



# 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 2<sup>nd</sup> 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