

NEW JERSEY REDVELOPMENT TASK FORCE

DATA AND MARKETING COMMITTEE

Minutes of the Meeting -Tuesday, May 27, 2003

Office of Smart Growth, 7th 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/DCA
Yuki Moore-Laurenti – Public Member (via telephone)
James Simmons- NJ Commerce and Economic Growth Commission
Lucy Voorhoeve – NJ Economic Development Authority

Others:

Phyllis Bross – Deputy Attorney General
Sheila Bogda, Office of Smart Growth/DCA
Lauri Sheppard – NJ Redevelopment Authority

Members Absent:

George Kelley, Public Member

I. CALL TO ORDER

Chairman Best called the meeting of the Data and Marketing Committee of the NJ Brownfields Redevelopment Task Force to order at 10:10 am in the Office of Smart Growth Library.

Phyllis Bross announced that notice of this meeting had been given in accordance with the Open Public Meetings Act and that the meeting was being recorded.

II. INTRODUCTION

Chairman Best welcomed the Committee members to the meeting and asked that the members identify themselves as they speak.

III. COMMITTEE BUSINESS

A. Approval of Meeting Minutes

Chairman Best asked for a motion to approve the meeting minutes of March 19, 2003. The motion was moved by James Simmons and seconded by Fran Hoffman: Ayes: (5) William Best; Frances Hoffman; Yuki Laurenti; James Simmons, Lucy Voorhoeve. Nays: (0) Abstain: (0) Nays (0); Abstentions (1)

Chairman Best noted the three components for discussion include, data, outreach and marketing

B. Brownfields Site Inventory – “Data Day”

It was recommended that a half-day “Data Day” meeting be held, 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, how it is supported, and how a statewide brownfields site inventory and marketing system can be established.

A discussion ensued among Committee members regarding the “Data Day” conference. The following were noted:

- List of 1st round of possible Participants– Work with more sophisticated groups that have produced their own brownfields inventories – this would include the Hackensack Meadowlands, Urban Enterprise Zone Municipalities (68 eligible), EPA Brownfields Pilots, Counties, Regional Authorities, NJIT/Universities and the National Brownfields Associations. And in addition to the DCA/NJRA Site Mart, two other brownfields-related databases are housed in the NJ Commerce and Economic Commission, and the NJDEP.
- Benefits- a centralized source of data on brownfields sites that includes linking existing databases would expedite brownfields marketing and redevelopment throughout New Jersey.
- Preliminary Information – A simple invitation will be sent, explaining the purpose of the meeting, and stressing the benefits to everyone in establishing a state brownfields inventory for marketing purposes.
- Agenda – It was recommended that the event should be a half-day, that Mr. Best, the Chair of the Data and Marketing Committee kick off the meeting, that a Site Mart presentation be made by NJRA, that legal issues relating to brownfields definitions be discussed, and that an overview of the Office of Smart Growth’s NJ Brownfields Program be presented. The program would end with a Question/Answer session or case studies. It was also suggested that if possible, a demonstration of an actual entering of a project into the Site Mart system be conducted.
- Date/location – June or July – Perth Amboy or East Brunswick

D. Brownfields Outreach and Marketing

A discussion among the Committee members ensued regarding outreach and marketing issues. The following were noted:

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 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