



## Adirondack Park Agency

ANDREW M. CUOMO  
Governor

TERRY MARTINO  
Executive Director

*DRAFT MINUTES*  
Public Awareness and  
Communication Committee  
October 11, 2019  
Agency Meeting  
WHT:KPM:mp

### **PUBLIC AWARENESS AND COMMUNICATION COMMITTEE**

**October 11, 2019**

The Public Awareness and Communications Committee convened at 10:00 am.

#### **Committee Members Present:**

William Thomas, Committee Chair, Daniel Wilt, Bradley Austin (ESD) and Lynne Mahoney (DOS)

#### **Other Members or Designees Present:**

Arthur Lussi, Dr. Chad Dawson, John Ernst, and Robert Stegemann (DEC)

#### **Local Government Review Board Present:**

Gerald Delaney, Executive Director

#### **Agency Staff Present:**

Terry Martino, Executive Director, Christopher Cooper, Counsel, Keith McKeever, Mary Palmer

#### **Approval of Draft Committee Minutes for September 2019**

By motion of Mr. Wilt, seconded by Mr. Austin, the September minutes were unanimously approved.

#### **Public Outreach Report**

Mr. McKeever noted upcoming public relations activities which include meeting with college students from Massachusetts College of Liberal Arts, Vassar College and the Craig Newmark Graduate School of Journalism.

Mr. McKeever introduced Olympic Athlete Maddie Phaneuf from Old Forge. He said Ms. Phaneuf really stood out at the 2016-17 State Land Classification Hearings. She combines her love for the outdoors with an on-going effort to protect the environment by advocating for environmental sustainability.

### **Protect our Winters Climate Activism**

Ms. Phaneuf discussed her work on climate change and clean air issues as a member of the non-profit organization Protect Our Winters and Protect Our Winters Riders Alliance.

Mr. Lussi asked Ms. Phaneuf how the interaction is with her fellow athletes, knowing that her voice carries louder and farther than most young adults. Ms. Phaneuf said when she realized she was contributing to the carbon footprint she knew that she had try to do something. She has had some of her teammates ask how they can also get involved. She noted that it only takes one person to get something started and then others will ask what they can do.

Mr. Austin asked how the activism works with the athletic schedule. Ms. Phaneuf said she does a lot of the activism during training season when she lives in Lake Placid. When she travels during the winter months that time is geared more to the social media side and writing.

Mr. Stegemann commended Ms. Phaneuf for being so engaged in her cause. He said he agreed with her about getting people to vote. Mr. Stegemann said even when there is a presidential election only about fifty percent of voters will vote. He added that registering to vote and voting are very important.

Mr. Delaney also commended Ms. Phaneuf for understanding her carbon footprint, and said her message is very important. He noted his concern about ways to deal with the Climate Change Act and the pain that change will bring. He said what is normal to today's generation is going to have to change because of what it is doing to the climate.

Ms. Phaneuf said luckily there are technological solutions already out there such as solar and wind. She said we need to remember that we are a very technologically advanced country and should switch to those solutions sooner.

Mr. Delaney said one of his concerns is transportation. He said we do not have the infrastructure for electric vehicles. Ms. Phaneuf said we need to get more people aware of the direction in which we need to be going.

Ms. Mahoney thanked Ms. Phaneuf for visiting. She said it is very impressive to see that she understands the strength and power of her voice and in her very busy life that she has made room to speak out on climate change.

Ms. Martino said this was a great presentation and thanked Ms. Phaneuf for joining the meeting. She said Ms. Phaneuf has such a voice in combining her athletic skills with what she brings to this dialogue. Ms. Martino said staff did hear that the Governor passed the Community Protection Act. She said there are a lot of different phases and

steps that sets New York State at the lead of addressing climate change. She added that she hopes youth will be a part of that dialogue.

**Old Business**

None

**New Business**

None

**Adjournment:**

Mr. Thomas, Chair adjourned the meeting at 10:45 am.