



LEILANI CRAFTS ULRICH
Chairwoman

TERRY MARTINO
Executive Director

MEMORANDUM

TO: Agency Members and Designees
FROM: Terry Martino, Executive Director
DATE: November 4, 2015
RE: Public Awareness & Communications Committee Agenda

- 1) Public Awareness & Communications Report (K. McKeever)
- 2) Wildlife Conservation Society (Zoe Smith)

Zoe Smith, Director for the Adirondack Chapter of the Wildlife Conservation Society and Doug Haney, Cycle Adirondack Event Manager, will provide an overview of the inaugural Cycle Adirondack Event which debuted this past August. Cycle Adirondacks is a week-long road bicycle tour through the Adirondack State Park. The event was created by WCS and supported through an inter-regional grant from the Mohawk Valley and North Country Regional Councils. The event brought over 150 riders to the Adirondack Park. The purpose of the event is to showcase the scenery and unique towns of the Adirondacks and bring a greater appreciation of the region to everyone who participates in the event. WCS is currently planning 2016 Cycle Adirondacks.

- 3) Old Business
- 4) New Business

TM:mp

Committee Members

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