

## **NEW JERSEY REDVELOPMENT TASK FORCE**

### **DATA AND MARKETING COMMITTEE**

Minutes of the Meeting - Wednesday, March 19, 2003

Office of Smart Growth, 7<sup>th</sup> Floor, Library  
Department of Community Affairs  
101 South Broad Street, Trenton

#### **ATTENDEES:**

##### **Members:**

William Best, NJ Redevelopment Authority, Chairperson  
Frances Hoffman, Office of Smart Growth  
George Kelly – Public Member  
James Simmons- NJ Commerce and Economic Growth Commission

##### **Others:**

Phyllis Bross – Deputy Attorney General  
Lauri Sheppard – NJ Redevelopment Authority

##### **Members Absent:**

Yuki Moore-Laurenti – Public Member

## **I. CALL TO ORDER**

The meeting of the Data and Marketing Committee of the NJ Brownfields Redevelopment Task Force was called to order by Chairman Best at 10:18 am in the Office of Smart Growth Library. The Chairman announced that notice of this meeting had been given in accordance with the Open Public Meetings Act and that the meeting was being recorded. This was the first meeting of the Committee since the NJ Brownfields Redevelopment Task Force had been reconvened.

## **II. INTRODUCTION AND LEGISLATIVE BACKGROUND**

Chairman Best welcomed the Committee members and invited each one to introduce themselves and provide some background on their area of interest.

The Chairman described his Committee's functions in furtherance of the goals stated in the Brownfields Contaminated Site Remediation Act, NJSA 58:10B-23.

- Prepare and update an inventory of brownfields sites in the state with particular attention to those municipalities that receive assistance from the Urban Coordinating Council
- Prioritize the inventory for Brownfields redevelopment purposes
- Market Brownfields properties

Phyllis Bross, the Deputy Attorney General for the Task Force and its Committees clarified that the statutory sections being referred to were NJSA 58:10B-23, and further, that the Task Force priorities and duties are contained in subsections 23b and 23c.

### III. COMMITTEE BUSINESS

#### Inventory and Data

Chairman Best stated that to address its responsibilities in this area, the Committee and the Task Force need to know what data is actually available, where it is located, how it is paid for and what data the state needs for its purposes. Lauri Sheppard of NJRA was asked to bring the Committee up to date on the status of the brownfields inventory and database. Her presentation included the following points:

- Initially the Interagency Team selected data fields for the inventory after consulting with representatives of the development community and others.
- Site information was gathered on municipally owned sites in the 68 eligible municipalities targeted by NJRA. The Department of Environmental Protection's Known Contaminated Site List and the voluntary cleanup program site lists were screened for the inventory. Inclusion on either list was not a true indication of whether or not a site was a brownfields site.
- The information on each site that was verified as brownfields was entered into a database, and with Microsoft as a sub-contractor, the Brownfields Site-Mart was developed. Refinements are being made to the system and the Site Mart should be on the Internet soon. It will be similar to a multiple listing server.
- Public and private entities will be able to nominate sites for posting. Nominated sites will go through a review and verification process involving the site owner, the municipality in which the site is located, and the state before the site can be posted on the Site Mart.

Discussion of the brownfields databases continued, with the following points made.

