

NEW JERSEY BROWNFIELD REDEVELOPMENT TASK FORCE

**DATA & MARKETING COMMITTEE**

MINUTES OF MEETING HELD TUESDAY, MARCH 22, 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  
Frances E. Hoffman – Office of Smart Growth, New Jersey Department of Community Affairs  
Yuki Moore Laurenti, Public Member – Financial (via teleconference)  
Rose Smith – New Jersey Economic Development Authority (via teleconference)

**Committee Members Not Present—**

Dennis Toft, Public Member – Task Force Chairperson  
James Simmons - New Jersey Commerce & Economic Growth & Tourism Commission (via conference call)

**Other Attendees—**

Cynthia Weiser, Brownfields Program Assistant  
Gilda Barnwell, Brownfields Data Manager  
Alan Miller, Office of Smart Growth

**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 10:113 a.m.

**II. ANNOUNCEMENT OF ADHERENCE TO OPEN PUBLIC RECORDS ACT—**

In the absence of Phyllis E. Bross, Esq., the Committee's legal counsel, Frances Hoffman, Brownfields Program Director, 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 quorum was present.

**IV. MEETING MINUTES OF January 18, 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 Past Outreach Activities:**

- **NAIOP Continuing Education Session – 2/17/05:** This event, arranged by Ron Krespi, was a big success. A Pennsylvania case, presented by Preferred Realtors, was applied to New Jersey in this 'mock BRIT review.' Mayor Glen Gilmore of Hamilton Township had the 'role' of mayor. George Berkowitz of Langan Engineering portrayed the developer. A positive note was that the Mayor is getting more thoroughly acquainted with the Smart Growth.

This event was a continuing education course for NAIOP members, and credits and certificates were given to members who attended. There were approximately 200 in attendance, 17 of

which were BRIT members. It was also covered by a local regional TV station, during which Ms Hoffman was interviewed. The makeup of the attendees was a mix of developers, consultants, and legal advisors.

Since the event, Dr. Hoffman has received a number of follow-up/feedback calls. She will contact Rob Crespi for an electronic report from NAIOP with regard to the attendees' responses and feedback.

- **ICLES 2005 Redevelopment Law Institute – 3/05/05:** This 'continuing education' for redevelopment lawyers was well attended (200+). Ms Bross organized the panel, which included Mr. Simmons, Ms Kokas and Ms Hoffman. Ours was the first of three panels, the topic of which regarded brownfields redevelopment.
- **League of Municipalities – Brownfields to Open Space – Future:** This event, which was to have taken place March 16, was postponed because there were not enough subscribers. Although well planned and much looked forward to, the general consensus was that the timing was not right. In any case, because of the avid interest of the involved panelists (four on the first panel; seven on the second), discussions will be held in April to reschedule what was thought to be an excellent forum.

#### **B. Upcoming Activities**

- **Southern New Jersey Business Council – September:** There are some excellent examples of combining open space with development being conceived. Ms Hoffman mentioned speaking with Marlena Asselta about meeting the end of March to begin planning this event. Although the focus of the event is unknown at this time, Fran invited Rose Smith to be part of the planning for the event. George Kelley requested to be part of any teleconference.

Mr. Kelley asked if it might be possible to do something with NJIT, because many problem areas in North Jersey need to be addressed as well. Ms Hoffman said that several are coming up in the spring, e.g., the Whitman Co. and the National Brownfields Association focusing on waterfront, to name two.

Ms Hoffman also advised the Committee that when planners go out from OSG, they now take brownfields material, i.e., the brownfields kit, and are better prepared to respond when brownfields issues are raised. OSG has been getting some feedback from those meetings, which, indirectly, is a type of outreach.

Ms Smith mentioned that her agency is moving ahead with the Portfield initiative by trying to identify sites. Acting Governor Codey was at the Port Authority last week and as part of their program, about 20 sites were identified for further review and consideration to develop sites in the port area for warehousing use, and address the transportation and congestion issues as well. A report identifying a short list of sites should be ready in about 30 days.

In addition, Ms Smith mentioned that there have been some regulations or procedures being worked on by DCA to assist municipalities with establishing revenue allocation districts, which, based on legislation passed several years ago whereby a municipality can designate a certain amount of taxable property of the revenue allocation district. Once the district has been designated, they can undertake projects whereby improvements could be financed through the issuance of bonds, with revenue generated from that project can be used to pay back the bond.

DCA has developed some internal consensus on how to proceed and is putting together a conference or workshop to education municipalities on the process. It is a mechanism that could help redevelopment of brownfields.

Ms Hoffman will find out when the workshop is and notify the Task Force and Committees are aware of it, and that the information about it is disseminated effectively, including publishing on the Site Mart.

Yuki Moore-Laurenti had nothing to report, but Ms Hoffman asked if, with Ms Laurenti Moore contacts in the financial community, there might be an opportunity to have an outreach session with some of that industry. Ms Laurenti Moore will attempt to get the information. Ms Sheppard also requested of her the name and email address of a contact who might be able to disseminate information to others in the financial industry.

- **Data Day – 2005:** Since the C-M.A.P. program is fairly big, and since certificates have been developed to award to participating students, Ms Hoffman felt that an awards ceremony might be included in the upcoming Data Day. It was felt that the Task Force could invite municipalities, counties, and participating university students to this function, as well as elected officials. Ms Hoffman contacted Senator Corzine's office because Senator Lautenberg sent representatives to the 2004 Data Day. It was voting day in Washington, the most likely reason Senators/Assemblymen could not attend. It is an election year, so Ms Hoffman recommended the beginning or end of May for Data Day 2005 to encourage more attendance by elected officials. State elected officials did attend in 2004.

