



M E M O R A N D U M

TO: Terry Martino, Executive Director

FROM: Keith McKeever, Public Information Director

DATE: January 3, 2013

RE: 2012 Public Awareness and Communications Report

The Public Awareness and Communications Committee serves as a forum to increase public knowledge about the role and purpose of the Adirondack Park Agency. In addition, this committee plays an important role of informing the general public on programs, research and services offered by other State agencies, local governments and non-profit organizations which are critical to the sustainability of the Adirondack Park. As the staff liaison to the Committee, the Public Information Director organized the following Agency meeting presentations in 2012:

- Topics for Future Agency Meetings - Agency Board discussion of foundation topics and information topics for future Agency meetings. (May 2012)
- Development and Evolution of the Adirondack Park State Land Master Plan (40th Anniversary of SLMP) - Panel discussion with panelists Peter S. Paine, Jr., William H. Kissel, Neil F. Woodworth, Michael G. DiNunzio, Robert K. Davies. (June 2012)
- Common Ground Alliance and Mapping the Future of the Adirondack Park - Follow-up report by Kate Fish and Bill Farber on July 18, 2012 Common Ground Forum, followed by overview of strategic visioning work by Jim Herman and Dave Mason. (August 2012)
- Climate Change and Conservation: A Global Perspective and Local Relevance in the Adirondacks - Report by Dr. Jodi Ann Hilty, Director of Wildlife Conservation Society's North America Program, using global case studies. (September 2012)

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- Aquatic Invasive Species in Lake George - Overview by Dave Wick, Lake George Park Commission. (October 2012)
- Lake Champlain Basin Program Initiatives - Update by Bill Howland, Program Manager. (October 2012)
- Climate Change Adaptation and Planning for Storm Events - Presentation on ADKCAP programs, what climate change means for the Adirondacks, and planning for storm events. Stephanie Ratcliffe of The Wild Center, Curt Stager of Paul Smith's College, and Corrie Miller of Ausabhle River Association. (November 2012)