



North Country Alliance
Box 8561, Clarkson University
Potsdam, New York 13699-8561
Telephone (315) 268-3778
Telefax (888) 268-3508
info@northcountryalliance.org
www.northcountryalliance.org

Loan Fund Administration
c/o Development Authority of the North Country
317 Washington Street
Watertown, New York 13601
Telephone (315) 661-3200
Telefax (315) 661-3201

Communications Committee Meeting

August 14, 2024; via Teams

MINUTES

Members Present: Rob Aiken, Aviva Gold, Marijean Remington, Joe Russo, Matt Siver, Tricia Wilson

Members Absent: Carol Calabrese, Jeremy Evans, Brian Gladwin, Eric Virkler

Fall Forum planning:

- The meeting will be at the St. Lawrence Seaway Visitor Center in Massena; the presenter will be Administrator of the Seaway, Adam Tindall-Schlicht. He will discuss near and long-term future plans, current challenges, and the economic impact of the seaway on the region. Catering will be provided by An Italian Affair. Sponsors include National Grid, WDI. M. Remington added ATL to the list. R. Aiken asked for additional information. A. Gold will send that along. An additional call for sponsors will go out next week and the invitation schedule will continue following.
- Members will be encouraged to bring elected officials that they know to the meeting; municipalities will also receive direct invitations from members, as will Massena Electric and the new economic developer in Potsdam and any and all additional relevant connections.

Strategic Plan:

- R. Aiken explained that he and E. Virkler will convene committee chairs to review committee roles and eliminate redundancies.

Adjournment: 11:53 am

Next Meeting: September 11, 2024 at 11:30am via Teams