Phosphorus runoff — the only controllable factor



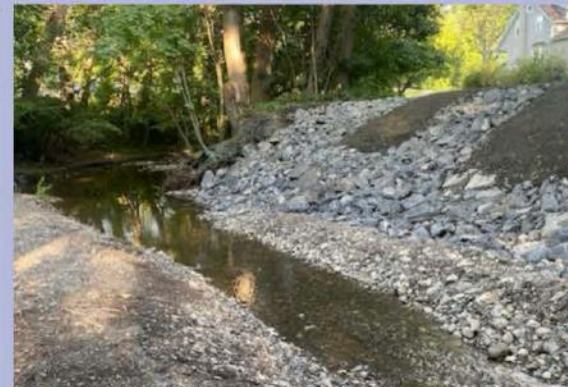
Nutrient Solutions

AGRICULTURAL ENVIRONMENTAL MANAGEMENT

Soil health & nutrient reduction practices



Buffer zones



Streambank erosion control



Retention ponds

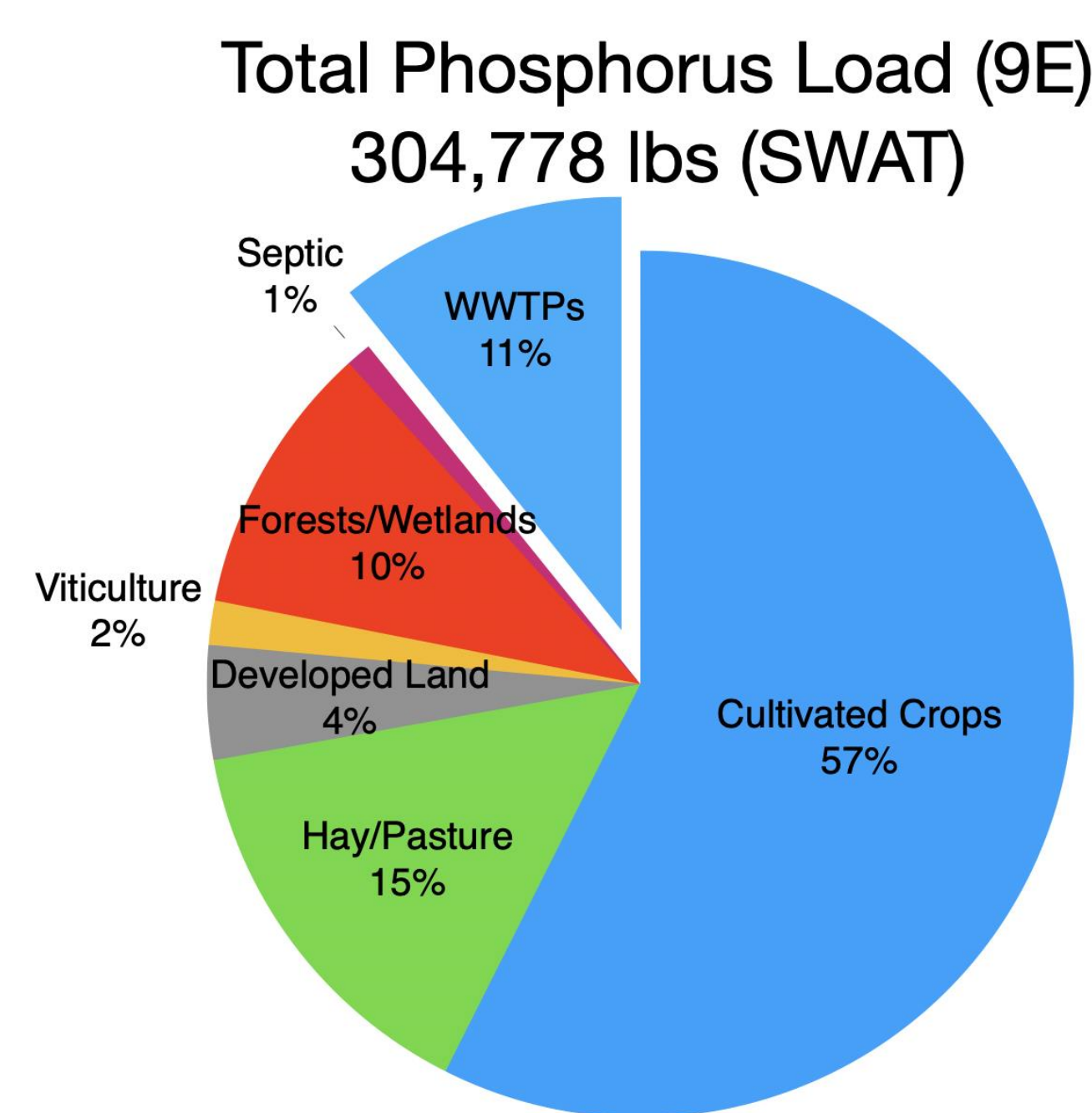


Cover crops

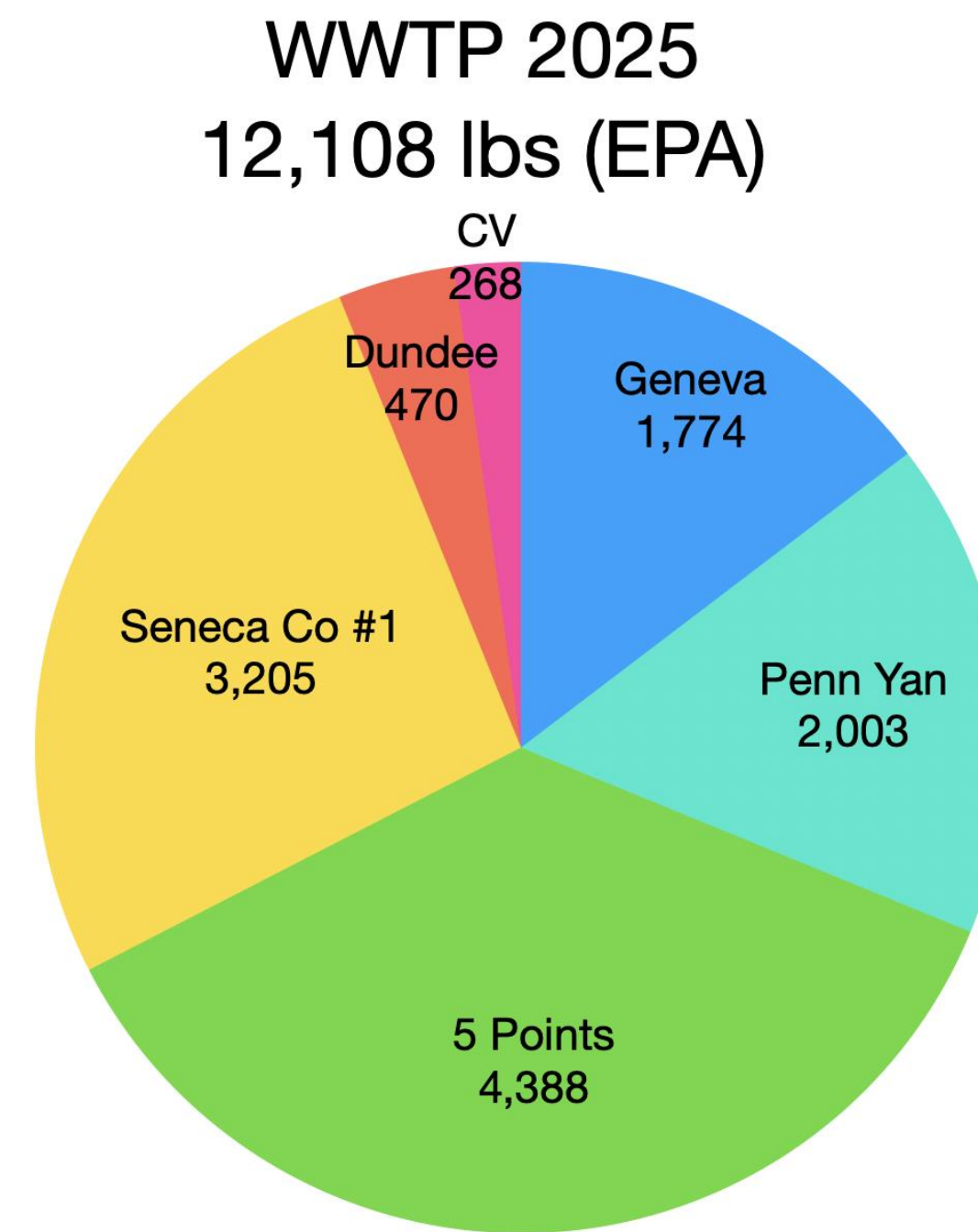
NUTRIENT SOLUTIONS BENEFIT BOTH THE LAKE AND LANDOWNERS — & STATE FUNDING IS AVAILABLE.

