



M E M O R A N D U M

TO: Agency Members and Designees

FROM: Terry Martino, Executive Director

DATE: January 8, 2015

RE: Public Awareness & Communications Committee

- 1) Public Awareness & Communications Report (K. McKeever)
- 2) Regional Office of Sustainable Tourism (ROOST)
(J. McKenna and S. Ondack)

James McKenna and Shaun Ondack of ROOST will discuss ROOST's ongoing efforts to promote and brand the Adirondack Park through the use of innovative web technologies and social media.

3) Old Business

4) New Business

TM:mp

Committee Members

William H. Thomas, Chair
Sherman Craig
Dan Wilt
Bradley Austin, DED
Dierdre Scozzafava, DOS