**Communications Committee Meeting**

February 8, 2023, Via Teams

**MINUTES**

**Members Present:** Rob Aiken, Carol Calabrese, Aviva Gold, Joe Russo, Matt Siver, Marijean Remington

**Members Absent:** Michelle Capone, Jeremy Evans, Brian Gladwin, Molly Ryan, Eric Virkler, Tricia Wilson

**Lunch and Learn Webinar Offering**

* Jon Cardinal is confirmed for Wednesday, April 19, 12:00-12:45. **Thank you, Trish!** “Highlights of recent federal investments and the potential development opportunities they represent for the North Country.”
* The presentation will be a “discussion” format between Tricia and Jon
* Marijean will introduce the event and say a bit about the NCA (Aviva and Michelle will provide Marijean with talking points)
* Tricia also provided a zoom link.
* Aviva and Michelle are meeting on Monday 2/13 to build a promo plan
  + Board, Membership Committee, Communications Committee, and others will be tasked with helping to promote the event
  + “Join the NCA” links will be included in all material pre- and post-

**Annual Meeting**

* Hotel Saranac is the preferred venue: Aviva will reserve the room if it is available
* Panel discussion topic ideas:
  + Housing
    - Land Banks; NY Land Bank Association
    - Low income housing
  + Workforce
    - Great STEM programs through the WDB in Plattsburgh
    - ADK Foundation has Workforce Pipeline working groups
    - SLC has a workforce group through NYPA’s Economic Development program
  + Childcare
    - Partner programs in Lewis/Jefferson and SLC
    - State funding
* Focus on successful outcomes

**Adjournment**: 11:35 am

**Next Meeting**: March 8, 2023 at 11:00am via Teams