

**Fort Hancock 21<sup>st</sup> Century Advisory Committee  
Meeting Summary  
September 20, 2013**

The Fort Hancock 21<sup>st</sup> Century Advisory Committee (Committee), chartered under the Federal Advisory Committee Act (FACA), held its sixth meeting, September 20, 2013, at the Chapel at Sandy Hook, Hartshorne Drive, Middletown, New Jersey.

**Summary of Decisions**

1. A Facebook page for the committee will be created and managed both by park staff and committee members. This would allow the page to continue despite a possible government shutdown at the beginning of the new fiscal year on October 1. Karolyn Wray will backup the page in the event of a shutdown.
2. The park will move up issuance of the RFEI press release from October 1 to September 30 to issue it before the possible government shutdown. [Note: following the meeting, the RFEI announcement was postponed until a possible government shutdown was either averted or took place.]
3. The regular time for public comment should be changed to 3:00 pm instead of 4:00 pm for future committee meetings.

**Welcome and Opening of Meeting**

Suzanne McCarthy, the Committee's acting Designated Federal Officer (DFO), opened the meeting at 9:05 A.M. and welcomed everyone. Linda Canzanelli, who retired in June as park superintendent and DFO, facilitated the meeting in the absence of Robert Fisher, who was called away to work with the Interior Secretary that day. She introduced Bennett Brooks, an independent facilitator and mediator with the Consensus Building Institute who was observing the meeting, and provided an overview of the agenda for the day. Committee members introduced themselves and Gerard Glaser, Co-Chair of the Committee, also welcomed the Committee. Joshua Laird, the new Commissioner for the National Parks of New York Harbor, was introduced and thanked the committee for its work.

**August Meeting Summary**

The draft summary from the August meeting was not available to the committee in advance of the meeting due in part to Fisher's other commitments.

**Final RFEI Booklet and Tearsheet Distributed**

Copies of the final RFEI and the two-page tearsheet were distributed at the meeting. Canzanelli encouraged the committee to celebrate this accomplishment and acknowledged the way factual information, public comment, and historic context had been interwoven into the documents. She complimented the committee on listening to each other and the public, which makes the process strong. McCarthy and Laird emphasized that the National Park Service (NPS) and the Department of the Interior (DOI) are following the committee's progress with great interest.

**Historical Context Working Group Report**

Shawn Welch, coordinator of the Historical Context Working Group, noted corrections and updates to the report entitled "A Public Unaware" that was presented by the working group to the committee at the August 2<sup>nd</sup> meeting. Welch noted that Gateway contains only two National Landmarks: (1) Fort Hancock and the Sandy Hook Proving Ground Historic Landmark District and (2) the Sandy Hook Lighthouse—essentially a landmark within a landmark. The Fort Hancock and the Sandy Hook Proving Ground Historic Landmark District is the entire Sandy Hook Unit.

Dan Saunders noted that Landmarks are above a listing on the National Register of Historic Places and federal agencies are required by law under the National Historic Preservation Act of 1996 as amended –

Prior to the approval of any Federal undertaking which may directly and adversely affect any National Historic Landmark, the head of the responsible Federal agency shall, to the maximum extent possible, undertake such planning and actions as may be necessary to minimize harm to such landmark, and shall afford the Advisory Council on Historic Preservation a reasonable opportunity to comment on the undertaking. (Section 110(f), [16 U.S.C. 470h-2(a).])

He also noted that previous efforts to develop Fort Hancock failed to market Fort Hancock as a National Historic Landmark. The working group's revised report will be posted to the committee's website. Canzanelli praised the working group's contributions to the RFEI.

### **RFEI Marketing Plan**

Committee members discussed how best to share information about the RFEI with the media and the public.

McCarthy addressed the suggestion from committee members to hire a public relations group and pointed out that the Federal government has a \$2,500 cap on non-competitive bids which require 45 days at minimum. Any expenditure over that amount generally must go out for competitive bid. For example, this would rule out purchasing a prominent ad in the Wall Street Journal, which could cost \$8,000. Friends' organizations, such as the Sandy Hook Foundation, are not constrained by these regulations. McCarthy indicated the park could consider spending a limited amount to advertise the RFEI (and the upcoming Request for Proposals) in business publications if they are under the \$2,500 limit. Laird and Barry each noted that committee members can use their contacts with groups such as real estate boards, chambers of commerce or tourism and economic development divisions within county or state governments, to engage interest in the Fort Hancock RFEI.

The committee divided into three groups to discuss marketing options: web and social media; partnership outreach; marketing and advertising. Committee members and members of the public could join any or all the groups.

