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**Fort Hancock 21st Century Advisory Committee
Draft Meeting Summary
November 1, 2013**

The Fort Hancock 21st Century Advisory Committee (Committee), chartered under the Federal Advisory Committee Act (FACA), held its seventh meeting, November 1, 2013, at the Sandy Hook Unit of Gateway NRA in the Chapel.

Welcome and Opening of Meeting

Jennifer Nersesian, new Superintendent of Gateway National Recreation Area, and Acting DFO opened the meeting at 9:18 a.m. and welcomed everyone. Ms. Nersesian replaces Linda Canzanelli who retired earlier this year. Ms. Nersesian served as Superintendent for New Bedford Whaling National Historical Park in Massachusetts, and Management Assistant to the Superintendent of Yosemite National Park. She was also the branch chief for public involvement and outreach at Yosemite. Jennifer Nersesian is originally from New Jersey.

Superintendent Nersesian has been following the development of Fort Hancock, and believes it is a tremendous national resource. These buildings represent who we are, and therefore should be preserved. Time is of the essence; now is the time to do it.

The Committee members briefly introduced themselves. Facilitator Robert Fisher provided an overview of the agenda for the day.

FACA Meeting Summaries

The draft meeting summaries for August and September were sent out to all Committee members via email. Comments on meeting summary edits need to be sent to Robert Fisher in the next week or so. These final meeting summaries will then be voted on and approved by the Committee.

Request for Expressions of Interest (RFEI)

The RFEI has been printed and sent out. Gerry Glaser thanked all Committee members who worked on this project. The RFEI Work Group spent a lot of time working on administrative issues, and on the vision statement.

NPS representative John Warren put an RFEI ad in the Asbury Press Newspaper, Sunday October 27th, and also recently publicized this ad in the commercial real estate section of The New York Times. There is a \$10,000 budget earmarked for this advertising effort.

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To date, \$4,000 has already been spent on newspaper ads. The RFEI ads provide readers with both an email and website address to the RFEI site.

RFEI Site Visits

November 6th and 14th are dates set up for site visits of Fort Hancock. Sandy Hook Coordinator, Pete McCarthy will lead the public site visits to showcase excellent examples of the buildings, i.e. the New Jersey Sea Grant Building. There are 35 buildings at Fort Hancock which are open to almost any for profit/non-profit plausible idea. The Committee is committed to the preservation of the cultural and historic resources of these buildings. It is essential to highlight the RFEI criteria.

Superintendent Nersesian's Open Question to the Committee: What motivates you about these buildings?

- Having marine science education year-round, would make it an all year destination.
- The parks and beaches here are wonderful.
- My grandfather had his U.S. Army command here 27 years ago.
- I always had an interest here... I need to visit with the local community.
- This space is under-utilized, it can be our "Yosemite".
- I started my historic preservation and military history here. Fort Hancock is a national historic landmark. Fort Hancock had the first African-American Army unit here before any other place in America: The 1225th.
- The NPS is an agency that wants to preserve the past for the benefit of future generations of people.
- I spent my childhood here.
- An expanded presence of NOAA: National Oceanic Atmospheric Administration would be ideal.

RFEI Schedule Changes

Robert Vohden is the Gateway administrator for any RFEI information/date changes. Due to the government shutdown, it was necessary to change the RFEI deadline. The RFEI tear sheets and website already have the updated date changes. The RFEI stickers have the new dates, and can be attached to the RFEI brochures.

RFEI Outreach & Communication

The RFEI project was published in Fed Biz Ops on October 22nd, and will close at 5 p.m. on December 16th. This deadline was chosen, because of the normal 60-day advertisement protocol mandated by the NPS. The normal window of opportunity for an RFP is 90 days. The Fort Hancock site visits are scheduled for November 6th and November 14th, starting at 10 a.m. Fort Hancock is always open for prospective investors to view at their leisure.

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Golden Gate NRA & the Presidio Trust

The Presidio Trust was formed before their buildings were developed (the Presidio Trust was the building developer). The Trust had \$25 million of federal funding over 15 years. The economic climate at Golden Gate NRA was easier than at Fort Hancock, because it is on the western sea coast, and has 5.9 million square feet of building space, compared to the 280,000 square feet at Sandy Hook.

