

A MEADOWLANDS RENAISSANCE



2004/2005 ANNUAL REPORT



New Jersey Meadowlands Commission





I'm proud to see the New Jersey Meadowlands Commission accomplishing so much over the last year. They are an example of good government and share my ambition to improve the quality of life of New Jersey's residents. Along with promoting redevelopment and preserving some of the last open spaces in our urban Northeast, they are finding other ways to improve the communities they touch. They are developing new ways to teach students with disabilities about the environment, they are using videoconferencing technology to share nature's wisdom with seniors, and they are generally pursuing a broad range of innovative initiatives across the spectrum. It's no wonder the Meadowlands is experiencing a renaissance, and with public servants like these, it's no wonder our entire state is as well.

- Acting Governor Richard J. Codey



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Natural Resources*

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*Director of the
Meadowlands
Environmental Research
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Table of Contents



A great egret.

<i>Message from the Acting Governor</i>	<i>1</i>
<i>Table of Contents</i>	<i>3</i>
<i>Message from the Chair</i>	<i>4</i>
<i>Message from the Executive Director</i>	<i>5</i>
<i>Year in Review</i>	<i>6</i>
<i>Finance and Management Division</i>	<i>8</i>
<i>Land Use Management Division</i>	<i>12</i>
<i>Solid Waste and Natural Resources Groups</i>	<i>14</i>
<i>Meadowlands Environmental Research Institute</i>	<i>18</i>
<i>Meadowlands Environment Center</i>	<i>20</i>
<i>Executive Division</i>	<i>22</i>

Message from the Chair



Somewhere between Eden and the asphalt jungle is the Meadowlands. It is a place of contrasts, the Empire State Building looming over fields of reeds, the 24-hour rumble of the New Jersey Turnpike next to the rustle of migrating birds.

There was a time when these contrasts weren't so picturesque. The Meadowlands was literally a dump and full turnaround didn't seem in reach. Today that has changed. In January 2004, my fellow New Jersey Meadowlands Commissioners and I approved a new Master Plan achieving a synthesis between redevelopment and environmental restoration. This past year we've built on that solid foundation.

We've launched a full restoration of the endangered Kearny Marsh complex. The Secaucus High School Marsh is targeted for rehabilitation. Mill Creek Point Park is open. Redevelopment is advancing in 10 zones. We're working on a grassroots flood management plan. A unified tourism bureau and eco-tourism program is taking off. Our towns received \$3.5 million over the course of 2004 and 2005 for a better quality of life and taxpayer relief. We're working on a new Meadowlands Science Center and Observatory.

After decades of turmoil and wallowing in the mistakes of the past, the Meadowlands is taking its rightful place as a symbol of regeneration and balance. Our residents deserve as much, and we plan to continue delivering on the promise of a better future.

Susan Bass Zeven

Message from the Executive Director



Some of us had hoped that the dramatic push and work-hours of 2003, which had resulted in the award-winning New Jersey Meadowlands Commission Master Plan, would leave us with time to recoup and pursue a slower pace as the plan naturally worked its magic.

However, when the plan was approved by our Board of Commissioners, we realized that what we had achieved was only a beginning and that a very difficult, but ultimately rewarding, set of tasks lay before us.

It has indeed been an intense but good year, and speaking for the staff of the New Jersey Meadowlands Commission, we are grateful for a Chairwoman and Board of Commissioners who push for great things and support this agency when the going gets tough. No renaissance can occur without courage and foresight, and we are proud that those virtues are so well embodied in our Board and their Chairwoman.

A handwritten signature in dark ink, reading "Robert R. Celmer". The signature is fluid and cursive, with the first name "Robert" and last name "Celmer" clearly legible.

The Year in Review

The Renaissance was historically a revival of culture, science and the arts in Europe after a dark period of conflict and servitude. In the Meadowlands, we like to say a renaissance is afoot here too.

