



FORT ORD REUSE AUTHORITY

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BASE REUSE PLAN POST-REASSESSMENT ADVISORY COMMITTEE MEETING

9:00 a.m., November 25, 2013

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 18, 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. **OLD BUSINESS**

a. Base Reuse Plan Implementation Colloquium

INFORMATION/ACTION

i. Event logistics

ii. Final panelist & moderator slots

iii. Invitations to community/influencer attendance/participation

iv. Attendance & event marketing

6. **ITEMS FROM MEMBERS**

7. **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 MEETING MINUTES

12:00 p.m., Monday, November 18, 2013 | FORA Conference Room
920 2nd Avenue, Suite A, Marina, CA 93933

1. CALL TO ORDER AT 12:15 p.M.

Confirming a quorum, Fort Ord Reuse Authority (FORA) PRAC Acting Chair Victoria Beach called the meeting to order at 12:15 PM. The following people attended:

Committee Members

Dr. Tom Moore, MCWD
Gail Morton, City of Marina
Andre Lewis, CSUMB
Victoria Beach, City of Carmel
-by-the-Sea
Jane Parker, County of Monterey

Other Attendees

Michael Houlemard, FORA
Steve Endsley, FORA
Jonathan Garcia, FORA
Josh Metz, FORA
Jane Haines, member of the public

2. APPROVAL OF MEETING MINUTES

MOTION: Committee member Gail Morton moved, seconded by Committee member Jane Parker, to accept the November 13, October 28, and October 23, 2013 meeting minutes as presented.

MOTION PASSED: Unanimous. (Committee member Dr. Tom Moore abstained from voting on minutes from 10/28/13 due to his absence)

3. PUBLIC COMMENT PERIOD

Member of the public Jane Haines submitted a list of top priority potential invitees to the colloquium. Ms. Haines further noted the importance of decision makers presence and suggested a systematic approach of personal invitations from key CSUMB and FORA representatives.

4. OLD BUSINESS

- a. Base Reuse Plan Implementation Colloquium (Progress on filling final panelist & moderator slots, Final review of colloquium format & scheduling, Report on attendance and event marketing).

Committee members reviewed the current status of speakers and discussed adjustments and outstanding slots. Michael Houlemard notified the PRAC of his pending invitations and agreed to continue outreach. Committee members also reviewed Panel titles and recommended changes, along with specific people to fill Moderator positions. Andre Lewis provided an update on current RSVP, totaling 120 people. Event capacity is 300 people. Mr. Lewis will provide event ticketing reports for interested PRAC members. Mr. Lewis informed the group that CSUMB event staff will handle logistics and a subsequent meeting with them will be scheduled.

Next steps include: 1) CSUMB/FORA staff finalize logistics and event details, 2) CSUMB/FORA will fill final speaker and moderator slots, 3) CSUMB/FORA representatives will make personal

invitations to community leaders, 4) Committee member Gail Morton volunteered to contact Marina “influencers”, 5) CSUMB will share ticketing reports, and 6) CSUMB/FORA will handle the guest speaker welcome and dinner reception. The next PRAC meeting was tentatively scheduled for Monday, November 25, 2013 at 9:00 AM.

5. **ITEMS FROM MEMBERS**

None.

6. **ADJOURNMENT**

The meeting was adjourned at approximately 2:15 pm.

Minutes prepared by Josh Metz

DRAFT

DRAFT COLLOQUIUM SCHEDULE/SPEAKERS LIST

WEDNESDAY 11 December

7:00 pm **Guest Speaker Welcome Reception & Dinner**

THURSDAY 12 December

8:00 am **Coffee & Opening Comments** (*Dr. Eduardo Ochoa*)

8:30 am **Panel 1: Economic Development & Innovation**

- **MODERATOR: Eduardo Ochoa, President, CSUMB**
- **Jennifer Ott** *Chief Operating Officer Alameda Point, Alameda CA*
Topic: The challenge of integrating former bases into the fabric of surrounding cities/mixed use communities.
- **Larry Samuels, Principal, Samuels Associates, La Selva Beach, CA**
Topic: Optimizing conditions for innovation clusters
- **Bud Colligan** *Founder & CEO, South Swells Ventures, Santa Cruz CA*
Topic: Marshalling resources for innovation

9:30 am **Moderated Q&A**

10:15 am **Break**

10:30 am **Panel 2: Land Development and Job Creation**

- **MODERATOR: Shyam Kamath, Dean, College of Business Administration, CSUMB**
- **Peter Katz** *Principal, Strategic Consulting Practice, Alexandria VA*
Topic: How development patterns can increase jurisdiction tax base.
- **Mary Jo Waits** *National Governor's Association Director of Economic, Human Services, & Workforce Division, Washington DC*
Topic: Transitioning to the new economy; Policies fostering innovation driven economic growth.
- **Craig Seymour** *Managing Principal, RKG & Associates, Alexandria VA*
Topic: New directions and socio-economic development strategies for base re-use.

11:30 pm **Moderated Q&A**

12:30 pm **Lunch with an Expert**

2:00 pm **Panel 3: Blight Removal, Remediation & Economics**

- **MODERATOR: Katie Timmerman, Senior Construction/Project Manager, CSUMB**
- **Jim Musbach** *Managing Principal at Economic & Planning System, Berkeley, CA*
Topic: Innovative solutions to blight removal.
- **Lenny Seigel** *Center for Public Environmental Oversight, Mountain View, CA*
Topic: Advocacy for safety in the human environment.
- **Bradley Guy** *Asst. Professor, Sustainable Design Program, School of Architecture and Planning, The Catholic University of America, Washington DC*

Topic: Green building and unbuilding

3:00 pm **Moderated Q&A**

4:00 pm **Networking and Social Event**

FRIDAY 13 December

8:00 am **Coffee & Opening Comments** (*Dr. Eduardo Ochoa*)

8:30 am **Panel 4: Design Guidelines as Economic Catalyst**

- **MODERATOR:** *Victoria Beach, City Council Member, Carmel-by-the-Sea*
- **Charles Bohl** *Associate Professor & Director of the Masters in Real Estate Development and Urbanism, University of Miami's School of Architecture, Miami FL*
Topic: How complete planning affects community prosperity.
- **Victor Dover** *Principal, Dover, Kohl, & Partners, Coral Gables FL*
Topic: Retrofitting sprawl

9:30 am **Moderated Q&A**

10:15 am **Break**

10:30 am **Panel 5: Form-based Regional Planning and Community Collaboration**

- **MODERATOR:** *Victoria Beach, City Council Member, Carmel-by-the-Sea*
- **Bill Lennertz** *Executive Director, National Charrette Institute, Portland OR*
Topic: How public charrettes can resolve apparently conflicting land planning interests.
- **Stefan Pelligrini, RA, AICP, LEED AP** *Principal, Opticos Design, San Francisco CA*
Topic: How publicly developed form-based codes increase predictability and profitability for developers.

11:30 pm **Moderated Q&A**

12:30 pm **Lunch with an Expert or Luncheon Speaker**

1:45 pm **Panel 6: National Monuments as Economic Engines**

- **MODERATOR:** *David Spaur Monterey County Economic Development Director, Monterey CA*
- **Doug Farr** *President and CEO at Farr and Associates, Architecture and Urban Design, Chicago, IL*
Topic: How urban areas can leverage proximity to open space through integrated connectivity.
- **Jim Meadows** *Presidio Trust Executive Director, Presidio of San Francisco*
Topic: Integrating recreation and open space into economic recovery programs: San Francisco Presidio Case Study.

2:45 pm **Moderated Q&A**

4:00-5:30 pm **FORA Board Meeting**