The Presidio Commissary Reuse RFEI received 13 qualified responses from 16 overall responses. Three of the responses were good, one was chosen. John Reynolds is currently assisting in this project.

Development of a Former Army Base in Monmouth County, New Jersey

Cushman & Wakefield commercial realty, is in the process of selling a 1,100 acre former army base in New Jersey. The facility that was rebuilt, employs 2,000 people, and is in three municipalities. Part of the property includes a team recreation center, an indoor basketball court, and an outdoor swimming pool. The whole property is valued at \$3 million. A golf course on the property is leased, but will be privately owned, and can never be re-developed.

RFEI Marketing Strategy – What needs to be done by Committee members?

FOHA21 RFEI MARKETING IMPLEMENTATION PLAN Partnership Outreach, Mailings, and Networking Group		
Activity	Status	
Municipality Meetings	GATE Sup't will attend township meetings, Pete McCarthy to coordinate	
Email from Park To Committee	Email containing RFEI and Form Letter sent to Committee 10/23/13	Co
NPS GMP and General Park Mailing List	Email Sent	Co
Local and International Investors		
NYC Parks Contact List	RFEI to be sent out to the NYC Parks Mailing List	
NPNH Conservancy		
National Park Conservation Association	RFEI sent to April Mims of NPCA	
League of Municipalities	Will attend annual meeting Nov. Atlantic City	Ma
State Politicians	Joe Kyrillos, Governor, Pallone, Park to reach out to offices	
NJ Builders Association		
NJ Business and Industry Association	Add in weekly newspaper	
NJ Economic Development Authority		
Cooperators/Occupants of Fort Hancock	Reach out to occupants at FOHA	
NJ Chamber of Commerce		
NJ Travel Industry Association		
Monmouth County Office of Education	Contacted	
Monmouth County Arts Council	Email to 2000, Social media 4000	
NJ Architects Association		
Monmouth Ocean Development Council	Email to membership of 500	
Ani Art School	Contact to Tim Reynolds, Old PX	Linc
Bruce Springsteen	Contact with Springsteen investment lawyer	
Brian Williams	Emailed, waiting response	
Silvia Earl, Explorers Club		
Coastal Defense List	Email to 4500	
Monmouth County Historic Association		
Monmouth County Education Foundation		
Monmouth County Conservation Foundation		
United Way of Hudson County		
Jersey City Rotary Club		
Monmouth University	Paul Gaffney, Oceanographer	
Stevens Institute of Technology		
National Trust for Historic Preservation	Report on tax credits, value, Email to membership, consultation	

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GATE	Email to 1200	
NJ Real Estate Community		
Other Rotary Clubs		How
Schools of Architecture		
State Director of Tourism		
American Societies of Landscape Architects	Outreach to Presidents	
American Institute of Architects		

Mike Holenstein – passed out a couple hundred of the RFEI to his associates and friends.

Karolyn Wray – passed out copies of the RFEI to her contacts.

Margot Walsh – contacted 500 people, and will send out copies of the RFEI.

Linda Cohen – will contact Bon Jovi to spread the RFEI message. She spoke to Lehigh University, which expressed interest.

Howard Parish – spoke to a dean of an engineering firm regarding the RFEI.

John Warren – will contact local ferries in the New York/New Jersey metropolitan area.

The National Trust for Historic Preservation (NTHP), is a resource to provide guidance on historic tax credits. Robert Vohden needs to put a link on the FOHA21 website that includes the NTHP. The NPS website also explains the process of tax credits. Committee members need to speak to their contacts regarding the RFEI, but Gateway staff needs to be available to do unscheduled open houses/site visits at Sandy Hook for potential RFEI proposal submitters.

RFEI Advertising and Events – What needs to be done?

