

ECONOMIC RECOVERY BOARD FOR CAMDEN

October 25, 2011

Waterfront Technology Center, Camden, NJ

MINUTES OF THE ANNUAL MEETING

Members of the Board present: Rev. J. C. Jones, Vice Chairman; Ralph Kramer designee for Mayor Dana Redd; Maureen Hassett designee EDA Chairman, Al Koepp; Jason Asuncion designee for City Council President Francisco Moran; and Public Members: Robert Milner, Rosa Ramirez, Rodney Sadler, and William Hosey.

Present via conference call: Alberta Hyche, Chairperson, designee for State Treasurer Sidamon-Eristoff; and Melissa Orsen representing DCA Commissioner Lori Grifa.

Also Present: Laura Wallick, Assistant Secretary; Bette Renaud, DAG; Nicole Crifo, Governor's Authorities' Unit; and EDA staff.

Absent: Legislative Members, Freeholder Director Louis Cappelli, Jr., Non-Voting Member.

Chairperson, Alberta Hyche called the meeting to order at 10:00 a.m.

In accordance with the Open Public Meetings Act, Ms. Wallick announced that notice of this meeting had been sent to the *Star Ledger*, the *Times*, and the *Courier Post* at least 48 hours prior to the meeting, and that a meeting notice has been duly posted on the Secretary of State's bulletin board at the State House.

A quorum of the ERB Board was present.

Chairperson Hyche asked for a motion to approve the April 26, 2011 minutes of the Board.

MOTION TO APPROVE: Mr. Sadler SECOND: Mr. Milner 10 AYES:

Chairperson Hyche asked for a motion to approve the June 8, 2011 special meeting minutes of the Board.

MOTION TO APPROVE: Mr. Hosey SECOND: Reverend Jones AYES: 9

Ms. Orsen abstained because she did not attend the meeting.

Ms. Ramirez stated that she was incorrectly listed as Mr. in the June 8th minutes.

Ms. Wallick advised that it would be corrected.

Chairperson Hyche asked Ms. Wallick to summarize the first item before the Board, the Annual Meeting memo. Ms. Wallick stated that the purpose of the annual reorganization meeting is to elect officers for the coming year including the Vice Chair and Treasurer. She stated that Reverend Jones has expressed an interest in continuing as Vice Chairman and as is customary, the State Treasurer or his designee would serve as the Treasurer.

The appointment of a Board Secretary and any Assistant Secretaries is also required. Ms. Wallick stated that Chairperson Hyche has requested the Board confirm Caren Franzini as Secretary and to appoint Maureen Hassett, Senior Vice President of the NJEDA and Laura Wallick, Director , Finance and Development- South of the NJEDA to serve as Assistant Secretaries.

Assistant Secretary Wallick remarked that the by-laws provide for the formation and appointment of the Members to the committees charged with advising the Board in its operations. The Board has two committees that were formed; the Policy Committee and the Project Review Committee. Following is a description of the committees and the recommended appointments.

Policy Committee - This committee reviews the implementation of the Strategic Revitalization Plan, the Capital Improvement and Infrastructure Plan, the City Master Plan and the ERB Guide to Program Funds and monitors the progress of the investment strategy for the fund disbursements. This committee will consist of the Chairperson and the following four appointments: Camden City Mayor, Dana Redd; Commissioner of New Jersey Department of Community Affairs, Lori Grifa; Camden City Council President, Francisco Moran; and Public Member, Rodney Sadler.

Project Review Committee (PRC) - This committee reviews and approves all projects for financing prior to submission to the Members of the Board. Projects will be reviewed for their consistency with the Strategic Revitalization Plan, Capital Improvement and Infrastructure Plan and the ERB Guide to Program Funds. The Project Review Committee will consist of the Chairperson and five appointments who will rotate monthly. The rotating Members will include the Commissioner of New Jersey Department of Community Affairs or designee, Camden City Mayor or designee, Rodney Sadler, William Hosey, Robert Milner, Rosa Ramirez, Reverend J. C. Jones, and Freeholder Director, Louis Cappelli, Jr.

