

NEW JERSEY BROWNFIELD REDEVELOPMENT TASK FORCE

DATA & MARKETING COMMITTEE

MINUTES OF MEETING HELD TUESDAY, JANUARY 18, 2005

10:00 P.M. – 12:00 P.M

DEPARTMENT OF COMMUNITY AFFAIRS
101 SOUTH BROAD STREET
TRENTON, NEW JERSEY
OFFICE OF SMART GROWTH LIBRARY - 7TH FLOOR

Committee Members Present—

George P. Kelley - Public Member – Committee Chairman
Lauri Sheppard – New Jersey Redevelopment Authority
James Simmons - New Jersey Commerce & Economic Growth & Tourism Commission (via conference call)
Frances E. Hoffman – Office of Smart Growth, New Jersey Department of Community Affairs

Committee Members Not Present—

Dennis Toft, Public Member – Task Force Chairperson
Yuki Moore Laurenti, Public Member – Financial
Rose Smith – New Jersey Economic Development Authority

Other Attendees—

Phyllis Bross – Deputy Attorney General, Counsel for the Task Force
Cynthia Weiser, Brownfields Program Assistant

I. WELCOME & CALL TO ORDER—

George Kelley, Chairperson of the Data and Marketing Committee of the NJ Brownfields Redevelopment Task Force, and made the welcoming remarks and called the meeting to order at 10:13 a.m.

II. ANNOUNCEMENT OF ADHERENCE TO OPEN PUBLIC RECORDS ACT—

In the absence of Phyllis E. Bross, Esq., the Committee's legal counsel, Cynthia Weiser, Brownfields Program Assistant, read the Announcement of Adherence to Open Public Records Act

III. ROLL CALL—

Cynthia Weiser called roll and attendance was noted for the record. A simple majority was present.

IV. MEETING MINUTES OF November 23, 2005—

Lauri Sheppard moved to accept the minutes from the above meeting; Frances Hoffman seconded. The minutes stand approved.

V. COMMITTEE BUSINESS-OUTREACH EVENTS—

A. Review of Outreach Activities:

- **Hamilton Township Expanded Partnership Meeting—**This project is part of Mark Schulz' efforts with Hamilton Township. One of the major concerns with the Site Mart is obtaining a signed waiver from private property owners so that the properties can be listed on the openly accessible database on the Site Mart website. The municipality can help us in contacting the owners. Mark Schulz and Lauri Sheppard have already met with the Hamilton Partnership, which was quite well received. The partnership includes bankers, realtors, consultants, and other business people who are involved in many Hamilton Township areas. Many good questions were raised and the Partnership members were quite receptive to the idea of holding a longer meeting. Mark Schulz interjected that it was an ongoing effort, and that Hamilton Township has about 150 brownfields properties in the database, most of which are privately

owned, ergo, the need for waivers.

For the proposed longer meeting, the owners will be contacted individually, sent flyers with questions and answers and a cover letter from the township, stating what the meeting is about.

B. Upcoming Activities

- **NAIOP Continuing Education Session – 2/17/05:** The format for the BRIT presentation was discussed. James Simmons suggested using two case scenarios, one simple ‘boilerplate’ and one more complex. The cases would be hypothetical, with hypothetical developers, panel, etc., with questions and answers at the end. Lauri Sheppard suggested using visuals to address issues and solutions, and to solicit volunteers from audience to play roles in the mock BRIT meeting. George Kelley requested James Simmons to put together marketing points for this. Fran Hoffman will continue to organize and shape this event.
- **ICLES 2005 Redevelopment Law Institute – 3/05/05:** This event is an update on recent developments in this area of law, with emphasis on planning, regulating and financing effective re-use of the urban and older suburban areas of the state. Phyllis Bross organized the panel, which will include Fran Hoffman as moderator, and Phyllis Bross, Colleen Kokas, James Simmons as panelists.
- **Southern New Jersey Business Council – May-June:** Phyllis Bross and Fran Hoffman will work with the Southern NJ Business Council to plan another South Jersey Brownfields event. Phyllis has spoken with Marlina Skelta’s assistant, Gail, and there appears to be no problem getting Rowan interested. Lauri reminded Dr. Hoffman that this was an extremely labor-intensive project and the personnel may not be available this time due to the cross-acceptance obligations. George Kelley offered staff for mailings, etc.
- **Brownfields to Open Space –** Sally Dudley, Steven Kehayes and Fran Hoffman met recently to develop plans for the program. Ms Dudley prepared the outline of the program. The full-morning session will begin with an explanation of why open space and greenfields are an important element of brownfields and move on to a financing section and case examples of panelists will include outside experts as well as managers of state resources. Trust for Public Land was mentioned, specifically. Informational booths around the perimeter of the conference room show-casing ongoing and completed projects in New Jersey. The League of Municipalities will select a mayor to moderate the session.

- C. Site Mart Update**—George Kelley stated that, while we have an abundance of data, we now need a way to get it to the public. Mark Schulz reported that there are over 1,000 sites listed on the Site Mart, with updated information. A portion of the database that is accessible to the public is being marketed for redevelopment and contains 65 properties. On the back inventory, 40 properties are pending redevelopment and 48 are redeveloped. The Meadowlands Commission recently provided their database with 125 parcels.

Lauri Sheppard reported that there are 700 more listings and over five times more listings on the front database than last year. If the private owners of the properties ultimately execute the State’s model release form for publicly listing the properties on Site Mart, the Task Force expects a large influx of privately owned properties to be posted.

George Kelley recommended a training session, and Lauri Sheppard suggested that the session include more than Site Mart training.

