

2025 ANNUAL REPORT

GENEVA LAKE
ENVIRONMENTAL AGENCY



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends and Supporters of Geneva Lake,

Geneva Lake has always been more than a beautiful place. It is the heart of our community. It brings people together for recreation, reflection, livelihoods, and connection to nature. Protecting it takes care, collaboration, and a shared commitment to understanding how our actions on land and water shape its future.

2025 was a year of both transition and momentum for the Geneva Lake Environmental Agency. As I stepped into the role of Executive Director, our focus remained steady: gathering sound science, responding to real-time concerns, and supporting the municipalities, our partners, and residents who care deeply about this lake. Together, we continued essential monitoring, expanded education efforts, and strengthened partnerships that keep Geneva Lake healthy and resilient.

Throughout the year, GLEA's work reinforced an important truth: what happens along the shoreline, on our streets, and out on the water directly influences water quality, habitat, and the overall health of the lake. From nearshore fish surveys and aquatic plant monitoring to E. coli testing, invasive species prevention, and hands-on education with students and volunteers, our efforts are rooted in understanding those connections and acting on them.

2025 also included the release of an updated draft of the Geneva Lake Management plan, which hadn't been updated in almost two decades.





This science-based plan provides a shared roadmap for protecting water quality, balancing recreation, managing invasive species, and preserving natural shoreline habitat. GLEA's role is clear: to help turn this information into action by continuing to monitor trends, identify priority areas, and work collaboratively to implement practical solutions.



Looking ahead to 2026, we are energized by the opportunity to begin putting this plan into motion. Our focus will be on targeted lake protection efforts, improved communication and signage, continued youth engagement, and strengthening partnerships that allow us to respond effectively to emerging challenges. The work ahead is meaningful, measurable, and rooted in stewardship for generations to come.



None of this happens alone. GLEA exists because of the shared commitment of our municipalities, donors, volunteers, partners, and community members. Support, whether through time, expertise, or resources, makes it possible for science to drive decisions and for those decisions to protect the lake we all love.

Thank you for being part of this collective effort. I look forward to continuing this important work together in the year ahead.

With gratitude,

Holly Baseman



GLEA BOARD OF DIRECTORS

Patrick Kenny (Chairman) - Village of Fontana, Rick Pappas - Village of Fontana Citizen Rep., Mary Jo Fesenmaier (Vice Chairman) - City of Lake Geneva, Jim Weiss - Town of Linn, Carol McAdam - Town of Linn Citizen Rep., Rob Umans (Treasurer) - Village of Williams Bay, LaMarr Lundberg - Village of Williams Bay Citizen Rep., Alex Rasch - Town of Walworth





LAKE SCIENCE AND MONITORING: In 2025, GLEA continued to serve as Geneva Lake's science backbone, collecting, interpreting, and sharing the data that informs decisions across the watershed. Our monitoring programs provided real-time insight into lake health and long-term trends that guide future action.

Nearshore Fishery Survey: GLEA continued monitoring ongoing stress in nearshore habitat. We discovered declines in some sensitive species, but encouraging signs of native resilience, including the presence of bowfin, an indicator of localized spawning activity. These findings reinforce the importance of protecting shallow-water habitats and managing shoreline impacts.



Aquatic Plant and Macroinvertebrate Surveys: Surveys documented changes in plant communities and invertebrate populations, including the continued spread of starry stonewort in select areas and increasing zebra and quagga mussel presence. At the same time, native insects, snails, and crayfish remain in healthy supply as an important foundation of the lake's food web.

Water Quality Monitoring:

GLEA maintained beach E. coli testing and expanded stream sampling to better understand where and when bacteria may be entering the lake. This integrated approach provides a clearer picture of water quality conditions and helps guide mitigation and communication.

Advanced Monitoring Tools: With donor and partner support, GLEA added new technology, including real-time algae monitoring equipment, to improve early detection and response capabilities.

PROTECTION AND PREVENTION: Preventing harm before it occurs remains one of the most effective ways to protect Geneva Lake.



Clean Boats, Clean Waters: All public boat launches around Geneva Lake completed their required inspection hours in 2025, creating a strong frontline defense against aquatic invasive species.



