

NEW JERSEY BROWNFIELD REDEVELOPMENT TASK FORCE

DATA & MARKETING COMMITTEE

MINUTES OF MEETING HELD TUESDAY, MAY 24, 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
James Simmons - New Jersey Commerce & Economic Growth & Tourism Commission
Rose Smith – New Jersey Economic Development Authority
Lauri Sheppard – New Jersey Redevelopment Authority
Frances Hoffman – Office of Smart Growth, NJ DCA

Committee Members Not Present—

Dennis Toft, Public Member – Task Force Chairperson
Yuki Moore Laurenti, Public Member – Financial (via teleconference)

Other Attendees—

Cynthia Weiser, Brownfields Program Assistant
Mark Schulz, Brownfields Inventory Coordinator
Gilda Barnwell, Brownfields Data Manager

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—

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—

Rose Smith 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:

- **Brownfields/Grayfields Program Conference – 4/28/05:** Ms Hoffman clarified the definition of grayfields, which nationally are generally identified as obsolete shopping centers, but in New Jersey, strip malls are more typical of grayfields. The DCA Office of Smart Growth (OSG) established a Grayfields Task Force and identified funds for limited grayfields planning grants. The grants are for \$50,000 and all have been awarded. The OSG is working with all applicants for the grant, whether or not they were awarded funds.

The conference, attended by both Ms Hoffman and Herman Volk, of the Office of Smart Growth and the Grayfields Task Force, was sponsored by EPCON, and was attended by a wide range of environmental professionals. Close to 300 attended. Good questions were asked and the

conference provided an excellent forum for networking. Ms Smith suggested that we get involved with this outreach event again next year.

- **C-M.A.P. Award Ceremonies – 5/12/05:** Although the timing of the event was difficult for the students because of exams, those who attended were very appreciative of the recognition. There were approximately 35 people in attendance. The Site Mart Team critiqued the session and developed a list of ways to improve successive award ceremonies. The information will apply to future events. The recognition will be set about two weeks before the end of a semester, and maps, with parking locations, will be included with the invitations. Additionally, we learned that identification of all participants must be complete, for press purposes, their full name, school/organization/company, etc. On the plus side, the program, the award certificates, and the location were very good. There will be improvements next year, including setting aside time for each mayor to speak. All in all, the program was a success.

Mr. Simmons suggested giving a small premium to those who receive certificates, and Ms Smith recommended writing a letter on the student's behalf for inclusion in their resume. Ms Hoffman said there might also be some companies (theater, retail stores, etc.) who might be willing to offer premiums to the recipients of the awards. Ms Sheppard suggested that we could obtain sponsorship for a breakfast, but we should be careful to avoid any appearance of conflict of interest.

Mr. Kelley said that this program is an excellent area of focus since it addresses so many important aspects of positive growth, visibility, education, and data collection.

Ms Smith recommended, and Ms Hoffman agreed, that the League of Municipalities could be approached to include an article on this aspect of Brownfields in the newsletter. Ms Hoffman also said the National Brownfields Association might include such an article as well in their report. Ms Smith recommended an email be sent to the magazine editor and to Bill Dressel.

Ms Hoffman also added that a new approach for collecting data has been developed by the Site Mart Team... a 'sweep' approach, whereby a few municipalities are selected for full listing of all brownfield properties. As they are completed, a new municipality is added.

Mr. Kelley added that Montclair State has added a 'Brownfields' course to their curriculum, and Seton Hall now offers a course in 'Urban Ecology' as a result of the participation in the C-MAP program.

Mr. Simmons suggested that we try to institute a program where some of the firms doing business in the state might 'adopt' a university, whereby students, either as paid or unpaid interns, can be exposed to brownfields redevelopment and at the same time, build a relationship with the company with which they are associated. This would also add an important aspect to their resume.

Ms Hoffman recommended that Mr. Simmons formulate a plan and document his recommendation for the Task Force.

