

The 15th Annual Adirondack Park Local Government Day Conference

Crowne Plaza Resort, Lake Placid, New York

March 20 & 21, 2012

*Presented by the Adirondack Park Agency, Adirondack Association of Towns and Villages,
Adirondack Park Local Government Review Board, Empire State Development, NYS Department of State, and
NYS Department of Environmental Conservation.*

Preliminary Agenda - Tuesday Afternoon, March 20th

Open to all who are interested

*There is no fee for the Tuesday session, however please complete the registration form
available at: www.apa.ny.gov*

1 to 5 PM, Crowne Plaza Resort, Grandview Room

Regional Economic Development Councils

Advocates for a new approach in implementing sustainable economies in the Park

Join members of the North Country, Mohawk and Capital Regional Councils as they discuss economic development strategies for the entire Adirondack Park and the identification and promotion of projects that will benefit small rural economies, infrastructure and entrepreneurial initiatives. Share your community expectations for future projects that will benefit the region.

State and Local Leaders Thoughts for the Future

*AATV President Brian Towers DOS Deputy Secretary Dede Scozzafava
APA Chairwoman Leilani Ulrich ESD Regional Director Roseanne Murphy
Adirondack Partnership Chairman Bill Farber LGRB Executive Director Fred Monroe
DEC Executive Deputy Commissioner Marc Gerstman*

*Offer their thoughts on the role of state agencies and local governments in shaping
the future of the Adirondack Park.*

5 PM to ..., Crowne Plaza Resort, Great Room

Social & Reception

Join Adirondack Park Agency Chairwoman, Leilani Ulrich and Executive Director Terry Martino, Adirondack Park Local Government Review Board Executive Director Fred Monroe, Adirondack Association of Towns and Villages President Brian Towers and local government officials, colleagues and staff from state agencies for an informal get-together.

Preliminary Agenda - Wednesday, March 21, 2012

Registration Forms & Updated Information are available at: www.apa.ny.gov

Registration begins at 7:45 AM - Coffee and Tea provided

All sessions at the Crowne Plaza Resort, Lake Placid, NY

Welcome & Introductory Remarks

8:30 AM

Local Government Day Conference Sessions

GIS Help Desk: all day 9 am – 4:45 pm

Join APA staff for a one-to-one help and training session on GIS. Assistance on basic and advanced GIS questions (Arc 9 and ArcView 3) will be provided for general information and/or specific projects. Bring along projects or data for tips or a list of questions you have. Walk-ups are welcome, but if you would like staff to be better prepared to help with your project and/or you would like to request a specific appointment time, please call ahead with your needs and ask to speak with Robyn at (518) 891-4050.

8:45 - 10 AM

(3 Concurrent Sessions)

A. Regional Economic Development Councils - Transformational Projects Awarded Funding in the Adirondacks. A brief overview of the Regional Economic Development Councils, their role in the review of projects, allocation of funds, and examples of several Adirondack transformational projects that received awards in 2011.

B. Community Energy Efficiency Options and Management Projects for Adirondack Communities. An overview of what energy efficiency and conservation mean and what steps can be taken by municipalities to reduce energy expenditures and the kind of savings that can be anticipated. The session will feature municipalities in and around the region that are already taking action, and which agencies are available to help with incentives and grant programs.

C. Rural Planning - Part 1. Rural communities face challenges -- both in the form of development and lack of it -- that threaten the natural and cultural resources that define their character. This course offers an overview of how comprehensive planning and a variety of land use tools can help preserve rural landscapes and revitalize established village and hamlet centers. Local officials are encouraged to take a proactive approach to meeting such challenges with easy to understand and administer zoning regulations, conservation subdivision regulations, the use of conservation easements, and more. The NYS Department of State staff along with Michael Hill, attorney with 'Miller, Mannix, Schachner & Hafner, LLC' will present the training. Code Enforcement Officers may receive 2 hours of In-Service Credit for attending both the morning and afternoon sessions.

10:30 - 11:45 AM

(3 Concurrent Sessions)

A. Applying Smart Growth Principles to Community Planning & Economic Development Initiatives. As most municipalities are looking to create jobs with economic development projects, it is also important to consider how the projects will impact the communities and their ability to be sustainable. Smart Growth principles offer a way to plan for growth that can be sustained with benefits to the community, economy and environment.

B. Engaging volunteers, securing funding, and maintaining enthusiasm to accomplish community projects. State and local government can't do it all. Many community projects come to fruition because of a dedicated group of citizens who rally to make them happen. The carousel in Saranac Lake, the public library in Speculator, the museum in Wells, and the mountain bike trails developed by the Barkeater Trails Alliance are all projects whose successes can be attributed to volunteers and community action groups who worked with state and local officials. So how to start a community action group, enlist volunteers, raise funds and get a project built? It's not easy, but here to tell their own stories are some of the people who have achieved remarkable results.