AIS Education and Infrastructure: GLEA continued outreach on aquatic invasive species prevention and supported the use of CD3 boat-cleaning units to reduce the spread of invasive plants and organisms. To learn more about the CD3 boat-cleaning units, click on the following video link:

[You Tube Link to CD3 System Info](#)



Wake-Enhanced Boating Guidance: Working with regional partners, GLEA reviewed data and practices from lakes across Wisconsin to provide science-based recommendations that balance recreation with protection of nearshore habitat and water quality.

HABITAT AND RESTORATION: Healthy habitat supports healthy fish populations and overall lake resilience.

Fish Crib Installation: GLEA partnered with shoreline residents and local organizations to install fish cribs, providing critical structure for spawning, shelter, and juvenile fish.

Innovative Habitat: Invasive buckthorn was repurposed as underwater habitat, turning a management challenge into a restoration opportunity in partnership with Walleyes for Tomorrow.

EDUCATION AND COMMUNITY ENGAGEMENT: Community understanding and involvement are essential to long-term lake protection.

Youth and Intern Programs: GLEA welcomed a strong cohort of high school and college interns who contributed to monitoring, outreach, and special projects, while gaining hands-on experience in lake science and stewardship.

School Partnerships: Students from the Fontana Ecology Club and other programs participated directly in field surveys, connecting classroom learning to real-world science.

Public Education: Updated brochures, signage, newsletters, and in-person outreach helped residents and visitors understand how everyday choices, from boating practices to shoreline care, affect lake health.



Geneva Lake Comprehensive Lake Management Plan

In 2025, the Geneva Lake Comprehensive Lake Management Plan was officially released, the first revision in almost twenty years. Developed through a collaborative, science-based process, the plan provides a shared blueprint for protecting Geneva Lake's water quality, ecological balance, and recreational value.

What the Plan Addresses



Why It Matters

The plan translates decades of data and observation into prioritized strategies. It acknowledges that lake health is influenced by both on-the-water activity and what happens throughout the watershed, from streets and lawns to streams and shorelines.

GLEA's Role

GLEA plays a central role in moving the plan from paper to practice by:

- Continuing long-term monitoring to track trends and measure progress
- Identifying priority areas for targeted action
- Supporting municipalities with science-based recommendations
- Helping coordinate partners and communicate clearly with the public

Successful implementation of the plan depends on collaboration, shared responsibility, and sustained commitment, with GLEA positioned to help.

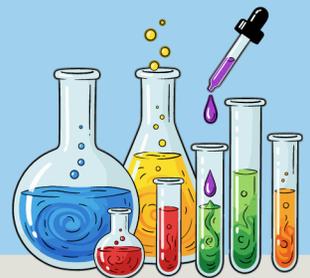
You can view the Draft Executive Summary and the Draft Full Plan on our website at <https://gleawi.org/publications>

Looking Ahead to 2026 — Turning Science into Action

With the Lake Management Plan in place, 2026 marks an important shift from assessment to implementation. GLEA's focus will be on practical, measurable actions that protect Geneva Lake now and into the future.

We will be fundraising and grant writing in order to carry out the following key priorities:

- Aquatic Invasive Species (AIS) Updated Signage and Buoys – raise boater awareness and reduce AIS risk (\$6,500)
- Update E. coli/water quality signage at all public beaches (\$3,000)
- Nearshore Fisheries Survey – evaluate long-term trends and guide habitat restoration (\$6,000)
- Big Foot Creek / Stream Testing Initiative – identify nutrient and bacteria-loading sources entering the lake (\$10,000)
- I-LIDS Automated Camera Systems (5 units) – help monitor and deter AIS spread at busy launch sites (\$95,000)
- University of Wisconsin–Whitewater Water Quality Partnership – analyze long-term dataset to identify trends and set future monitoring priorities (\$12,000)
- Community Education & Outreach – signage, printed guides, workshops, and school partnerships (\$3,000)
- 2026 Student Internship Program – hands-on science experience supporting monitoring and public engagement (\$10,000)
- AND MUCH MORE...



