

NEW JERSEY BROWNFIELD REDEVELOPMENT TASK FORCE

DATA & MARKETING COMMITTEE

MINUTES OF MEETING HELD TUESDAY, JULY 19, 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
Frances Hoffman – Office of Smart Growth, NJ DCA
Jeremy Rasmussen – New Jersey Economic Development Authority
Lauri Sheppard – New Jersey Redevelopment Authority

Committee Members Not Present—

Yuki Moore Laurenti, Public Member – Financial
James Simmons – New Jersey Commerce, Economic Growth and Tourism Commission
Dennis Toft, Public Member – Task Force Chairperson

Other Attendees—

Cynthia Weiser, Brownfields Program Assistant
Dan Reynolds, Deputy Attorney General

Mark Schulz, Brownfields Inventory Coordinator
Gilda Barnwell, Brownfields Data Manager
Sarah Lavine, OSG Intern
Marcus Colicelli, Intern, Pat Gillespie, Office of the Governor

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 10:09 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. INTRODUCTION OF NEW DAG—

Ms Hoffman introduced Dan Reynolds, our new deputy attorney general, who is now serving as counsel to the Task Force, replacing Phyllis Bross. He also serves as counsel to the State Planning Commission. Mr. Reynolds served the Task Force as a DAG prior to Ms Hoffman's tenure at OSG.

Ms. Hoffman explained that Mr. Reynolds will not be making suggestions on policy, but he would help the Task Force clarify the best way to implement its recommendations and help move its work forward. He will help keep the Task Force on track and working appropriately and effectively on the policy issues with which the Task Force will be dealing.

Mr. Reynolds explained that the DAG's function is not to make policy for the agencies they serve, but to assist the agencies in accomplishing more, and by making certain that their actions are consistent with

existing law, and identifying what changes need to be made in order to accomplish what is necessary. DAGs will provide counseling with regard to craft and regulations, proposed legislation, making sure that the legislation the Task Force is interested in does not create constitutional problems.

IV. ROLL CALL—

Cynthia Weiser called roll and attendance was noted for the record. A quorum was present.

V. MEETING MINUTES—

One point in the previous minutes was questioned and it was determined that the point was to be stricken and the minutes adjusted. Ms Hoffman moved to accept the minutes of the May 24, 2005 meeting, as corrected; Ms Sheppard seconded. The minutes were approved as corrected.

V. COMMITTEE BUSINESS-OUTREACH EVENTS—

A. Past Outreach Activities:

- **Brownfield Marketplace – 5/25/05:** The event at the Sheraton in Iselin was very well attended; the booths were well staffed, and there were at least 150 visitors. The Green Building Council was represented, and it was felt that there is hope, not only that contaminated properties are being brought back to full use, but also being planned for redevelopment. The League of Municipalities, The Whitman Companies, various other private developers, and economic development organizations sponsored this event. Panels were held in the morning and afternoon, a buffet lunch was provided, and various opportunities to visit the showcase room were built into the agenda. Tending OSG's booth were Alan Miller, Mark Schulz and Gilda Barnwell. Maura McManimon spoke on one of the panels. In addition, Dennis Toft, Ken Kloo, Lauri Sheppard, Colleen Kokas, James Simmons, and other BRIT and Task Force members attended.
- **New Jersey Alliance for Action – 7/8/05:** Ms Hoffman made a presentation on NJ Brownfields properties; hers was one of three presentations. Generally, a municipality makes the presentation, followed by one or two other speakers. In this case, Howard Woolley, Long Branch Business Administrator, spoke on many redevelopment projects in the community. The presentation was by Pat Gillespie, NJ Smart Growth Ombudsman, who spoke about the role of ombudsman and how he is reviewing state policy with respect to Smart Growth. About 70-75 people attended, a mix of private and public sectors.

B. Upcoming Activities

There was a request to revive the outreach calendar used in the past.

- **Governor's Housing Conference – 9/27-28/05:** This is one of the larger agency-run conferences organized by DCA and takes place in Atlantic City. There will be a "Brownfields to Gold" panel with several developers making presentations. Ms Hoffman will be moderating the panel.