Annual Phosphorus Sources

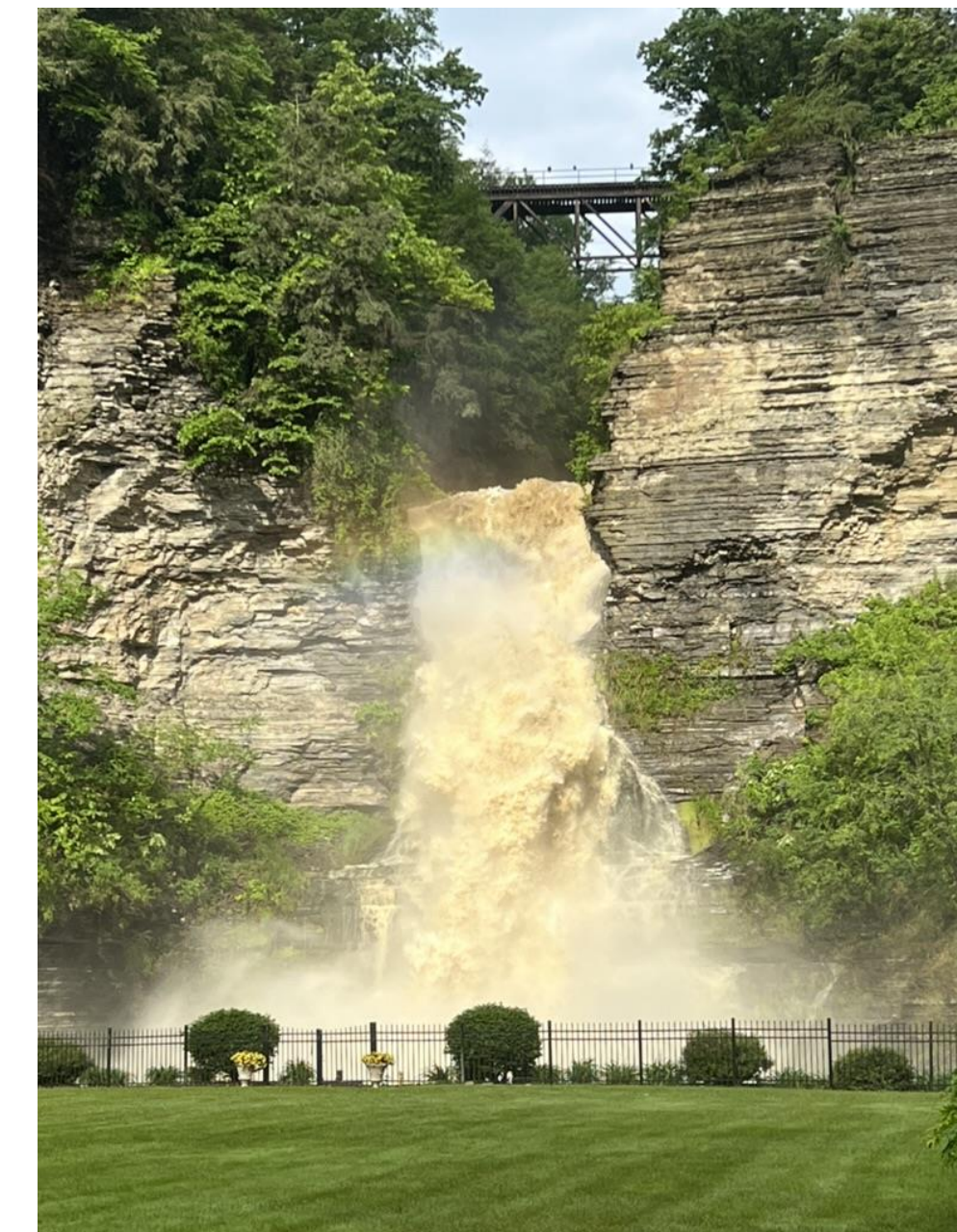
- Seneca-Keuka Nine Element Plan for Phosphorus Reduction
 - Identifies estimates of sources of Phosphorus (Waste Water Treatment Plants, Septic, Non Point Source)



Total Phosphorus Load - 304,778 lbs



WWTP 2025 - 12,108 lbs (EPA)