Looking forward, GLEA remains committed to connecting lake water quality cause and effect using science to guide decisions and actions to protect the lake. The work ahead is shared, achievable, and rooted in care for a resource that defines our community.

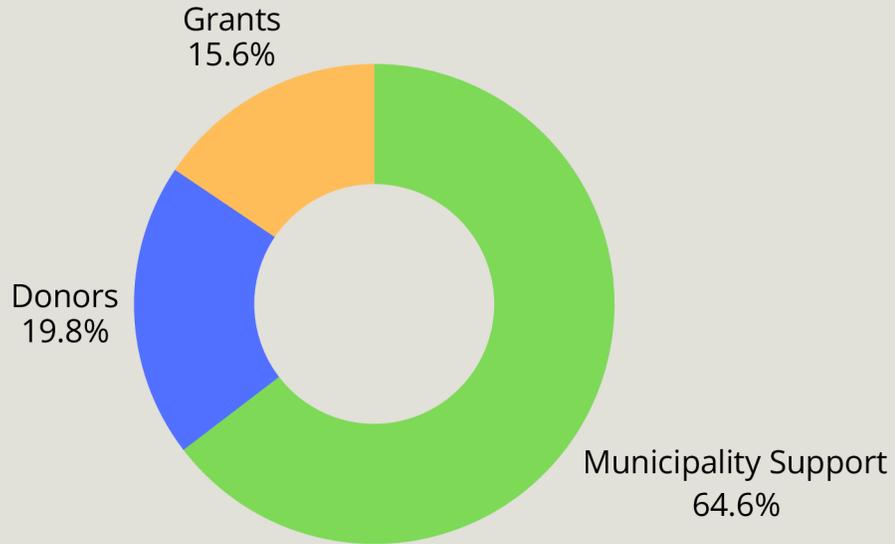
Together, we are laying the groundwork for a healthy, resilient Geneva Lake for generations to come.

GLEA'S 2025 Financial Statement



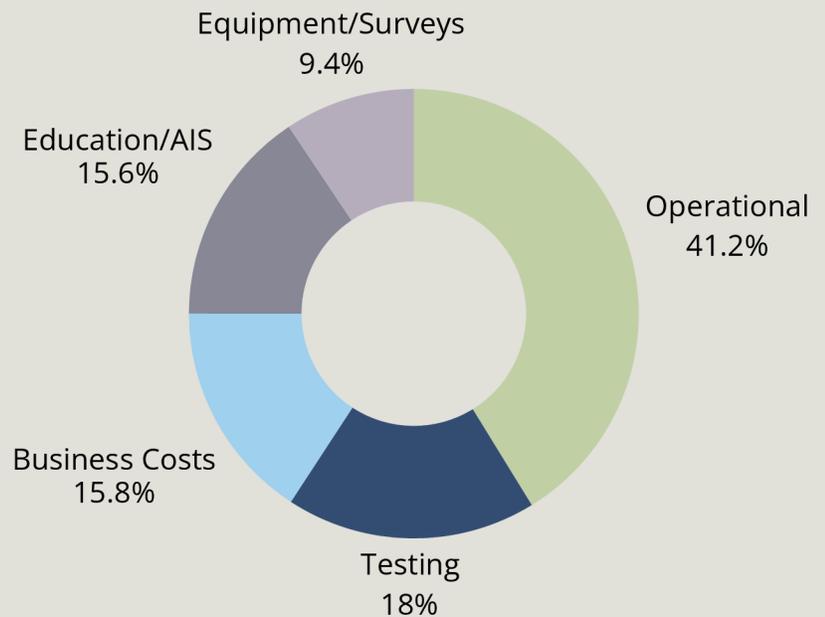
INCOME	2025
MUNICIPALITY SUPPORT	\$180,000
DONORS	\$55,267
GRANTS	\$43,345
Total Income	\$278,612

Annual Income



EXPENSES	2025
OPERATIONAL	\$113,931
BUSINESS COSTS	\$45,909
TESTING	\$49,702
EQUIPMENT/SURVEYS	\$25,929
EDUCATION/AIS	\$43,141
Total Expenses	\$278,612

Annual Expense



DONATIONS 2025

Gifts made during the calendar year. Donor support enables us to help the lake!

