



**SHERMAN CRAIG**  
Chairman

**TERRY MARTINO**  
Executive Director

**MEMORANDUM**

**TO:** Terry Martino, Executive Director

**FROM:** Dan Kelleher, Special Assistant for Economic Affairs *DFK*

**DATE:** March 1, 2018

**RE:** Economic Services Unit Activities for January and February 2018

**Hamlet Economic Planning and Assistance Initiative – Town and Village of Lake George**

On February 5, staff attended a Town of Lake George Board Meeting where the Town adopted the Agency-developed 2018 Hamlet Economic Development and Assistance Plan. Staff provided an overview of changes to the plan since the last Town Board meeting, and highlighted the Agency's commitment to helping the Town realize the goals identified in the plan. Staff will work with Town and Village staff throughout 2018 to implement the plan.

**Town of Johnsbury Economic Development Assistance**

Staff is assisting the Town of Johnsbury Local Development Corporation (LDC) with business recruitment and economic development planning. Staff attended LDC meetings on January 17 and February 21 in the Town. In September, staff provided the LDC with a draft marketing plan that can be used to attract new businesses to the community. Staff is currently working with the Town through the Agency's Envision Adirondacks Initiative.

On February 21, staff also met with the Town's new supervisor to discuss additional assistance the Agency may provide the community.

**Waterfront Revitalization Strategy – Town of Schroon Lake**

On February 12 staff attended a meeting of the Schroon Lake Town board where the Town approved its new Waterfront Revitalization Strategy. Staff assisted a workgroup in the development of this strategy throughout 2017 and will work with the community to implement the plan in 2018.

**Envision Adirondacks Pilot Program**

In January, staff has hired new Agency intern Chad Grevelding to assist in the rollout of its Envision Adirondacks initiative. Chad is a full-time graduate student at SUNY College of Environmental Science and Forestry's (SUNY ESF) Landscape Architecture Program. Chad has come to the Adirondacks for site visits and an introduction to the

Agency and primarily works remotely from SUNY ESF. Chad participates on weekly phone calls for direction of his work.

The Town of North Elba, the Village of Lake Placid, and the Town of Johnsburg are participating in the Envision Adirondacks program in Spring 2018.

*Envision Adirondacks Initiative – Town of North Elba and Village of Lake Placid* On January 23, staff met with the stakeholder workgroup for the Town of North Elba/Village of Lake Placid to discuss the communities' participation in the Agency's Envision Adirondacks (Envision ADK) initiative. The communities are seeking to use the initiative to identify and envision potential affordable housing sites. Additionally, the community is seeking to enhance its gateways into the downtown core. Staff is currently developing renderings for streetscape improvements along the community's gateway corridors as well as a plan for new development on an underutilized lot near Main Street.

*Envision Adirondacks Initiative – Town of Johnsburg*

On January 23, staff met with stakeholders and officials from the Town of Johnsburg to discuss the community's participation in the Agency's Envision Adirondacks (Envision ADK) initiative. The Town is seeking to develop a vision for the Hamlet of North Creek that includes a vibrant main street, new entrepreneurial opportunities, and better connections to the North Creek Ski Bowl and Gore Mountain. Staff is developing renderings of two potential hotel projects, a corner park project, and Main Street improvements.

**Business Development Marketing – Regional Office of Sustainable Tourism Partnership**

Agency staff is working with the Regional Office of Sustainable Tourism (ROOST) to develop "Living Here" and "Doing Business in the Adirondacks" content for their seven regional websites. Agency staff is coordinating with ROOST staff to identify and develop content related to business leader interviews and quotes, business assistance programs, and other unique content ideas.

**Town of Johnsburg Broadband Symposium**

On February 26, staff spoke at the Town of Johnsburg Broadband Symposium on the Agency's permitting role in broadband deployment as well as the assistance the Agency has provided to the community's Local Development Corporation over the past eight months. Other speakers included Assemblyman Dan Stec, representatives from Congresswoman Elise Stefanik's and State Senator Betty Little's offices, the New York State Broadband Office, and officials from Frontier Communications, Charter Communications, and Verizon. The meeting was moderated by David Wolf of ADK Action.

### **Electric Vehicle Infrastructure**

Staff is coordinating with ANCA to market State and private programs for the installation of electric vehicle charging stations at municipal and private gathering places. Staff also connected representatives from Tesla Motors with State officials at the NYS Department of Environmental Conservation and the NYS Office of Parks and Recreation. A presentation on electric vehicle charging programs will be provided at the 2018 Adirondack Park Local Government Day Conference.

### **Public Outreach**

On January 23, staff attended a Town of Tupper Lake outreach meeting on potential zoning ordinance changes. The community is seeking to streamline its local permitting processes to facilitate new development in the Town.

On February 21, staff attended a public meeting on the "Future of the Moriah/Port Henry Waterfront" waterfront at the former Village of Port Henry offices. Town of Moriah officials and consultant Michael Crane discussed the plan's alternatives for redevelopment and use of the lakefront at the two Town-owned campgrounds. The Town is currently seeking public feedback in order to set a course of action.

### **Rural Development Task Force**

Staff, in coordination with the Agency Chair, is supporting the State's Rural Development Task Force, a workgroup made up of Agency representatives and led by the Department of Agriculture and Markets. The Task Force seeks to develop new programs and funding streams to advance economic development in rural areas of the State. In January, the Agency provided the task force with an overview of its role in regulatory and economic development matters, as well as discussed Agency programs that could be scaled at a State-wide level to enhance local government services.

### **Adirondack North Country Association (ANCA) Ignite Funding Portal**

Staff is working with ANCA on the implementation of a small business funding portal, named Ignite, that can be used by local businesses to crowdsource funding for capital projects. The first project, Green Goat, LLC's Winter Trails Map, was successfully funded in February. ANCA will market the portal to local businesses and community members to encourage investment in local Adirondack and North Country businesses.

### **J&L Site Redevelopment**

On January 30 and February 27 staff participated in conference calls to discuss plans for the remediation and reuse of the J&L Steel property in the Town of Clifton. A workgroup of local economic development and government officials is pursuing site remediation, including the removal of existing buildings, infrastructure development, and reuse of the site.

The Development Authority of the North Country (DANC), in collaboration with St. Lawrence County, is currently writing and facilitating grants to remove existing buildings that are structurally deficient and pose dangers to public health. The project recently received a \$340k award for building removal through the Governor's Regional Economic Development Council initiative. In December, the Agency provided St. Lawrence County with a letter of support for a Restore NY grant as well. It is anticipated that the funding for the Restore NY program will be announced in summer 2018.

### **EatADK Restaurant Week**

Staff is assisting a workgroup in the development of the third annual EatADK Restaurant Week. This year, the event will feature restaurants from six towns: Wilmington, Keene, North Elba, Harrietstown, Tupper Lake and St. Armand. The event will be held in late April 2018 and is targeted toward local and regional consumers to introduce them to new restaurants through discounted prix fixe meals. The overall goal is to stimulate additional economic activity in a traditionally "slow" period for local restaurants.

### **Regulatory Programs Support**

Economic Services staff is supporting the Regulatory Programs Division on several projects including a subdivision in Essex County, a biotech project in Franklin County, a hospitality project in Franklin County, a recreational facility in Saratoga County, a brewery in Essex County, and two tourism accommodation projects in Essex County.

### **State Lands Support**

Economic Services staff is supporting the State Lands Unit in its development of a Draft Supplemental Environmental Impact Statement for amendments to the State Land Master Plan.