Non Point Source Phosphorus - Keuka 41,346 lbs, Seneca 234,534 lbs

Land Use Regulations

Water Quality Related Regulations

- Erosion/Sedimentation Control Law
- Watershed Inspector *
- Wastewater Management Code
- Docks and Moorings Law
- Flood Damage Prevention Law

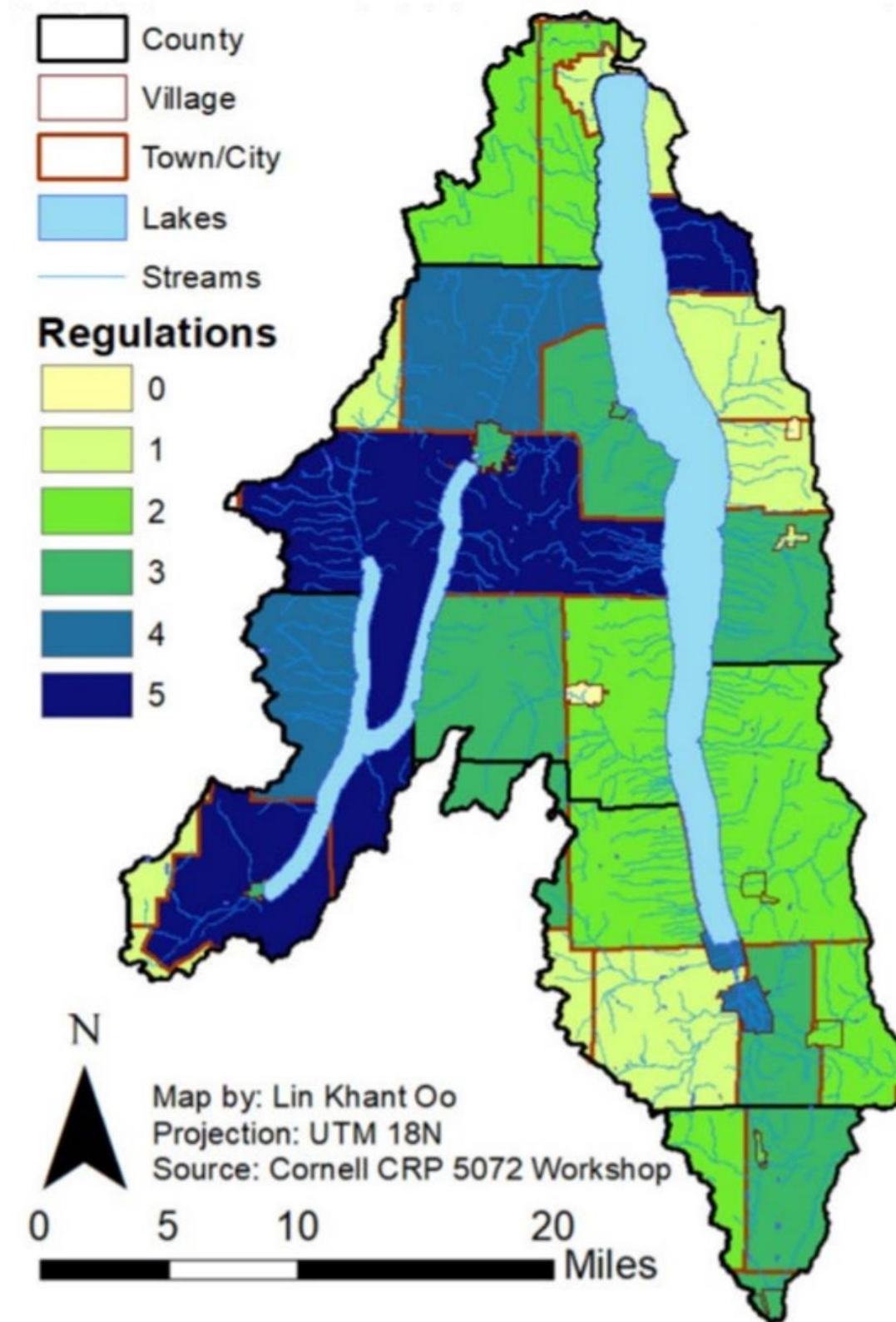


Figure 10: Water Quality Regulation Adoption for Watershed Municipalities
Source: Seneca-Keuka Watershed Land Use Regulations and Local Laws Assessment