Afterward, the breakout groups reported the following key suggestions to the committee:

- press conference to announce the RFEI for maximum exposure of the RFEI with limited funds
- local open house events and reach beyond the county and perhaps internationally
- identify and reach out tourism marketing agencies with contacts
- identify large events, such as Monmouth County horse races, align events with Monmouth County events
- open house concert to bring increased awareness on a smaller scale.
- Facebook page
- Channel 12
- FAQs
- link on the committee website to the tax credit program
- pool committee contacts, build and maintain an email contact list
- survey potential contacts in the community
- electronic versions of the RFEI and Tearsheet
- advertise in Investment News
- get the show on the road

Information from the breakout discussions and the worksheets will be compiled for the committee and posted on the committee website. The committee also considered establishing a roll-out working group composed of: Lillian Burry, John Ekdahl (Coordinator), Mike Holenstein, Shawn Welch, Margot Walsh, and Bill Wilby. Staff: Daphne Yun, NPS.

### **Evaluating Responses to the RFEI**

Committee members discussed different considerations in evaluating responses to the RFEI. Key suggestions included:

- Need transparency, and to explain what, how and why we are doing it
- Joint review by the FACA committee and the park
- Decide what will be done with the results of the RFEI and the goal once we finish the RFEI
- Use the evaluation criteria in the RFEI
- Evaluate the responses, narrow them down, provide presentations of the proposals, decide whom to ask to submit a RFP
- Ask people who did not submit a response why they didn't respond
- Consider whether we need to refocus the RFEI to help share the RFPs,
- Evaluate every response
- Evaluate proposals for the concept, not solely on the criteria which were intended to provide an outline for ideas
- Document what the committee does with a proposal using a narrative descriptive process rather than a numerical ranking and document if a proposed use is inappropriate
- Evaluate responses on the requirements in the RFEI and either use some sort of ranking system or bring all acceptable proposals to the committee

### **Next Committee Meeting**

The next Committee meeting is scheduled to be held Friday, November 1 in the Chapel at Fort Hancock.

### **Upcoming Departures and Arrivals**

Facilitator Robert Fisher may relinquish his duties with the committee. Canzanelli informed the committee that she will not serve as permanent facilitator to the committee due to her prior role as DFO and Brooks, who observed this meeting, may replace Fisher as facilitator. Jennifer Nersesian, the incoming superintendent for Gateway NRA, will arrive in the middle of October.

### **Public Comment**

At 4 P.M., the public comment period opened as announced in the Federal Register. No comments from the public were offered. Committee members discussed changing the time for public comment from 4 pm to 3 pm for future meetings.

### **Adjournment and Next Meeting**

McCarthy thanked committee members. McCarthy determined that early adjournment of the meeting was in the public interest and adjourned the meeting at 4:10 P.M. The next meeting is scheduled to begin at 9 A.M. on Friday, November 1, 2013 at the Chapel at Fort Hancock.

### **Addendum**

Following the meeting on September 24, the co-chairs informed committee members by email the park's decision to postpone the rollout process for the RFEI until after the possible government shutdown.

### **Attachments**

- A. List of Attendees and**
- B. List of Materials Distributed to the Committee**

Meeting summary approved by Gerald Glaser, co-chair: Date: \_\_\_\_\_

Signature: \_\_\_\_\_

*Attachment A*

**Fort Hancock 21<sup>st</sup> Century Advisory Commission  
Meeting #6 – September 20, 2013  
Attendance**

**Committee Members:**

Lillian Burry	Michael Holenstein	Shawn Welch
John Ekdahl	Howard Parish	Bill Wilby
Gerry Glaser (co-chair)	Lynda Rose	Karolyn Wray
Tim Hill	Margot Walsh	

**National Park Service:**

Sarah Blizzard	Suzanne McCarthy	Daphne Yun
Marilou Ehrler	Pam McLay	
Joshua Laird	Barbara Repeta	
Pete McCarthy	John Warren	

**Public:**

Bennett Brooks  
Linda Canzanelli, Facilitator (acting)  
Richard King

*Attachment B*

**Fort Hancock 21<sup>st</sup> Century Advisory Commission  
Meeting #6 – September 20, 2013  
List of Materials Distributed to the Committee**

1. Meeting Agenda
2. Final Request for Expressions of Interest (RFEI) and two-page tearsheet dated October \_\_, 2013 prepared by the Park
3. Revised Presentation titled “A Public Unaware: Leveraging Historic Importance to preserve and reuse Fort Hancock” dated September \_\_, 2013 prepared by the Historical Context Working Group.
4. RFEI Marketing Plan worksheet