After more than 20 years of battle between the Meadowlands stakeholders, peace has broken out and environmentalists, businesses, mayors, and a range of state and federal agencies have come together behind the New Jersey Meadowlands Commission's Master Plan, a vision for the future that all of the stakeholders authored together and put in place at the beginning of 2004. Since then, there has been a flowering of broad new initiatives taking the New Jersey Meadowlands Commission from a relatively narrow regional zoning and waste management agency to an instrument for regional innovation and fast-paced revival in all facets of community life.

After the Master Plan's approval in January 2004, the Commission launched a bundle of four broad areas

of work aimed at aiding municipalities, improving environmental stewardship, jumpstarting economic success with one eye on eco-tourism, and honing the special services of the NJMC.

MAGNET, the Meadowlands Area Grants for Natural and Economic Transformation, solidified these four areas into a five-year funding plan in December 2005. It ensures that the early progress rooted in the Master Plan and the NJMC's broader roll in the District will result in the full development of the region's potential.

Within this annual report's pages, divided by the NJMC's six divisions, details on the work in these four policy areas are laid out and the projects and programs that animate them are explained. The reader will note that a great deal has been achieved in a short time. This is the pace we have set, and we believe next year's annual report will show our ability to commit to this higher standard of public service.



Aerial view of the Meadowlands.



Mill Creek Point, Secaucus.



Harrier Meadow, North Arlington.



Cormorants perching on an old tide gate.



A NJMC pontoon boat touring the Hackensack River.

Finance and Management

The 28 employees of the NJMC's Finance and Management Division maintain the agency's budget, carry out its accounting, and ensure that operations are performed efficiently. In addition, this division operates the Meadowlands District's tax sharing formula and, perhaps most importantly to Meadowlands residents, oversees the new MAGNET program and the funds it provides to the NJMC's four-pronged support for District-wide revitalization.

Milestones of 2004-2005:

MAGNET

In December 2004, the New Jersey Meadowlands Commission's Board of Commissioners approved a five-year funding plan called MAGNET, or Meadowlands Area Grants for Natural and Economic Transformation. It calls for \$32 million to foster continued revitalization in the Meadowlands.

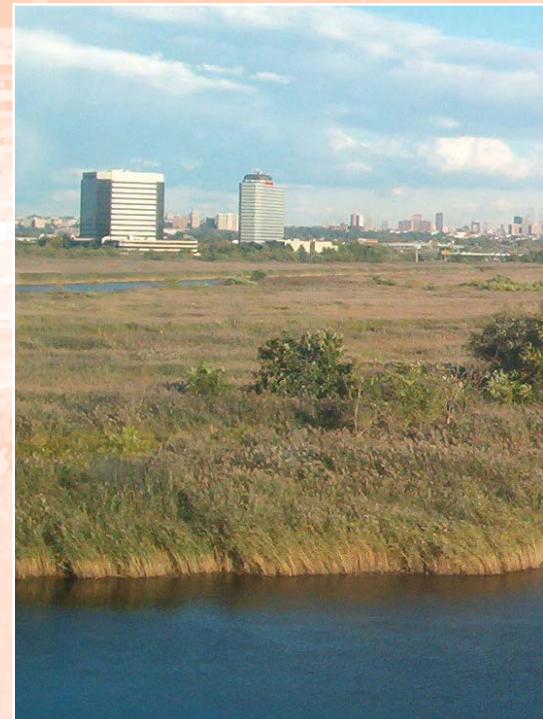


Robert Ceberio, Executive Director of the NJMC, answers questions on MAGNET.

The plan directs future revenue to serve the NJMC's four major policy areas: a \$13.24 million Municipal Fund, a \$13.24 million Environmental Fund, a \$2.5 million Economic Development Fund and a \$3.5 million Commission Capital Improvement Fund.