Seneca-Keuka Watershed Nine Element Plan for Phosphorus

Watershed Inspectors

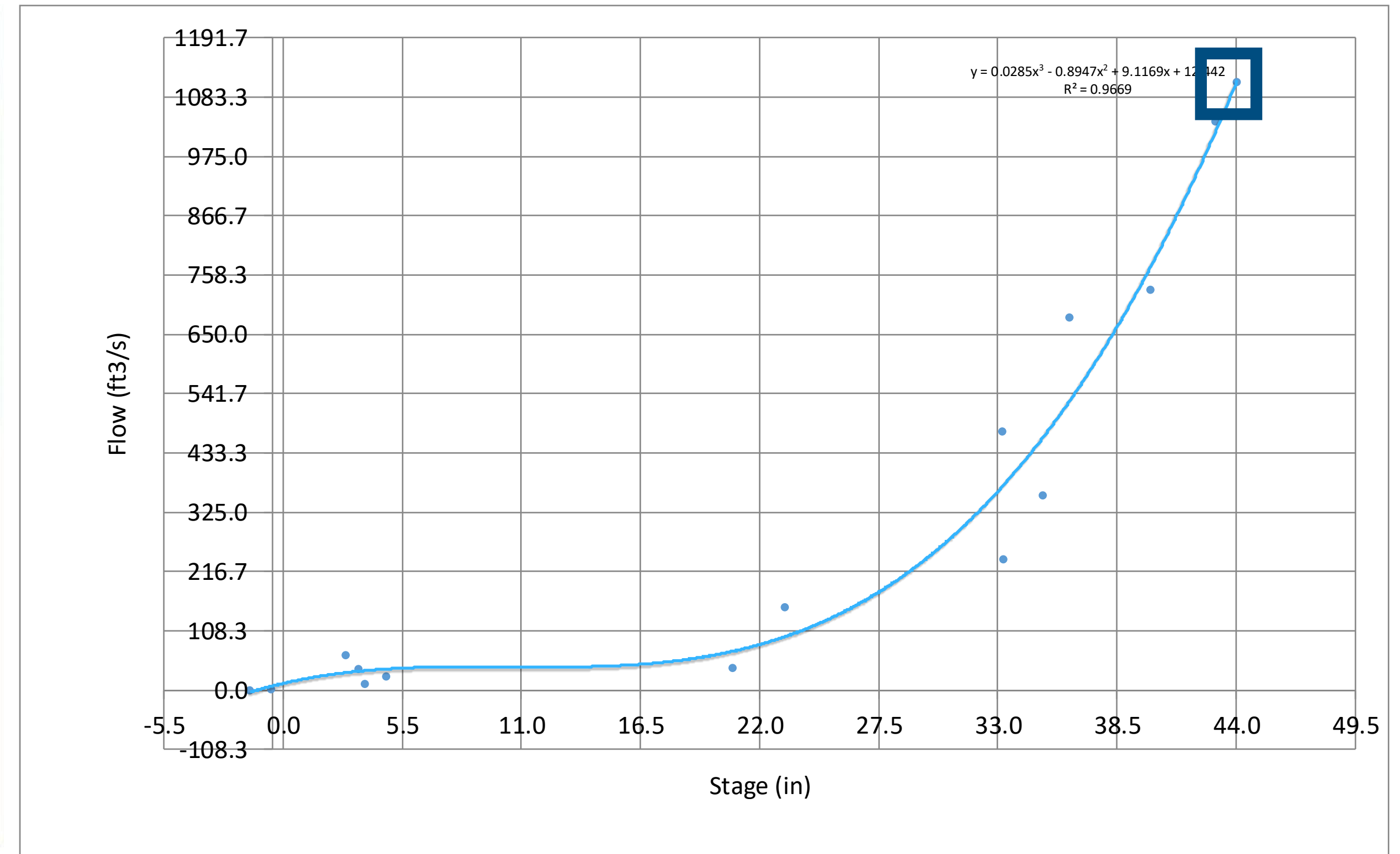
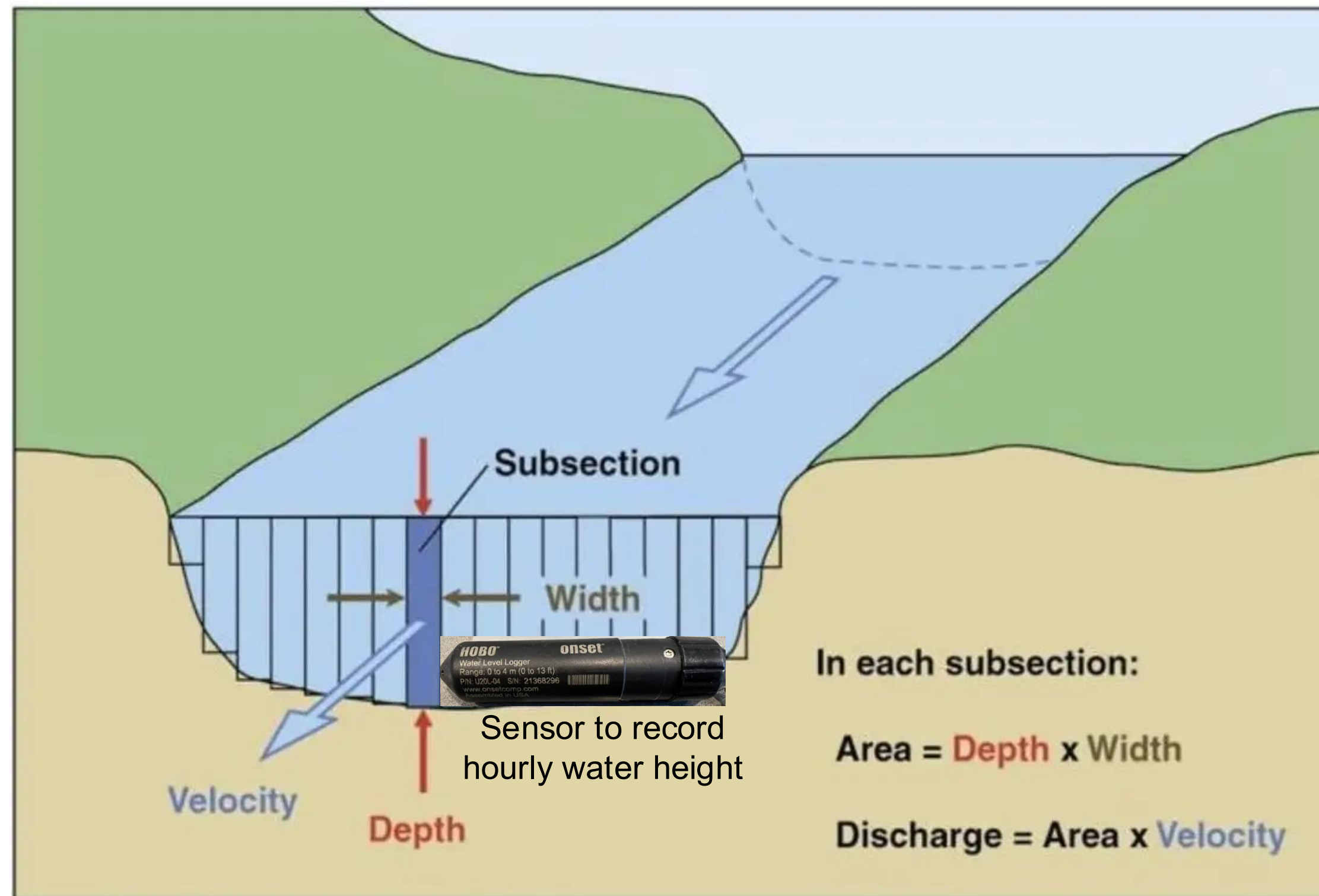
- Skaneateles - DOH R&R
- Owasco - DOH R&R
- Canandaigua - DOH R&R
- Keuka - Town Partnership
- Seneca - Some Municipalities Have

Responsibilities

- Review Building Plans
- Inspect Septic Systems
- Inspect Building Sites for Erosion
- Inspect Roadside Ditches
- Track Agriculture Runoff

Land Use Regulations can reduce Phosphorus in the Watershed

Phosphorus Loads



- Load = Volume for 1 Hour * Concentration
- Load = 29,894,076 Gallons * 770 ug/L * 0.0000000083454 (ug/L to lbs/gallon) = 192 lbs

Phosphorus Loads are Key to understanding Watershed Inputs to Lake



Phosphorus Load Results

- 2025 Efforts
 - 10 Flow Curves to determine Stream Volume of water
 - ~115 Billion Gallons entered the Lake
 - 100 Phosphorus samples - Not enough and missing high flow
- 2026 / 2027 Efforts
 - Focusing on time series Phosphorus samples for better accounting for storms
 - 210 Phosphorus Samples and counting
- 2028 Efforts
 - Cornell/SUNY ESF/CSI applying for DEC HAB Grant for BMP Effectiveness using Phosphorus Loads

