

AGENDA

REGULAR COUNCIL MEETING

CITY OF GENEVA, NEW YORK

MAY 1, 2024

**City Hall
2nd Floor Conference Room
47 Castle Street
Geneva NY 14456**

MAY 1, 2024

EXECUTIVE SESSION STARTS AT 6:00PM

To discuss collective negotiations pursuant to article fourteen of the civil service law.

To discuss matters regarding proposed, pending, or current litigation

COUNCIL MEETING STARTS AT 7:00PM

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- I. CALL TO ORDER – Mayor, Steve Valentino
- II. PLEDGE OF ALLEGIANCE
- III. ROLL CALL
- IV. PUBLIC HEARINGS:
 - A. Restore NY – Project #1
 - B. Restore NY – Project #2
- V. PROCLAMATIONS
 - A. Public Service Recognition Week
- VI. PRESENTATION
 - A. Quarter 1 Financial Report – Comptroller Newcomb
 - B. 2025 Budget Forecast – City Manager Hendrix and Comptroller Newcomb
- VII. FOUNDRY UPDATE
- VIII. SUPERVISOR UPDATE

IX. CONSIDERATION OF MEETING MINUTES

This portion of the meeting is dedicated to correction of meeting minutes for the following Council session.

- A. April 3 (Regular Council Meeting) (page 3-18)
- B. April 4 (Special Council Meeting) (page 19)
- C. April 15 (Special Council Meeting) (page 20)

X. PUBLIC COMMENT

This portion of the meeting is dedicated to receiving comments on any topics. The standard time limit for public comment is three (3) minutes.

XI. CITY MANAGER REPORT – *This portion of the meeting is dedicated to presentation of a report by the City Comptroller on non-action matters that have not been addressed elsewhere on the agenda.*

XII. UNFINISHED BUSINESS

This portion of the meeting is dedicated to consideration of matters that have been previously considered by City Council. These include:

- A. Resolution Adopting License Fee for Short Term Rental License

XIII. NEW BUSINESS

This portion of the meeting is dedicated to consideration of matters that have not been previously considered by City Council. These include:

- A. Resolution Adopting a Process to Create and Update City Policies for the City of Geneva Administrative Manual – Presented by City Manager (page 23-29)
- B. Resolution Authorizing Application for Restore NY – Project #1
 - Presented by Director of Planning and Development (page 30-31)
- C. Resolution Authorizing Application for Restore NY – Project #2
 - Presented by Director of Planning and Development (page 32-33)
- D. Resolution to Select Kayak Vendor for Lakefront Rental Project
 - Presented by Director of Planning and Development (page 34-63)
- E. Resolution to Establish a 2025 Budget Utilizing the Same Tax Levy as 2024
 - Presented by Clr. Lavin (page 64)
- F. Resolution to Provide Staff direction to Redistrict STR Locations
 - Presented by Clr. Lavin (page 65)

XIV. BOARD AND COMMISSION APPOINTMENTS

XV. MAYOR AND COUNCIL REPORTS

This portion of the meeting is dedicated to presentation of reports by the Mayor and City Councilors on non-action matters that have not been addressed elsewhere on the agenda

XVI. ADJOURNMENT

THE GENEVA CITY COUNCIL

JOURNAL OF PROCEEDINGS

REGULAR COUNCIL MEETING

April 3, 2024– 7:00 PM

Public Safety Building
255 Exchange St.
Geneva, NY 14456

Presiding – Steve Valentino, Mayor

XVII. ROLL CALL

Present: Clr. Brennan, Clr. Lavin, Clr. Pealer, Clr. Grimaldi, Clr. Gillotte, Clr. Petropoulos, and
Clr. Whitfield (arrived at 7:35pm)

XVIII. AMENDMENT TO THE AGENDA

ACTION TAKEN by Mayor Valentino; seconded by Clr. Brennan

**MOVED THAT the agenda be amended to add 3 resolutions for the BID, Legal
Services and a Separation Agreement.**

MOTION CARRIED UNANIMOUSLY

ACTION TAKEN by Clr. Lavin; seconded by Clr. Brennan

**MOVED THAT the agenda be amended to add a resolution to keep Tax Levy at or
less than 0%**

ROLL CALL VOTE: Aye –Clr. Lavin, Clr. Whitfield, Clr. Brennan

**Nay – Mayor Valentino, Clr. Gillotte, Clr. Petropoulos and. Clr. Pealer
and Clr. Grimaldi**

MOTION DEFEATED

XIX. PROCLAMATIONS – Hobart Hockey Team and Fair Housing Month

XX. PRESENTATIONS:

A. Overview of the WIIA grant and ATAD expansion – Joe Venuti

Thank you, Mayor - and good evening, City Manager and Councilors.

Along with MRB Group, our consulting engineering firm we are working on an exciting ATAD Expansion Project at our Marsh Creek Waste Water Treatment Plant on Doran Ave.

Our plant provides waste water treatment for the City of Geneva, Town of Geneva and portions of the Town of Waterloo.

We own and maintain an extensive sanitary sewer collection system, a Waste Water Treatment Plant (WWTP), and a High Flow Facility (HFF) which treats the very high flows generated during heavy snow melt periods and large rainstorms, and several in-line pumping stations.

The basic function of waste water treatment is to speed up the natural processes by which water is purified. This is achieved by Primary Treatment, Secondary Treatment, Aeration, Disinfection and Sludge Treatment.

It is important to understand that volume capacity for both liquids and solids are very different and that - “capacity “- is where the ATAD Expansion Project comes in.

What is ATAD? Autothermal Thermophilic Aerobic Digestion

This technology uses the nutrients and metabolic heat contained in sludge to generate high temperatures in a digester to stabilize and effectively pasteurize the treated sludge.

This process generates a high-quality product. Due to many years of hard work by former and current DPW staff, continued council support and investment by the city, we create the EPA’s highest classification of Class “A” biosolids, which we look forward to producing long into the future.

I have asked Tim Carpenter to brief us on how we got here, the WIIA Grant Funding strategy and the overall ATAD Project.

Tim is an experienced Professional Engineer with MRB and is a proven leader in both design and construction administration of water and waste water treatment plants.

Tim and his team are very familiar with our plant and pump stations.

Thank you I would like to introduce Mr. Tim Carpenter

Tim Carpenter

Hello Mayor, City Manager Amie and Councilor members

We thought it would be helpful to hear a brief discussion on how we spend \$9 million on this project and what goes in to these projects. At WWTP, liquid side and ends up with a solid side which goes through the sludge digester. Then can be hauled off to landfill as compost but for the last 10 years we have not been using the landfill and saving from not having to haul compost. Right now digestion side we are up to 97% total capacity which will not allow us to receive new waste water from neighboring areas. This will also limit possibility of growth by new industry. 5 years ago, we decided to hatch a plan to expand ATAD and will double the capacity so we will have ample room to receive waste from neighboring towns and will allow for new industry growth in the future.

The project to be about \$9M in construction costs with \$2.3M in WIIA grant and a \$6.7M Hardship Loan at 0%. This has been a 5yr process from idea to construction which started in 2020 with the idea, a prelim study was done in 2021 and applications were started in 2022. Grant applications were done in 2022 and received for \$2M. The design process was started in 2023 and set to be finished later this year with the bidding process sometime at the end of 2024 and construction to begin in 2025. We are partnering with Thermal Process Systems (vendor of Sludge treatment system) to double our system, MRB Group Peak, NYSDEC to review design and NYSEC who will administer grant and review design. Tanks will be repurposed to save money. Anticipated schedule is to secure approvals and put project out for bids this fall, award project early in 2025, begin construction 2025 and have completed by early 2026.

B. Wine and Grape Report – Julia Hoyle

Julia Hoyle is a winemaker at Hosmer Winery and lives on Pulteney St

Her spouse, Colby, also a wine maker own 55 acre vineyard– Lohoma vineyards and are opening Appollo's Praise Winery -set to open very soon.

We have noticed over last few year- the community of Geneva is separated from agriculture industry. Many live in the Geneva area. Geneva is considered the epi- center of local wine and grape growers and workers. Rose Soiree started over 10 years has brought our 2 communities together as well as other events. Along with Micro-Climate, they can be credited with the current version of Linden street- walkable, full of music and a meeting place for locals and visitors. FLX Excursion Conference brings together hundreds of people from all over the world that work in the industry as well as wine writers for this 3-day celebration with hundreds of consumers who also attend. Vinifer Wines runs a Summer Wine Series and were also named to the Future 40 tastemaker by Wine Enthusiasts just last year. That is very important. I have suggested this report 2x per year to share the joys and trials and excitement of the vineyards and comes home with us - to Geneva. Lots of investment from our city coming from this industry and is Important to acknowledge and encourage the organic investment that is already happening. The wine industry is not a tide that came out of nowhere but it can be cultivated. Would like to continue to engage the community be a major driver and integrate it into broader conversations through agri-tourism and wine industry and city committees to benefit all of us. The wine industry is here to stay – but who is the capital remains to be seen. It has been Penn Yan, Hammondsport and now Geneva- if Geneva wants the title and ups and downs that come with it, they will need to plan for it. Thoughtful planning by Geneva management and officials will carry the city forward and make it a place that supports it current residents and embraces tourism. These two things can and need to co-exist

Fun Facts:

FL AVA composed 144 wineries and 423 farms

NYS ranks as the 3rd most producing wine state ...western NY with Concord and Catawba grapes

NY wines can be found across the world in Sweden, UK, Norway, Canada, France, Germany, Denmark Japan and Hong Kong and many more.

Warm days make growers nervous...they lost almost 50% last year with the late freeze in May. Nearly 50 years since we had lost as many. I look forward to coming back in the fall when we have wine in tanks and give you an update.

XXI. FOUNDRY UPDATE

Remedial Design

- NYSDEC's engineering contractor continues to work on the remedial design for the State Street staging area based on the results of soil samples collected in late November, in anticipation of remedial construction during spring 2024. This is the final design and final property to be cleaned up as part of NYSDEC's offsite remediation project.

Remedial Construction

- The remedial contractor mobilized equipment and materials and resumed construction activities in late March. Small excavation areas at properties between Geneva and Genesee Streets that were not completed by the end of 2023 are being addressed now. Remediation of two additional residential parcels located on Tillman Street and Clinton Street is expected to be substantially completed by the end of April.
- Remediation of the State Street parcel owned by the city and used as a project staging area also will be completed during spring 2024. Demobilization from the project staging areas on Lehigh Street, Geneva Street, and State Street is expected to be completed in summer 2024.

XXII. SUPERVISOR UPDATE

Closure Plan for 2028 for Landfill Workshop attended by several Geneva residents intended to appraise residents, others are planned in the future. There were no questions asked as it was an informational workshop. Closure consultants process will take most of the rest of this year. If you would like an invite to the next one, please email me: James.Kennedy@ontariocountyny.gov. I continue to serve on the Health & Human Services and Government Operations Committees. I also regularly attend monthly planning and Environment Quality (oversee Landfill) and ways and Means. Housing Advisory committee from Housing Report is looking for advisor member – please email me your interest
Rabies Clinis April 6

XXIII. CONSIDERATION OF MEETING MINUTES

- A. February 26th, 2024 (Special Council Meeting)
- B. February 29th, 2024 (Special Council Meeting)
- C. March 6th, 2024 (Regular Council Meeting)
- D. March 11th, 2024 (Special Council Meeting)
- E. March 18th, 2024 (Special Council Meeting)
- F. March 20th, 2024 (Special Council Meeting)
- G. March 27th, 2024 (Special Council Meeting)

ACTION TAKEN by Clr. Lavin; seconded by Clr. Grimaldi

MOVED THAT the group minutes of the February and March Council Meeting be approved

MOTION CARRIED UNANIMOUSLY

XXIV. PUBLIC COMMENT

Anne Harvey Hoyt

As you may/may not know, one of our stated goals for 2024 is to promote homeowners' use of rain barrels and rain gardens to divert storm water from the city's aging storm water infrastructure.

We will be offering a program at Mission Zero3 on rain barrels in collaboration with Ontario County Soil & Water.

Now -- thanks to a new collaboration with Seneca Lake Pure Waters -- we will be co-sponsoring a program at the Geneva Public Library on rain gardens -- where best to install a rain garden, how to install one, what plants to use, and how to maintain it. We're hoping to install a demonstration rain garden on the library grounds.