Lake Champions: \$5,000+

Environmental Education Fnd.
Big Foot Lions Club
Geneva Lake Association
Williams Bay Lions Club
Joan Thompson

Lake Leaders: \$1,000–\$4,999

Alben & Clara Bates Foundation
Andrew Family Foundation
The Kelly Foundation
Norman & Sharon Becker
Adreani Family Foundation
Bob & Maryellen Fettig
E. C. Styberg Foundation
Elizabeth Cox
Lake Geneva Garden Club
Fontana Garden Club
Jeffrey Germanotta
Jim & Kathy Federighi
John Kivlin
Lodge Management Corp.
Otzen Family Foundation
John Yonover
Paula Hudson Holderman
Robert Jr. & Nancy Webster
Steve & Kelli Rahn
The Abra Wilkin Fund
Gage Marine
Woodhill Farms

Lake Stewards: \$500–\$999

Patrick J. & Rita Murphy
Lake Geneva Jaycees, Inc.
Elmer's Boats
Anonymous
William Schutz
Bob & Renee Larson
Donald & Denise Sheldon
Edward & Robin Culbertson
Greg & Jane Fletcher
Lawrence & Ann Kelley Happ
Mark & Joanna Gerard
Milton Brown Family Foundation
Robert & Karol Karlblom
Steven & Patricia Hall
Susan Lacerra

Thomas & Laurie Morrissy
Tim & Heidi Kilpin
Donald & Jane Shepard
Kikkoman Foods Foundation
Buntrock Foundation

Community Partners – \$100–\$499

Bill & Dotty Tookey
Brian & Mary Faith Cook
David Black
Gwen Clausius
Mary Lahewy
David & Margaret Mackey
J. Kurt & Judith Freundlich
Rick Pappas
James Kirchsclager
Jim & Kris Zaloudek
Kent & Christine Taubensee
Paul & Robin Geye
Sal Cerami
George & Carol Zimmerman
Van Dyke Family
Patricia Buchholtz
Paul & Mary McCloskey
Daniel & Alice Davies
Steven & Laura-Lee Schwefel
Dr. Roger & Lynda Bohn
E. B. Tisdahl & Francis Beidler
Kevin & Diane Goggin
Club Unique Improv. Corp.
The Birches Association, Inc.
Debra Spotz
Michael Gabel
Jack & Nancy Marshall
John & Helen Hawkinson
Mark & Celine Lillie
Sunset Hills Association
Edward & Mary Moran
David Rasmussen
William & Laverne Duncan
Pat & Lara Pappas
John Faur
Clinton & Louise Kuzmich
Mr. & Mrs. James R. Phillip Jr.
John Bollero
Beth Bovis & David Feldstein
Karen & John Reynolds

Parker/Landauer Family
Carla & J.D. Olson
Betty Benedetto
William & Lisa Brogan
Lisa Laing
Huimin & Xiaoqing Wang
Mary Kay Ring
John & Joan Tierney
Mary Ellen Phelan
Carol McAdam
James Livingston
Paul Crocilla

Friends of Geneva Lake: Up to \$99

Baxter Phillip
Dale & Debra Jacobson
Fred Noer
E. Dawis
Brian & Linda Carter
Craig Munter
Dale & Katie Joosten
Fred & Donna Mitchell
Issa & Peggy Muasher
James & Carlota Restivo
Linda Starek
Mark Dale Magnuson
Mike & Susan Willbond
Patricia Wakenight
Robert & Janet Janess
Robert & Judy Fader
Ronald & Phillis Rindone
Sally Roth
Tom & Melva Breitenstein
William & Linda Millman
Sara Schnake
John Stanton
Darren Woon
James & Kathleen Smith
Jeremy Julian
Key Investment Group
William & Linda Schuberth
Judy Johnson
Ray & Pat Potucek
Donna & Salvatore Desimone
Dean & Mary Bekas
Frank Orzel
John & Patricia Grove
Michael & Karen Kramer