C. Complying with Environmental Review Laws & Procedures to Minimize Challenges. Join Mark Schachner, attorney with 'Miller, Mannix, Schachner & Hafner, LLC' for this training session on how to avoid (or at least prevail in) Article 78 litigation. While any decision by a municipal board can be contested, there are many ways local officials can minimize their exposure to lawsuits and ensure their decisions will withstand legal challenge. Mark has extensive experience with and knowledge of the subject and provides guidance to many Adirondack municipalities in their land use actions and decision-making.

Lunch and Keynote Presentation: Noon to 1:30 pm

To Be Announced

1:45 to 3 PM

(4 Concurrent Sessions)

A. Regional Economic Development Councils - The Consolidated Funding Application Process and Funding Opportunities. In 2012, state funding for many projects will again utilize the Consolidated Funding Application. This session will focus on the vision needed to build a successful application as well as the technical details of working with an on-line application. What worked and what didn't in 2011? Roseanne Murphy, Empire State Development Regional Director, along with other state agency representatives will offer guidance on the application process. Staff from the Department of State, NYSERDA, Homes & Community Renewal and Office of Parks, Recreation and Historic Preservation will provide outlooks for funding opportunities for this coming year.

B. The Forest Preserve as an Economic Asset to Adirondack Communities. The forest preserve is viewed as the Adirondack Park's greatest asset. However, some communities in the Park have been better able than others to leverage that asset into economic benefits for its residents. Come listen to community members from various parts of the Park tell how they have successfully capitalized on the economic benefits provided by the forest preserve. Hear how they enlisted volunteers, formed partnerships and worked with the Department of Environmental Conservation and the Adirondack Park Agency to develop recreational opportunities and community infrastructure. Learn how you and your community may take advantage of the lessons learned by others.

C. Rural Planning - Part 2. A continuation of the morning's session on rural planning. Presented by NYS Department of State staff along with Michael Hill, attorney with 'Miller, Mannix, Schachner & Hafner, LLC.' Code Enforcement Officers may receive 2 hours of In-Service Credit for attending both the morning and afternoon sessions.

D. Social Media & Municipal Websites - Utilizing social media to inform residents of routine town business and emergency situations. In this age of instant information, and with people expecting easy access to information at any time or day, it is important for municipalities to have an open connection with their citizens. This session will explore the benefits and trade-offs of utilizing social networking media such as Facebook and

Twitter. Also included will be examples and techniques for creating a municipal website design that provides pertinent and timely information in a manner that is easy to navigate and understand.

3:30 – 4:45 PM

(2 Concurrent Sessions)

A. Adirondack Industries Panel - A discussion on industries that provide jobs in the Park. A panel discussion on the major private employer industries in the Park: tourism, forestry and other private enterprises. This session will examine business growth and challenges in uncertain economies featuring the views of leading professionals. Topics will include industrial futures, regional employment trends, and areas for potential business expansions.

B. Public Speaking for Public Officials. They don't call it public office for nothing. All public officials must speak at some time in a public forum. Some are naturally gifted public speakers, some think they are, and some need a little help. Associate Professor John Youngblood, who teaches public speaking and communication at SUNY Potsdam, offers his skills to help us be better public speakers and to communicate better in general.

Wednesday's Session Overview						
7:45 AM	Registration begins - Coffee and Tea provided					
8:30 AM	Welcome & Introductory Remarks					
	<u>Regional Economic Development Councils</u>	A	<u>Community Planning</u>	B	<u>Training</u>	C
8:45 AM	<i>Transformational Projects Awarded Funding in the Adirondacks</i>		<i>Community Energy Efficiency Options and Management Projects for Adirondack Communities</i>		<i>Rural Planning - Part 1</i>	
10:30 AM	<i>Applying Smart Growth Principles to Community Planning & Economic Development Initiatives</i>		<i>Engaging volunteers, securing funding, and maintaining enthusiasm to accomplish community projects</i>		<i>Complying with Environmental Review Laws & Procedures to Minimize Challenges</i>	
1:45 PM	<i>The Consolidated Funding Application Process & Funding Opportunities</i>		<i>The Forest Preserve as an Economic Asset to Adirondack Communities</i>	<i>Social Media <u>1D</u> & Municipal Websites</i>	<i>Rural Planning - Part 2</i>	
3:30 PM	<i>Adirondack Industries Panel</i>		<i>Public Speaking for Public Officials</i>			

Additional Registration Forms & Updated Information are available on the website: www.apa.ny.gov

Register by March 7th for early registration discount

**We look forward to seeing you at the Adirondack Park Local Government Day Conference!
Tuesday Afternoon & Wednesday,
March 20 & 21, 2012**