



FORT ORD REUSE AUTHORITY

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BASE REUSE PLAN POST-REASSESSMENT ADVISORY COMMITTEE MEETING

3:00 p.m., March 6, 2014

920 2nd Avenue, Suite A, Marina CA 93933 (FORA Conference Room)

AGENDA

1. **CALL TO ORDER**

2. **ACKNOWLEDGEMENTS, ANNOUNCEMENTS AND CORRESPONDENCE**

3. **APPROVAL OF MEETING MINUTES**

- a. Nov 25, 2013 PRAC Minutes

4. **PUBLIC COMMENT PERIOD**

Members of the audience wishing to address the Fort Ord Reuse Authority (FORA) Post-Reassessment Advisory Committee (PRAC) on matters within the jurisdiction of FORA, but not on this agenda, may do so during the Public Comment Period. Public comments are limited to three minutes. Public comments on specific agenda items will be heard under that item.

5. **NEW BUSINESS**

- a. Fort Ord Colloquium Review
- b. Review updated Committee Charge and approved 2014 focus
 - a. Local job creation
 - b. Job creation through ecotourism
 - c. Land use policies adjacent to the National Monument
 - d. Trails
- c. Discuss Next Steps

INFORMATION

7. **ITEMS FROM MEMBERS**

8. **ADJOURNMENT**

NEXT PROPOSED MEETING: TBD

For information regarding items on this agenda or to request disability related modifications and/or accommodations please contact the Deputy Clerk by 5:00 p.m., one business day prior to the meeting. Agendas are available on the FORA website at www.fora.org.



FORT ORD REUSE AUTHORITY

BASE REUSE PLAN POST-REASSESSMENT ADVISORY COMMITTEE (PRAC) MEETING MINUTES

9:00 a.m., Monday, November 25, 2013 | FORA Conference Room
920 2nd Avenue, Suite A, Marina, CA 93933

1. **CALL TO ORDER AT 9:00 A.M.**

Confirming a quorum, Fort Ord Reuse Authority (FORA) PRAC Chair Jerry Edelen called the meeting to order at 9:07 AM. The following people attended:

Committee Members

Mayor Jerry Edelen
Dr. Tom Moore, MCWD
Andre Lewis, CSUMB
Victoria Beach, City of Carmel
-by-the-Sea

Other Attendees

Michael Houlemard, FORA
Lena Spilman, FORA
Jonathan Garcia, FORA
Josh Metz, FORA
Jane Haines, member of the public

2. **APPROVAL OF MEETING MINUTES**

MOTION: Committee member Tom Moore moved, seconded by Committee member Victoria Beach, to accept the November 18 meeting minutes as presented.

MOTION PASSED: Unanimous.

3. **PUBLIC COMMENT PERIOD**

Member of the public Jane Haines presented a current status assessment of potential colloquium attendance needs and emphasized the need to make personal invitations to community leaders/decision makers, along with a systematic approach to direct outreach. She suggested the Committee make a motion to direct FORA staff to take appropriate action.

4. **OLD BUSINESS**

- a. Base Reuse Plan Implementation Colloquium (Event logistics; Final panelist & moderator slots; Invitations to community/influencer attendance/participation; Attendance and event marketing).

Jonathan Garcia provided a summary of recent FORA/California State University Monterey Bay (CSUMB) event planning meeting. Significant planning adjustments include: pushing back start time from 8:30 to 9:00; canceling Wednesday night speaker's reception; moving ahead with CSUMB event staff recommendations to use round tables; adapting the Thursday night reception to be open to all; and unanimous support for FORA/CSUMB to cover parking cost for all attendees. Tom Moore suggested direct communication/negotiation with CSUMB police might provide lower cost parking options.

Committee members reviewed the current status of speakers and discussed adjustments and outstanding slots. Doug Walker was added to Panel 5 and Brian Congleton was added as Moderator. Outstanding confirmation remains for Doug Farr and Luther Probst.

