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**NEW JERSEY REDVELOPMENT TASK FORCE
DATA AND MARKETING COMMITTEE**
Minutes of the Meeting -Tuesday, July 29, 2003

Office of Smart Growth, 7th Floor, Library
Department of Community Affairs
101 South Broad Street, Trenton

ATTENDEES:

Members:

Dennis Toft, Acting Chairman of Committee
Frances Hoffman, Office of Smart Growth/DCA
Yuki Moore-Laurenti – Public Member (via telephone)
James Simmons- NJ Commerce and Economic Growth Commission
George Kelly, Public Member

Others:

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

Members Absent:

William Best, NJ Redevelopment Authority

CALL TO ORDER

Acting Chairman Toft called the meeting of the Data and Marketing Committee of the NJ Brownfields Redevelopment Task Force to order at 2:10 pm in the Office of Smart Growth Library.

Open Public Meetings Act

At the request of Acting Chairman Toft, 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 and notes are being taken. She acknowledged that in the absence of William Best, Dennis Toft would be presiding over this Committee meeting.

Roll Call

The roll was called and attendance was noted for the record.

COMMITTEE BUSINESS

A. “Data Day” Report and Discussion

James Simmons and Frances Hoffman provided a brief overview of “Data Day”. The purpose of this working conference was to establish a statewide brownfields site inventory and a strategy for effectively marketing brownfields sites for cleanup and redevelopment as a critical part of Governor McGreevey’s Smart Growth Initiative.

Over 55 people participated, representing 17 municipalities, 9 counties, 3 regional planning and development authorities, 4 state agencies, 2 universities, 1 local non-profit organization, and 2 other entities. In addition, 6 members of the NJ Brownfields Redevelopment Task Force attended. Mayor Joseph Vas of Perth Amboy welcomed the participants, and Adam Zellner, Executive Director of the NJ DCA Office of Smart Growth and William Best, Executive Director of the DCA New Jersey Redevelopment Authority and Chair of the Data & Marketing Committee of the Brownfields Redevelopment Task Force provided a dynamic kick-off for the conference.

The agenda addressed four primary areas: (1) existing inventories and how to link them, (2) a demonstration and discussion of the NJ Site Mart and the evolving GovConnect communication tool; (3) marketing approaches; and (4) communication strategies. Lauri Sheppard demonstrated an overview of the NJ Brownfield “Site Mart” database.

Suggestions, needs, and concerns generated by the participants through questionnaires and discussion included the following:

- Utilize interns from colleges and universities to build local, county, regional site lists and link information to Site Mart
- Offer the capacity to customize a “marketing piece” on the Site Mart
- Include information on municipal development areas and explore GIS possibilities with Hackensack Meadowlands Commission and NJIT and others
- Schedule outreach sessions throughout the state – develop strategy that includes several options of outreach services. Offer training in marketing skills

During a post-conference debriefing meeting attended by representatives of OSG, NJRA, and the Commerce and Economic Growth Commission, plans for outreach efforts involving the Task Force and BRIT were expanded upon. One suggestion was to host a series of by-request training and informational sessions based on the ANJEC “Road Show” model. The focus of these “Public Sessions” would cover financing, marketing and environmental & legal issues in brownfields redevelopment, each session tailored to the entity requesting the session.

George Kelly, Task Force member, acknowledged the efforts of the event and suggested that a series of meetings duplicating this forum be considered Statewide.

B. Brownfields Outreach and Marketing

The Committee continued discussion on outreach and marketing issues. The following suggestions were noted:

Major Outreach Efforts – 3 to 5 in different areas of the state

- Partnership/ piggyback onto events that are being organized by other organizations such as the League of Municipalities.
- Due to the proliferation of brownfields in the northern part of the state (Bergen, Hudson, Essex and Union Counties) more than one major workshop should be scheduled there. T

Next Steps

- Develop an internship program in which students would be trained in data collection and data transfer skills and assigned to communities throughout the state to expand brownfields inventories (It was suggested that Camden be considered as the initial locality for this program.)
- Contact the League of Municipalities to participate on the agenda at the 88th League of Municipalities Conference Workshop in November.
- Contact organizers for the Governor's Conference on Housing & Community Development, scheduled for September 23 and 24, 2003, Atlantic City Convention Center Atlantic City, NJ for participation of Task Force. (Booth exhibit)
- Identify potential organizations for partnering on outreach events

PUBLIC COMMENT

No additional comments were offered at this time.

COMMITTEE COMMENT

The next NJ Brownfields Redevelopment Task Force Meeting is scheduled to meet on August 19, 2003 tentatively in Glassboro, NJ.

ADJOURNMENT

With no further business identified, the meeting was adjourned at 3:50 pm.

Respectfully Submitted,

Frances E. Hoffman
Brownfields Program Director

Prepared by: Sheila Bogda
Program Assistant
August 1, 2003