The person leading this program will be Emily DeBolt, the new director at Seneca Lake Pure Waters. It will be SLPW's contribution to a regional effort by the Finger Lakes Regional Watershed Alliance to promote lake friendly practices in the month of May.

Mission Zero now has at least 26 vendors and groups participating in this event. Besides the rain barrel workshop, the city's Shade Tree Committee will also be distributing trees.

I am also here to voice my support for the city's Business Improvement District. Ever since the Green Committee became involved with supporting the city's Lakefront Park, we have requested through our council liaison that the city hire a horticulturalist to manage the park.

Every year, when a new budget is adopted, there is no appropriation for this expense. Instead, the city has left much of the work of maintaining this park to people like me who have no formal training.

Thankfully, last fall, BID stepped up and hired a trained horticulturalist to direct the work in the city's downtown beds, to manage the volunteers at the Lakefront Park, and to do the work that's needed at the park.

This work has to be done. BID has taken on that responsibility. I urge you to support them.

We've also asked council every year for funds to pay for replacement plants. We've never gotten that either. Instead, Geneva Community Projects contributed money one year, and last year, BID provided \$1,000 to purchase plants.

BID is taking on many of the city's responsibilities and doing it at less expense than the city would incur were it to do these things. Rather than withhold funding for last year's fourth quarter, I urge you to transfer these funds to the 2024 budget and reimburse BID for the work it does for the city.

Brenda Cardinale - Darlene Tritec

Darlene spoke first about the Hometown Hero Banners, with partnering American Legion ordered 102 Veteran Banners to be installed by the BID next month. This is a huge source on community pride- we are asking for City's support for an unexpected cost to this project approximately \$700 and hoping the city can help cover the deficit.

Brenda -- we are hoping city could help us and for future costs. We would welcome any help. We thought we would receive 40-50 banners but received double the requests.

Mayor- we can look to add this in our next budget to help with future

Clr Grimaldi...suggested to contact the Knights of Columbus for help

Jayson Swarley

Thank you Mayor Valentino and City Manager Hendrix and the Council for allowing me to speak. I am a business owner and was born and raised in Geneva and continue to be heavily involved in farming, the farm Bureau and agri-tourism. I am a financial planner and have clients that have short term rentals as well as myself and family members. There is a need for it- we are booked

most year around. I appreciate the work council has put on this issue and regulations they are proposed- TUD to accommodate S Main lack of parking where we don't have any and hopefully don't have to have to have onsite parking. But these new fees that are being suggested will put us out of business. It's a lot to ask for \$100 per unit, 4 units for \$4000 and pay it 2 years in advance after coming out of a lean season is just too much. What other business is asked to pay \$1000 for a yearly license? It is really unreasonable -something like \$150-200 per unit and a year at a time is much more reasonable and affordable. Agri-tourism is a huge part of our community- People have to have a place to stay and want to be able to cook and relax in a living room with a glass of wine. People want the at home space not in a room. They want the home experience. This is what keeps us busy. I would be happy to talk further with anyone interested.
~ Thank you

Craig Upcroft

Thank you Mayor Valentino and council- I appreciate the opportunity to speak, I have been a Geneva resident for 2 years, I moved from Punta Gorda for opportunity- I bought a house out there after losing my job and went in to the STR business. It's a seasonal business out there so I decided to research to find a place to that had 4 seasons, so I went on YouTube and found Geneva had opportunity. I bought a house by the Belhurst and it's been doing well but its only seasonal. I got an email from ABNB about this new resolution that Geneva wants to charge \$1000 for me to run my business and wondered why... I bring so much to Geneva. I have people at my house right now from Dubai and people that come in from all over the world. They come a visit Wegmans, Rusty Pig and wineries. I even sell local wines to the visitors. Inflation has hit everyone. We run this as very serious to me... other places have started implementing fees but they are starting to see businesses leave. We pay NY taxes (14.5%) and now you are asking for more – it really hurts. We make enough to make our mortgages and to eat with. Businesses and citizens are leaving Geneva. Used to be 12K people and now its 9k. there are a lot of BnB that bring a lot to Geneva. I would like you to think about what's happening Thank you

Catherine Price from BID

Good evening everyone. Part of what I wanted to talk about is what we do as the BID. We have a new mission statement which I would like to share with you:

The Geneva BID improves and enhances the vibrancy of the City of Geneva's downtown area by serving as stewards of local resources to assist businesses and property owners through supporting the maintenance, operations, events and infrastructure of the district. We strive to create a vibrant storefront filled epicenter of networking, marketing, promotion, events, and beautification. The BID stands committed to make Geneva stand out and be the true destination of the Finger Lakes Region.

We have 175+ business downtown- we strive to create opportunities and provide services that help downtown merchants. We work with business on a variety of projects, events and help business owners opening in Geneva. We also work with the City on Events, FL Visitors Connection and discover Geneva Passport. We help bring people to visit wineries and downtown. Right now, we have 26 events that we produce or coproduce in Geneva. With the Downtown landscape being completed in 2023- we now have 62 landscape beds (increase of 150%) and with that brings an increased workload. We work closely with the Green Committee- We have a new planting guide out, plaques for the plantings ordered -lots of info on plantings on our website. We are considered cutting edge with Native Plant Parks- they are sustainable, perennials grow and continue to bloom, long term a lot less work but short term it is more work.

Received a grant from On the Canals to be able to give out 2000 seed packets and host a Native Plant and Insect event. Among other things we do the Xmas decorations, pickup garbage, shovel handicap ramps, maintain planters (with more being added this year). We have been working with the American Legion on the Hometown Hero project and are replacing light poll brackets to house the banners and make them easier to use with more banners in future years. Budgets are tight, my lateness in producing our 4th quarter report to the city resulted in us not getting reimbursed for our expenses. Please consider making an adjustment to the General Fund so that we can be reimbursed for our 4th quarter expenses. This puts the BID in a precarious situation. I hope you will consider passing the resolution to reimburse the BID \$14,901.29 for the 2023 expenses.... Thank you

CITY MANAGER REPORT

Storm Task Force Meeting Recap

The members of the Storm Task Force meet on March 12 and reviewed their charge, which is to research and provide recommendations to council for ways to respond to and mitigate storms in the City. The members have divided into three teams focused on Infrastructure Preparation and Emergency Planning and Communications and Community Education. The teams will be meeting on a regular basis and then come back as a Task Force at least quarterly. The Staff will be working with the teams to identify resources for the group to create their recommendations. A few ideas that the groups brainstormed include:

A few ideas that the groups brainstormed so far include:

- Alarm system programming to check creek water levels
- Creating a campaign focused on capturing water vs. run off
- Reviewing ordinances and practices related to leaf collection, rain gardens, debris, and other methods to capture rain water
- Researching the infrastructure and developing annual plans that are clearly communicated
- Reviewing the creation of neighborhood alert programs and neighborhood response programs during weather events
- The creation of new homeowner packets on obtaining abstracts, what to know during an event, who to call, etc.

RFP for Rink

As part of the 2024 Budget process, funding was re-allocated from 2023 to support a review of the Recreation Complex and the development of a Master Plan for the complex. Later this month a Request for Proposal (RFP) for this project will be released.

Kayak RFP: A RFP for the Kayak services presented at the last council meeting will soon be issued.

Assessment: As mentioned by the Assessor we are coming into assessment season on April 1. The mailings are being prepared and will go out on April 1. A full disclosure notice and a letter has been mailed. The full disclosure notice shows the change in assessed value as well as a hypothetical estimate of the new tax liability. This is based on last years levy with the new tax base. The assessor's office will be making all of the appointments for the informal hearings and grievance day. The office can be reached at 315-789-0091.

Solar Eclipse: Maps will soon be available at City Hall. City Hall will be open during regular business hours the day of the Eclipse with the front counter closing from 2:45pm - 3:30pm for staff to view the eclipse. Within in City Hall we will have water, printed maps, information on the community, and until our resources are depleted, eclipse glasses.

As a staff we are treating this as an incident command system training and are practicing ICS principles in deploying our resources. The Fire Department, Police Department, Department of Public Works, and a variety of community partners will be in on-going communication throughout the event, ready to respond to any emergencies that may arise.

Retreat Notes/Follow Up

Our facilitator Ian will be preparing an overview of notes and next steps from the retreat meetings. These notes will include action items for council to take as we move forward the discussions to actions.

Budget 2025: April begins the budget process and the Comptroller and I have begun to review the current financial situation of the City, utilizing the 2023 actuals and reviewing Q1 documentation. In May we will discuss the 2025 process and utilize the information have.

City Council will soon be moving back to 2nd Floor of City Hall. We are hopeful to welcome council back for the May Council meeting, with a ribbon cutting prior to the meeting.

XXV. **TABLED RESOLUTION ADOPTING LICENSE FEE FOR SHORT TERM RENTAL LICENSE**

City Manager Hendrix presented the following resolution:

WHEREAS, the 2024 budget was presented and adopted by City Council in October 2023, and

WHEREAS, An Ordinance Amending Chapter 350 and Chapter 215 of the Geneva City Code was adopted in October 2023 which enacted Short Term Rental License and Short Term Rental as a use allowed by Special Use Permit, and

WHEREAS, the fee schedule presented within the 2024 Budget did not include the fee for Short Term Rental License as determined by Council, now

THEREFORE, BE IT RESOLVED, that this City Council hereby approves the addition of the Short Term Rental License Fee of \$1,000 per property/per year to be issued on an every other year

ACTION TAKEN by Clr. Pealer; seconded by Clr. Gillotte

MOVED THAT this resolution be amended to change the fee from \$1000 to \$200

ROLL CALL VOTE: Aye – Clr. Pealer, Clr. Gillotte, and Mayor Valentino

**Nay – Clr. Petropoulos, Clr. Grimaldi, Clr. Lavin, Clr. Moracco
and Clr. Whitfield**

MOTION DEFEATED

ACTION TAKEN by Clr. Lavin; seconded by Clr. Grimaldi

MOVED THAT this resolution be tabled

ROLL CALL VOTE: Aye – Clr. Lavin, Clr. Petropoulos, Clr. Whitfield and Clr. Grimaldi

Nay – Clr. Moracco, Clr. Pealer, Clr. Gillotte and Mayor Valentino

MOTION DEFEATED

ACTION TAKEN by; Mayor Valentino; seconded by Clr. Gillotte

MOVED THAT this resolution be tabled

MOTION CARRIED UNANIMOUSLY

Mayor Valentino-received email asking if any councilors have any interest in STR that they should make it known. Clr Brennan asked to recuse himself as he does have STR.

Clr Petrpolulis said he may have some interest in STR in the future. He has constituents in his ward that has numerous ABNB. He thinks \$1000 is a little high. Do we have any stipulations if there are numerous violations? My feeling we could compromise on the fees.

Clr Lavin: We have a session scheduled for next week. Should we table until that session?

Mayor- I would like to continue discussion

Clr Grimaldi: \$1000 needs to be substantiated that fee represent the city's cost. Inspecting is a mistake because it puts city liable for problems. Has been told that we can't single out one group of rental properties, what we want to do is to redo ordinance that the owner submits application and a fee. Have owner sign off on some sort of paperwork that everything is in working order. Fees need to be reviewed. We don't have staff to inspect and will become a more restrictive law and submit to state. Would like to table this.

Clr Pealer I agree with what Clr Grimaldi has said. Goal tonight to get this resolution passed and to do it in a responsible way. This is a complicated topic – not as simple as stimulating free trade. I live on a sleepy street, that narrow and if someone is parked on the street only 1 car can pass. My parents would have never been able to live and start a business here if the housing prices were what they are now. My house has doubled in 9 years. My #1 priority since 2020 – what are symptoms of struggling communities- we have over 50% rentals and they out way our residentials. Generally speaking, a single-family residential home was never meant to be like treated like this. We want new people to come here to live, children to go to our schools- not just taxpayers here. STR negatively affecting our neighborhoods. We need to have options for middle class families. I hope we can make this resolution fair and balanced. We are losing residents. I'm going to vote for this tonight- we have to get the plane in the air.

Clr Gillotte: Do we have an option to freeze and get rid of fees in the resolution and push forward with amendment? The fees need to be addressed.in Can we pass this resolution without fees and go back later.

Amie- fees are holding up the discussion. Fees were not addressed in the resolution. That is all that is being requested Staff has been preparing this for your session next week to go. Fees have to commensurate with what the work load is. The other side-how was fee discussed with

previous council. Staff is working on recommendations based on current legislation. It has stayed on agenda because it is unfinished business and will stay there.