Mark reported that, in December, the Site Mart had 82,000 hits, an average of 19,000 hits per week, and about 800 on average per day. He also reported that discussions are being held with Camden City, Elizabeth and Bridgeton, to have meetings similar to the one being planned in Hamilton Township, where property owners will be encouraged to sign waivers that would allow listing their properties on the front database.

- D. Marketing**—Cynthia Weiser questioned if ads/notices/articles could be placed in the newspapers regarding directed to all property owners to call attention to the Site Mart and its function. Lauri

Sheppard said that if costs were involved, it might not be in the budget. George Kelley suggested that an article about the Site Mart might be submitted to townships, municipalities, etc., for submission to the newspapers.

E. C-M.A.P. Update—Gilda Barnwell reported that Vineland in Cumberland is currently paired with 17 students from Stockton College. Seton Hall, with 19 students is paired with East Orange and Irvington. In Jersey City and Bayonne, four students from New Jersey City University were invited. Many more partnerships are being initiated as the winter semester begins. Rowan, Vineland, Garfield, Ramapo College, East Orange, Orange, Bloomfield, Newark, Seton Hall, UMDNJ, Rutgers, Bayonne City University, Trenton, Rider College, Passaic County University, Montclair State, UMDNJ will begin shortly. The university professors and municipalities are pleased with the program and students earn three or four credit hours for the course.

F. Marketing Plan—James Simmons suggested that the Committee develop more promotional materials and a marketing plan in order to get data to the public. Cynthia Weiser suggested creating an informational CD and a PowerPoint presentation that can be run at a kiosk or booth.

James Simmons suggested that, before proceeding, the Committee should decide what our resources are and create materials and a presentation based on that information. The promotional material should point to successes and accomplishments. Preliminary work could be initiated and then resources could be sought from a range of sources.

Lauri Sheppard made several recommendations:

- Identify sources of bulk email lists of individuals and organizations to send 'e-alerts' prior to events, and stimulate attendance to Task Force meetings.
- Submit press releases developed in conjunction with the public relations department.
- Hand out 'tickets' or 'passes' to our presentations and panel discussions at events, similar to the strategy used by a group of presenters from Germany at the National Brownfields Conference in St. Louis, MO. It made the event fun and more interesting, and brought people in.

Lauri Sheppard said that she and James Simmons agreed to put together a marketing in cooperation with Rose Smith from EDA, and Cynthia Weiser. George Kelley suggested that, to begin, the Task Force could create a press release for the April Task Force meeting.

VI. Statewide Brownfields Insurance Report—This item was postponed to allow more time for Department of Environmental Protection, to discuss the matter internally prior to further discussion by the Task Force.

VII. Update on Legislative Bills—Review of Draft Privileged Letter – A1633

George Kelley prepared a draft letter to continue the Task Force's support for A1533/S2116. The letter and supporting material would be addressed to Senator Smith and other legislators. George asked the Committee to look over the letter and submit suggestions. Material about Site Mart will accompany the letter.

State appropriations for the Site Mart and other Task Force Activities were discussed. George Kelley expressed concern about the difficulty in proceeding, based on the uncertainty of the availability of USEPA grants.

Currently the state does not provide funding for the Task Force activities, including the development of the inventory, which are set forth in the Brownfields and Contaminated Site Remediation Act.

S277—Revises laws concerning financial assistance for contaminated site remediation.

The Senate has not yet voted on this bill. Additional amendments are not anticipated due to the fact that a wide range of interests have already provided comments and general consensus has been reached.

A2444—Provides liability protection for natural resource damages, natural resource restoration, and offsite contamination to certain persons; makes certain changes concerning the statute of limitations for certain causes of action.

This bill, frequently referred to as the Natural Resource Damage Bill, was passed by both houses and is awaiting signature on the Governor's desk.

A2277—Requires Port Authority of New York and New Jersey take action concerning brownfield sites and other underutilized sites in New Jersey for warehousing and other facilities in port district.

The Port bill has become a bigger issue and more attention is now being paid to it.

A682—Provides exemption from cleanup liability at Superfund sites to certain persons.

Superfund sites was up before the Assembly Environment Committee last week, basically stating that for Superfund sites where municipal solid waste liability contamination was concerned, non-profit entities, businesses below a certain size, and other category would not be held liable for their clean-up costs. This clears the way to help certain smaller contributors to the contamination and places the major burdens on larger contributors

VIII. Recommendations to Brownfields Redevelopment Task Force —

George Kelley asked that a Marketing Report be developed. Fran Hoffman suggested that the issue be raised for discussion by the full Task Force.

IX. Committee Members Comments—

Fran Hoffman suggested that Committee members read the current guidelines for the USEPA States and Travel grants. This is the source of the current grant money and supports the Site Mart and Brownfields Outreach activities. The guidelines emphasize building institutional capacity for policy and practices for brownfields redevelopment. This underscores the activities of the Task Force more than other state entities.

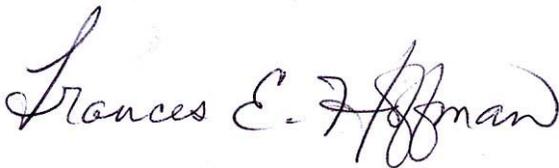
X. Public Comments—

None

XI. Adjournment—

Lauri Sheppard moved to adjourn the meeting at 12:20 p.m., and Fran Hoffman seconded.

Respectfully submitted,



Frances E. Hoffman
Secretary, New Jersey Brownfields Redevelopment Task Force

Prepared by Cynthia Weiser
01/05/05