



**FORT ORD REUSE AUTHORITY**  
**BASE REUSE PLAN POST-REASSESSMENT ADVISORY COMMITTEE (PRAC)**  
**MEETING MINUTES**

3:00 p.m., Thursday, March 6, 2014 | FORA Conference Room  
920 2<sup>nd</sup> Avenue, Suite A, Marina, CA 93933

**1. CALL TO ORDER**

Confirming a quorum, Fort Ord Reuse Authority (FORA) PRAC Chair Jerry Edelen called the meeting to order at 3:15 pm. The following people were in attendance:

**Committee Members**

Jerry Edelen (Chair), City of Del Rey Oaks  
Tom Moore, MCWD  
Eduardo Ochoa, CSUMB  
Victoria Beach, City of Carmel-by-the-Sea  
Gail Morton, City of Marina

**Other Attendees**

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

**2. APPROVAL OF MEETING MINUTES**

MOTION: Eduardo Ochoa moved, seconded by Victoria Beach, to approve the November 25, 2013 meeting minutes, as presented.

MOTION PASSED: Unanimous.

**3. PUBLIC COMMENT PERIOD**

No comments were received from members of the public.

**4. NEW BUSINESS**

**a. Base Reuse Plan Implementation Colloquium Review**

Jonathan Garcia provided a summary of the December 2013 FORA/California State University Monterey Bay (CSUMB) colloquium. Michael Houlemard recalled discussion of the quality of existing BRP and need to focus on completion, finishing design guidelines, and focus on job creation. President Ochoa referenced colloquium speakers Bud Colligan and Mary Jo Waits' presentations and how to create an ecosystem for business growth. He suggested reviewing Mary Jo Waits' presentation for step-by-step guidance on fostering economic development and that issues extend beyond FORA. Councilmember Morton emphasized the importance of attracting millennials. President Ochoa talked about adding additional focus items to the PRAC 2014 Work Plan. Councilmember Beach recalled comments by Luther Propst regarding value of ecotourism and Peter Katz's presentation on the long-term value of planning decisions. Councilmember Beach emphasized the importance of succinctly capturing the lessons learned from Colloquium. She suggested producing a "highlights reel" from Colloquium video.

President Ochoa suggested that CSUMB is an “export” industry – bringing new human and financial resources to the region. He also noted that skilled professional workers will be what grows the local economy. He mentioned recent hiring of the new CSUMB Provost, and the interim provost will move to focus on economic development. He also remarked on Mary Jo Waits case study from Walla Walla, WA – wine industry innovation. Committee Member Moore suggested a 3<sup>rd</sup> key proposal – to become smarter about local industry dynamics. Councilmember Beach suggested striking “Job creation through ecotourism” from PRAC focus list. Councilmember Morton suggested revisiting Economic & Planning System’s (EPS’s) Market Study and others on value of outdoor recreation as component of economic recovery.

Committee members identified challenges involved in reconciling exiting entitlements and pending projects with RUDG process. Committee member Moore suggested entitled projects have limited flexibility and that perhaps CSUMB could develop live/work developments to demonstrate viability. Councilmember Beach made the case for inclusion of physical built environment in the PRAC focus items for 2014, as a component of Job Creation. She also suggested a close look at the Baldwin Park project in Orlando, FL, and to take a measured pace in the design process as a means of saving costs over the long-term. Councilmember Beach suggested visiting high quality sites and developers to develop understanding and relationships would be valuable. Chair Edelen supported this idea and suggested a Board member and FORA staffer could undertake this project.

Next steps include: 1) CSUMB and FORA staff (Josh Metz) to produce Colloquium highlights reel, 2) PRAC members were asked to share names of developers who have had success in creating mixed used/higher density/transit-oriented projects and potential consultants to invite to the RUDG consultant solicitation process, 3) PRAC members were asked to review Cat 4 focus items and return with specific recommendations, 4) FORA staff will revisit the proposed RUDG timeline and sequence of work outlined in DRAFT Request for Qualifications (emphasis was placed on taking a measured pace and being inclusive in the early stages as well as describing work products by level of finish vs. completion of individual components such as Gateways, Trails, etc.), 5) FORA staff (Jonathan Garcia) will research and report on local economy and employment landscape trends. The next PRAC meeting was scheduled for Thursday, April 10 at 3:30pm.

**5. ITEMS FROM MEMBERS**

None.

**6. ADJOURNMENT**

The meeting was adjourned at approximately 4:45 pm.

Minutes prepared by Josh Metz