Clr Petropoulis- I want to see this resolution weed out people who care about Geneva and the ones that are mere opportunists. Do they live on or new property? We want to be able to hold them accountable. I would like to tweak this to a little more - it was from an year ago come up with a fair and equitable resolution.

Amie: Pieces have changed with legislation (things have been struck down in court) since last year. We need to be flexible with code and ordinance-as things change. There may be things we try and then need to adjust.

Clr. Lavin: Should we wait to have session before we make adjusts? Amie responded yes.

Mayor- Thank you to staff who have worked diligently on this for a long period of time. We have an ordinance in place. We had delayed the start of ordinance –The fee resolution kicks off the ordinance. Challenge of unregulated business in our neighborhoods. Ordinance gives accountability on STR but no opportunity for revenue to compensate expenses. Hearing from hotels and BNB that we are collecting a 3% occupancy tax from them but not from others. Not fair to those entities who are being charged the tax- it is complicated. We need something in place for accountability and have issues responded to quickly. Resolution for fee can be changed anytime- but ordinance will take longer - take PH and 2 readings to change ordinance. We started meeting saying how many meetings but we need to commit to getting this done soon.

Clr. Pealer: We need to pass resolution to get this plane in the air. Tonight we can set a fee. When discussion is done I want to make an amendment to make the fee to \$200. Original fee was largely arbitrary - just to get the ordinance done.

Mayor: Looking to make changes to ordinance with staff. Director of Economic Dev has approached the podium to add input.

Clr Lavin: Our public management is suggesting we have other things to review besides the fees. We want to address these all together- we have a session to tackle this.

David West- quick word of advice if you want to pursue amending the resolution tonight. Second suggestion from staff: The language was unclear how fees apply and to what it applies. Need to interpret and clarify what the per property is... dwelling or bedroom or other. If you want to amend what happens to those that have already applied. He went on to define dwelling vs bedrooms.

Mayor: So to make a motion to amendment what David is recommending and a motion to amend the fees to \$200. Do we have discussion on that?

Amie: Can we make it clear if that motion is per dwelling unit or per bedrooms vs per property

Clr Pealer: I think it's wise not to make it clear and handle it at work session. I favor dwelling but a lot of people need to digest it. The Mayor and I have a lot of relationship with this ordinance. I like a lot of the staff recommendations and agree with all of them. I want to take this one step at a time and setting the price tonight and get the plane in the air. If we need to make refunds later let's make them small- we have done this before.

Pert: My issue with per property-is it could be 10 subdivide bedrooms vs only 1. It goes a little easier on the guy with ten. I don't how long it will to change definition- but would like to change definition.

Gram: I think we should wait – we have too many things to change?

Vote taken but was defeated.

Clr Grimaldi-I don't think that we thjnk we think the previous did a good jobb- at the time it was an ok job but now with judges making these opinions. I think we should wait on this to review it all.

Clr Whitfield: We also have a new council member that may not know what is going on -which is why the table should be. Although some of may not know about STR- am hearing only 2 know about -that's why this should be tabled.

Clr Morocco- Why can't we just charge the Occupancy Tax?

David: State Law does not allow STR to be charged Occupancy Tax because of the number of rooms. Most of STR don't fall under this, a state law would need to be passed.

CM: Home Rule law- has passed in other municipalities but not Geneva. Something that will be considered in the work session. Fees are related to work that is done in the process.

David West: Fees are not a generating revenue but to offset costs to implement regulations.

Clr.Lavin: Hotels are screaming why should we pay Occ Tax and nit ABNB- it's a fairness question. Wayne county did get approval but just has not happened in Geneva

Mayor: In an essence of efficiency, I would like to make a motion to table. Motion passed.

XXVI. RESOLUTION DECLARING WATER TREATMENT PLANT IMPROVEMENT PROJECT A TYPE II ACTION

David West presented the following resolution:

WHEREAS, the City of Geneva, with assistance from MRB Group, completed an Engineering Report for the Evaluation of Existing Treatment facilities and Recommendations for Capital Improvements at the City of Geneva Water Treatment Plant on February 6, 2024; and

WHEREAS, the City of Geneva seeks to be ready for grant opportunities that may fund water treatment plant improvements including WIIA, BRIC, and others; and

WHEREAS, completing SEQR review of projects is a key component in grant readiness and an important responsibility of Council; and

WHEREAS, Council declared lead agency for the review of this project on Feb. 2, 2024; and

WHEREAS, the construction of new facilities at the water treatment plan proposed by the MRB report falls well within the Type II threshold for Part617.5-C9: construction or expansion of a primary or accessory/appurtenant, non-residential structure or facility involving less than 4,000 square feet of gross

floor area and not involving a change in zoning or a use variance and consistent with local land use controls, but not radio communication or microwave transmission facilities;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Geneva declares that the Water Treatment Plant Improvement Project is a Type 2 Action for the purposes of State Environmental Quality Review, and no further review is required.

ACTION TAKEN by Clr. Pealer; seconded by Clr. Petropoulos
MOVED THAT this resolution be approved
MOTION CARRIED UNANIMOUSLY

XXVII. RESOLUTION NEGATIVE DECLARATION OF ENVIROMENT SIGNIFICANCE – GENEVA RAIL TRAIL PROJECT CLARK TO GENESEE

David West presented the following resolution:

WHEREAS, the City of Geneva, adopted the Brownfield Opportunity Area Connectivity Strategy in 2022; and

WHEREAS, the City of Geneva was successful in pursuing a Recreational Trails Program grant in 2023; and

WHEREAS, the Geneva City Council declares itself to be the lead agency for the review of the Geneva Rail Trail Project Clark to Genesee called for in the BOA Connectivity Strategy and funded by the RTP grant; and

WHEREAS, Council has reviewed the project plans and developed the Full Environmental Assessment Form Part 1 with the assistance of expert staff; and

WHEREAS, the proposed project replaces previously removed bridges with new bridges to allow the use of the former rail bed as a pedestrian path; and

WHEREAS, the proposed project is unlikely to have any significant environmental impacts and does not impact any sensitive areas; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Geneva adopts the attached Parts 2 & 3 Full Environmental Assessment Forms, issues a negative declaration of environmental significance, and directs the City Manager to take all necessary actions to sign and submit said documents.

ACTION TAKEN by Clr. Pealer; seconded by Clr. Petropoulos
MOVED THAT this resolution be approved
MOTION CARRIED UNANIMOUSLY

XXVIII. RESOLUTION AMENDING THE 2024 GENERAL FUND BUDGET FOR EXPENSES RELATED TO THE BUSINESS IMPROVEMENT DISTRICT

City Manager Amie Hendrix presented the following resolution:

Whereas, the City of Geneva contracts with the Business Improvement District (BID) to provide enhanced maintenance programming within the district; and

Whereas, In the 2023 Budget up to \$90,000 was awarded to the BID to provide ongoing maintenance and beautification services in the downtown and lakefront districts; and

Whereas, this agreement provides funding to reimburse expenses related to support of two (2) year-round full-time equivalent employees as well as two (2) additional seasonal staff members and reimbursement for supplies required for maintenance efforts; and

Whereas, the executed contract requires BID to deliver a report of activities and supporting documentation based upon this budget allocation at the end of each quarter, specifically no later than the 15th of the month after the close of the quarter, for reimbursement; and

Whereas, the fourth quarter annual report requesting for \$14,901.29 for reimbursement of 2023 expenses were received after the deadline of January 15, 2024 on February 27, 2024; and

Whereas, the City 2023 financials were closed by the City prior to receipt of the fourth quarter report; and

Whereas, the BID is requesting to receive this funding in 2024, in addition to the approved 2024 Budget amount of up to \$90,000; now

Therefore, be it resolved that the Geneva City Council hereby and in due form does amend the 2024 General Fund budget as follows:

Revenues:

Add Appropriation from General Fund Balance not to exceed: \$14,901.29

Expenses:

Business Improvement District 6326.4064: \$14,901.29

Be it further resolved, that the City Comptroller is authorized to execute this payment to

Business Improvement District in April 2024 after final review of all supporting documentation.

ACTION TAKEN by Clr. Gillotte; seconded by Clr. Pealer

MOVED THAT this resolution be approved

MOTION CARRIED UNANIMOUSLY

XXIX. RESOLUTION APPROVING EMPLOYMENT SEPERATION AGREEMENT AND RELEASE

City Manager Amie Hendrix presented the following resolution:

BE IT RESOLVED, that this City Council hereby approves a certain Employment Separation Agreement and Release, and also authorizes the City Manager to execute said Agreement on behalf of the City of Geneva.

**ACTION TAKEN by Mayor Valentino; seconded by Clr. Gillotte
MOVED THAT this resolution be approved
MOTION CARRIED UNANIMOUSLY**

XXX. RESOLUTION DESIGNATING LEGAL SERVICES PROVIDER FOR A THREE-YEAR TERM

City Manager Amie Hendrix presented the following resolution:

WHEREAS, the Aid and Incentives for Municipalities (AIM) program plays a critical role in funding essential municipal services for cities and villages across New York State; and

WHEREAS, city and village officials share the same priorities as our state leaders which is to make New York safer and more affordable; and

WHEREAS, New York's local governments, who are on the frontlines of controlling property tax affordability and ensuring public safety, are integral to achieving those goals; and

WHEREAS, the State has not increased AIM funding in 15 years and according to the Bureau of Labor Statistics, inflation has increased by nearly 45% during that same period; and

WHEREAS, this neglect from the State has led to rising municipal tax burdens and harmful disinvestment in essential municipal services and staff; and

WHEREAS, the property tax cap further limits the ability of local governments to properly fund the services their residents need; and

WHEREAS, the challenges of rising inflation, the increasing costs of labor and supplies, and the end of extraordinary federal aid, only accentuate the need for an increase in AIM funding; and

WHEREAS, the Governor's 2024-25 Executive Budget proposes to keep AIM funding flat; and

WHEREAS, an increase in AIM funding would reduce the local tax burden and help revitalize communities across New York;

NOW, THEREFORE, BE IT RESOLVED that the City of Geneva, Geneva City Council urges Governor Hochul to work with the leaders of the Senate and Assembly and increase AIM funding in the 2024-25 adopted State Budget.

A copy of this resolution shall be sent to Governor Kathy Hochul, Senate Majority Leader Andrea Stewart-Cousins, Assembly Speaker Carl Heastie, Senator Helming, Assemblymember Gallahan and the New York State Conference of Mayors.

**ACTION TAKEN by Grimaldi; seconded by Clr. Lavin
MOVED THAT this resolution be approved
MOTION CARRIED UNANIMOUSLY**

XXXI. BOARD/ COMMISSION APPOINTMENTS

**ACTION TAKEN by Clr. Gillotte; seconded by Clr. Brennan
MOVED THAT Mary Salotti, Tom Burrall, and Jerry Buckley be appointed to the
Historic Districts Commission
MOTION CARRIED UNANIMOUSLY**

**ACTION TAKEN by Clr. Gillotte; seconded by Clr. Pealer
MOVED THAT BJ Radford and Anthony Noone be appointed to the
Police Budget Advisory Board
MOTION CARRIED UNANIMOUSLY**

**ACTION TAKEN by Clr. Petropoulos; seconded by Clr. Gillotte
MOVED THAT Martha Davis be appointed to the Local Development Corp.
MOTION CARRIED UNANIMOUSLY**

**ACTION TAKEN by Clr. Gillotte; seconded by Clr. Pealer
MOVED THAT Lisa Pietrocarlo be appointed to the Recreation Advisory Board
MOTION CARRIED UNANIMOUSLY**

**ACTION TAKEN by Clr. Gillotte; seconded by Clr. Pealer
MOVED THAT Kyle Olschewske be appointed to the Zoning Board of Appeals
MOTION CARRIED UNANIMOUSLY**

**ACTION TAKEN by Clr. Brennan; seconded by Clr. Lavin
MOVED THAT Daisy Hoyt, James McCorkle, Tom Burrall be appointed to the Shade
Tree Committee
MOTION CARRIED UNANIMOUSLY**

XXXII. MAYOR AND COUNCIL REPORTS

Clr. Whitfield: Advisory Board meeting April 16, Soccer signup and camp registration is going on. Canasaga Dog Show April 14. Mission Zero April 27. Role Model Career Day April 23. Congratulations to Hobart Hockey Team on 2nd Championship

Clr. Petr: Colt St Easter Egg was really well attended. LDC- Eclipse all lodging is full. Closing on Dunkin' Donuts is final approval with IDA. New appointee for IDC. New consultant Gary Ferguson- brainstorming ideas for Geneva. Productive session.