FOHA21 RFEI MARKETING IMPLEMENTATION PLAN		
Advertising and Events		
Activity	Status	A
Open House Events	Scheduled for November 6 and 14 at 10AM; Third in December?	
Media Event	Media Event November 15 (tentative)	Daph
Crain's New York Business	John W. had indicated he would obtain advertising costs on advertising in Crane's	
NJ Real Estate Report		
Real Estate Weekly Online		
NJ Biz Magazine	2nd in priority if money/time allow	
NPS Press Release	NPS Published RFEI Press Release 10/22/2013, picked up by NPT	Co
Asbury Park Press	Advertisement Published In APP on 10/27/2013	C
Asbury Park Press Editorial Board	Gerry and John R. to be on the phone with park	
Wall Street Journal	Look at WSJ first, see if other options are viable	
Op-Ed in local papers		Lillia

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Daphne Yun will coordinate to have Committee members available at the November 15th media event, and will invite the following media companies: Channel 12, Two River Times, Associated Press, Wall Street Journal, The New York Times, and National Park Travel.

Gateway NRA should use up all of the \$10,000 earmarked for advertising the RFEI as strategically as possible. Committee members could also add their comments to the newspaper ads.

Website and Social Media – What needs to be done?

FOHA21 RFEI MARKETING IMPLEMENTATION PLAN		
Web and Social Media		
Activity	Status	
FOHA21 Committee Facebook Page	https://www.facebook.com/forthancock21stcentury.org	Daph
Twitter		
YouTube	Creating a video for youtube and FB with images of sites, restored buildings, and importance of FOHA, send to NJ12 Adrian Supino?	Daph
Video Interviews of SAHO Cooperators		Daph
Website links to RFEI and Tear Sheet, Contact Button	www.forthancock21stcentury.org	Cor
FAQs	NPS, as questions come in responses will be published on FOHA21 Website	John
Federal Business Opportunities (www.fbo.gov)	www.fbo.gov	Cor
Tax credits article	on an NPS website, need link_____	
STLI Facebook List		
Committee Member Photos and Bios	Request for Committee members to submit photos and bios for FB page and explanation for why on committee	

Daphne Yun will produce a 5-minute YouTube video on Fort Hancock (to include showing the interiors of buildings), and play it during the RFEI site visits. She will also post this video on the FOHA21 website, and send it to local television stations, for them to show.

Frequently Asked Questions (with answers to be provided later): To be posted to the FOHA21 Website

1. How can I obtain historic preservation tax credits?
2. How long/short can a lease term be? What determines the lease term?
Up to 60 years, final determination subject to negotiation

The lease term is the length of time necessary to return the investment to fair market value.

3. What happens at the conclusion of a lease?
4. Can I sublet or assign the lease?
5. Will the NPS consider my idea? (scope)
6. How do I understand the historic preservation construction issues? (RFEI p.9)
7. Can I build a new building? Can I add on to an existing building? Can I join buildings?
8. Turn the guidelines into questions
9. Will the NPS provide water access? Will water access be available?
10. What is the financial obligation of the lease? Rent?
11. Will there be designated parking for specific buildings? Number of spaces?
12. What are the estimated operating expenses and utility costs? (Cost analysis)
13. Will this impact access to the beaches?
14. Will this impact historic programming?
15. What is the relationship between Fort Hancock and Sandy Hook?
16. What are the options for increases in parking? SAHO Redevelopment Plan – Parking in old cold storage area, behind cantonment area
17. How will future redevelopment at Fort Hancock be reviewed by the NPS – (GATE, NERO, DAB, SHPO)
18. What is the role of the Advisory Committee?
19. Who will determine who is awarded a lease?
20. What is the next step after the RFEI?
21. What happens if the RFEI submission is not made on time? Will the NPS allow an extension?
22. If I do not respond to the RFEI, can I respond to a future RFP?

Yes, but you may assume the RFP is likely to be responsive to the original RFEI response. There may not be an RFP if the RFEI does not generate sufficient interest.

23. Will the NPS provide feedback on REFI submissions?
24. What will the NPS do for me as a lessee? (maintenance, utilities, trash pickup, costs?)
25. Is the NPS open to feedback on the RFEI process?
26. Who is responsible for the maintenance of the building?
27. What is the leasehold I obtain?
28. Will my submission be made public? Will it be discussed at a public meeting?
(p.10)

Receiving & Evaluating Offers – Power Point Presentation from Pam McLay

What is an evaluation panel?

- Will be composed of NPS staff and appointed members of the FACA Committee .
- Applies the selection factors based on information contained in the proposals received.
- Discusses every proposal and develops recommended scores for each selection factor.
- Draft a final evaluation summary.
- Reports back to the Committee, NPS.

