



SHERMAN CRAIG
Chairman

TERRY MARTINO
Executive Director

DRAFT MINUTES
Economic Affairs
April 12, 2018
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**Economic Affairs Committee
April 12, 2018**

The Economic Affairs Committee convened at 1:00 p.m.

Economic Affairs Committee Members Present:

Art Lussi, Chair, Barbara Rice, Dr. Chad Dawson, Bradley Austin, (ESD), Robert Stegemann, (DEC)

Other Members and Designees Present:

Sherman Craig, Chairman, Dan Wilt, John Ernst, Lynn Mahoney, (DOS), Karen Feldman, William Thomas

Local Government Review Board:

Frederick Monroe, Executive Director

Agency Staff Present:

Keith McKeever, Devan Korn, Kate-Lyn Knight, Sarah Reynolds, Emily Tyner, Annemarie Peer, Bob Kreider ITS

Economic Affairs Report:

Dan Kelleher, Special Assistant for Economic Affairs, provided a brief report on the Envision Adirondack Initiative program. The program is designed to assist communities in the development of visual simulations to show the community under different zoning and planning scenarios. Mr. Kelleher, SUNY College of Environmental Science and Forestry intern Chad Grevelding, Local Planning Assistance Specialist Robyn Burgess, and Environmental Program Specialist Kate-Lynn Knight have been working with the Village of Lake Placid/Town of North Elba and Town of Johnsburg to develop renderings of projects important to the communities' economic development efforts.

Adirondack Watershed Institute Business Community Outreach Program (Tom Williams).

Tom Williams, Owner of Paradox Consulting Group, discussed the Adirondack Watershed Institute's (AWI) business outreach program. The partnership is funded by New York State Department of Environmental Conservation (DEC), and is supported by Paul Smith's College, the Adirondack Park Invasive Plant Program, and other New York State agencies.

Mr. Williams explained that the outreach program is seeking to partner with local businesses to inform the public about aquatic invasive species and the measures that boat owners can take to prevent their spread. To better target boat owners, the program is specifically approaching businesses in the boating industry including marinas, boat dealers, bait and tackle shops, and boat storage facilities. Businesses are asked to distribute brochures to their customers discussing invasive species, identifying boat washing station locations, and methods to drain and dry boats at home.

Mr. Williams highlighted that this mission has been met by enthusiasm by business owners both inside and outside the Park. He explained that businesses understand the connection between the environment and the local economy.

Mr. Williams discussed potential next steps for this program in future years. Additional outreach may include direct boater outreach through the inclusion of training in boater safety courses, brochure distribution with boat licenses/registrations, and larger media partnerships.

Following a brief answer and question session, Karen Feldman invited Eric Holmlund of the Adirondack Watershed Institutes and Paul Smith's College to come forward to acknowledge his work with AWI.

Mr. Williams was presented a certificate of appreciation from Chairman Craig, Mr. Lussi., and Mr. Kelleher.

Old Business

None

New Business

None

Mr. Lussi adjourned the meeting at 1:45 p.m.