Clr. Gillotte: BID board has been rejuvenated. Ward 4- would like to see Madia's Castle St cleanup – moving slow. After getting elected I sent out postcard to my ward and its working.

Grimaldi – Did not attend Housing Authority Meeting, will report next month.

Clr. Pealer: Planning Board SEQR passed for Dunkin' Donuts. Full support to Hometown Heroes Program - it's a great project. Wonderful sense of patriotism-the all-stars of our community. I have had questions RFP for Kayak program- on our site. Port-A-Potty will be setup Sunday. Will traffic light s be adjusted? Joe V- they will remain on, we can adjust the lights in Geneva only.

Clr. Lavin: Apologize to council for trying to do something quickly tonight. This is a group of people can get along even if we disagree. Traditional processes were brought up to be discussed. Have not found a venue to bring up issues brought up in Jan – no performance goals for different heads have been set- best practices is not in effective in Geneva. Without being critical of the people, we need to speed up to get things done. Need committees to vet issues to bring them to the council. I would like to be able to give direction to CM for budgets, in a year with assessments going up (about 40%)- can we reassure and say listen – we understand. People I my ward with a house \$400K are paying 20K-not a competitive situation for our community, when apartments have higher rents for the poor. When agenda is put together with the mayor, cm and lawyers, we need to make is accessible to councilors to add topics.

Clr Brennan: Shade Tree committee- have existed for 35 years, have a check for \$200 (from Tom Burrall) we have “eclipsed” \$11K since Dec. 2021. Remarkable committee led by James Norwalk, helped by Mark Perry. Thet have a spreadsheet of trees in Geneva April 27 event with tree giveaways. Need just 1 more member.

Historical District committee: Very important committer, Ford Witzel has retired and we are working on regrouping. Looking to have more meetings more frequently.

Mayor: On the agendas – We meet 2nd or 3rd Tuesday. before the next month's meeting. Any councilor can bring a resolution to get something on the agenda, best way is to send it to the CM so staff can vet it. No magic to getting on the agenda- this makes it easy to get on. We just ask that it is worded properly and legal. Anyone can attend-its 9am 2 Tuesdays before council meeting. We inform council-we just need to caution not to have a quorum because it could turn in to a public meeting. I attended the OC Safety Committee Awards dinner at Clifton Springs Country Club- it was amazing. 73 awards were given out – 3x more than they have ever given. Citizens that got involved and put support and life out there to protect others. Please enjoy all the events going on in Geneva leading up to the Eclipse. Enjoy, be safe and have a good time!

XXXIII. ADJOURNMENT

**ACTION TAKEN by Clr. Petropoulos; seconded by Clr. Whitfield
MOVED THAT the meeting be adjourned at 9:30pm
MOTION CARRIED UNANIMOUSLY**

Alicia Jean

Deputy City Clerk

THE GENEVA CITY COUNCIL

JOURNAL OF PROCEEDINGS

SPECIAL COUNCIL MEETING

April 4 – 5:15 PM
Public Safety Building
255 Exchange St.
Geneva, NY 14456

Presiding – Steve Valentino, Mayor

1. ROLL CALL

Present: Clr. Brennan, Clr. Lavin, Clr. Pealer, Clr. Grimaldi, Clr. Petropoulos, Clr. Moracco
and Clr. Whitfield (arrived at 5:18pm)

2. EXECUTIVE SESSION

ACTION TAKEN by Clr. Petropoulos; seconded by Clr. Lavin
MOVED THAT council move to executive session at 5:16pm to discuss matters
leading to the appointment, employment, promotion, demotion, discipline,
suspension, dismissal or removal of a particular person or corporation and
collective negotiations pursuant to article fourteen of the civil service law.
MOTION CARRIED UNANIMOUSLY (7-2 Excused Gillotte and Whitfield)

ACTION TAKEN by Clr. Pealer; seconded by Clr. Petropoulos
MOVED THAT council exit executive session at 5:39pm
MOTION CARRIED UNANIMOUSLY (8-Excused Gillotte)

3. ADJOURNMENT

ACTION TAKEN by Clr. Pealer; seconded by Clr. Brennan
MOVED THAT meeting be adjourned 5:40pm
MOTION CARRIED UNANIMOUSLY (8-Excused Gillotte)

Alicia Jean

Deputy City Clerk

JOURNAL OF PROCEEDINGS
SPECIAL COUNCIL MEETING
CITY OF GENEVA, NEW YORK

April 15, 2024

**City Hall
2nd Floor Team Room
Geneva, NY 14456**

Presiding – Steve Valentino, Mayor

1. ROLL CALL:

Present: Clr. Lavin, Clr. Petropoulos, Clr. Gillotte,
Clr. Grimaldi and Clr. Whitfield (arrived 5:19pm)

2. RESOLUTION APPOINTING CITY CLERK

**ACTION TAKEN by Mayor Valentino; seconded by Clr. Grimaldi
MOVED THAT Nicole Tillotson be reappointed as City Clerk
MOTION CARRIED UNANIMOUSLY (6-2 Absent)**

3. ADJOURNMENT

**ACTION TAKEN by Clr. Petropoulos; seconded by Clr. Whitfield
MOVED THAT the meeting be adjourned at 5:25pm
MOTION CARRIED UNANIMOUSLY (6-2 Absent)**

Alicia Jean

Deputy City Clerk

Geneva City Council Agenda Item Briefing

To: Geneva City Council

From: Amie Hendrix, City Manager

Meeting Date: May 1, 2024

Item Title: Resolution Adopting Fees for Short Term Rental License

Action Required: The approval of this resolution will enact the fees for Short Term Rental License into the annual fee schedule.

Background Information: Chapters 350 and 215 of the Geneva City Code were modified in October 2023. As part of this update a fee of \$1,000 per property/per year was recommended by council for each license issued, issued every other year. As this occurred mid-budget this fee was not reflected in the final 2024 fee schedule. This updates the 2024 fee schedule.

Alternatives: Council may elect to amend or remove the fee amount. This would mean that there would be no fee collected at this time, although it would not change the requirement for the STR permitting and licensing process.

Financial Impact: There are approximately 130 separate STR properties that would be expected to pay this fee. The impact will be up to \$130,000 annually which will be utilized to support the delivery of this program.

Office of the City Manager

Amie M. Hendrix

CITY HALL- 47 CASTLE STREET- GENEVA, NEW YORK 14456

(315) 789-2603 - FAX (315) 789-0604 - ahendrix@geneva.ny.us - www.cityofgenevany.com

RESOLUTION # 22 – 2024

RESOLUTION ADOPTING LICENSE FEE FOR SHORT TERM RENTAL LICENSE

City Manager Hendrix presented the following resolution:

WHEREAS, the 2024 budget was presented and adopted by City Council in October 2023, and

WHEREAS, An Ordinance Amending Chapter 350 and Chapter 215 of the Geneva City Code was adopted in October 2023 which enacted Short Term Rental License and Short Term Rental as a use allowed by Special Use Permit, and

WHEREAS, the fee schedule presented within the 2024 Budget did not include the fee for Short Term Rental License as determined by Council, now

THEREFORE, BE IT RESOLVED, that this City Council hereby approves the addition of the Short Term Rental License Fee of \$1,000 per property/per year to be issued on an every other year basis.

Geneva City Council Agenda Item Briefing

To: Geneva City Council

From: Amie Hendrix, City Manager

Meeting Date: May 1, 2024

Item Title: RESOLUTION ADOPTING A PROCESS TO CREATE AND UPDATE CITY POLICIES FOR THE CITY OF GENEVA ADMINISTRATIVE MANUAL

Action Required:

City policies support the City's mission by establishing clear and well understood standards for individual conduct, clarifying institutional expectations, promoting compliance with law, mitigating risk, and supporting productivity.

While there are several City policies currently in existence, the location, updating of, and standardization of policies has not been consistent. This policy establishes the practice for administrative policies to be adopted and updated.

Alternatives:

Continuation of the current processes.

Financial Impact:

None.

Office of the City Manager

Amie M. Hendrix

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Resolution # 30-2024

RESOLUTION ADOPTING A PROCESS TO CREATE AND UPDATE CITY POLICIES FOR THE CITY OF GENEVA ADMINISTRATIVE MANUAL

WHEREAS, a best practice for government operations is to have standard operating procedures and policies, and

WHEREAS, city policies currently exist throughout the organization and have been created, yet a standard process for policy creation and updating has not put in place, and

WHEREAS, Council approval (a formal vote) will be required for new policies or for changes to existing policy language, and

WHEREAS, the policy detailed below has been crafted by the respective responsible departments and further offered for review by City staff and leaders of all collective bargaining units, now therefore be it

RESOLVED, on recommendation, that Policy 01-2024 Revising Policies and Procedures Policy is hereby adopted and shall be added to a City Administrative Policy Manual.

Policy Name: 01-2024 Revising Policies and Procedures Policy

Policy Category: Administrative (Policy Development and Standards)

Scope of Policy: A City Policy is defined as an organizational direction that is formally adopted by Council resolution. Enacting policies provides a framework for decision making ensuring consistency throughout our city.

This Policy describes and establishes processes and standards for developing, reviewing, approving, amending, and neutralizing city of Geneva policies as defined below. By adopting this Policy, the city seeks to enhance ethics and integrity, operational efficiencies, best practices, effective decision making and compliance with laws and regulations across the city. This Policy also helps ensure that city policies are easily accessible and understandable, widely disseminated, consistent and standardized to the extent reasonable, and approved in an appropriate way. City policies support the City's mission by establishing clear and well understood standards for individual conduct, clarifying institutional expectations, promoting compliance with law, mitigating risk, and supporting productivity. All staff, and visitors to the city are expected to comply with city policies. City policies shall be kept current and shall be made available in a timely manner.

Reference: City Manager, Resolution No. XX in 2024; and the City of Geneva Charter Section 3.12

Modification Dates: May 2024

Responsible Department or Office: City Manager's Office

General Information: The City Manager's Office is responsible for coordinating and tracking additions or revisions to the Administrative Manual according to the procedures outlined in this policy. City staff or a member of Council can initiate requests for additions, deletions, or updates to the Administrative Manual. To ensure consistency and accuracy, all updates and additions must be prepared using the Administrative Manual Template. The Administrative Manual Template mentioned throughout this policy, are accessible online via the City website or by contacting the City Manager's office. The City Manager's Office will send out an annual notice to all City employees detailing all amendments made to the Administrative Manual during the calendar year.

Next Scheduled Review: May 2029

Definitions:

1. **Policy:** The policy or city policy is an official, written city directive that establishes expectations for the conduct of the members of the city, community, and/or the conduct of city business; applies broadly throughout the city and not just to a particular department; furthers the work of the City and promotes operational effectiveness and efficiency; is applied to reduce formal risk; helps to achieve compliance with applicable legal standards; has been reviewed and approved by the leadership of the City; and is sponsored by at least one city department. The term "City policy" or "policy" does not include: Policies or procedures that by their purpose and scope apply only to a specific department or administrative unit

such as a Standard Operating procedure; City council Bylaws, resolutions, negotiated conditions of employment through memorandums of understandings, or operating procedures

2. **Responsible Office or Department:** The responsible office or department is the unit responsible for sponsoring, enforcing, and answering inquiries about a city policy. The responsible department may also be responsible for monitoring the effectiveness of and ensuring compliance with a city policy.
3. **Procedure:** A prescribed set of steps, actions, or activities generally needed to obtain consistent results. Revisions need to be presented to the members of City Council for their information.
4. **Electronic Information Dissemination** means an electronic portal on the city website that is easily accessible from the City's home page and that contains in a numbered and searchable format a compendium of city policies and procedures.
5. **Policy Categories:** The City of Geneva Policies and Procedures are divided into the following policy categories:
 - a. Administrative including policy development and standards
 - b. Business and Finance Affairs
 - c. Information Technology
 - d. Buildings and Property
 - e. Human Resources, Personnel, and Employee Benefits
 - f. Safety and Security
 - g. Legal and Compliance
 - h. Environmental Health

Policy Statement:

All city policies shall be developed, approved, and published in accordance with the standards outlined in this Policy and shall appear online in the city's policy documents. The City of Geneva aspires to maintain a policy framework that best serves its mission and represents and supports excellence, ethics, and compliance in all of its activities

Policy:

1. Council approval (a formal vote) is required for new policies or for changes to existing policy.
2. Council approval (a formal vote) is not required for new or revised procedures; however, as a courtesy, revisions will be presented to City Council by the City Manager for their information and reaction.
3. The responsible office or department will ensure that relevant policies and procedures are introduced, reviewed or updated in consultation with the City Manager according to the following criteria:
 - a. A change in federal, state, or local law has affected existing policy/procedure;
 - b. A change due to labor contract negotiations has affected existing policy and/or procedure;
 - c. the policy and/or procedure has not been reviewed within the past five years. (Refer to the "next scheduled review date" section of the policy.)
 - d. The policy and/ or procedure in question no longer reflects actual practice
 - e. The need for a new policy and/or procedure has been identified.

