

CACDA

Fall 2013

Connecting Our Community

Lauren Lines, Executive Director
95 Albany Street Cazenovia, NY 13035

Phone: 655-7651
Fax: 655-7129

e-mail: lines@cacda.net
website: www.cacda.net

CACDA 2013 Signature Project - GoCaz.com

Last year, the CACDA board of directors decided to annually select a Signature Project as a way to prioritize initiatives and more effectively allocate limited resources. Board members representing the community and member organizations were asked to propose projects that benefit multiple interests across the community and inspire community and volunteer support.

The selected project for 2013 was to



create visibility and encourage use of our vast trail network and recreational amenities in Cazenovia. Through comprehensive mapping of our trails, parks, and cultural amenities, we are creating an activity-driven interactive website (GoCaz.com) that promotes multi-seasonal sports and recreational opportunities. Additionally, we are using this information to identify and highlight trail connections to and through the Village.

The CACDA board and Signature Project volunteers look forward to the official release of GoCaz.com early in 2014. Related trail signs and informational kiosks developed through this project will be installed as soon as weather permits.

We are grateful for the time, energy and creativity provided by project chairperson, Jocelyn Gavitt. Funding was provided



by grants from the CNY Community Foundation and the Gifford Foundation. Generous support was received from AmeriCU, the Lions Club, Shere Abbott, Carroll Coyne, Louise Lantzy, Bill and Lisi Schaefer and numerous community members. Countless volunteer hours were provided by Shere Abbott, Jess Amidon, Kristi Andersen, Judy Gianforte, Chary Griffin, Lynn Hart, Susan Light, Jeff and Sandy Palmer, John Patane, Mary Beth Romagnoli, and Scott Shannon. Scott Ingmire and Jamie Hart from Madison County Planning provided critical technical support.

Stay tuned for the launch of GoCaz.com and explore all of the outdoor activities available right in our own backyard!

Second Annual Cazenovia Art Trail

The Cazenovia Art Trail celebrated its 2nd year with artists opening their studios to the public on the first two Saturdays in October. This year the trail experienced significant growth with many more artists, studios and art hubs on the trail than last year. Cazenovia College faculty, students, staff and alumni joined the trail for the first time and showcased their work. Artists had a steady flow of visitors over the course of the two day event. We added a full color map this year for visitors to use to find artists, studios, art hubs and points of interest in the Cazenovia area. The steering committee is already hearing from artists who would like to join the trail next year. The CACDA Board of Directors is very grateful to Cathy and Glenn Savage for their tremendous vision, enthusiasm, and commitment to this initiative. We also thank steering committee members Joan Brooks, Naomi DeMuth, Rick Marchant, Dave Porter, Jennifer Wielt and the artists for all their hard work to make this grassroots event such a big success.

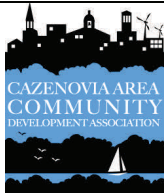


Safe Routes to School Grant Funded

Through a grant from the Department of Transportation, CACDA is assisting the Village Police Department to improve the safety of walking and bicycling to and from the two school campuses. This will be accomplished through the installation of speed feedback signs designed to reduce excessive speed by motorists. In addition, this project will encourage walking and bicycling through education of students and parents regarding the safest routes to our schools.

CACDA Partners with Chamber to produce 'Experience Cazenovia' Video

A Cazenovia promotional video titled 'Experience Cazenovia' is currently being produced in association with the Greater Cazenovia Area Chamber of Commerce and will be an update to the video produced in 1998 titled, *Cazenovia, New York – The Perfect Place to Live*. With assistance from the Cazenovia High School Technology Department, the final product will be a YouTube video that will highlight the outstanding quality of life that residents and visitors experience in Cazenovia. We hope to launch the video in the Spring.



Contributions can be made on our website www.cacda.net or by mailing a check to CACDA - 95 Albany Street, Cazenovia, NY
Thank you for your support!

President's Message Kristi Andersen

What an enjoyable and exciting year 2013 has been for CACDA! Last fall, the board of directors decided on a "Signature Project" – something that would benefit the community and would pull together the experience and expertise of a variety of community members and organizations. We decided that we would work to create visibility and encourage use of the trails and recreational resources in the Cazenovia area. Jocelyn Gavitt, a CACDA board member, has spearheaded this project, working with Madison County Planning and local hikers, cyclists, skiers, snowshoers and other sports enthusiasts to develop comprehensive maps of our trails, parks, fishing spots, and so on. Soon we will launch our wonderful, activity-driven, interactive website, GoCaz.com.