Several points were raised by Committee members in their discussion of the Housing Conference. There is a concern in the fee-simple type of developments, where property with a house on it is to be bought by an individual, because of the difficulty of getting to residential standards and the fear of deed restrictions.

- It was suggested that vapor intrusion problems with properties that are capped and used for residential purposes be raised as an issue that has not yet been satisfied in the development community.
- The South Bound Brook River Edge Development and its impact on a proposed residential project in Bound Brook might be used as an example of overcoming stigma. The former GAF facility is being cleaned up and redeveloped with primarily high density, low-rise housing. River Edge Developers feared that the stigma of earlier contamination would make sale of the units difficult. However, these fears have proven unfounded and each unit is spoken for. The success of the River Edge has helped spur redevelopment directly across the river in Bound Brook, where an old factory site is being proposed for residential use.

The problem appears to be one of perception, not reality. In Milltown, for instance, a wide range of environmental and human health issues have been raised, and even though, from a statistical risk perspective, are not significant and pose no threat, the manner in which the issues have been raised have frightened some people unnecessarily and thus thwart the project.

It was emphasized that the Task Force outreach programs have been successful because members of the Task Force and the BRIT are helping brownfields stakeholders understand the issues and the incentives.

- **League of Municipalities Annual Conference – 11/15-18/05:** The Task Force will be in touch with the League on two issues: 1) to arrange for our own consulting table at the Annual Conference, suggest that the consulting portion be held at the beginning and end of the event, and to request a Brownfields panel; and 2) get in touch with David Harkness to reschedule the Brownfields-to-Greenfields/open space training session, since the S277 bill amending the HDSRF program has passed both houses and awaits the Governor's signature.
- **South New Jersey Development Council – 11/22/05:** Last year, this event was held at Rowan University in collaboration with Gloucester County during the school break. It was very well attended. Going forward, SNJDC would prefer to manage this event directly, with support from a number of entities, including the Task Force. The SNJDC Committee co-chair will focus on Smart Growth, Greyfields, and Brownfields. This year it will be held at the River Winds Community Center in Thorofare, NJ.

Ms Sheppard (NJRA), Phyllis Bross (Parker McKay), Sue Boyle (DEP), and Ms Hoffman (DCA, Task Force, BRIT), have been involved in the planning, with Mr. Toft copied on emails. A program was set up based on a planning meeting held two months ago. The event will consist of two panels and a trade show where counties, municipalities, consultants and developers will have booths. OSG will set up the Site Mart and have a demonstration. State agencies, developers, and the Task Force will be in attendance.

- **Data Day – 12/16/05:** Although there have been two staff meetings firming up a checklist, it was suggested that the Task Force hold a special meeting to help plan for this event. C-MAP awards will be included this year. A tentative reservation has been made at the War Memorial in Trenton. Two panels are planned: 1) how we are doing things now, focusing on our new sweep approach for gathering data from the communities and what C-MAP is going to accomplish, and 2) a special issue panel. It was suggested that Dr. Montgomery from New Jersey City University participate on the panel.

The major issue is data collection, but another issue would be how to approach private owners for waivers to list their properties publicly. One issue might be how to market more broadly to the private sector. It was also noted that in addition to local officials, county and state officials should be invited to attend as well. Ms Hoffman will circulate the list to the Committee members.

Some Task Force members felt that it is worth the effort to invite the governor to help draw attendees to the event, or look for an individual who has a big draw. It is an opportunity for anyone coming into office to make a statement about the environment and economic development in the State of New Jersey. A special meeting will be held at 1:00 p.m. following the Policy & Legislative Committee meeting to further attend to planning.

- **National Brownfields Conference-2005, Denver, CO: 11/02-04/05:** Depending upon funds available through the USEPA grant, and upon the passage of S-2116, it is hoped that there will be sufficient funds to send Ms Sheppard, Ms Barnwell and Mr. Schulz, as well as Ms Hoffman. Ms Hoffman is moderating the panel and inventories at the conference, and we hope to have a booth to demonstrate the Site Mart and C-MAP, as well as promote New Jersey Brownfields Programs as well. One of the things that the Committee wants to present is a Site Mart team study on the time, process, number of phone calls, etc. required to gather inventory data.