4. To ensure ready access to city policies, City of Geneva will maintain an official city Policies web page (Geneva, NY | Official Website (cityofgenevany.com)) with the most current approved version of all policies, with links to applicable procedures.

Procedure:

1. Proposing New City Policy or Revising an Existing Policy Section of a City Policy:
 - a. The responsible department is often the first to become aware of the need for a new or revised policy because of changes in federal, state or local laws. In the absence of such legislative changes, it is City Manager Office's responsibility to update the Administrative Manual and to prompt responsible departments to review and, if necessary, update existing policies at a minimum of every five (5) years.
 - b. City offices should be annually reviewing the policies which they are responsible for to determine whether a policy requires a revision, replacement, or removal because of a change in applicable law or business process. A department or office may deem it appropriate to retire a policy or consolidate two or more policies following this process.
 - c. A city policy shall be formatted in a manner consistent with the formatting template in this policy; and is included on the City website in a publicly accessible format. Many other department and unit rules, standards or guidelines guide or direct employees, but are outside the scope of this policy. They should nevertheless be clearly written and appropriately available online to affected members of the community.
 - d. The responsible department will draft new or revised policy language and submit it to the City Manager's Office for review by the City Leadership Team. For revisions to existing policies, track changes shall be used to identify all updates.
 - e. Upon completion of review by the City Leadership Team, members of the Collective Bargaining Units will receive the policy update for review and comment prior to submittal to City Council.
 - f. The City reserves the right to amend, modify, delete, or add any policy at any time in order to meet the needs of the community, in order to comply with law, or for any other reason the city may determine. Nothing in this Policy on Policies diminishes or interferes with the ultimate right of the City Council to adopt, rescind, modify, amend, or replace any City policy on any subject, following this procedure.
 - g. The City Manager, in coordination with the responsible party, will bring the final draft for formal vote and approval before City Council.
 - h. The City Manager's Office will notify all departments and make final changes to the Administrative Manual. The Human Resources Office will ensure that the policy is updated on the City Website.
2. Revising an Existing Procedure of a City Policy:
 - a. The responsible department is often the first to become aware of the need for a new or revised policy because of changes in federal, state or local laws. In the absence of such legislative changes, it is City Manager Office's responsibility to update the Administrative Manual and to prompt responsible

- departments to review and, if necessary, update existing policies at a minimum of every five (5) years.
- b. Any individual or unit may identify the need for new or changing procedures, but at least one city department head must agree to serve as the policy owner (or designate an appropriate supervisor in their department) and be accountable for a procedures implementation and enforcement.
 - c. City offices should be annually reviewing the policies and procedures which they are responsible for to determine whether a procedure requires a revision, replacement, or removal because of a change in applicable law or business process. A department or office may deem it appropriate to retire a policy or consolidate two or more policies following this process.
 - d. The responsible department will draft new or revised procedure language and submit it to the City Manager's Office for review by the City Leadership Team. For revisions to existing policies, track changes shall be used to identify all updates.
 - e. Upon completion of review members of the Collective Bargaining Units will receive the policy update for review and comment prior to submittal to City Council.
 - f. The City Manager, in coordination with the responsible party, will bring the final draft of the procedure update before City Council for their awareness.
 - g. The City Manager's Office will notify all departments and make final changes to the Administrative Manual. The Human Resources Office will ensure that the policy is updated on the City Website.
3. Policy Format, City policies will be written and maintained following the format described below: A City policy should be written so that it is clear and concise. It should contain sufficient information on the subject without being excessive in length or complexity.
- a. Policy Name.
 - b. Policy Category
 - c. Scope of Policy
 - d. References
 - e. Modification Dates
 - f. General Information
 - g. Responsible Department or Offices
 - h. Next Scheduled Review Date
 - i. Definitions
 - j. Policy Statement
 - k. Policy
 - l. Procedures
 - m. Approval Date
4. To ensure ready access to city policies, the City of Geneva will maintain an official city policies web page (Geneva, NY| Official Website is cityofgenevany.com) with the most current approved version of all policies and procedures. To maintain an organized system of change control and consistency, individual departmental web sites should not contain separate versions or copies of city policies. Departmental websites that reference city policies must use hyperlinks to the official City Administrative Manual. This does not preclude departments from maintaining

internal departmental policies and procedures on their websites, provided the departmental policies and procedures are not identified as City policies and do not conflict with official City policies.

5. For city of Geneva policies that predate this policy, the format described above will be updated with each review. All policies will follow this format within five years of the adoption date of this policy.

Approval Date:

Geneva City Council Agenda Item Briefing

To: City Council

From: David West, Director of Planning & Economic Development

Meeting Date: 5/1/24

Item Title: Resolution to Submit Application 1 for Round 8 of the Restore NY Program

Action Required:

The attached resolution authorizes the submission of a Special Project application to the Restore NY Program.

Background:

The Restore New York Communities Initiative (“Restore NY”) provides municipalities with financial assistance for the revitalization of commercial and residential properties. The program encourages community development and neighborhood growth through the elimination and redevelopment of blighted structures. Restore New York funding is available for projects involving the demolition, deconstruction, rehabilitation, and/or reconstruction of vacant, abandoned, condemned, and surplus properties.

The Department of Planning & Economic Development solicited pre-applications from City property owners, all submitted projects were submitted to New York State through “Intent To Apply” letters that organized the properties into 2 projects. Review by the state disqualified several proposed properties that were not currently vacant enough to meet the program’s requirements. Staff propose one application in the “Special” category which qualifies for up to \$10million, though projects are encouraged to be less than this max amount, the second application would be considered a “Standard” application which has a maximum of \$2million. In both programs the building owners will be required to provide and document the matching amount as proposed in the grant. Funding is on a reimbursement basis.

The proposed Special Application includes the Madia’s parcel, the DeSales Apartments project, the Women’s Club, and 17 Seneca St.

Alternatives:

Without this resolution the application to Restore NY can not be submitted. If Council chooses not to pass the resolution May 1st a special meeting would need to be called shortly thereafter or the city could choose not to submit the application.

Financial Impact:

The application fee is \$500 for municipalities the size of Geneva. There is also substantial staff time involved in preparing these applications and we have contracted for some additional assistance to fill in the gaps. The only financial impact of deciding whether or not to support the application at this time would be avoiding the application fees. If the grant is awarded and accepted the City will incur staff time and expenses of administering the funds.

Resolution #31-2024

Resolution to Submit Application 1 for Round 8 of the Restore NY Program

WHEREAS,

The City of Geneva is eligible for grant funding under Round 8 of the Restore NY Communities Initiative Municipal Grant Program, and;

WHEREAS,

the City of Geneva is considered to be a Moderately Distressed Community by Restore NY criteria which allows pursuit of the Special Project category, and;

WHEREAS,

the City Council has considered proposals that qualify for funding under the program and selected this project to be included in an application that will be submitted to Empire State Development Corporation (ESDC) as follows:

Property 1 – 314 Castle St. consists of demolition of 10,000 s.f. former retail/ grocery store/ commercial use structure (1 story) with remediation of the creek bed and banks under the former structure, reconstruction of a new 22,000 s.f. mixed use building of 2 stories to have retail/ commercial on the first floor with residential (minimum 10 units, affordable housing) on the second floor, retention of the existing laundromat, and reconfiguration of the parking and streetscape areas.

Property 2 - 90 Pulteney St. will create 17 apartments in the former DeSales.

Property 3 – 336 Main Street, the Women’s Club building, contains a total of 9400 sqft. Of which only 1250 is currently occupied. Renovations would include 2400sqft of commercial space and 5750 of residential space, with 1250 sqft that is in use not needing renovation. The project would result in 4 additional housing units being available.

Property 4 – 17 Seneca St. is 5060 sqft and burned in 2023, all 5060sqft will be renovated for a mix of commercial tenants – mostly office.

WHEREAS,

this project is consistent with all existing local plans, the proposed financing is appropriate for the project, the project will facilitate effective and efficient use of existing and future public resources so as to promote both economic development and preservation of community resources and the project develops and enhances infrastructure and/or other facilities in a manner that will attract, create and sustain employment opportunities in the City of Geneva.

NOW, THEREFORE BE IT RESOLVED

that the City Council hereby supports and will sponsor an application for Restore NY funding for 314 Castle St, 90 Pulteney St., 336 Main St., and 17 Seneca St., and will administer the grant in accordance with all applicable rules and regulations established by ESDC, and

BE IT FURTHER RESOLVED that the City Manager is authorized to sign the applications and any agreements required by ESDC for grant funding that results from the application.

Geneva City Council Agenda Item Briefing

To: City Council

From: David West, Director of Planning & Economic Development

Meeting Date: 5/1/24

Item Title: Resolution to Submit Application 2 for Round 8 of the Restore NY Program

Action Required:

The attached resolution authorizes the submission of a Project application to the Restore NY Program.

Background:

The Restore New York Communities Initiative (“Restore NY”) provides municipalities with financial assistance for the revitalization of commercial and residential properties. The program encourages community development and neighborhood growth through the elimination and redevelopment of blighted structures. Restore New York funding is available for projects involving the demolition, deconstruction, rehabilitation, and/or reconstruction of vacant, abandoned, condemned, and surplus properties.

The Department of Planning & Economic Development solicited pre-applications from City property owners, all submitted projects were submitted to New York State through “Intent To Apply” letters that organized the properties into 2 projects. Review by the state disqualified several proposed properties that were not currently vacant enough to meet the program’s requirements. Staff propose one application in the “Special” category which qualifies for up to \$10million, though projects are encouraged to be less than this max amount, the second application would be considered a “Standard” application which has a maximum of \$2million. In both programs the building owners will be required to provide and document the matching amount as proposed in the grant. Funding is on a reimbursement basis.

The proposed Standard Application includes renovation of 435 Exchange St. renovating 5 existing apartments, adding 10 new apartments in currently vacant area, renovating 2 storefronts and painting the exterior of the building. Because this project benefits a single property and owner, the owner is responsible for contracting to provide the majority of the application materials.

Alternatives:

Without this resolution the application to Restore NY can not be submitted. If Council chooses not to pass the resolution May 1st a special meeting would need to be called shortly thereafter or the city could choose not to submit the application.

Financial Impact:

The application fee is \$500 for municipalities the size of Geneva. There is minimal staff time involved in preparing this application because the applicant has contracted for application support independently. If funded there will be an expense in staff time of administering the program.

Resolution #32-2024
Resolution to Submit Application 2 for Round 8 of the Restore NY Program

WHEREAS,

The City of Geneva is eligible for grant funding under Round 8 of the Restore NY Communities Initiative Municipal Grant Program, and;

WHEREAS,

the City Council has considered proposals that qualify for funding under the program and selected this project to be included in an application that will be submitted to Empire State Development Corporation (ESDC) as follows:

435 Exchange St. 36,076 sqft, currently 17,047 sqft is occupied. The proposed end use would include 2 renovated ground floor storefronts, 5 renovated apartments, and 10 new apartments in currently vacant area.

WHEREAS,

this project is consistent with all existing local plans, the proposed financing is appropriate for the project, the project will facilitate effective and efficient use of existing and future public resources so as to promote both economic development and preservation of community resources and the project develops and enhances infrastructure and/or other facilities in a manner that will attract, create and sustain employment opportunities in the City of Geneva.