- **The Municipal Fund:** Provides continued tax relief through the Municipal Assistance Program (MAP). This money helps municipalities purchase key vehicles and equipment to be used by all 14 District communities, supports flood control and provides scholarships and money for senior citizen programs.
- **The Environmental Fund:** Provides resources to protect and restore wetlands and open space, develop new trails and parks, and finance important research.

- **The Economic Development Fund:** Underpins a new Meadowlands Employment Opportunity Center to generate new jobs, the Meadowlands Liberty Convention and Visitors Bureau and a Transportation Planning



District to disentangle the transportation chokepoints in the District.

- **The Commission Capital Improvement Fund:** Will provide monies for NJMC program development and public resources. Funding will be set aside to develop a new Science Center and Observatory in Lyndhurst, promote environmentally friendly building practices District-wide as well as in all Commission facilities, and create a Satellite Environment Center and Wetlands Research Center in Secaucus.



Kearny Marsh.



A view of the Meadowlands.

Institute for Meadowlands Studies (IMS) at Rutgers University:

Underpinning the economic development part of the four-policy areas, the first-ever Meadowlands Economic Conference and Summit was convened in December at the NJMC headquarters in Lyndhurst by Rutgers University's new Institute for Meadowlands Studies. Highlights of the event included a new economic agenda and new research on the importance of the 32-square-mile District.

NJMC Chair and New Jersey Department of Community Affairs Commissioner Susan Bass Levin used her keynote speech to call on attendees to consider the development of an International Trade Zone in the Meadowlands. Currently, the Institute for Meadowlands Studies is examining the Koppers Coke portion of Kearny as a possible location. The Institute also is conducting fiscal impact assessments on various aspects of the new Meadowlands Master Plan as well as demographic research.

Finance and Management

Municipal Assistance Program

Supporting the municipal portion of the four-part policy goals - and pre-dating MAGNET - the NJMC's Finance and Management Division disburses grants allotted by the Board of Commissioners to municipalities through the Municipal Assistance Program (MAP). This fund was established by the Board of Commissioners to assist the 14 Meadowlands municipalities (*Carlstadt, East Rutherford, Jersey City, Kearny, Little Ferry, Lyndhurst, Moonachie, North Arlington, North Bergen, Ridgefield, Rutherford, Secaucus, South Hackensack and Teterboro*) providing a better quality of life for residents.

In the first few months of 2005, the NJMC's Board of Commissioners allocated \$1.5 million in municipal grants. In 2004 they allocated \$2 million. Since MAP's creation in 2002, \$12 million in grants have been allocated.

Some of the items supported by the 2004 and 2005 grants include:

- Support for the construction of the 15-mile Secaucus Greenway.
- A study of transportation solutions to un-clog Secaucus roads.
- Drainage improvements



Moonachie Mayor Fred Dressel and NJMC Chair Susan Bass Levin with members of the Moonachie Rescue Squad display the new ambulance provided by the Municipal Assistance Program.

for Mill Ridge Road in Secaucus.

- Two portable pumps for Penhorn Creek in Secaucus and North Bergen.
- Flood control in Moonachie.
- Fire Department Rescue Equipment for Lyndhurst.
- Tidegate repair in Rutherford.
- Investigation of unregulated waste operations in North Bergen.
- A flood study on Wolf Creek in Ridgefield.
- Library furnishings and

computers for Little Ferry.

- A van-mounted pipe inspection system for the shared Meadowlands Municipal Equipment Co-op.
- A U.S. Army Corps flood control study.
- Analysis of municipal technologies by Rutgers University.
- 400 trees to celebrate Arbor Day.