Ms. Wallick stated that since the ERB funding resources are limited, adopting a quarterly schedule for the ERB's PRC and Board meetings through October 2012 is recommended. However, should a meeting be needed for other actions, it would be scheduled accordingly. By resolution, the Members will be adopting this schedule for next year's Board meeting dates. The Vice Chairman is also seeking your approval of the Secretary, Assistant Secretaries and Committee appointments and ask the Members to confirm the Vice Chair and Treasurer appointments.

MOTION TO APPROVE: Mr. Hosey

SECOND: Reverend Jones 10 AYES:

Ms. Hassett thanked the Board Members for their continued dedication and commitment to the ERB Board and its mission to revitalize the City of Camden.

Chairperson Hyche asked Ms. Wallick to summarize the next item on the agenda, the Cooper's Ferry Development Association dba Cooper's Ferry Partnership (CFP) (P36969) project.

Ms. Wallick stated the Members were being asked to approve a \$500,000 non-recoverable infrastructure grant to CFP to fund the design and engineering costs related to the infrastructure upgrades needed to support the development of The Haddon Avenue Transit Village (HATV).

She added that in July, 2008, the ERB Board approved a \$50,000 predevelopment grant to Greater Camden Partnership (GCP) to fund a feasibility study for a mixed use development adjacent to Our Lady of Lourdes Medical Center (Lourdes). GCP along with Lourdes, the Delaware River Port Authority (DRPA) and Grapevine Development Group (GVD), a private developer, collaborated on a conceptual plan for a mixed use development that included workforce housing, retail stores, commercial office space and parking facilities in the eastern district of the City of Camden. The

result of all this feasibility study is the proposed HATV, a planned mixed-use transit-oriented development that will transform a 15 acre former industrial site situated between Lourdes and the Ferry Avenue PATCO commuter rail station in the Parkside neighborhood of Camden. The \$100 million project, which will help to increase the City of Camden's tax base, transportation connectivity, market-rate housing and retail amenities, is being led by CFP and GVD, along with the Camden County Improvement Authority (CCIA) and Lourdes.

These key parties are in the process of finalizing a partnership agreement that will create Haddon Transit Partners (HTP), the ultimate developer for the entire transit village project and applicant for Urban Transit Hub Tax Credits. Additionally, the project has the support of the City of Camden, the DRPA and Parkside Business and Community in Partnership (PBCIP). Ultimately, the construction of the infrastructure improvements will be done through HTP or directly through the CCIA, whichever best furthers the project.

Ms. Wallick remarked that the project is being proposed in two phases. Phase I of the HATV will include a 40,000 sq. ft. office building, a 50,000 sq. ft. grocery store, an 850 car parking garage, and the roadway infrastructure upgrades. Phase II will likely include 400 units of workforce housing and additional office and retail space. The total project development is estimated at \$100 million.

Mr. Sadler left the meeting.

Ms. Wallick remarked that the parties are in discussions with the City regarding the taxation of the project and all agree that every property within the development will contribute to the City. Currently, property taxes generated by the site for the first phase of development amount to approximately \$29,000; however, total payments for Phase I of the development (the grocery store, office and garage) once completed would amount to at least \$266,500 in year one and would increase annually. In addition, it is expected the project will bring at least 150 full time jobs to Lourdes hospital from their other facilities in southern New Jersey and the grocery store expects to create approximately 100 new full and part time jobs which will be offered to qualified Camden residents.

Ms. Wallick explained the sources and uses of funds for the infrastructure project and indicated that although the other sources are not committed yet, funding from the ERB is needed for design and engineering in order to advance the project. Based on prior awards, the City and CFP anticipate they will be successful in securing the funding needed to implement the improvements. In addition, Ms. Wallick indicated that the sources of funding for the infrastructure improvements are not conditioned upon the development of the HATV.

Mr. Sadler reentered the meeting.

MOTION TO APPROVE: Mr. Sadler SECOND: Mr. Milner 9 AYES:

Mr. Hosey abstained because he is a Board Member of CCIA.