NOW, THEREFORE BE IT RESOLVED

that the City Council hereby supports and will sponsor an application for Restore NY funding for 435 Exchange St. and will administer the grant in accordance with all applicable rules and regulations established by ESDC, and

BE IT FURTHER RESOLVED that the City Manager is authorized to sign the applications and any agreements required by ESDC for grant funding that results from the application.

Geneva City Council Agenda Item Briefing

To: City Council

From: David West, Director of Planning & Economic Development

Meeting Date: 5/1/24

Item Title: Resolution to Accept Proposal for Lakefront Kayak Vendor

Action Required:

The attached resolution authorizes the City Manager or her designee to complete contracting with a respondent to the RFP for City of Geneva Lakefront Kayak Vendor

Background:

Council previously authorized the development and release of an RFP for a lakefront kayak vendor. Responses to that application were due on April 19th. The City received 3 applications which are included with this briefing. The next step is for Council to review the applications and select their preferred vendor. Staff suggests that Council indicate their preference and any conditions or negotiations they would prefer that staff discuss with the preferred vendor before signing a licensing agreement to allow the use of City property for this use.

Alternatives:

Council could decide to call a special meeting to discuss the proposals in greater detail or to negotiate directly with the responding vendors. Staff urges a relatively quick process as the season for lake use is upon us and vendors willing to invest in the City need the full season to recoup the costs of providing this amenity to the public.

Financial Impact:

Response to the RFP propose different systems for paying the City for the use of City property for vending operations. This program is intended to result in a fair payback to the City while also providing an amenity that improves the lakefront experience for residents and visitors.

Resolution #33-2024

Resolution to Approve Lakefront Kayak Vendor Proposal

WHEREAS,

The Lakefront Park and Seneca Lake are two of Geneva's greatest assets and the City of Geneva wishes to create opportunities for more residents and visitors to fully experience and enjoy the lake, and;

WHEREAS,

the City of Geneva approved the release of a Request for Proposals for a Lakefront Kayak Vendor, and;

WHEREAS,

the City received 3 proposals in response to the RFP, and has carefully evaluated the proposals to choose the one that best serves the Geneva community, providing the maximum benefit through the unique combination of services offered, licensing fee structure, and the highest likelihood of successful, safe operation of kayak vending and associated services with the minimum of ancillary impacts, and

WHEREAS,

this project is a Type 2 action under NYS SEQR as construction or expansion of a primary or accessory/appurtenant, non-residential structure or facility involving less than 4,000 square feet of gross floor area and not involving a change in zoning or a use variance and consistent with local land

use controls, and minor temporary uses of land having negligible or no permanent impact on the environment.

NOW, THEREFORE BE IT RESOLVED

that the City Council hereby selects the Kayak Vendor proposal from _____, and

BE IT FURTHER RESOLVED that the City Manager is authorized to continue negotiation of the final contract of vending in good faith based on the priorities expressed by Council and the general welfare of the Geneva community and to execute any and all contracts deemed necessary to carry out this program as authorized by Council.

Woodland Proposal

Woodard Rentals LLC (previously on Canandaigua Lake)

1. Name: Woodard Rentals LLC (would need a new DBA such as Seneca Kayak Rentals or Paddle Seneca, etc.)

Address: 49 Serenity Drive Geneva, NY 14456

Phone: (814)460-2263

Email: Woodardrentalsllc@gmail.com OR kayleighwoodard93@gmail.com

2. Contact Person/Owner: Kayleigh Woodard phone (814) 460-2263 personal email kayleighwoodard93@gmail.com
3. Woodard Rentals LLC started in 2017 and successfully ran a kayak and paddle board rental program on Canandaigua Lake. From 2017-2019 we worked out of a boathouse at the end of the pier, simultaneously running a licensed Hershey's Ice Cream shop. The City of Canandaigua put out a BFP for the hot dog vendor/concessionaire to fill the space at Kershaw Beach for 2020-2021-2022. We put in a BFP that included running the concession as well as moving our rental business to that location and using the public launch space about 100 feet to the left of the building. We were able to store all of our Kayak and Paddle board material outside of the building on the city side of the black fenced in area. We were very successful in running that Kayak and Paddle board facility. However, when the city proposal was up for a re – bid they made it clear that they only wanted a concessionaire, and did not want the rentals business to operate from that location. The location was extremely busy, which brought in a lot of extra people for the lifeguards to watch even though they were outside of the beach area. I decided as the owner of the business that it was not beneficial enough for me to only run the concession stand so I closed the business altogether. I recently moved to Geneva and would be very interested in reopening the business, under a new DBA. I have several employees willing to come back to work full time seasonally as well.
4. A. The Proposed location for vending and path to the launching area can be seen on the map provided "Basemap for rental and launching proposals". The ideal location would be directly to the right of Castle Creek in the rocky/ grassy area that leads directly to the lake. This would be ideal because it leaves the customer far enough away from the public boat launch to ensure the safest experience. It would also give them the opportunity to easily go right towards the hotel when they leave or left towards the public beach areas. Handicap accessible launch centers can be installed on one of the boat slip spaces, but again would eliminate that boat slip and make it more difficult to ensure the safety of the renter.
B. There are several different storage methods available for me to use to store the kayaks and paddle boards during non-business hours. These include but are not limited to:
 1. An enclosed trailer that would take up approximately 2 parking spots in the parking lot closest to the launch point.
 2. Kayak trailers that could be moved from the parking lot to the launch point daily for business operations and then moved back to the parking lot for storage.
 3. Kayaks could be chained, locked up, and stored far enough into the grass line that they would be out of the parking lot for off hours but also not close enough to the lake to slip away or be stolen.

4. A simple wooden rack solution could be built and assembled on the grass area above the launch point. The rack would be disassembled in the off season and re assembled the next year.
4. I would be open to looking into the cost of a roll away shed if that is what the city prefers, however there are more cost effective options available.

Please follow this link to view Kayak Racks. Two racks can fit in one parking spot or be left on the grassy area and locked up when not in use.

<https://directboats.com/6plcaorkatr.html?srsId=AfmBOorVGjb9pHJsUYW7k3uGcr2GueKLhzSzfrwXysaLwDhBg5dWVUmcisQ>

I have a very large enclosed trailer that I already own. Please follow this site to view what that option would look like <https://sleequipment.com/8-5x32-flat-nose-black-enclosed-trailer-3-7k-axles.html>

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Seneca Lake Water Rentals & Tours, LLC
Finger Lakes Water Adventures
Bob and Donna Stivers
PO Box 1036
Geneva, NY 14456
Bstivers1@hotmail.com
315-789-5520

April 15, 2024

City of Geneva
Dept. of Planning and Economic Development
City Hall
47 Castle St.
Geneva, NY 14456
(315) 789-4393

Attn: Dave West

RE: Finger Lakes Water Adventures 2024 Proposal.pdf

SUBJECT: RFP Response: City of Geneva 2024 Kayak Vendor Proposal

Dear Dave West, Ms. Toner, and City Council:

Please find this proposal to be the document needed to generate and execute a lease between Seneca Lake Water Rentals & Tours, LLC (SLWR&T) and the City of Geneva for water related rentals, bike rentals and land usage. We are a locally owned business well suited to providing water access operations on Seneca Lake. SLWR&T proposes to provide human powered rentals to area residents as well as visitors to the Finger Lakes. Currently we are operating from our Boody's Hill location and would like to relocate to Geneva's lakefront. We have been operating this business for 20 years.

SLWR&T has selected the name Finger Lakes Water Adventures (FLWA) to be the operating entity for our organization. It is important to note that this name was selected to attract the attention of visitors that are making the decision about coming to the Finger Lakes region and are looking for a fun experience. We have had this name for more than 10 years; it is well known and will attract tourists.

1. Description of Business/Operation –

The business will consist of the safe operation and training of human powered rentals on Seneca Lake.

- a. Location: 35 Lakefront Drive Geneva NY 14456 From Tour boat dock to fifty feet south of pier with two parking spaces in lot.(Exact location may vary)

spaces, but again would eliminate that boat slip and make it more difficult to ensure the safety of the renter.

B. There are several different storage methods available for me to use to store the kayaks and paddle boards during non-business hours. These include but are not limited to:

1. An enclosed trailer that would take up approximately 2 parking spots in the parking lot closest to the launch point.
2. Kayak trailers that could be moved from the parking lot to the launch point daily for business operations and then moved back to the parking lot for storage.
3. Kayaks could be chained, locked up, and stored far enough into the grass line that they would be out of the parking lot for off hours but also not close enough to the lake to slip away or be stolen.
4. A simple wooden rack solution could be built and assembled on the grass area above the launch point. The rack would be disassembled in the off season and re assembled the next year.
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- b. Days of Week: 7 days a week
- c. Daily Hours: 1:00pm-8pm
- d. Costs: \$20/person
- e. Ticket Locations
 - i. Stivers Seneca Marine
 - ii. Lake Street Station
 - iii. Finger Lakes Prime Realty
 - iv. Onsite
 - v. City location REC CENTER?
- f. Special Events: FLWA will work with the City to bring water activity to some of their popular downtown events, i.e. Garlic Festival, Musselman, and Cruisin Night
- g. Classes: Educational classes can be scheduled biweekly as an introduction into operating safely on a man powered boat.
- h. Parties: Private parties/large groups can call and book.
- i. Training: Our staff will have the knowledge to get you out on the water to operate safely
- j. Staffing: Along with staffing at the lake front to assist in getting on the boats safely with all your equipment, we will provide an on the water assistant who will patrol the traveled waters in a pontoon boat. Assisting anyone out in the water. Staff will be CPR certified. Ratio 1:10 with 4 others readily available and on standby within 5 minutes or less. **(Please note that paddleboats and some kayakers are not capable of overcoming current and heavy wave action that arises. This was a problem in prior years. A responder is needed in those situations.)**

Passengers will be able to purchase beverages such as soda and water and will have prepackaged snacks available as well. There will be souvenirs available with a graphic of the Finger Lakes and Geneva, NY.

Special programs have been developed for school groups. We will provide age-appropriate educational information covering the history of Geneva, and especially describing a time when boat travel was the only efficient way to get from place to place. We will also partner with the Geneva Recreational Department to provide special classes during the summer program and as part of the adult education programming if they will consider.

The rentals will be available for community festivals and events. We will provide water access to attendees of Cruisin' Night, the Musselman Triathlon, and the Garlic festival, to name a few. We will collaborate with Hobart William Smith to provide lake access to students, alumni, and parents during appropriate times. Water Adventures will make every effort to provide services to senior citizens and people with special needs.

Launching a kayak and canoe rental business can bring several community benefits. Firstly, it provides an opportunity for residents and visitors to engage in outdoor

recreational activities, promoting a healthy and active lifestyle. This can contribute to the overall well-being and quality of life in the community. Secondly, the rental business can attract tourists and visitors to the area, boosting local tourism and supporting the local economy. The increased foot traffic can benefit other local businesses such as cafes, restaurants, and shops, creating a positive economic ripple effect. Additionally, the presence of water adventure rental business can enhance the community's connection to nature and promote environmental awareness. By providing access to waterways, it encourages environmental stewardship and appreciation for the natural resources in the area. Lastly, the rental business can create job opportunities within the community, providing employment for residents and contributing to economic growth and stability.

The Rentals will be available from Memorial Day until Labor Day from 1PM to 8PM daily. (Weather permitting) Sunset rentals will be spectacular. Most rentals will encompass a one-hour block of time.

The price will be approximately \$20.00 per person. We will encourage groups at a discounted rate. We will tailor pricing around your event. Educational rentals for students will also be discounted.

Tickets will be available at various locations. We encourage the City to offer a place to sell tickets.

Current ticket locations –

1. Stivers Seneca Marine-401 Boody's Hill Rd Waterloo NY
2. Lake Street Station- 41 Lake St Geneva NY
3. Finger Lakes Prime Realty 505 Exchange St Geneva NY
4. Onsite- 35 Lakefront Drive
5. City Rec Center??

Casey and Alyssa will provide the marketing and promotion. This dynamic duo is comprised of Casey Pebbles and Alyssa Stivers, who are very enthusiastic and are prepared to inform the public and entertain passengers. The marketing publications they have created include, but are not limited to,

1. Brochures
2. Flyers
3. Signage
 - a. (2) 3' x 5' Road signs
 - b. Sandwich Board
4. Banners
5. Pictures
6. Business cards
7. T-shirts
8. Online

- a. Social Media (Instagram & Facebook)
- b. Website
- c. Email

The website for this venture is www.fingerlakeswateradventures.com.