It is gratifying to have a board so willing to participate, help, and share good ideas. The web of organizational connections represented on the CACDA board is impressive and we are able to effectively share information and bring resources together. We look forward to new collaborations in 2014!

We are only able to accomplish this much due to the annual generous support of our community. Please consider making a tax-deductible contribution. Thanks!

Cazenovia Beverage Trail - Tourism Marketing Grant

Through a grant from Empire State Development, CACDA has assisted in the establishment of a beverage tourism trail in order to utilize cooperative marketing efforts to increase the overall touristic draw of the region and trail members. The project includes development and implementation of a marketing campaign. The branding and marketing of the Cazenovia Beverage Trail will have a direct, positive economic impact on our region through increased tourism.



Guests Enjoy Farm & Fork

This fall CACDA presented our 5th annual "Farm & Fork". This event was hosted by Jimmy & Janine Golub's *Our Farm*, a local agri-tourism destination. In addition to a seasonal meal by the Lincklaen House, guests enjoyed music by *The Jazz Police*. Support was provided by Silver Sponsor, Oneida Savings and Bronze Sponsors; Air Innovations/Wine Guardian, Dielectric Labs, Marquardt Switches, Pelco Component Technologies, Pro-Tel People, Syracuse New Times and Wegmans. Additional support was provided by Barbara & Steff Wolff, Joan & Edward Green, Harvest Moon Cidery at Critz Farms, Empire Brewing Company, Owera Vineyards and Tops.



Handbook for Landowners Published

In partnership with the Town of Cazenovia, CACDA developed the "Handbook for Landowners - Understanding the Tools, Opportunities, & Financial Implications of Farmland Protection". This booklet was produced with funds from NYS Scenic Byways. The purpose of this booklet is to provide landowners with clear, concise information regarding the protections and incentives that make owning land and protecting open space more affordable. Information is provided on: agricultural districts, agricultural assessments, farm and forest land tax exemptions and tax credits, agricultural protection zoning, conservation easements, purchase of development rights, and the right-to-farm law. Booklets are available free of charge at the Town office at 7 Albany Street or may be viewed at cacda.net/publications.

Grant Applications Submitted on behalf of Partners

In light of the current economic times, securing grant funding for projects is more important and more competitive than ever. CACDA has been pleased to assist our partners with a number of grant applications this year. These include proposals for:

- Planning for enhancement of Lakeland Park and a future use for Carpenter's Barn for the Village of Cazenovia
- Funds to promote and enhance the Greater Cazenovia Art Trail
- Sidewalk extension to the Sean Googin Memorial Sports Complex for the Village of Cazenovia
- Sewer District Consolidation project for the Town of Cazenovia
- Storm runoff mitigation project for the Town of Cazenovia

Results of these applications will be announced in early 2014.

CACDA Welcomes New Board Members

The CACDA Board has been fortunate to have three new Directors and one new associate member, each with diverse experience. Jim Frazee represents the Route 20 Consortium. John LaGorga is an at-large member who is a Town of Nelson Board member. Tom Long is an at-large member and is active in the Lions Club and Cazenovia Methodist Church. Liz Pitman is Associate Member and is President of the high school student council. This talented group of new members each bring unique perspectives to the table and serve an important purpose in furthering our mission.

BOARD OF DIRECTORS

- | | |
|-------------------------|-------------------------|
| <i>Sherburne Abbott</i> | <i>Tom Long</i> |
| <i>Kristi Andersen</i> | <i>Pamela McFarland</i> |
| <i>Nancy Asher</i> | <i>Tyler Mitchell</i> |
| <i>Jim Frazee</i> | <i>Teresa Parke</i> |
| <i>Jocelyn Gavitt</i> | <i>Elisabeth Pitman</i> |
| <i>Jimmy Golub</i> | <i>Cathy Savage</i> |
| <i>Jim Joseph</i> | <i>Marjorie Tormey</i> |
| <i>John LaGorga</i> | <i>Larry Wetzel</i> |