Ms Smith feels the networking aspect of Data Day should be maximized, in addition to having examples of successful projects and why they worked.

The Committee decided upon Tuesday, May 24 as the date. While Data Day has never been held in Trenton, it would be difficult to find a large enough location that would be reasonable in cost. New Brunswick was suggested, as was Rutgers. Ryder is undergoing construction. Because of the amenities (projector, meeting room, eating facilities, etc.), the Committee also suggested Burlington County Fire & Safety, the EcoCenter, Bloustein, and UMDNJ in Piscataway as potential locations. Municipalities represented could be Vineland City and C-M.A.P. connected university, and Ridgefield. It was felt that Dr. Robeson would go out of his way to be involved in this project.

Developers and/or municipalities could provide testimony on their success stories. We could use two approaches: 1) pair a municipality or county with an academic institution, and send 1-20 students for a 'training session;' 2) Work with John Perkins, Borough Administrator of Ridgefield, to gather data and plug it in. We could discuss the initial contact, transitioning to the C-M.A.P. program. Data Day could involve Ridgefield and Vineland.

Additionally, Ms Sheppard is taking what EPA requires of its inventory pilot project, merging their data fields with ours, so that the data entry is expedited, sectioning off fields of data for different uses. It is an ongoing process.

Ms Barnwell reported that, regarding C-M.A.P., 57 students are interested in participating, 22 are in negotiation, and 35 are actually working. There is also a university benefactor who is considering offering stipends to students to participate in the program.

Ms Hoffman thought that the Task force might apply for an EPA training grant (hazmats, asbestos certificates, etc.). The Task Force might begin discussions with Essex County, who, rather than paying students hourly, they could channel the money through the DCA to get students to work with Essex County.

- C. **Site Mart Update:** Ms Sheppard informed the Committee that in 2004, there were 436,412 hits on the Site Mart, which breaks down to 2,800 daily. There are 1,100 properties listed on the Site Mart, a few of which will be deleted because of mistakes. More than 60 are available for redevelopment. Fran Hoffman mentioned to the Committee that, as municipalities move forward with their

redevelopment area plans, they often do not want their property listed on the outside because they prefer to manage and control it themselves.

Ms Hoffman added that, after another review of the scope of work pertaining to their grant to NJIT to gather additional data on properties in the port areas for entry into the Site Mart, the DOT is sending it to their legal department to review. Hopefully within a month, OSG will have two representatives from two institutes within NJIT and one student working on data collection on brownfield sites in the port area data on the database. Once their database is updated and completed, it will be entered on the Site Mart. Following this, if funds remain, the next localities in the port area to target for data collection (the Meadowlands database and others) will be selected.

Ms Sheppard asked Mr. Kelley for contact information for sending future emails for them to forward to their constituents. Ms Smith suggested contacting NAIOP, Real Estate Brokerage Groups, NEDA, and Ms Smith will contact Will Stefan at PSE&G.

- D. C-M.A.P. Update:** As of this date, active in the C-M.A.P. are six counties, nine municipalities, seven universities, and 35 students. There are also 22 non-active students.
- E. Marketing Plan:** Cynthia Weiser reported on the Special Marketing meeting attended by Mr. Simmons, Ms Sheppard, Ms Smith and herself. Discussed were the need for funding, the sharing of cost for advertising by two or three agencies, kiosk presentations for events, and the purchase of premiums to disseminate information about OSG and Site Mart. Follow up will be:
- for the group to try to accumulate names of contacts who are in a position to disseminate announcements;
  - for Mr. Simmons to further investigate other agencies that might be amenable to joint advertising;
  - for Ms Weiser to explore premium choices; look into the task of creating a kiosk presentation; and design 'passes/reminders' for handing out at events (e.g., League of Municipalities, etc.)

Ms Hoffman asked Ms Weiser to provide her with the time/cost involved in creating the presentation.

**VI. Update on Insurance Proposal**—This item remains in the hands of the Department of Environmental Protection. Mr. Kelley will check with them to see what the status is at present.

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

**S2116/A1633—Requires inventory of brownfields in the State and annual progress reports by the Brownfields Redevelopment Task Force; appropriates \$285,000**

This Bill was referred to the Senate Budget Committee. A letter, originally drafted for Senator Smith in early February, was adapted and sent to Senator Robert Bryant in support of this bill.

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

The Bill will be brought up in the Senate hearings after leaving the Budget Committee.

**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 Task Force is looking into the actual intent of the sponsors of this bill in writing.

**VIII. Recommendations to Brownfields Redevelopment Task Force —**

Regarding insurance, the Task Force may want to take specific action and take a lead role on moving the insurance program forward

**IX. Committee Members Comments—**

None

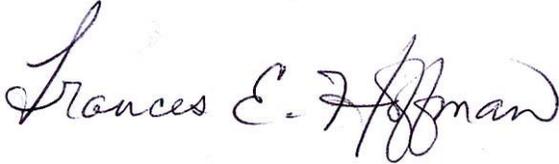
**X. Public Comments—**

None

**XI. Adjournment—**

Ms Smith moved to adjourn the meeting at 12:20 p.m., and Ms Sheppard seconded.

Respectfully submitted,

A handwritten signature in cursive script that reads "Frances E. Hoffman". The signature is written in black ink and is positioned below the text "Respectfully submitted,".

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

Prepared by Cynthia Weiser  
04/25/05