

NEW JERSEY BROWNFIELD REDEVELOPMENT TASK FORCE

**DATA & MARKETING COMMITTEE**

MINUTES OF MEETING HELD TUESDAY, NOVEMBER 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 Chair  
James Simmons – NJ Commerce, Economic Growth and Tourism Commission (via teleconference)  
Frances Hoffman – NJ Department of Community Affairs, Office of Smart Growth  
Nicole Royle – NJ Economic Development Authority  
Lauri Sheppard – NJ Redevelopment Authority

**Committee Members Not Present—**

Dennis Toft – Public Member, Task Force Chairperson  
Yuki Moore Laurenti, Public Member – Financial

**Other Attendees—**

Cynthia Weiser, Brownfields Program Assistant  
Dan Reynolds, Deputy Attorney General  
Gilda Barnwell, Brownfields Data Manager  
Alan Miller, OSG Outreach Manager  
Ronnie Martella, OSG Intern

**I. WELCOME & CALL TO ORDER—**

George Kelley, Chairperson of the Data and Marketing Committee of the NJ Brownfields Redevelopment Task Force, welcomed the Committee and called the meeting to order at 10:00 a.m.

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

Dan Reynolds, Counsel to the Task Force, 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. PUBLIC COMMENTS—None**

**V. MEETING MINUTES—**

Ms Sheppard moved to accept the minutes of the September 20, 2005 meeting; Ms Royle seconded. The motion was passed.

**VI. COMMITTEE BUSINESS—**

**A. Past Outreach Activities**

- **Brownfields 2005 Annual Conference, Denver, CO – 11/2-4/05:** In addition to Dr. Hoffman, this event was attended by Ms Sheppard, Mr. Simmons, Ms Barnwell, Mr. Toft, Ms Kokas, Ms

Boyle and Mr. Kehayes. Dr. Hoffman moderated a panel on inventories and led a discussion on a Smart Growth film. Dr. Hoffman reported that the handout cards helped draw a crowd. In addition, Sacramento County's approach to private owners encouraging them to list their properties. Their inventory was completed very quickly, but they have fewer brownfields. There was a booth promoting New Jersey Brownfields Programs and demonstrating the Site Mart and C-MAP. The conference was very well attended with about 5,000 people participating.

Brownfields 2006 will take place in Boston, and because there is a tremendous amount of interest in redeveloping brownfields, it was recommended that New Jersey have its own booth.

Dr. Hoffman also reported on a film on *Smart Growth in New Jersey* that she moderated. The film was significantly outdated, in that it was made at the end of the Whitman and beginning of the McGreevy administration, and because the impact of the Smart Growth initiative was not yet felt. It was suggested that it might be useful for the State to ask the Geraldine Dodge Foundation to do an update on the film, shortening it as well. A recommendation will be made to the Task Force to this end.

It was suggested that a meeting be held amongst members of these agencies to discuss how to expedite the process. The Committee will advise the Task Force chair.

The EPA is working with the Northeast Midwest Institute and others on a program that provides brownfield tools for disadvantaged communities. Mayor Smith of Irvington, NJ is chairing a subcommittee with the Conference of Mayors to help design that effort. Ms Sheppard helping to craft the initiative. A representative of EPA headquarters expressed interest in New Jersey brownfields approach and has recommended including it in a northeast 'Best Practices' publication. In addition, the states of Florida and Alabama are also interested in our interagency approach.

- **League of Municipalities Annual Conference, Atlantic City – 11/15-18/05:** The Task Force hosted its own consulting table at the event and shared a booth with DCA. The Task Force concurred that it should try to have its own booth next year. It was felt that this would promote more participation from the Task Force and BRIT. Announcement cards directing attendees to the booth and OSG's consulting table were handed out throughout the event and were well received.

Ms Royle reported on an eminent domain /redevelopment panel that covered technical and legal aspects from about five different angles. A House bill currently in Congress would pull Federal funds from any state that exercised eminent domain powers for economic development purposes. The League of Municipalities, the National Brownfields Association, and other groups are debating the issue.

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

- **Riverfront Redevelopment in NJ – 1/19/05:** This seminar, presented by Ballard Spahr Andrews & Ingersall, will be held at The Mansion on Main Street at Voorhees from 4:00 p.m. to 6:00 p.m. It is the second year for this event, and it will focus on the southern portion of the Delaware River corridor. The Task Force is invited to participate, and Dr. Hoffman has been invited to participate in the panel. There is still a possibility of a second South Jersey event, possibly sponsored by the Parker McKay law firm, Gloucester County, the NBA and others.
- **Data Day – 12/16/05:** Due to heavy and/or conflicting schedules, the Data Day was canceled and will be rescheduled for March.

The Trenton War Memorial was contacted to advise them of the date change, which will be confirmed shortly.

- **Best Practices – NJ/NY/CT:** The National Brownfields Association is spearheading a spring Best Practices event, the date of which has not yet been set. It will be a full-day event and will

most likely take place midway between New Jersey and Connecticut, near Tarrytown, NY.

