

**Himanshu Shah**  
Executive Director

**John Zebrowski**  
Chairman

**Sayreville Economic & Redevelopment Agency**  
**167 Main Street**  
**Sayreville NJ 08872**  
**www.sayreville.com**

---

**TO:** Chairman, John Zebrowski & Commissioners  
**FROM:** Himanshu Shah, Executive Director  
**DATE:** December 12<sup>th</sup>, 2024  
**SUBJECT:** Executive Director's Report

---

**1. NJDEP - NL Landfill Audit**

NJDEP (New Jersey Department of Environmental Protection) is updating its records regarding financial assurance requirements for the NL Landfill, originally addressed in a 2009 letter. A revised letter has been prepared and will be signed by the Executive Director. Later in the meeting, a request will be made for commissioner approval to authorize the Executive Director to sign and submit the letter. The updated response re-affirms SERA and SSA's previous compliance, including the use of HDSRF (Hazardous Discharge Site Remediation Fund) funding and an established letter-of-credit for the site's remedial work, ensuring NJDEP's requirements are met to keep the process moving forward.

**2. Riverton Project Update**

Progress continues on the Bass Pro Shop with structural steel work ongoing and the final steel top-out anticipated in March. Concurrently, stormwater drainage systems are being installed for the Bass Pro parking lot to support site infrastructure. A topping-out ceremony will be scheduled for March to mark the milestone of the steel framework reaching its highest point as the project progresses.

**3. Riverton Environmental Site Status Update**

The September/October 2024 Environmental Site Status Report for the Riverton project has been submitted. SSA continues remediation efforts under the NJDEP (New Jersey Department of Environmental Protection) Site Remediation Program (SRP), Program Interest (PI) No. 018025, the NJDEP Bureau of Environmental Radiation (BER), and the NJPDES (New Jersey Pollution Discharge Elimination System) Storm Water Permit (Permit No. NJ0000931). During this reporting period, SSA completed the MFM (Mixed Fill Material) removal activities in the Sedimentation Pond #6 area, the excavation and off-site disposal of impacted PCB (Polychlorinated Biphenyls) materials from the portion of the site and continued radiological

delineation of the OS-C27 Survey Unit boundaries. Additionally, SSA, Sovereign, and Geosyntec finalized Parcel B sampling plans, with mobilization anticipated in December 2024.

**4. Public Relations for SERA**

As discussed at the November meeting regarding the need for Public Relations services for the agency, SERA requested quotes for PR services. We received one response and proposal from Kevin Dalina and have decided to move forward with utilizing his services to address SERA's PR needs. A copy of his proposal has been printed and included for your review. Kevin will oversee public relations efforts, including managing social media, marketing, website updates, and press releases. The goal is to ensure accurate and timely information is communicated to the public in a clear and easily accessible manner. This effort aims to provide the community with correct and up-to-date information, highlight the positive impacts of SERA's redevelopment projects, and showcase the benefits these initiatives bring to Sayreville. Improved outreach will help foster transparency, engagement, and understanding of SERA's role in driving economic growth and revitalization.

**5. SERA Podcast Initiative**

SERA has placed an order for podcast equipment to enhance outreach and promote its redevelopment projects. The equipment includes a camera, microphones, teleprompter, tripod, lighting, and other accessories. This initiative will allow SERA to create high-quality video and audio content to share updates, highlight key projects, and engage with Sayreville residents in a modern and accessible format. This will help to enhance our public relations efforts.

**6. Downtown Revitalization Outreach**

SERA is reaching out to business and property owners in the downtown zone to schedule meetings and gather insights on their vision for a revitalized downtown. These discussions will build on findings from the Downtown Redevelopment Study previously conducted by SERA, ensuring that community input guides the revitalization process. This outreach will also help SERA form meaningful connections with business and property owners, fostering long-term stakeholders who can remain engaged and informed throughout the process. The goal is to better understand the needs and priorities of local stakeholders to create a thriving and dynamic downtown that benefits businesses, residents, and visitors.

**7. Letter Drafted to Recommended Area in Need of Redevelopment Property Owners**

SERA is sending letters to property owners in the recommended designated areas, including Main Street & Crossman Road area and the Ernston Road/mini mall area, to explain the "Area in Need of Redevelopment" designation. These letters are being sent ahead of the Planning Board's communication regarding the possible upcoming ANR study to help address any concerns or fears associated with the designation. The goal is to open lines of communication between property owners and SERA, providing clarity on the redevelopment process, its goals, and the potential benefits, such as attracting investment, improving infrastructure, and fostering economic growth. SERA is also assuring property owners that this designation does not involve condemnation by SERA or the Borough. This effort reflects SERA's commitment to transparency, collaboration, and ensuring property owners are informed and engaged stakeholders throughout the process.