



## Emerge NNY 2009 **\*\*DRAFT NOTES from Town Hall\*\***

### **Progress Report from Emerge 2006 & 2007 Survey Results -**

#### Business Initiatives-

##### Marketing NNY:

- Come Back Home – JCJDC
- We Live NNY brochure –Jaycees
- Adirondack Initiative – Forever Wired
- Capital Corridor Project
- Drum Country website

##### Entrepreneurship:

- New Entrepreneurship at JCC
- Clarkson University Small Business 101 course for small business owners
- Entrepreneurship Day at JCC
- Northern Adirondack Trading Cooperative

##### Tourism:

- Ag Tours
- Trails – Tug Hill and Jefferson County; new trails in Ogdensburg and Potsdam
- Wine Trail and new wineries

##### Business Climate:

- Fort Drum still booming

##### Arts, Culture & Entertainment:

- SLC looking to hire a trail coordinator
- North Country Arts Festival – Thompson park
- Black River Fest - Downtown
- City of Watertown walkways and pathway
  - New Downtown
  - Rt. 3 Walk, JCC to fairgrounds; and other sites
- Racquette River trail way
- City of Ogdensburg new paths
- Village of Potsdam updated pathways
- Seaway Trail Bike Path
- Hostel in Cape Vincent

**\*\*See the 2009 Town Hall Questions that were asked, located on the Emerge 2009 Town Hall Questions pdf document**

## **2009 Emerge Feedback**

### **Arts, Culture and Entertainment Feedback based on questions asked:**

1. Yes, the issues are still relevant
    - Need year-round recreational activities
      - a. Winterfest/Snowtown USA (Like Saranac & Canton)
      - b. First Night Watertown/NNY
    - Arts Education and Facilities
    - Boldt Castle Open for a longer season
      - Halloween
      - Christmas
      - Easter Egg Hunt
    - Private Campgrounds with additional amenities
    - Indoor Water Park
    - Movie theater with independent/2<sup>nd</sup> run/classic films (outdoor?)
    -
  3. Yes
  4. Lack of Vision
    - Need a connections/relationships between organizations
    - size of conference facilities/convention center
    - Lack of money for sustainability; money for start-up but nothing for long term
    - need a clearinghouse of information
  5. NPR website; WDT Summer Fun (where's Winter Fun); Internet in general (need resources to sustain it); hard to get all information in one place on the www; Craig's to do list; fourth coast entertainment
  6. National Music/Theater performances here in NNY; Style choices for local performances to be more diverse; Keep up JCC's diverse line up of events
  7. Sports Clubs other than soccer; Fishing Derbies; Outdoor Hockey/Skating; Winter Activities
  8. Arts & Culture will bring business to NNY
    - Arts & Culture will bring Professionals to the area combating the brain drain
    - Arts & Culture will bring Diversity to this area
- Investment is necessary  
Property Tax to Support  
Regional Perspective  
Indoor Sports and Arts Facility

Other comments to add:

Transportation to Art Events – aka soul train

Quality of Life – Need better public education in the Arts and appropriate child care

Need a regional approach to Arts – 'A Stones Throw Away' (SLC; Syracuse; Adirondacks)

## **2009 Emerge Feedback**

### **Business Feedback based on questions asked:**

Online – no longer an obstacle

Fourth Coast Entertainment

Northcountry.com

Wdt.com

Ncpr.org

-Educate businesses how to search/build site

Energy – Obstacle/Opportunity

Municipal power – AMP in SLC

NYPA – Power Allocation

NYSERDA

Opportunities:

-Utilizing Land and Agriculture

-Alternative Energies

-Higher Education Opportunities

Obstacles:

-Lack of Zone/Replacement

Major Business Focus should be on:

- Workforce Training
  - Other idea: YP Internships
- Focus on balancing efforts to attract big businesses and small businesses
  - Should not be about just big; small businesses stay local
- Workforce Wellness
  - Result in lower healthcare cost
- Rehabbing downtowns and applying for funds (Restore NY) with a combination into Arts & Culture
- Fort Drum Regional Planning
- Long Term Government Planning and Communication to the community

## **2009 Emerge Feedback**

### **Community Engagement Feedback based on questions asked:**

Why people do volunteer:

- Giving Back
- Resume Builder
- Professional Responsibility/Development
- Networking Opportunity
- Kids/Family Involvement

Why people do not volunteer:

- Don't know how to get involved
- Hard to go by yourself/ volunteer buddy
- Lack of family involvement
- Lack of personal satisfaction
- No connections to the agencies
- No central list of agencies
- The feeling that the volunteer did not help in the purpose

What volunteers want from organizations:

- Looking for job descriptions for volunteer positions – match up skills with jobs-and be vocal about these duties; improve volunteer experience
- Ask for volunteer feedback
- Want a specific ask; to be personal ask
- Timeliness of the ask, not the day before the event
- Allow volunteer to grow within the agency/advancement

- Organizations to let volunteers know the specifics
- Treat volunteers with respect; thank them (maybe offer an incentive to volunteer)
- Keep websites current with volunteer information
- Communicate the benefit the volunteer provides to the agency –market the end result better
- More community recognition for being a volunteer

Where people learn (and want to learn) about volunteer opportunities:

- Drumcountry.com (market community sites better)
- Council of Social Agencies meetings and website (link to community sites)
- ASC (Army Community Service) on Fort Drum
- Upstate Works website and its model
- Learn from your peers
- Career offices, JCC, One-Stop, DSS?
- (Use existing websites)

Other ideas:

- Can agencies work with the local One-Stops to list volunteer opportunities?  
**How can we work through Legislation to stop the unemployed from being penalized when volunteering? They have to deduct the hours they volunteered from their wages. This deters available volunteers to donate their time to help their community.**
- Encourage Volunteers to list experience on their Resume – providing job descriptions will help with this
- Encourage businesses to donate time and/or money to certain agencies –  
 -Many local businesses do this in lieu of money; many large businesses such as Wal-Mart will offer cash to not-for profit, if so many employees donate their time  
 -Can the United Way be involved asking businesses to donate time and/or money to area not-for profits? Like a company day out volunteering...make a difference day...etc.
- Reach out to local high schools and create program to garner volunteer time to the students that need so many hours to graduate.
- Volunteer march.org
- Volunteerclinic.org
- Have volunteer groups provide a 'best practices' list to share with other groups
- Have local media spotlight volunteers – appreciation spots on TV