- **Morris County Municipal Economic Development Summit – 5/18/05:** Municipal officials, freeholders and developers attended this event. Mayor Gilmore, of Hamilton, and Thomas Dallessio, of the Regional Plan Association were among those presenting individual sessions. Approximately 80-100 people attended. During the first hour, attendees circulated among the display booths. This was followed by two separate presentations (attendees made a choice), followed by a third seminar that everyone attended. Mr. Schulz said that, because of a lack of education/ information about brownfields, participants did not frequently seek our booth. Several inquiries supported this; some were not aware that brownfields could include small commercial properties and abandoned gas stations, not just large industrial sites. He referred those who inquired about their own properties to the Site Mart for listing their brownfield property.

B. Upcoming Activities

- **Brownfield Marketplace – 5/25/05:** The Task Force and the BRIT will have a booth, and several of the BRIT members who have no booth will be sharing ours.
- **Groundbreaking for Riverplace Project – Morris County:** There is to be a groundbreaking for Butler. This project is the second project for BRIT.
- **New Jersey Alliance for Action – 7/08/05 – Monmouth County-Brownfields:** As above, the Alliance for Action focuses on various counties. This particular event is a panel, with Fran Hoffman contribute a short presentation on brownfields redevelopment. (Rose Smith reported that the Alliance is a group of business people with construction activity focus, i.e., development project-oriented.)
- **Data Day – 2005 Planning – July 15, 2005:** The date is not yet firm, but space has been tentatively reserved at the Trenton War Memorial. Three planning meetings have taken place so far. The first Data Day encompassed the theme, “Who’s doing what.” The second Data Day addressed, “This is what we’ve done so far,” with a panel of people from the private sector raising issues. The third will focus on issues and C-MAP.

Ms Hoffman told the Committee that this year there would be one panel speaking on the partnerships that have been developed (“*How to Get Data Through Successful Partnerships*”). The two types of partnerships are between municipalities and universities (C-M.A.P.), the other between municipalities and OSG. Potential presenters were identified: Norma Mackey, from the City of East Orange, Marian Glenn of Seton Hall, and Pennsgrove and OSG. Gilda Barnwell would participate on the panel as well. A second panel would raise issues, with one panel member playing devil’s advocate to add stimulation. Ms Hoffman said that the issue involving private owners is very large and would be addressed as part of this discussion.

Ms Sheppard said that, to be really effective, some interaction with resources outside of our program is required. The guardians of various data layers need to come together, and this has not yet happened. She encouraged creating a digital layer of locally oriented redevelopment areas.

Mr. Simmons recommended that the panels for Data Day be more diverse, catering to municipalities, the private sector, and technical people. He suggested that several breakout sessions should be offered. A dynamic speaker, who can speak from experience, would bring all the people together. Several recommendations were made: Urban Land Institute, Advance Realty, and Tom Valessi of Cameron Group were among those mentioned.

- C. Site Mart:** Mr. Schulz distributed reports to the Committee, and indicated that he has been investigating why the Site Mart does not have many sites on the front database. He concluded that it wasn’t because property owners are reluctant to list, but that they haven’t really been contacted and given a good explanation of the function of Site Mart. To that end, Mr. Schulz has developed “Seven Steps to Success,” which explains to the property owners exactly how the Site Mart functions and how it ties in to the other incentives, giving step by step instructions for the property owners to achieve their goal. This gives them a vision, a time frame, and outlines expectations for the end result. So far, this plan seems to be working. Mr. Schulz expects this approach to lead to many more signed waivers. He is working on this with a limited number of municipalities first.

Ms Hoffman added, based on the Site Mart staff experience in Hamilton, that windshield surveys should include a city official, if possible. Participation of city officials provides them with an opportunity to become even more familiar with brownfields issues in their jurisdictions. Mr. Schulz is keeping a log on the time involved in each step, an important measure for the brownfields team and also for the municipalities. This information will be presented at the National Brownfields Conference in November.

- D. C-M.A.P.:** In 2003, the C-M.A.P. had nine participants; in 2004, 42 participants; and in 2005, 32 participants, totaling 83 since the beginning.