What are the ground rules for an evaluation panel?

- Objectivity
 - All parties (panel chair, panel members, technical advisors) must remain objective.
 - Avoid pre-judging merits of proposals received.
- Administrative Record
 - Accountability is key.
 - The Chair should open and inventory all proposals.
 - The Evaluation Panel must retain copies of all proposals.
 - The Evaluation Panel must prepare written evaluation summaries.
- Determine Responsiveness of Proposals
 - Timely submission (By 5 p.m. on December 16, 2013) ?
 - Provides the information required by the RFEI ?
 - If panel believes a proposal is non-responsive (even a late one)
 - the panel should evaluate and score all proposals anyway and address the non-responsiveness of any proposal in the summary.

How do we establish scoring criteria?

- Determine type of scoring
 - Pass/Fail.
 - Numerical Scores (0 to 5).
 - Establish basis for applying scores.

- 0: Does not meet minimum requirements.
- 1: Meets minimum requirements.
- 2: Adequate or average.
- 4: Above average.
- 5: Superior.

- Apply scoring to proposal
 - Develop preliminary scores for each criteria for all proposals.

- Revisit the scores to assure overall consistency.
- Final Scoring:
 - Panel must seek consensus on the recommended scoring for each criteria.
 - If a consensus cannot be reached on a particular score, the chair determines the appropriate score.

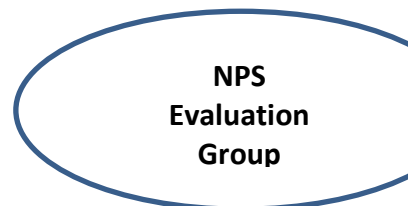
What is required in the Evaluation Summary and what Format?

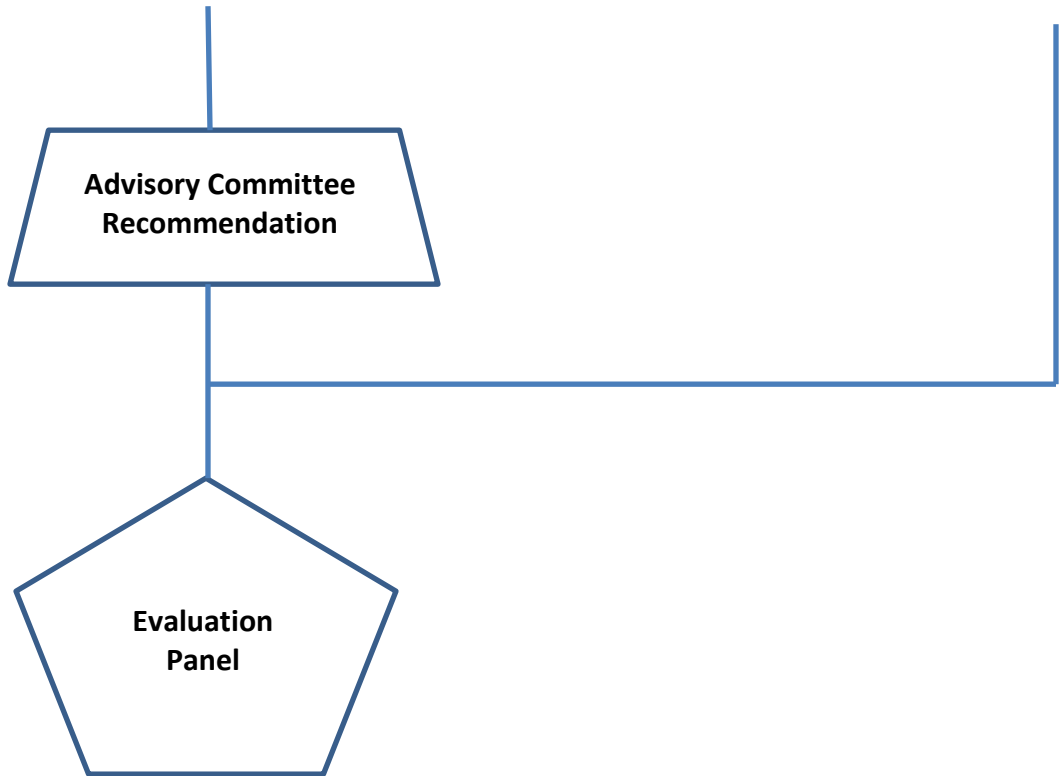
- Evaluation Summary Format
 - State each evaluation criterion.
 - Describe information provided by proposal pertinent to each criterion.
- Quote and identify the page number in which the response is found within the proposal.
 - Include page references.
 - Draft a narrative summary for each proposal.
 - Develop a comparative analysis for each proposal.
- Panel awards a score for each criterion.
- Summarize final scores.
- Rank Proposals by Final Score.