The cross marketing we have between the BID, the Finger Lakes Tourism Alliance, Ontario County Visitors Connection, the City of Geneva, Canal NY, New York State Tourism Alliance, and various other tourism organizations will enhance the marketing results needed to make this season a success. We are also marketing through the Hotels and Short-term rentals.

We have sent out direct marketing letters via constant contact to various businesses in our community to book private parties and special events. The calls are coming in and we are booking the rentals.

We will encourage community businesses, restaurants, hotels, and wineries to have appreciation events and business gatherings at the beach.

2. Proposed Length of Lease –

Seneca Lake Water Rentals & Tours request a five (5) year lease with a five (5) year extension option.

3. Proposed Compensation to City of Geneva –

SLWR&T has a large expenditure to get this operation started, which will be expensed over the first five (5) years. These costs will include, but are not limited to,

- 1. Acquisition Cost of boats
- 2. Equipment Purchases
- 3. Coast Guard Requirements
- 4. Safety equipment
- 5. Advertising & Promotion – Signage – Market Material, etc.
- 6. Initial Inventory
- 7. Fees & Permits & Licenses
- 8. Maintenance
- 9. Marketing
- 10. Administration & Labor Dailey

These start-up costs are very real and needed to have a successful, sustainable business. Therefore, we respectfully request that the lease is executed with a \$250.00 annual fee for the first five years. Upon renewal of the lease the City of Geneva and SLWR&T will negotiate a lease with compensation that reflects the relative success of the operation and the input of both parties.

4. Identification of Docking and Landside Needs –

In order to ensure we reach a high level of success; Seneca Lake Water Rentals & Tours and the City of Geneva must work together by offering to share each other's readily available resources.

- a. The city would provide a dock or beach with connected walkway and a parking area suitable for the operation.
- b. Marketing and Promotion is very important, especially in the initial years of the lease. The City of Geneva will be asked to provide a primary link or a banner ad on the city's website. The city will partner with Finger Lakes Water Adventures to issue a press release to all area papers and radio stations and will participate in radio talk shows about the activities provided.
- c. Finger Lakes Water Adventures must have the ability to have proper signage at the docking site, in an area near Routes 5 & 20 and downtown. Signage must be well lit and be of sufficient size to be easily readable.
- d. Liability Insurance: The rental operation will have ample insurance to cover its operation, but we expect that the dock and parking area will be covered by the City of Geneva, with Finger Lakes Water Adventures as additional insured. Be assured that our company will reciprocate as is required.
- e. Access to Ticket Booth - It is important to have tickets available in as many locations as possible. It would be most advantageous to have arrangements that would allow for this function to be performed in the lakeside facility. The city's BID office could help us distribute and communicate with us about tickets being sold in the city's downtown businesses.
- f. It will be necessary to have access to a small amount of storage, a possible shed 8'x8', a Box 3' x 5' x 3' for life jacket storage, a Tractor, Box Truck and some new racks as we will be a substantial distance from our base of operations. *Attached photograph for reference Period from May 1-Nov 1. Also a 10x10 pop up tent and beach chairs removed nightly.
- g. Transportation from festival sites to dockside, especially during special events.
- h. We would like to respectfully request the City Councils endorsement of our efforts.
- i. SLWR&T would monitor and maintain the docks, walkways, and beachfront from the beach area to the tour boat docks. Duties would include but are not limited to;
 1. Trash pickup
 2. Pressure wash docks
 3. Police area for proper dockage and duration
 4. Direct tourists
 5. General oversight of area during working hours

- j. Our Kayak and canoe business strives to operate with minimal visual impact, ensuring that it does not disrupt the natural aesthetics of the park. We also prioritize minimizing any potential impacts to park users, ensuring their enjoyment and safety. Additionally, we are committed to maintaining environmental sustainability, ensuring that our operations do not harm the delicate ecosystem of the park.

6. Description of Rentals

List of Boats

Kayak (8)
Canoe (2)
Paddle Boards (2)
Wake Boards (2)
Skis (2)
Tubes- Several
Ropes-Several
Bicycles (12)

7. Safety and Safety Equipment

- a. First aid kit
- b. Floats
- c. Life jackets
- d. Whistle
- e. Radio/phone 315-789-1111

8. References and Relevant Experience –

The principals of Finger Lakes Water Adventures have a long list of qualifications that make us well qualified to operate on the Geneva lakefront. Our Marina has been in operation for 50 years and has been operated by the current staff for the last 30 years. Seneca Marine is the on-call marina, responding to calls from the Seneca County Sheriff's office, because it has demonstrated its commitment to safety many times over the last several years on Seneca Lake. The company has had many opportunities to take passengers and rentals on Seneca Lake and the canal system for hire. We recently opened a second marina 5/20 Marine located at 634 Waterloo Geneva Road, in Waterloo.

Captain Bob Stivers, owner of the marina has a Captain's License issued by the United States Coast Guard and has logged many hours on Seneca Lake and the Seneca Cayuga Canal. Bob Stivers is also employed by Hobart William Smith to captain the William Scandling research vessel as needed.

Captain John Cooper has operated our tour boat on Seneca Lake for the last 15 years. He will be the principal helmsman on the tour boat and has been a licensed captain for several years and has logged extensive time which includes the Caribbean, Virgin Islands, Bahamas, the Gulf of Mexico, Florida Keys, the Great Lakes, the New York State Canal system, along the Hudson River and open ocean sailing from St. Thomas. The tour boat will be parked adjacent to the rental operation and the crew will be readily available if needed. He is a licensed Charter Captain and has a great talent for entertainment, that will add a special level of fun to each rental or event.

The marketing and promotion will be provided by Casey Pebbles and Alyssa Stivers. They have many years' experience working with the public. Both have had great exposure to the counties of Ontario, Seneca, Yates and Wayne through their connection with Canal NY and the Canal Corporation.

Donna Stivers is the administrator and business leader for our organization. She will be administering contracts, tracking costs, and overseeing the daily operations. Her experience as the marina owner for the past ten years and restaurant owner will give us the guidance and expertise needed to have a successful operation.

A reference list is attached.

Please consider our proposal. We are local people that will make and spend our money in the stores and companies of Geneva. We will be responsive to the needs of the community and will be very sensitive to the needs of the City of Geneva.

Please contact us at 789-5520 with questions.

Sincerely,

Donna and Bob Stivers

BS

rfp Response: City of Geneva 2024 Kayak Vendor Proposal

REFERENCES

Stivers Seneca Marine – Donna Stivers (315) 789-5520
Border City Fire Department – (315) 539-9241
Seneca County Sheriff's Department – (315) 539-9241
New York State Canal Corp. – (518) 436-3055
Canal New York – Peter Wiles (315) 685-8500
Canal Society of New York
NYPA 518.527.2685 | darby.racey@nypa.gov
Village of Waterloo 315-539-3191
Waterloo Economic Development Council 315-539-9131

Seneca County Chamber of Commerce – Jeff (315) 568-2906

Proposal Requirements The purpose of all submitted proposals is to demonstrate the qualifications, competence, depth and capability of the Vendors seeking to provide services to the City of Geneva in conformity with the requirements of this request for proposals. Items to be Addressed: The proposal should address all the points outlined in the request for proposals. The proposal should be prepared simply and economically, providing a straightforward, concise description of the Vendor's capabilities to satisfy the requirements of the request for proposals. While additional data may be presented, the following subjects and questions must be addressed. 1. Name, address, telephone number, and e-mail address of Vendor. 2. Name of contact person, email, and telephone number for purposes of communications regarding the proposal. 3. Experience and capacity of the Vendor, and specific staff committed to this project, with regard to this RFP's Scope of Work 4. Approach: describe how your Vendor will approach this project including: a. Proposed location for vending and path to launching area b. Proposed storage structure dimensions, construction (must be fully removable by typical flatbed tow truck), this could include a freestanding shed on skids or an enclosed trailer, include rendering or photos c. Proposed plan and timeline for installation, seasonal removal, and final removal (City would prefer all structures are removed during off-season) Page | 3 d. Proposed inventory: number and type of boats, any other proposed products or services e. Proposed staffing and days/hours of operations f. Proposed rental rate structure g. Proposed lease fee to be paid to the City and schedule of payments h. Any additional proposed community benefits i. Operating plan j. Safety & Security Plan including safety protocols, staffing ratios, certifications of staff k. Marketing Strategy & Proposed signage 5. References: list additional locations where similar vending services are currently or recently were provided and/or demonstrate relevant local experience. Basis for Award In reviewing proposals, the City will carefully weigh: A. Proposal most likely to provide high quality and accessible service to the community; B. Ability to perform services promptly and efficiently; C. Demonstrated understanding of the existing uses and constraints of the site D. Experience with similar vending and/or service provision E.

Reasonableness and feasibility of the approach proposed for meeting the goals of this RFP
F. Minimizing visual impacts, impacts to other park users, and potential for any environmental impacts
G. Efforts to serve the broadest population possible
H. Additional community benefits
I. Other qualifications/criteria as deemed appropriate
J. Any contract resulting from this RFP will not necessarily be awarded to the respondent with the highest lease fees. The contract shall be awarded to the compliant respondent whose proposal best meets the needs of the City of Geneva, in the judgment of the City. The City reserves the right to negotiate the terms and conditions of the contract with the successful Vendor or Vendors to obtain the most advantageous situation for the City.



Like these- not these- They will be new













Sent from my iPhone

Seneca Lake Water Rentals & Tours, LLC
Finger Lakes Water Adventures
Bob and Donna Stivers
PO Box 1036
Geneva, NY 14456
Bstivers1@hotmail.com
315-789-5520

April 15, 2024

City of Geneva
Dept. of Planning and Economic Development
City Hall
47 Castle St.
Geneva, NY 14456
(315) 789-4393

Attn: Dave West

RE: Finger Lakes Water Adventures 2024 Proposal.pdf

SUBJECT: RFP Response: City of Geneva 2024 Kayak Vendor Proposal

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1. Description of Business/Operation –

The business will consist of the safe operation and training of human powered rentals on Seneca Lake.

- a. Location: 35 Lakefront Drive Geneva NY 14456 From Tour boat dock to fifty feet south of pier with two parking spaces in lot.(Exact location may vary)

- b. Days of Week: 7 days a week
- c. Daily Hours: 1:00pm-8pm
- d. Costs: \$20/person
- e. Ticket Locations
 - i. Stivers Seneca Marine
 - ii. Lake Street Station
 - iii. Finger Lakes Prime Realty
 - iv. Onsite
 - v. City location REC CENTER?
- f. Special Events: FLWA will work with the City to bring water activity to some of their popular downtown events, i.e. Garlic Festival, Musselman, and Cruisin Night
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- h. Parties: Private parties/large groups can call and book.
- i. Training: Our staff will have the knowledge to get you out on the water to operate safely
- j. Staffing: Along with staffing at the lake front to assist in getting on the boats safely with all your equipment, we will provide an on the water assistant who will patrol the traveled waters in a pontoon boat. Assisting anyone out in the water. Staff will be CPR certified. Ratio 1:10 with 4 others readily available and on standby within 5 minutes or less. **(Please note that paddleboats and some kayakers are not capable of overcoming current and heavy wave action that arises. This was a problem in prior years. A responder is needed in those situations.)**

Passengers will be able to purchase beverages such as soda and water and will have prepackaged snacks available as well. There will be souvenirs available with a graphic of the Finger Lakes and Geneva, NY.

Special programs have been developed for school groups. We will provide age-appropriate educational information covering the history of Geneva, and especially describing a time when boat travel was the only efficient way to get from place to place. We will also partner with the Geneva Recreational Department to provide special classes during the summer program and as part of the adult education programming if they will consider.

The rentals will be available for community festivals and events. We will provide water access to attendees of Cruisin' Night, the Musselman Triathlon, and the Garlic festival, to name a few. We will collaborate with Hobart William Smith to provide lake access to students, alumni, and parents during appropriate times. Water Adventures will make every effort to provide services to senior citizens and people with special needs.