### C. NJ Brownfields Activities

- **Site Mart:** Ms Sheppard circulated a memo to the Brownfields Task Force Data and Marketing Committee regarding improvements to Site Mart. Site enhancements are complete and online, and nominators and reviewers are now able to upload as many as four photos in addition to a map on each property. The general public can search by site name and/or address as well as by county, municipality and property size range.

State, county and municipal reviewers can now obtain reports that provide the number of properties in their jurisdictions and property ownership information on the entire inventory. Information on this process will be included in the Data Day event.

There are 1,410 sites listed, 107 of which are available for redevelopment, and 71 are redeveloped and 357 are pending receipt of waiver. The balance of property entities are in various stages of completion. The average number of website hits is almost 100,000 per month.

Hamilton and Paterson may be the first municipalities to move from back-end inventory to the front end.

- **C-MAP:** There will be a meeting on the 29<sup>th</sup> with Vineland to determine their progress. A Richard Stockton College student is supplying pictures and has gathered a great deal of information.

Although there are 212 sites in Atlantic City, they do not appear on the Site Mart yet because the students are gathering information first to enter on the Site Mart. Periodic meetings with the students and municipalities is crucial to ensure that the students continue entering data into the Site Mart.

Excellent results have been achieved from Paterson and Hamilton, because of the relationships built by the Site Mart team.

Many others are waiting to be partners but staff capacity precludes management of the partnerships at present.

- **2004-05 Grant Budget:** The full amount of the current budget year October 1, 2004 to September 30, 2005 has been encumbered and the DEP budget will be fully expended, a critical process to demonstrate to EPA that the money is needed.
- **2005-06 Grant Budget:** The 2005-2006 budget grant total of \$119,000 runs from October 1, 2005 through September 30, 2006. The Task Force has not yet been able to access the funds because the MOU between DEP and DCA has not been signed. When the funds are available, the Task Force will be able to fill the spot vacated by Mr. Schulz.

There is also approximately \$500,000 in unexpended DEP funds, and in order for those funds not to revert back to the Federal government, USEPA Region 2 has lobbied very hard to hold those funds so that the inventory and additional DEP site remediation programs can go forward. Basically, they are waiting for a detailed application for those funds. They have received a request from DEP, but a proposal for use of those funds has not been forthcoming as yet. The Task Force, through DCA, will receive approximately \$200,000 additional funds, which will give us the capacity to bring on additional staff, to print material, to hold outreach sessions, to sponsor the statewide insurance event, and other important tasks we are currently unable to do.

- **State Allocation – S2115/A1633:** Task Force letters were sent to Senators Smith and Codey, and Assemblyman Chivukula regarding Senate Bill 2116/A1633, which would appropriate for the Task Force additional funding of \$285,000. It went for the second reading, and must be voted upon on December 8 in the Senate, and December 12, in the Assembly to be passed. The response so far has been positive.

With these funds, the Task Force will be able to hire people to work on the Site Mart and C-MAP, but until the money is available, no advertisements can be place for the positions.

In addition, no results have been forthcoming from the DOT grant to NJIT as well. We hope to receive a report from NJIT in the near future.

**D. Marketing—**

- Department of Commerce reports that funds might be available (\$25,000 of which can be spent in an unrestricted fashion, hopefully to be applied to various marketing materials). The funds have not been released. The approval and release of the funds is dependent on a number of factors.

The marketing group needs to be kept active, and Ms Weiser will set up meetings for the group.

- HDSRF funds application process continues to be time-consuming, with a six to eight-month turnaround. EDA is working with DEP to address this administrative issue and accelerate the operation. At the last Task Force meeting, a report was requested, but the Task Force was advised that none was available.

**VII. STATEWIDE ENVIRONMENTAL INSURANCE**

Mr. Kelley, Ms Healey, Mr. Toft, Dr. Hoffman, and Peter Meyer and Kristin Blount, EPA technical consultants are meeting on Wednesday, November 23 to discuss the best approach. Participation in the symposium will be by invitation. The NJ DEP and Acting Commissioner of Banking and Insurance has been apprised of this meeting. Final figures for the cost of the meeting should available shortly.

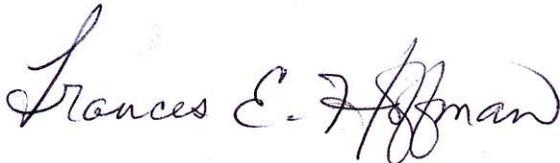
**VIII. RECOMMENDATIONS—**It was suggest that the Committee continue to explore the HDSRF process.

**IX. COMMITTEE MEMBER COMMENTS—**It was suggested that, regarding the funds that will be potentially available from Department of Commerce, more discussion should be held on the plans for the funds.

**X. ADJOURNMENT—**

Ms Sheppard moved to adjourn at 12:20 p.m.; Ms Royle seconded. The motion was passed and the meeting was adjourned.

Respectfully submitted,



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

Prepared by Cynthia Weiser  
1/10/05