

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. Garry Douglas, co-chair of the North Country Regional Economic Development Council provides an overview of the regional councils, their role in the review of projects and allocation of funds. Bill Farber, Chairman of the Hamilton County Board of Supervisors, presents an overview of the county's broadband initiative and Mayor Clyde Rabideau of Saranac Lake speaks about projects designed to enhance biosciences facilities in the area. Both projects were recognized as transformational projects in the 2011 REDC competition and awarded funding. Steve Torrico, general manager for the Saratoga and North Creek Railway discusses the opportunities it brings to surrounding communities.

B. Community Energy Efficiency Options and Management Projects for Adirondack Communities. An overview of what energy efficiency and conservation mean, including the kind of savings Adirondack municipalities can anticipate and what steps can be taken to achieve them. This session will feature municipalities in and around the region that are already taking action, and participants will be informed about which agencies are available to help with incentives and grant programs. The presenters: Kara Page manages the Community Energy Efficiency Management and the Adirondack Climate and Energy Action Plan projects at The Wild Center and works with the Towns of Moriah, Schroon, and Long Lake and the Village of Tupper Lake on a pilot program to identify ways they can reduce their energy consumption and carbon footprint, create or retain jobs and save money on energy costs; Jerry Loch, Community Energy Educator/Auditor with Cornell Cooperative Extension of Jefferson County, will focus on NYSERDA programs related to municipal building audits. Sue Montgomery Corey, Supervisor of the Town of Minerva and also President of The Community Power Network of New York State, Inc., will describe the Community Energy Efficiency Management project and what it is implementing with pilot communities; James Alheim, Sales Auditor at SmartWatt Energy, Inc., will outline National Grid energy efficiency programs for municipalities; and Jamie Rogers, Energy Program Coordinator at ANCA, will share information on programs that constituents of local municipalities, including residents and small businesses, can use to reduce energy bills, through NYSERDA.

C. Complying with Review Laws & Procedures to Minimize the Likelihood of Successful Legal 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.

10:30 - 11:45 AM

(3 Concurrent Sessions)

A. Applying Smart Growth Principles to Community Planning & Economic Development Initiatives. As municipalities look to create jobs with economic development projects, it is 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. Ron Vanselow, Town of Johnsbury Supervisor and former planning board member talks about changes the town has seen as several new projects have come online. Melissa McManus, Community Development Consultant, offers her experience as a planning consultant working with communities on downtown redevelopment and main street improvements. The smart growth principles applied in these efforts proved to also be a successful component in the competitive grant program employed by the CFA process. Matt Rogers, Director of Environmental and Regulatory Planning with Saratoga Associates, worked with the Town of Westport and APA staff to develop a new approach to overcome infrastructure limitations that can hamper Hamlet expansions. This approach features the benefit of a conditional approval of a map amendment by APA when certain conditions are fulfilled, thereby offering certainty in the regulatory process for developers who wish to invest in communities.

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 success of these projects 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: Marge Glowa, a member of the board of directors of the Adirondack Carousel, Inc., describes the process to bring a carousel to Saranac Lake; Frank Mezzano, former Supervisor for the Town of Lake Pleasant, speaks about the public library in Speculator; Brian Towers, Supervisor for the Town of Wells, discusses the effort to develop a museum in the town; and Matt McNamara describes the collaborate development of more bike-friendly trails and facilities by what is now known as the BarkEater Trails Alliance (BETA).

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.

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 and consultants: Kate Fish, ANCA and member of the North Country Regional Economic Development Council; Sean Maguire, Department of State; Mindy Scott, Office of Parks, Recreation and Historic Preservation will offer guidance on the application process and provide outlooks for funding opportunities for this coming year.

B. The Forest Preserve as an Economic Asset to Adirondack Communities. The Forest Preserve can be viewed as one of the Adirondack Park's greatest assets. 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 Jamie Savage from Wanakena, Mitch Lee from Inlet, Marie McMahon from Keene, and Robert Hest from Bellmont and ANCA's Scenic Byway Program describe how community members from various parts of the Park 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. Robert Davies, Director of the Department of Environmental Conservation's Division of Lands and Forests, provides information on the mechanisms for working with DEC to develop and maintain recreational facilities on forest preserve lands including unit management plans, Temporary Revocable Permits, Adopt a Natural Resource Agreements, and Memorandum of Understandings. 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. Presenters Jeanne Brown, Project Director at the SUNY Institute of Technology, Institute for Local Government, and Jessica Harrison, Web Services Team Lead and Social Media Coordinator for NYS Office for Technology, will describe 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. Please join Eric Carlson, President and CEO, Empire State Forest Products; James McKenna, President and CEO, ROOST; Ann Melious, Director, Hamilton County Planning, Tourism and Community Development; and Nick Russell, Senior Vice President & Senior Commercial Lending Officer for Community Bank, N.A. northern NY offices. 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 in the Adirondacks</i>		<i>Community Energy Efficiency Options and Management Projects for Adirondack Communities</i>			<i>Complying with Review Laws & Procedures to Minimize Challenges</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>Rural Planning - Part 1</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***

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