

The Board of Commissioners of the City of Camden Redevelopment Agency met on Thursday, December 6, 2012, at Camden City Hall, Suite 1300, 520 Market Street, Camden, New Jersey.

Vice Chair Gloria Pena called the meeting to order at 6:29 PM. Board Clerk Carla Rhodes called roll.

Present: GP, BM, LQ, and MS

Absent: VB, KH, and JV

Attendees: Saundra Ross Johnson, Mark Asselta, Carla Rhodes, James Harveson, and Olivette Simpson, CRA

Ms. Rhodes advised the Board that, pursuant to the requirements of the Open Public Meetings Act, adequate notice(s) had been posted in the Courier Post and the Philadelphia Inquirer as well as in the Office of the City Clerk.

Review of Minutes

Meeting Date	M	A	N	AB	Comments
October 22, 2012 (Special)					There were no comments or questions.
October 3, 2012 (Regular)					
September 27, 2012 (Caucus)					
September 27, 2012 (Special)					

Executive Director's Report

Meeting Date	M	A	N	AB	Comments
12-06-12					<p>Executive Director Saundra Ross Johnson updated the Board of Commissioners on marketing efforts underway in support of NSP2 home sales; the campaign includes print collateral (brochures and posters), advertising (billboards, newspapers, on-line, radio and transit), social media (Facebook) and video. Packages of brochures and posters were supplied, so the Commissioners can also assist with spreading the word. Vice Chair Gloria Pena requested to share the video with the public at the Regular Monthly Meeting.</p> <p>Ms. Johnson also advised the Commissioners of an impending meeting with Mayor Dana L. Redd regarding comprehensive economic Development Strategies.</p> <p>She further advised, on the matter of the Memorandum of Understanding between CRA, the City and the State: CRA has yet to take possession of the loan from the City; finances are steady. All parties are collaborating to determine the official administrative and communication processes.</p> <p>There were no further comments or questions.</p>

Resolutions for Review and Action

		M	A	N	AB	Comments
12-12-12A	Resolution Authorizing the Agency to Enter Into a Redevelopment Agreement With EDS Investments, LLC (a wholly owned subsidiary of Campbell Soup Company) as to Block 1463 Lot 1 for the Extinguishment of a Sign Easement and Demolition of the Building on the Property in Lieu of a Full Taking of the Property by the Agency and Amending Prior Agency Resolutions 03-07-07C and 04-01-10G which Authorized a Full Taking of the Property by the Agency					<p>Economic Development Director James Harveson informed the Board that CRA previously authorized acquisition of the Sears building as well as a related redevelopment agreement.</p> <p>Board Counsel Mark Asselta noted a third-party is in discussion with Campbell Soup, owner of the Sears Building, regarding the billboard located on the Sears Building.</p> <p>Commissioner Bryan Morton asked: Who is EDS and who owns the billboard?</p> <p>Mr. Harveson explained the billboard is owned by Steen Outdoor Advertising and, in order to complete redevelopment plans, CRA may have to assist with the condemnation of the easement. Campbell' Soup will cover all expenses, including legal.</p> <p>Vice Chair Gloria Pena asked: What does the sign say and is the owner making money?</p> <p>Mr. Harveson informed the Board that the billboards change as space is purchased by advertisers and this makes valuation of the sign challenging. Mr. Asselta advised that since the long-term goal is to establish an office park and this will not be possible until the building can be demolished, in order to protect the public interest, the rights to the sign are not part of the new redevelopment agreement. Campbell Soup will pay fair value for the sign.</p> <p>There were no further comments or questions.</p>
12-12-12B	Resolution Amending Resolution 10-03-12G to Correct a Clerical Error in the Listing of Properties to be Rehabilitated Pursuant to a Neighborhood Stabilization Program 2 ("NSP 2") Loan to Saint Joseph's Carpenter Society					<p>Housing Director Olivette Simpson advised that the Board had previously approved a loan and development subsidy. The tax and block references in that Resolution were incorrect. Resolution 12-12-12B corrects this error. However, since action is necessary to support the NSP2 spenddown, it will be put forward for a vote during the Special Meeting as Resolution 12-06-12D.</p>

Public Comments

None.

Chairperson's Remarks

None.

Executive Session

None.

Old Business

Director Johnson advised the Commissioners of an NPR (radio contact) interview in which she recently participated regarding the Radio Lofts. The contact from NPR was prompted by a neighborhood resident communication regarding a recent break-in at Radio Lofts. Approximately \$4.7 million has been invested in redevelopment; another \$2.1 million is necessary to complete remediation at the site. Among other items, NPR inquired as to whether or not the developer, Dranoff, is getting cold feet and what type of contamination exists at the site.

Mr. Harveson added, CRA must determine whether or not the developer wishes to proceed as planned. The Redevelopment Agreement reflects that the remediation must take place first.

New Business

Mr. Asselta advised the Board that, due to time constraints, it would be appropriate to discuss Resolutions for which action would be taken during the Special Meeting prior to closing the Caucus.

- 12-06-12A Resolution Authorizing the Camden Redevelopment Agency to Sell Block 284, Lots 13 & 14 (701 & 703 Broadway) to Camden Townhouse Associates II, LP**
Ms. Johnson reminded the Commissioners that this Resolution had been previously reviewed. Since the November meeting was canceled because of inclement weather, this Resolution would be presented for authorization at the Special Meeting.
- 12-06-12B Resolution Authorizing the Camden Redevelopment Agency to Enter into Amendment #1 to a Professional Service Agreement with Parker & Partners Marketing Resources, LLC to Develop Marketing Campaign and Materials for the Neighborhood Stabilization Program 2 ("NSP2") for an Amount Not to Exceed \$11,950.00**
Ms. Simpson expanded on comments made earlier by Ms. Johnson, adding the materials have been well-received by NJHMFA officials and others. The first Open House was held earlier in the day and it was well-attended.
- 12-06-12C Resolution Authorizing Amendment # 1 to a Professional Services Agreement between the Camden Redevelopment Agency and Ballard Spahr LLP for the Neighborhood Stabilization Program 2 ("NSP2") (\$51,000.00)**
Ms. Simpson informed the Commissioners that legal work was expanded to include pre-construction loan services, redevelopment agreements, and closings in a timely manner to meet spend down requirements. Considerable discussion ensued. Mmes. Johnson and Simpson agreed to supply an analysis of the billing. Commissioner Bryan Morton recommended tabling this Resolution until further documentation is made available for review.
- 12-06-12D Resolution Amending Resolution 10-03-12G to Correct a Clerical Error in the Listing of Properties to be Rehabilitated Pursuant to a Neighborhood Stabilization Program 2 ("NSP 2") Loan to Saint Joseph's Carpenter Society**
There were no further comments on this Resolution.

Adjournment

This meeting ended at 7:19 PM.

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