Because of the time involved in finding interested communities and willing university professors,

setting up informational meetings and training sessions, and monitoring student data input, Ms Hoffman stressed the need to delay building new partnerships until the process is more polished. She also emphasized the need for the students to produce entries on the Site Mart, rather than simply collect data. Once this issue is more manageable, we can then consider how to involve the private sector as Mr. Simmons suggested.

Marketing Plan: Ms Hoffman said that, during her vacation, Ms Weiser would be putting together a 'looping' presentation for use at trade shows, conventions and other events.

- VI. Statewide Environmental Insurance**—Ms Hoffman said that Department of Environmental Protection has given the nod to the Task Force to deal with this issue from an informational standpoint. The Task Force heard from the MGP Group and AIG, and now other insurance companies might be asked to present information on their products. The Task Force, in close collaboration with Department of Environmental Protection and the State Insurance Department, as well as the private sector and municipalities, should query insurers to determine what type of insurance tool, if any, is needed. A representative from the Insurance Office was in attendance at the last Task Force meeting and they would like to be part of the discussion.

Ms Smith recommended that we reach out to other states to find out if and how they are insured, and by whom, and how satisfied they are with the plan. We could also reach out to specific groups that have affiliations with state agencies, e.g., EDA has the National Association of Development Finance Agencies. For contact names and numbers. Ms Smith and Ms Hoffman will follow up on this aspect.

VII. Other Issues—

○ **Funding for Inventory**

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

The entire appropriation for this Bill was approved in the Senate Budget Committee, but now the bill has to go back to the Assembly for approval of amendments. Ms Hoffman proposed a budget break-down for the Office of Legislative Services, which is available for distribution.

Ms Hoffman advised the Committee that EPA encouraged the Task Force to apply for a larger proportion of the USEPA brownfields grant that comes to the State. The result far exceeded the 17% of the grant that Department of Environmental Protection currently shared with DCA.

An initial discussion was held last week with EPA, and our portion of the budget was more than half of the grant. More discussions will be held to try to identify sources of funding. The budget and work plan for the 2005-2006 grant is to be prepared by the third week in June, 2005.

○ **Collaboration on Inventory—NJIT/DOT Grant and Highlands Council**

A productive training session with NJIT was held to acquaint them with the Site Mart data collection and entry process. Two of their faculty and one student will be entering data (updating) from the Portfield database onto the Site Mart. Ms Sheppard requested that they send us the completed site reports. Once the Portfield database is completed, they will move on to the database provided by the Meadowlands, and within their scope of work, they must be freight-oriented (a grant of \$25,000 from DOT to NJIT funds this activity).

In addition, the new Highlands brownfield person, Christine Donin, attended the training session. She will be collaborating with us on location on inventory of Brownfields in the Highlands.

○ **Brownfields Redevelopment in Planning Areas III, IV, or V, Highlands & Pinelands**

The OSG convened a large InterAgency meeting to talk about brownfields redevelopment Planning Areas III, IV, & V in Highlands and Pinelands. Follow-up meetings will be scheduled, with the goal of determining a consensus on this issue. In addition, Department of Environmental Protection has promulgated preliminary regulations for Highlands development and preservation. They were submitted to the Governor, and they are now open for InterAgency discussion for 45 days. The Highlands Council, DCA, and other agencies will be preparing statements.

VIII. Committee Members Comments—

None.

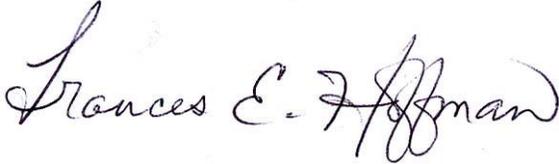
IX. Public Comments—

None.

X. Adjournment—

James Simmons moved to adjourn the meeting at 12:20 p.m., and Lauri 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 above the typed name and title.

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

Prepared by Cynthia Weiser
06/30/05