



**Adirondack  
Park Agency**

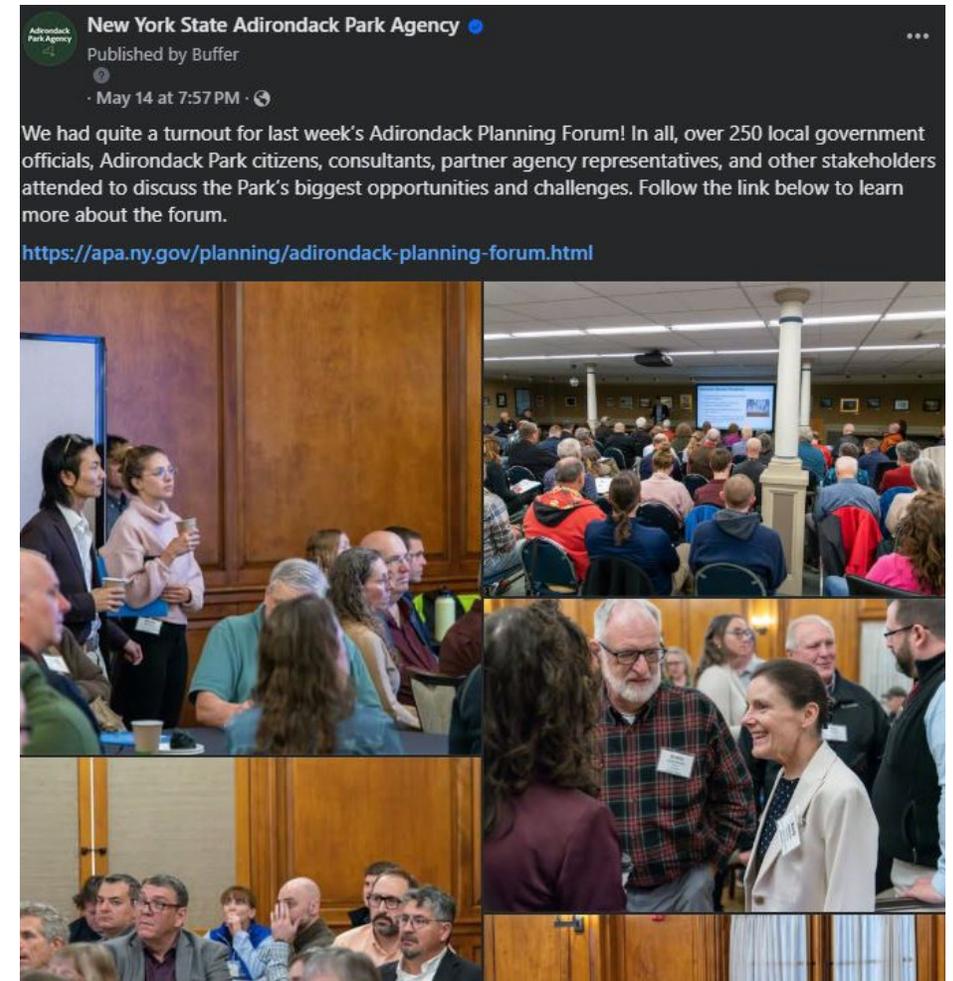
# **PUBLIC AWARENESS AND COMMUNICATIONS**

**Monthly Committee Report**

**May 22, 2025**

# SOCIAL MEDIA

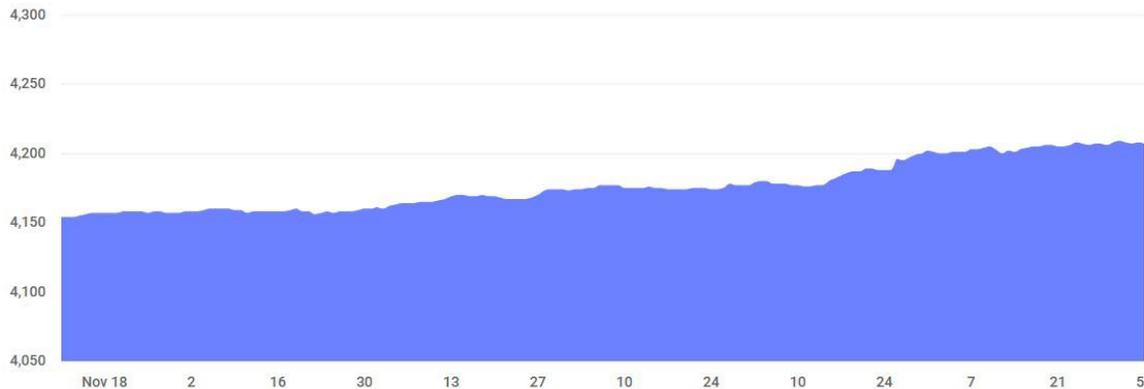
- **Recent Work:**
  - Preparing content related to jurisdictional flyers and wetlands.
  - Supporting public awareness of planning forum and state-level priorities.
- **Post of the Month:** Adirondack Planning Forum recap