- The NJ brownfields Site Mart includes information on approximately 380 municipally owned sites. This information will be updated and reviewed for accuracy by municipalities through an email routing approval procedure when the system is ready.
  - NJRA is presently responsible for this database and it seemed reasonable that NJRA continue serving this function, although if this were recommended, it be specified that DCA, which includes NJRA, be the entity named to be responsible for the database, in accordance with the state statute.
  - The database resides on a NJ Office of Information Technology (OIT) server, but it can be located anywhere, for example to a third party hosting facility – for about the same cost.
  - In addition, DCA is establishing an email and web-based communication system with municipalities throughout the state and has offered to include brownfields contacts among the local officials specifically targeted by the system. This system, when up and running will expedite interaction associated with brownfields redevelopment.
  - Training and outreach to counties and municipalities regarding use of the Site Mart might be conducted in conjunction with the Urban Enterprise Zone (UEZ) Coordinators so that they could assist developers and municipalities in this process. Another target group for outreach and education was the EPA brownfields pilot coordinators.
  - A number of localities, counties, and other entities have produced their own brownfields inventories – this includes approximately 7 counties, 17 municipalities, the Hackensack Meadowlands, NJIT, and the National Brownfields Association. In addition, the Commerce and Economic Growth Commission, and DEP also have related databases.
- A centralized source of data on brownfields sites that includes or links the existing databases would expedite brownfields marketing and redevelopment throughout New Jersey. It was suggested that a meeting be held with all these groups to discuss what exists and how these systems can feed into one another to build an effective, useful state-wide brownfields site

data network. Funding such a system would be an important item on the agenda. US EPA brownfields assessment pilot grants have funded many of the municipality and county databases, and the Urban Enterprise Zone funds have supported others.

- These databases and the system, when developed, should be easy to use, have the information developers need, and it would be useful if an interested party could pull up a list of sites that are contiguous or within close proximity to each other.

## **MARKETING**

Historically the NJ Brownfields Task Force has held an annual marketing event and participated in a number of conferences and workshops that provided site marketing opportunities. Two years ago the Task Force held the Brownfields Market Place, and participated in the National Brownfields Association Deal Flow Conference, the Mayors' Conference, the US EPA Brownfields Conference, the Governor's Housing Conference and others. Suggestions for future marketing by the Task Force were called for.

There was a suggestion that a series of three workshops, sponsored by the Task Force, be held in different areas of the State. The purpose of such workshops would be to inform people about brownfields resources, issues, and process, and to get feedback from participants on those factors. These workshops would be held in conjunction with the Brownfields Redevelopment Interagency Team and "piggy-back" on to events that are being organized by other organizations.

There was also support for an annual event such as the former Brownfields Market Place, which had sponsorship from many state agencies and organizations associated with brownfields redevelopment. This would be held in addition to the outreach workshops.

## **IV. NEXT STEPS**

### **RECOMMENDATIONS TO THE NJ BROWNFIELDS REDEVELOPMENT TASK FORCE**

(A copy of the formal recommendations to the NJ Brownfields Redevelopment Task Force are attached.)

- (1) Inventory – It was recommended that the Task Force sponsor a half-day meeting involving representatives from all entities that have developed databases or inventories of brownfields sites in New Jersey. The purpose of this meeting would be to determine what information exists, in what form it is, for what purpose it was developed, and how it is supported. The meeting would also come to a conclusion regarding what information is important to include in a statewide brownfields database and how it can best be obtained. The meeting would address how to share that information and how to fund the new system. It was further recommended that the existing New Jersey Brownfields inventory developed by the Task Force two years ago continue to be housed in the New Jersey DCA/New Jersey Redevelopment Authority.
- (2) Marketing – The Committee recommended that the NJ Brownfields Redevelopment Task Force sponsor three regional outreach events that educated developers, consultants, localities and other brownfields stakeholders about the brownfields redevelopment process and resources. These outreach efforts would tie into conferences and events organized by other entities engaged in brownfields redevelopment.  
It was further recommended that the NJ Brownfields Redevelopment Task Force sponsor a statewide marketing event in connection with State agencies and the development community. This event would build upon relationships established in setting up the site

inventory systems and other outreach efforts.

It was noted that all marketing efforts would be conducted pursuant to the Ethics Code of the Brownfields Redevelopment Task Force.

**V. PUBLIC COMMENT**

No additional comments were offered at this time.

**VI. ADJOURNMENT**

With no further business identified, the meeting was adjourned at 12:00 pm.

Respectfully Submitted,

Frances E. Hoffman  
Secretary/Program Coordinator

Prepared by  
Sheila Bogda

3/26/03