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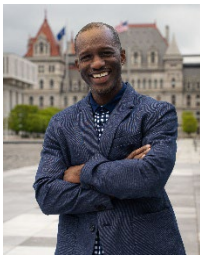
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NY Association of Towns Announces New Staff Appointments

New hires reflect a mix of real world experience and political backgrounds to propel Association initiatives forward

ALBANY – The New York Association of Towns (NYAOT) is pleased to announce the recent addition of three new employees to the staff. The positions will augment and expand the association's advocacy and member services, New York Association of Towns Executive Director Chris Koetzle said.



Paul Nelson, a veteran journalist, has taken on the role as the organization's media relations and public affairs manager.

With 20 years of experience as a news reporter with the *Times Union* in Albany and having covered several Schenectady County towns, Nelson brings with him a familiarity of the more pressing issues facing towns, including Home Rule, aging infrastructure, the real property tax cap, and other fiscal pressures and state mandates that impact towns.

Nelson hopes to highlight some of those matters by talking with elected officials about possible solutions and how NYAOT can be of assistance.

"I am especially excited about getting to know as many of the residents and leaders in the towns across the Empire State and the issues in their hometown that mean the most and are of the greatest concern to them," Nelson said. "I am also looking forward to unearthing and bringing to life to some of their unique and compelling stories, whether it's hard news, or a neat profile about their next-door neighbor or local bookkeeper."

Megan Betke, a SUNY New Paltz graduate with a master's degree in library & information science, whose résumé features positions in research, information literacy, and time working for two New York congressmen, will serve as the organization's legislative analyst and research specialist.



Betke was formerly employed as a visiting librarian at her alma mater before joining NYAOT, and has also worked for Congressman Patrick Ryan and Antonio Delgado, who later was appointed by Gov. Kathy Hochul as New York's lieutenant governor.

As an added bonus, Betke comes from a family that has been active in Coxsackie politics for generations.

About the Association of Towns

The New York Association of Towns is a statewide membership organization representing and serving town governments and supporting local elected officials. In 2025, a record 910 of the 933 total towns in New York were active members of the Association. Since 1933, NYAOT has provided advocacy, education, and resources to help local governments deliver efficient and effective services to their residents.

"I am looking forward to finding ways to make dense or complex legislative information more digestible and easier to navigate for our members," she said. "I also just wanted a position in which I could use my skills from both my work in Congress and through my schooling in regard to research and advocacy."



Holly Macera has joined the staff as the member outreach specialist where she'll connect with members via the database and at NYAOT functions. Additionally, she'll serve as NYAOT Executive Director Chris Koetzle's administrative assistant.

Macera, who has an associate's degree in political science from Hudson Valley Community College in Troy, credits a high school teacher

Koetzle said he is thrilled to welcome Nelson, Betke and Macera to NYAOT.

"Each of them brings a new energy experience and unique talents to the association," he said. "I'm looking forward to our work together and to their contribution toward helping us serve our mission of supporting New York towns."

Macera's first day on the job was April 13. Nelson and Betke started May 4.

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