# SOCIAL MEDIA – TOTAL FOLLOWERS

- ~5,900 total followers (+300)
- Robust growth trends Instagram and LinkedIn; incremental on Facebook

## Facebook



## LinkedIn

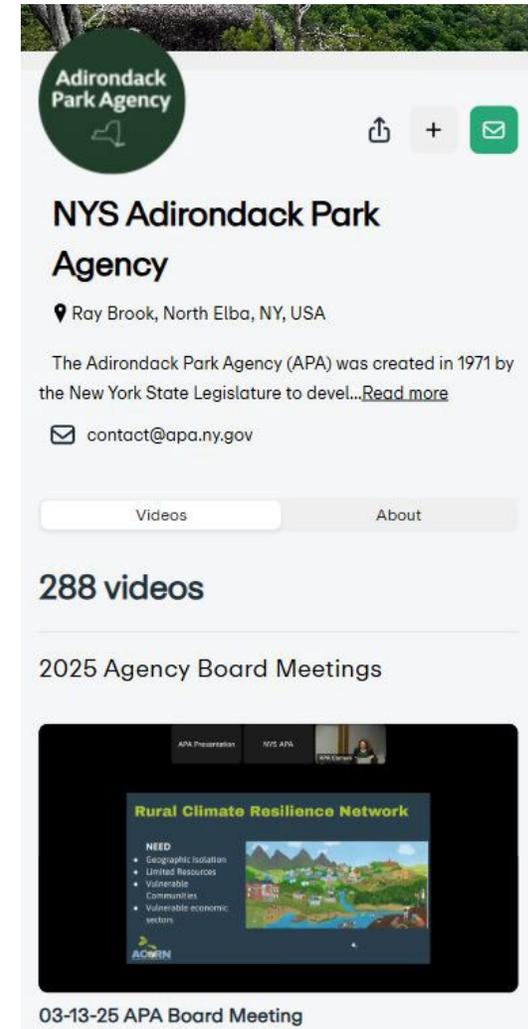


## Instagram



# MEDIA RESOURCES

- **Vimeo for video** recordings of board meetings, public hearings, and eventually educational content.
  - <https://vimeo.com/nysapa>
- **Flickr for photos** of agency events for public viewing and use.
  - <https://www.flickr.com/photos/nysapa/>
- Integrated with press releases to support distribution.



# MEDIA RESOURCES



# LOCAL MEDIA COVERAGE – ADIRONDACK PLANNING FORUM

## APA Planning Forum: Community renewal resources

State supports NY Forward, towns share success stories in Keeseville

By Kim Dedam

May 12, 2025 5:00 PM



“Opportunity starts here,” Mosley said. “It starts where you stand.”

### APA SUPPORT

Work discussed at the annual forum is sustained year-round at APA, where staff, scientists and technicians provide planning tools, mapping and technical support. APA met with six local government teams last year to discuss NY Forward and are scheduled to meet with Warrensburg officials in May.

Keeseville, in the towns of Chesterfield and Ausable, is the first Adirondack community to win NY Forward funding.

Secretary Mosley commended APA Executive Director Barbara Rice for reaching out to local government. “Barb is one of the local champions. She brings people together,” he said.

In Keeseville, NY Forward planning benefited immensely from APA input, Town of Ausable Supervisor Tim Bresett said. He and Town of Chesterfield Supervisor Clayton Barber are co-leaders of the “Two Towns, One Community” NY Forward revitalization effort moving into formal planning stages now. The historic Hamlet, formerly the Village of Keeseville, is in both towns.

Bresett gave APA a lot of credit for success Chesterfield and Ausable realized in their NYForward proposal.

“APA was the first call I got on the job as supervisor,” Bresett said. “I was expecting to hear the rules, but the very first thing they did was give us maps, zoning guides, and land use information.

“I thought, okay, that opened the door very well, and the whole visit was ‘how can we help you?’ This isn’t the APA of 40 years ago,” Bresett said. “Yes, there are rules for land use, but this is a special place. It’s an honor and a privilege to live in the Adirondacks. They are here to help.

[APA Planning Forum: Community renewal resources | Sun Community News](#)

# COMMUNITY SPOTLIGHT





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