Launching a kayak and canoe rental business can bring several community benefits. Firstly, it provides an opportunity for residents and visitors to engage in outdoor

recreational activities, promoting a healthy and active lifestyle. This can contribute to the overall well-being and quality of life in the community. Secondly, the rental business can attract tourists and visitors to the area, boosting local tourism and supporting the local economy. The increased foot traffic can benefit other local businesses such as cafes, restaurants, and shops, creating a positive economic ripple effect. Additionally, the presence of water adventure rental business can enhance the community's connection to nature and promote environmental awareness. By providing access to waterways, it encourages environmental stewardship and appreciation for the natural resources in the area. Lastly, the rental business can create job opportunities within the community, providing employment for residents and contributing to economic growth and stability.

The Rentals will be available from Memorial Day until Labor Day from 1PM to 8PM daily. (Weather permitting) Sunset rentals will be spectacular. Most rentals will encompass a one-hour block of time.

The price will be approximately \$20.00 per person. We will encourage groups at a discounted rate. We will tailor pricing around your event. Educational rentals for students will also be discounted.

Tickets will be available at various locations. We encourage the City to offer a place to sell tickets.

Current ticket locations –

1. Stivers Seneca Marine-401 Boody's Hill Rd Waterloo NY
2. Lake Street Station- 41 Lake St Geneva NY
3. Finger Lakes Prime Realty 505 Exchange St Geneva NY
4. Onsite- 35 Lakefront Drive
5. City Rec Center??

Casey and Alyssa will provide the marketing and promotion. This dynamic duo is comprised of Casey Pebbles and Alyssa Stivers, who are very enthusiastic and are prepared to inform the public and entertain passengers. The marketing publications they have created include, but are not limited to,

1. Brochures
2. Flyers
3. Signage
 - a. (2) 3' x 5' Road signs
 - b. Sandwich Board
4. Banners
5. Pictures
6. Business cards
7. T-shirts
8. Online

- a. Social Media (Instagram & Facebook)
- b. Website
- c. Email

The website for this venture is www.fingerlakeswateradventures.com.

The cross marketing we have between the BID, the Finger Lakes Tourism Alliance, Ontario County Visitors Connection, the City of Geneva, Canal NY, New York State Tourism Alliance, and various other tourism organizations will enhance the marketing results needed to make this season a success. We are also marketing through the Hotels and Short-term rentals.

We have sent out direct marketing letters via constant contact to various businesses in our community to book private parties and special events. The calls are coming in and we are booking the rentals.

We will encourage community businesses, restaurants, hotels, and wineries to have appreciation events and business gatherings at the beach.

2. Proposed Length of Lease –

Seneca Lake Water Rentals & Tours request a five (5) year lease with a five (5) year extension option.

3. Proposed Compensation to City of Geneva –

SLWR&T has a large expenditure to get this operation started, which will be expensed over the first five (5) years. These costs will include, but are not limited to,

- 1. Acquisition Cost of boats
- 2. Equipment Purchases
- 3. Coast Guard Requirements
- 4. Safety equipment
- 5. Advertising & Promotion – Signage – Market Material, etc.
- 6. Initial Inventory
- 7. Fees & Permits & Licenses
- 8. Maintenance
- 9. Marketing
- 10. Administration & Labor Dailey

These start-up costs are very real and needed to have a successful, sustainable business. Therefore, we respectfully request that the lease is executed with a \$250.00 annual fee for the first five years. Upon renewal of the lease the City of Geneva and SLWR&T will negotiate a lease with compensation that reflects the relative success of the operation and the input of both parties.

4. Identification of Docking and Landside Needs –

In order to ensure we reach a high level of success; Seneca Lake Water Rentals & Tours and the City of Geneva must work together by offering to share each other's readily available resources.

- a. The city would provide a dock or beach with connected walkway and a parking area suitable for the operation.
- b. Marketing and Promotion is very important, especially in the initial years of the lease. The City of Geneva will be asked to provide a primary link or a banner ad on the city's website. The city will partner with Finger Lakes Water Adventures to issue a press release to all area papers and radio stations and will participate in radio talk shows about the activities provided.
- c. Finger Lakes Water Adventures must have the ability to have proper signage at the docking site, in an area near Routes 5 & 20 and downtown. Signage must be well lit and be of sufficient size to be easily readable.
- d. Liability Insurance: The rental operation will have ample insurance to cover its operation, but we expect that the dock and parking area will be covered by the City of Geneva, with Finger Lakes Water Adventures as additional insured. Be assured that our company will reciprocate as is required.
- e. Access to Ticket Booth - It is important to have tickets available in as many locations as possible. It would be most advantageous to have arrangements that would allow for this function to be performed in the lakeside facility. The city's BID office could help us distribute and communicate with us about tickets being sold in the city's downtown businesses.
- f. It will be necessary to have access to a small amount of storage, a possible shed 8'x8', a Box 3' x 5' x 3' for life jacket storage, a Tractor, Box Truck and some new racks as we will be a substantial distance from our base of operations. *Attached photograph for reference Period from May 1-Nov 1. Also a 10x10 pop up tent and beach chairs removed nightly.
- g. Transportation from festival sites to dockside, especially during special events.
- h. We would like to respectfully request the City Councils endorsement of our efforts.
- i. SLWR&T would monitor and maintain the docks, walkways, and beachfront from the beach area to the tour boat docks. Duties would include but are not limited to;
 1. Trash pickup
 2. Pressure wash docks
 3. Police area for proper dockage and duration
 4. Direct tourists
 5. General oversight of area during working hours

- j. Our Kayak and canoe business strives to operate with minimal visual impact, ensuring that it does not disrupt the natural aesthetics of the park. We also prioritize minimizing any potential impacts to park users, ensuring their enjoyment and safety. Additionally, we are committed to maintaining environmental sustainability, ensuring that our operations do not harm the delicate ecosystem of the park.

6. Description of Rentals

List of Boats

Kayak (8)
Canoe (2)
Paddle Boards (2)
Wake Boards (2)
Skis (2)
Tubes- Several
Ropes-Several
Bicycles (12)

7. Safety and Safety Equipment

- a. First aid kit
- b. Floats
- c. Life jackets
- d. Whistle
- e. Radio/phone 315-789-1111

8. References and Relevant Experience –

The principals of Finger Lakes Water Adventures have a long list of qualifications that make us well qualified to operate on the Geneva lakefront. Our Marina has been in operation for 50 years and has been operated by the current staff for the last 30 years. Seneca Marine is the on-call marina, responding to calls from the Seneca County Sheriff's office, because it has demonstrated its commitment to safety many times over the last several years on Seneca Lake. The company has had many opportunities to take passengers and rentals on Seneca Lake and the canal system for hire. We recently opened a second marina 5/20 Marine located at 634 Waterloo Geneva Road, in Waterloo.

Captain Bob Stivers, owner of the marina has a Captain's License issued by the United States Coast Guard and has logged many hours on Seneca Lake and the Seneca Cayuga Canal. Bob Stivers is also employed by Hobart William Smith to captain the William Scandling research vessel as needed.

Captain John Cooper has operated our tour boat on Seneca Lake for the last 15 years. He will be the principal helmsman on the tour boat and has been a licensed captain for several years and has logged extensive time which includes the Caribbean, Virgin Islands, Bahamas, the Gulf of Mexico, Florida Keys, the Great Lakes, the New York State Canal system, along the Hudson River and open ocean sailing from St. Thomas. The tour boat will be parked adjacent to the rental operation and the crew will be readily available if needed. He is a licensed Charter Captain and has a great talent for entertainment, that will add a special level of fun to each rental or event.

The marketing and promotion will be provided by Casey Pebbles and Alyssa Stivers. They have many years' experience working with the public. Both have had great exposure to the counties of Ontario, Seneca, Yates and Wayne through their connection with Canal NY and the Canal Corporation.

Donna Stivers is the administrator and business leader for our organization. She will be administering contracts, tracking costs, and overseeing the daily operations. Her experience as the marina owner for the past ten years and restaurant owner will give us the guidance and expertise needed to have a successful operation.

A reference list is attached.

Please consider our proposal. We are local people that will make and spend our money in the stores and companies of Geneva. We will be responsive to the needs of the community and will be very sensitive to the needs of the City of Geneva.

Please contact us at 789-5520 with questions.

Sincerely,

Donna and Bob Stivers

BS

rfp Response: City of Geneva 2024 Kayak Vendor Proposal

REFERENCES

Stivers Seneca Marine – Donna Stivers (315) 789-5520
Border City Fire Department – (315) 539-9241
Seneca County Sheriff's Department – (315) 539-9241
New York State Canal Corp. – (518) 436-3055
Canal New York – Peter Wiles (315) 685-8500
Canal Society of New York
NYPA 518.527.2685 | darby.racey@nypa.gov
Village of Waterloo 315-539-3191
Waterloo Economic Development Council 315-539-9131

Seneca County Chamber of Commerce – Jeff (315) 568-2906

Proposal Requirements The purpose of all submitted proposals is to demonstrate the qualifications, competence, depth and capability of the Vendors seeking to provide services to the City of Geneva in conformity with the requirements of this request for proposals. Items to be Addressed: The proposal should address all the points outlined in the request for proposals. The proposal should be prepared simply and economically, providing a straightforward, concise description of the Vendor's capabilities to satisfy the requirements of the request for proposals. While additional data may be presented, the following subjects and questions must be addressed. 1. Name, address, telephone number, and e-mail address of Vendor. 2. Name of contact person, email, and telephone number for purposes of communications regarding the proposal. 3. Experience and capacity of the Vendor, and specific staff committed to this project, with regard to this RFP's Scope of Work 4. Approach: describe how your Vendor will approach this project including: a. Proposed location for vending and path to launching area b. Proposed storage structure dimensions, construction (must be fully removable by typical flatbed tow truck), this could include a freestanding shed on skids or an enclosed trailer, include rendering or photos c. Proposed plan and timeline for installation, seasonal removal, and final removal (City would prefer all structures are removed during off-season) P a g e | 3 d. Proposed inventory: number and type of boats, any other proposed products or services e. Proposed staffing and days/hours of operations f. Proposed rental rate structure g. Proposed lease fee to be paid to the City and schedule of payments h. Any additional proposed community benefits i. Operating plan j. Safety & Security Plan including safety protocols, staffing ratios, certifications of staff k. Marketing Strategy & Proposed signage 5. References: list additional locations where similar vending services are currently or recently were provided and/or demonstrate relevant local experience. Basis for Award In reviewing proposals, the City will carefully weigh: A. Proposal most likely to provide high quality and accessible service to the community; B. Ability to perform services promptly and efficiently; C. Demonstrated understanding of the existing uses and constraints of the site D. Experience with similar vending and/or service provision E.

Reasonableness and feasibility of the approach proposed for meeting the goals of this RFP
F. Minimizing visual impacts, impacts to other park users, and potential for any environmental impacts
G. Efforts to serve the broadest population possible
H. Additional community benefits
I. Other qualifications/criteria as deemed appropriate
J. Any contract resulting from this RFP will not necessarily be awarded to the respondent with the highest lease fees. The contract shall be awarded to the compliant respondent whose proposal best meets the needs of the City of Geneva, in the judgment of the City. The City reserves the right to negotiate the terms and conditions of the contract with the successful Vendor or Vendors to obtain the most advantageous situation for the City.

Resolution #34-2024

**RESOLUTION TO ESTABLISH A 2025 BUDGET UTILIZING
THE SAME TAX LEVY AS 2024**

WHEREAS, the city has undergone a major reassessment; and

WHEREAS, many residents had significant assessment increases;

NOW THEREFORE, BE IT RESOLVED the council directs the city manager to prepare a 2025 budget that will not increase the city's tax levy above the 2024 level as residents adjust to new tax positions.

Resolution #35-2024
RESOLUTION TO PROVIDE STAFF DIRECTION TO RESTRICT
SHORT TERM RENTAL LOCATIONS

WHEREAS, residents have opened unlicensed Short Term Rental operations throughout the city, and

WHEREAS, conflicts between Short Term Rental patrons and some permanent residents are occurring, this council agrees to establish a short-term rental licensing program that limits the location of short-term rental licenses to two sectors of the city.

NOW THEREFORE BE IT RESOLVED, City Staff and the City Attorney are directed to draft amendments to the City Code that restrict STR to buildings and apartments in the downtown BID section of the city and along the "row house" neighborhood of South Main Street extending to the 5&20 cloverleaf; and

BE IT FURTHER RESOLEVED, City Staff and the City Attorney are directed to draft amendments to the City Code to establish a "sunset" period after which current operators of the STR outside of the above-referenced areas will no longer be permitted.