STATEMENT OF ACTIVITIES GOVERNMENTAL FUNDS December 31, 2004

Funding Sources

Fees & Charges	1,332,440
Solid Waste Overhead	5,563,115
Methane & Dredge Revenues	4,062,405
Other Revenues	6,858,615

Total Funding Sources	17,816,575
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Expenditures

Environment Center Operations	1,645,194
Commission Operations	12,591,007
Contributions to Operating Reserves & Environmental Improvement Program	3,580,374

Total Expenditures	17,816,575
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SOLID WASTE OPERATIONS STATEMENT OF REVENUES AND EXPENSES December 31, 2004

Operating Revenue	23,719,295
Non-Operating Revenues	347,428

Total Revenues	24,066,723
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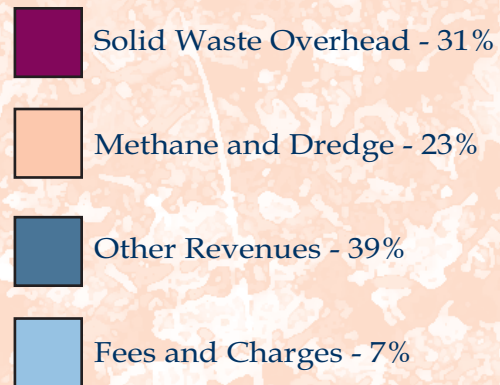
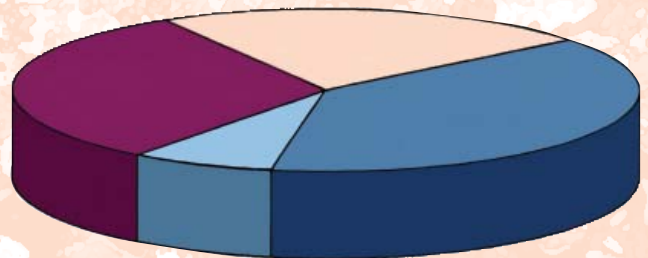
Operating Expenses

Landfill Operations	4,173,973
Payments to County Utility Authorities	3,382,968
General Operating	12,841,077
Other Expenses	3,428,533

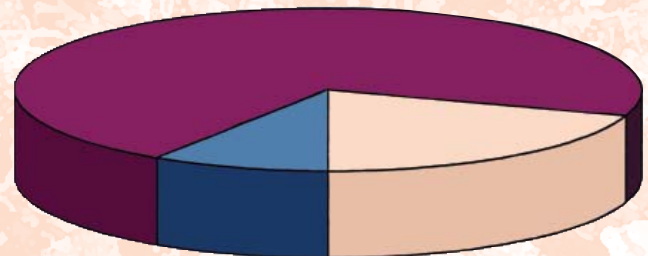
Total Operating Expenses	23,826,551
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Change in Net Assets	240,172
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GOVERNMENTAL FUNDS - REVENUES



GOVERNMENTAL FUNDS - EXPENDITURES



Land Use Management

The Land Use Management Division's 28 employees are organized into two groups. One group is responsible for establishing and enforcing the zoning and subdivision regulations of the Meadowlands District. The second group is responsible for enforcing New Jersey's Uniform Construction Code. Together they preside over the primary land use regulations that govern the 32 square-mile Meadowlands District. Redevelopment and changes to a property are all checked by this department against the new Meadowlands Master Plan, its underpinning regulations, and statewide regulations ensuring orderly development.

Milestones of 2004-2005:

Redevelopment Areas

The hottest zones for economic growth in the Meadowlands are the District's 10 redevelopment areas. These plots range in size from the 2.5-acre Vincent Place Area in Teterboro, to the 1,350-acre Meadowlands Golf Course Redevelopment Area stretching from Rutherford to Kearny. Together they total 3,078 acres with potential redevelopment amounting to \$5.6 billion in investment over the next 25 years, the creation of 56,250 new permanent jobs, and more than \$73 million in positive fiscal impacts for the District's 14 municipalities.

Four of these redevelopment zones are seeing rapid movement:

- Route 3 LLC is moving to build two residential buildings on long-vacant land and preserve a large area of wetlands in East Rutherford.
- Avalon Bay Communities is moving forward with plans for a residential development on the site of a dilapidated car dealership in Lyndhurst and will tackle longstanding infrastructure and flooding issues at that site.
- The Secaucus Transit Village site has an official redeveloper, Fraternity Meadows LLC, for its residential section and plans for that site are expected to move forward.
- Phase I of the Meadowlands Golf Redevelopment Project is forging ahead with EnCap Golf Holdings continuing intensive remediation of landfills that had been left open to the environment for many years and will be transformed to a golf resort destination.

