



Adirondack Park Agency

SHERMAN CRAIG
Chairman

TERRY MARTINO
Executive Director

DRAFT MINUTES
Public Awareness and
Communication Committee
March 8, 2018
Agency Meeting
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PUBLIC AWARENESS AND COMMUNICATION COMMITTEE **March 8, 2018**

The Public Awareness and Communications Committee convened at 12:35 pm.

Committee Members Present:

William Thomas, Committee Chair, Daniel Wilt, Bradley Austin (DED)
Absent - Lynne Mahoney (DOS)

Other Members or Designees Present:

Sherman Craig, Chairman, Chad Dawson, John Ernst, Karen Feldman, Arthur Lussi,
Barbara Rice and Robert Stegemann (DEC)

Local Government Review Board Present:

Frederick Monroe, Executive Director

Agency Staff Present:

Terry Martino, Sarah Reynolds, Keith McKeever, Mary Palmer

Public Awareness and Communication Report

Mr. McKeever noted the completion of the 2017 Annual Report. He thanked Ms. Martino and staff for the work that was done for the report amid other projects that they were doing.

Mr. McKeever introduced Peter Nelson, co-founder of The Adirondack Diversity Initiative (ADI) and Melanie Reding, ADI Communications Assistant. ADI was founded as an outcome of a symposium on diversity and inclusion that was held in the Adirondack Park in 2014.

Adirondack Diversity Initiative

Mr. Nelson provided an overview of the organization's background and mission to develop and promote strategies to help the Adirondack Park become more welcoming and inclusive of all New Yorkers, both visitors and permanent residents. He said a more inclusive Adirondack Park will benefit not only the citizens of New York but the economic and political health of the Park as well.

Mr. Nelson said the ADI initiatives for 2018 include funding and staffing; increasing partnerships with NY State and downstate cities, diversity agencies and travel and tourism organizations; increased exchanges with businesses and colleges; outreach to regional Chambers of Commerce; and regional education sessions.

Chairman Craig said he welcomes ideas in which small communities can assist with the many different types of diversity. The Adirondack Park has so much to offer recreationally but for people with physical limitations it is difficult and we can do more. He asked if ADI has put any attention to this. Mr. Nelson said more needs to be done with this issue and it is definitely a core part of what they plan to do. There are a lot of services that communities can provide to make themselves more accessible to people with physical limitations, and education is a beginning.

Ms. Rice asked if anything has been done in terms of partnership with minority and women-owned businesses through New York State. It is an issue in the North Country and the Park and a requirement to use minority/women-owned businesses and there are very few that are certified. Mr. Nelson said they have not had this discussion but do need to.

Mr. Stegemann applauded what ADI is doing. One of the things that is rewarding is when you see a connection to diversity topics, and the excitement that goes along with it. The exchanges between schools and business being a two-way street is interesting, and this is a reality that has to happen.

Mr. Austin asked if there are any places like the Park that have become successful becoming diverse through community activity. Mr. Nelson it is happening in bits and pieces throughout the Park.

A Certificate of Appreciation was presented to Mr. Nelson and Ms. Reding.

Old Business

None

New Business

None

Adjournment:

Mr. Thomas, Committee Chair, adjourned the Committee at 2:25 pm.