There is a misconception that obtaining information and filling out forms should take about an hour and a half, but we have found that not to be the case. The study would help provide a realistic idea of what it takes to gather the information. An initial draft of the study might be done by the end of August.

C. NJ Brownfields Activities

- **Site Mart:** Properties in the database increased from 1,158 to 1,278. About 325 original properties on the Site Mart were recorded by the BRIT. There were 52,000 hits on the Site Mart this month. The brownfield survey in Branchburg was completed, and the packets to property owners will be mailed shortly. Properties are identified via a 'windshield survey' by driving through an area and taking pictures and notes. Depending upon the size of the municipality, this process can take from half a day to several days. A spreadsheet is then developed from the information gathered that is presented to the municipalities and/or developers to determine which are to be included in the Site Mart. One of the benefits to the windshield surveys is that they help acquaint municipal officials with their localities.

The packet includes a letter of explanation on the Site Mart and the Task Force, and how the Site Mart would be helpful to property owner. Also included are frequently asked questions for concerned property owners, and a potential benefit listing and a sample report describing how their property will look once in the Site Mart. There is also a release form for sign up.

The packet is sent to the municipality administrator or individual with whom Mr. Schulz has been in contact. They transfer the text from the letter onto the municipal letterhead. If no response, follow-up phone calls are made to the property owner. Penns Grove (70-80 properties) and Richboro will be the first to receive packets.

- **C-M.A.P.:** Ms Barnwell has been assisting Mr. Schulz with the sweeps and 'infilling' where ever she is needed. Ms Barnwell also attended a training session for community volunteers, and a student volunteered, without credit, out of interest in the project.
- **Web Site Management:** Ms Sheppard visited Cymbrian Corporation's offices (formerly PPT) in Lancaster to request seven adjustments to be made on Site Mart. She obtained an estimate for enhancements on the website, including additional report pages that would be viewable by all guests on the Site Mart, which could be sought by address as well as the site name. Currently there is search by county, municipality, acreage and the number. We asked for a quote for report pages viewable by municipal, state and county reviewers.
- **Budget 2004-5; 2005-6:** If the budget is accepted as proposed, hopefully two additional staff could be hired to assist Mr. Schulz and Ms Barnwell. This would require additional funds through two sources: an earlier USEPA grant to Department of Environmental Protection that has not been used, and passage of S2116/A1632.
- **Marketing:** Ms Weiser prepared an excellent first draft of a 'looping' PowerPoint presentation for trade shows and other events. Some outside professional help and assistance from the public relations department upstairs will be necessary to go forward on the project. The NJEDA is beginning their own marketing efforts on 13-15 Portfield sites and they just entered into an MOA with the NJ Commerce, Economic Growth & Tourism Commission to co-market with funds that were set aside by the Port Authority, specifically for high-end warehousing.

The NJEDA will keep our department apprised of the status, since OSG receives calls all the time. Mike Collins at EDA will be a good contact for updating.

NJIT is now under contract with NJ DOT to work on the original database that NJDCA and others worked on. It was a very thinly populated data set, and in order for it to be on the Site Mart, it needs to be more heavily populated. The grant is to engage the same people from NJIT who were working on it originally and a student to complete the data fields that we need. Once that database is completed, they will go on to deal with the Meadowlands database. It was felt that it would be very valuable for the state reviewers to go directly to the Site Mart and edit the descriptions.

- VI. Statewide Environmental Insurance**— One item requested in the larger grant from the EPA is addressing the issue of statewide insurance. Intermittent visits by various individuals/groups are not achieving the desired results. A focused effort, a symposium, and follow-up is included in the Task Force budget request.
- VII. Recommendations**—None
- VIII. Committee Member Comments**—None.
- IX. Public Comments**— Marcus Colicelli, Intern, Office of the Governor, is only a recent attendee and has learned a lot about brownfields. He also appreciates our financial difficulties.
- X. Adjournment**—
Ms Hoffman moved to adjourn at 12:20 p.m.; Ms Sheppard 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
06/30/05