Status of direct outreach and personal invitations was discussed. Member of the public Jane Haines suggested a realistic target of 1800 registrants was needed to fill all seats. Committee member Victoria Beach suggested invitations should be sent to all Planning Commissioners and Staff from municipalities making land-use decisions on the former Fort Ord. Committee members discussed the need for press outreach with news of the upcoming event. Particular emphasis was placed on the need for a cover story in a regional newspaper. Michael Houlemard talked about the potential for using CSUMB produced video content to update the FORA website post-event. FORA staff and committee members discussed desirable updates to the FORA website to better promote the event.

Next steps include: 1) CSUMB/FORA staff finalize logistics and event details, 2) CSUMB/FORA will confirm final speaker and moderator slots, 3) CSUMB/FORA representatives will make personal invitations to community leaders, 4) FORA staff will update FORA.org and send digital invitation materials to PRAC members. The next PRAC meeting was not scheduled during the meeting.

5. ITEMS FROM MEMBERS

None.

6. ADJOURNMENT

The meeting was adjourned at approximately 10:15 pm.

Minutes prepared by Josh Metz

**FORT ORD REUSE AUTHORITY
POST REASSESSMENT ADVISORY COMMITTEE (PRAC) REPORT**

NEW BUSINESS

Subject: Fort Ord Colloquium Review, Review Committee Charge and Focus

Meeting Date: March 6, 2014

INFORMATION

RECOMMENDATION

- i. Discuss outcomes of Colloquium;
- ii. Review revised Committee Charge;
- iii. Review approved 2014 focus;
- iv. Consider next steps.

BACKGROUND

Following the successful Fort Ord Colloquium event, at its February 13, 2014 meeting, the FORA Board extended the PRAC charge (**Attachment A**) to focus on 4 Reassessment Category 4 topic areas: Local Job Creation, Job Creation Through Ecotourism, Policy on land use adjacent to the National Monument, and Trails Project. These items form the foundation for the 2014 work plan, with a target of providing feedback to the Board by its June 13th meeting.

DISCUSSION

PRAC members previously expressed the importance of reviewing the Fort Ord colloquium event. The first part of this March 6, 2014 committee meeting will be dedicated to this discussion. Another major discussion at this PRAC meeting includes each of the 4 topic areas approved by the Board for PRAC focus, which are drawn directly from the December 2012 Reassessment Report (<http://www.fora.org/Reports/FinalReassessment/FinalReassessmentReport121412.pdf>) and content from the Colloquium (<http://www.fora.org/Colloquium.html>). The Board charged the PRAC with developing recommendations for Category 4 items (see outline below for additional detail on each of the 4 items):

1. Local Job Creation
 - a. Reversal of the loss of middle class job & housing opportunities (pg. 3-83 of 2012 Reassessment Report)
 - b. Constraints & uncertainties for development of Fort Ord (pg. 3-84)
 - c. Capitalization on existing regional strengths to promote expansion of office & research sectors (pg. 3-87)
 - d. Establishment & marketing of a brand for Fort Ord (3-88)
2. Job Creation Through Ecotourism
 - a. Promotion of economic development through outdoor recreational tourism/ecotourism (pg. 3-85)
 - b. Potential for the National Monument & Tourism to be catalyst for regional economic growth (3-106)
3. Policy on land use adjacent to the National Monument (3-107)
4. Trails Project
 - a. Integrated Trails Plan (3-108)
 - b. Fort Ord National Monument - Fort Ord Dunes State Park Trail Connection (3-109)
 - c. Access points & trailhead development for the Fort Ord national Monument (3-110)

Finally, staff will work with the PRAC to identify next steps.

FISCAL IMPACT

Staff time for this effort is included in the approved annual budget.

Base Reuse Plan Post-Reassessment Advisory Committee

Committee Charge

The Post-Reassessment Advisory Committee (“PRAC”) is charged with advising the FORA Board regarding action items to be prioritized in the near term (approximately through the end of calendar year 2014), as a follow-up to the Base Reuse Plan reassessment effort completed in 2012. The primary issues that are to be reviewed are the topics and options identified in Category IV of the final Reassessment Report, with additional consideration of the Reassessment Report’s other subject areas as the FORA Board may deem necessary. FORA staff will provide technical and administrative support to the PRAC. The PRAC effort is anticipated to have a limited duration, with a goal of forwarding priority recommendations to the Board in May or June 2014.