What are the Evaluation Criteria?

1. The compatibility of the applicant's proposal with the site's *National Register and* Landmark designations.
2. The proposal will not result in unacceptable adverse environmental impact.
3. The financial capability of the applicant to carry out the terms of the proposal including: 1) financial resources; 2) investment/development track record; 3) demonstrated experience and ability in raising money from investors; and 4) experience in public private partnerships.
4. The demonstrated experience of the applicant.
5. The ability and commitment of the applicant to conduct its activities in the park in an environmentally enhancing manner through, among other programs and actions, energy conservation, waste reduction, and recycling.
6. The benefit to the NPS of the financial and other terms.
7. The compatibility of the proposal with the historic qualities of the building(s) to be utilized.

Proposed Evaluation Panel Flow Chart by John Reynolds





Other RFEI Items to Consider

- We need to be careful in our nomenclature when we speak about “Committee” and “Working Group”, so as not to confuse the public.
- Perhaps a PASS/FAIL system for the RFEI proposals would be better than a point value system.

The Advisory Committee Working Group is comprised of the following members:

Linda Cohen, Michael Holenstein, Howard

Parish, Margot Walsh, and Shawn Welch.

Robert Vohden will contact Committee members (not present today) who may want to be included in this working group.

The Coordinators for this working group are: Howard Parish, and Shawn Welch.

Future Meetings

- The Committee voted to cancel the scheduled December 9th meeting because the RFEI proposals deadline is December 16th.
- The next scheduled meeting will be on Friday, January 10th from 9:00 a.m. – 5:00 p.m. The public comment period will begin at 1:00 p.m.

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- It was agreed by Committee members to hold FACA meetings every 6 weeks in 2014, with the public comment period starting at 1:00 p.m. at each meeting.
- Robert Vohden will send out proposed meeting dates for 2014. Based on feedback he receives, he will put together a 2014 meeting schedule.

Public Comment Period

- 1) Paul Taylor – His background is in historic resource management in (New Jersey?) State Park Service. He believes housing is essential to maintain both park volunteers and park service staff at Sandy Hook. Without housing, there may not be volunteers available. Short term weekend housing, i.e. Friday night till Sunday afternoon, would also be optimal for park visitors. Mr. Taylor also wanted to know what happens if the evaluation panel doesn't receive any proposals at all?

Miscellaneous Items

- The RFEI Working Group has finished its work and will formally disband.
- Karolyn Wray is designated as a coordinator (For which group?)
- The Outreach Working Group should work on announcing the RFEI to the general public.
- The remaining \$6,000 of the \$10,000 advertising budget, will first be spent on an ad in the Wall Street Journal, second, on the New Jersey Business Newspaper.
- The Flooding Working Group will remain intact.
- Public Comments – People who are far away from Sandy Hook may send in their comments to the Committee, either by email, or by using the U.S. Postal Service.
- The Co-Chairs are the only people who can speak to the media on behalf of the Fort Hancock Advisory Committee.
- The RFEI media event will take place on Friday, November 8th at Sandy Hook.
- What will be the lease rate for the Fort Hancock buildings? The lease rate will be offset by the investment made to repair these buildings.
- Suzanne McCarthy distributed stickers to Committee members to be placed on the old RFEI brochures. These stickers contained the new RFEI deadline date, and Fort Hancock site visit dates.

Gateway Superintendent Jennifer Nersesian thanked Committee members and the public for their participation, and adjourned the meeting at 4:45 p.m.

Attachments

List of Materials Distributed to the Committee

Meeting Summary approved by DFO, Jennifer Nersesian

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Signature: _____

Date: _____