Ms. Ramirez asked if it was okay to take money from the Demolition and Redevelopment Financing Fund for the project. Ms. Wallick stated that per the ERB Act, the project is eligible for funding under that funding category.

Mr. Milner asked how much money had been used under the Demolition and Redevelopment Fund because he was concerned about the need to demolish structures in the City that are eminent hazards. Ms. Wallick stated that there was approximately \$32 million dollars commitment to

projects under the Demolition and Redevelopment Fund of which a \$5 million grant was approved to the CRA in 2003 for Citywide demolitions. Currently, there is approximately \$600,000 which has not been disbursed from this grant. Mr. Milner asked why the city had not used the funds. Sandra Johnson, Executive Director, Camden Redevelopment Agency (CRA) advised that there were approximately 36 units slated which would go forward before the end of the year. Mr. Milner asked where the units were located. Ms. Johnson stated that she would provide that information.

Ms. Ramirez asked for the definition of Work Force Housing. David Foster, CFP stated that workforce housing consist of units designed to attract employees of the neighborhood institutions, although they're not restricted. The housing is geared towards school teachers, hospital workers, fire fighters, police officers, etc. He added that they want to create a good mix of rental and ownership and develop a "live where you work" community.

Mr. Milner asked about the cost of the housing. Mr. Foster stated that he did not know at this time. Mr. Milner expressed concern if this project would be similar to one in Collingswood which he considered a fiasco. Mr. Foster stated he believed the cost would range from \$150,000 – \$250,000. He stated that after phase one is complete, they would conduct a market and financial feasibility study to better determine the number units and price points. He mentioned that low income housing as not part of this project. The Mayor's office has stated that they want ratables, and housing for people when they graduate from one level of housing to the next.

Mr. Milner asked how long before the project is open. Mr. Foster indicated an estimated opening in Spring of 2013.

Reverend Jones asked if they were hiring outside people to fill jobs, and if there were any level jobs for the residents of Camden. Mr. Foster said that Our Lady of Lourdes (OLOL) would not initially be creating new jobs, but bringing their employees from Cherry Hill to Camden and that the majority of new jobs would be created by the supermarket, parking garage, and the retail stores. Ms. Ramirez stated that non English speaking people are often overlooked for jobs, and expressed a desire to be a part of the hiring committee for the project. Mr. Foster pointed out that OLOL's record of local hiring is fairly robust, but that he could not speak for them.

Ms. Johnson stated that CRA supports the project and asked that the Members support it.

Bridgett Phieffer, Executive Director, Parkside Business Community in Partnership, (PBCIP) stated that they were very much in support of the project and believe it will complement the work they are doing along Haddon Avenue.

Kate Goodman, CCOP organizer, asked about the supermarket project that had stalled in Camden and asked if it was a question of credit. Mr. Sadler indicated that it was not a credit issue.

Mr. Ali Sloan El, former Councilman for the City, present President of United Whitman Park advised Mr. Foster that they would like a presentation from CFP and GVD . He advised that if no jobs were created for the residents that they would shut the project down, and the new Executive Director, Ron Green would be reaching out to him soon.

Mr. Foster advised Mr. Sloan El that he has spoken with Mr. Green every month for the last two years and that Mr. Green apologized he could not attend the meeting today, because he was running an apprenticeship program.

Mr. Sadler left the meeting to attend a funeral.

Chairwoman Hyche asked Ms. Wallick to summarize the next item before the Board, the ERB Business Incentive Grant Programs Status Update. Ms. Wallick stated that the Members were being asked to extend the ERB Business Incentive Grant Programs an additional 12 months through September 30, 2012 and to recommend this extension to the EDA Board for funding authorization.

MOTION TO APPROVE: Mr. Milner SECOND: Ms. Hassett 9AYES:

The next items before the board were for informational purposes only.

Ms. Wallick stated that the following projects were approved under Delegated Authority in May 2011.

- 1) Catapult Learning, LLC (P34846), founded in 1976, was incorporated in 2003 as a privately owned limited liability company and the leading provider of educational services to schools and districts nationwide. In August 2010 Catapult moved from Philadelphia, PA to Camden, NJ and leased 13,675 sq. ft. of space at Two Aquarium Drive. The company was approved for a \$205,125 Business Lease Incentive Grant over a five-year period. The company currently has 44 employees and plans to create seven new positions over the next two years.
- 2) Refat Elsayed is the owner of three retail storefront properties on Haddon Avenue in Camden, NJ. In one of these properties, 1184 Haddon Avenue, Mr. Elsayed currently occupies 2,000 sq. ft. of space for his business, Mario's Pizza. With the grant proceeds, Mr. Elsayed is planning to make façade improvements and interior renovations to 1208 and 1210 Haddon Avenue for prospective tenants and was approved for \$8,891 for 1210 Haddon Avenue (P30996) and \$8,988 for 1208 Haddon Avenue (P30954) to be disbursed upon completion of the projects. The one confirmed tenant, a hair salon at 1210 Haddon Avenue, is expected to create two new positions within the next two years.

Ms. Wallick stated that the following modifications were approved under Delegated Authority in September 2011.

**1. Cooper's Ferry Development Association, Inc. (CFDA)
Boyd and Morse Infrastructure Project (Project) P18149**

On April 24, 2007, the Members approved a \$3,750,000 non-recoverable grant to CFDA to fund infrastructure improvements on three city blocks in the Marlton section of Camden.

On October 27, 2009, the Members approved a modification to the grant to amend the scope of work and extend the term of the grant agreement to October 31, 2010.

The project is a joint venture between the St. Joseph's Carpenters Society (St. Joe's) and CFDA to rehabilitate approximately three city blocks in the Marlton section of the City formerly known as "The Alley". The project scope included infrastructure improvements and the construction of 45 new units of housing and the rehabilitation of many other units throughout the neighborhood. The infrastructure component was managed by CFDA with the housing acquisition, demolition and construction component managed by St. Joe's.

The project construction has been substantially complete for Phase I however; there is minor fencing work that needs to be installed. The fencing has been ordered and is being stored until the housing is completed. CFDA requested a one-year extension retroactive from

October 31, 2010 until October 31, 2011 to allow enough time to complete the fencing work.

Ms. Wallick requested comments from the Board members.

Ms. Wallick requested comments from the members of the public.

Mr. Colandus "Kelly" Francis, President NAACP of Camden stated that he believed the ERB Act allowed for a \$5,000 real estate tax reimbursement for Camden residents and this would assist in home ownership. Ms. Hassett stated that this incentive was never funded and was outside of the ERB jurisdiction.

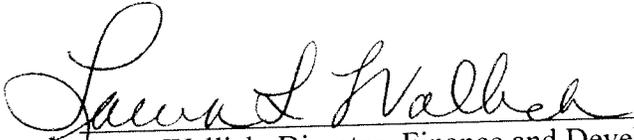
Mr. Francis stated that the advantages of living and working in Camden should be emphasized more and marketed. He said one of the reasons he decided to stay in Camden is because of the low property taxes which average from \$1300 - \$1400, whereas in Collingswood they pay approximately \$7000 - \$8000 annually. He added that although he got rid of his car seven years ago, he can travel from Camden to anywhere in the country very economically. He added that with gas reaching \$4 a gallon, this is a tremendous advantage when commuting.

Mr. Francis stated that the NAACP had a very successful National ACT-SO academic competition this summer. They took Camden high school students to Los Angeles and they won 8 gold medals.

He added that as Vice President, of PBCIP, he appreciated the board's support of the CFP project as it would add value to the Parkside neighborhood.

There being no further business, on a motion to adjourn the meeting was made by Mr. Hosey, and seconded by Mr. Milner. The meeting was adjourned at 11:15 a.m.

Certification: The foregoing and attachments represent a true and complete summary of the actions taken by the State Economic Recovery Board for the City of Camden at its meeting.


Laura Wallick, Director, Finance and Development
Assistant Secretary, ERB