Flood Management

New Jersey Meadowlands Commission Chair and Commissioner of the New Jersey Department of Community Affairs Susan Bass Levin announced in October 2004, the formation of a taskforce to establish a District-wide anti-flooding plan.

The NJMC brought together residents and business owners who experience serious flooding problems, municipal officials, the Meadowlands Regional Chamber of Commerce, environmental advocates, appropriate government agencies, and all other stakeholders to work on a Floodplain Management Plan.

The resulting plan is to be submitted to the NJMC's Board of Commissioners by the end of the summer of 2005.



The Empire Tract in Carlstadt.

Xanadu

In March 2005, the Meadowlands Sports Complex, presided over by the New Jersey Sports and Exposition Authority, moved forward with construction of the Meadowlands Xanadu entertainment complex. Though the sports complex does not fall under NJMC jurisdiction, large projects like this one must come before a joint review panel assembled by the NJMC and the New Jersey Department of Environmental Protection. In 2004 the NJMC and NJDEP served as hearing officers for the \$1.3 billion Xanadu project.

To properly defend the interests of residents living and working around this large venture, the NJMC and NJDEP directed the NJSEA and developers to deal

with the following salient issues, some of which have already been resolved:

- The entire 587-acre Empire Tract in Carlstadt was turned over to the Meadowlands Conservation Trust in March 2005 for preservation, as the hearing officers' report mandated.
- The developers provided \$769,000 to restore the Secaucus High School Marsh, as mandated by the report.
- Xanadu will pay for its share of all off-site traffic improvements required for the complex. This is in addition to its initial \$65 million contribution.

- Meadowlands Xanadu will provide a total of \$2 million to the New Jersey Department of Community Affairs to establish Main Street New Jersey Programs in Meadowlands downtowns to ensure synergy with Xanadu.
- A permanent air quality monitoring station will be installed under the guidance of the NJDEP to ensure compatibility with NJDEP's overall air quality monitoring network.
- The developers will pay more than \$1 million dollars over the course of the first four years of the project and then \$1.65 million every year after that to the NJMC Municipal Assistance Program to help municipalities pay for impacts from Xanadu and the Sports Complex.
- The municipalities of East Rutherford and Carlstadt will be given cash contributions to provide affordable housing opportunities.
- The Xanadu project will be integrated with pedestrian-friendly paths called Meadows Path that connect to other parts of the Meadowlands District and offer wildlife watching opportunities.

Solid Waste and Natural Resources Groups

A total of 36 employees separated into Solid Waste, Wetlands, and Parks and Open Space groups comprise the Solid Waste and Natural Resources unit of the agency. These groups oversee the sanitary disposal of construction debris and other waste in the District, preserve and protect the District's wetlands, and create and maintain parks.

Milestones of 2004-2005:

Solid Waste

Kearny Green Space Initiative

In support of the environmental portion of the four NJMC policy areas, the Solid Waste Group oversees a solid waste management plan for the region, and works to close abandoned landfills that continue to threaten the Meadowlands ecosystem.

In January 2005, the NJMC's Board

of Commissioners made a heavy commitment to its environmental mandate by setting in motion an ambitious \$53 million plan to save the Kearny Marsh, solve the threat of pollution from the adjacent Keegan Landfill, and create a 500-acre park that will serve as the southern gateway to the 8,400 acre Meadowlands environmental preserve. The plan developed from a meeting between members of the NJMC staff, Kearny Mayor Alberto

G. Santos, the Town Council, and members of the community to discuss options for the future of the abandoned landfill and marsh.

The Kearny Marsh is currently threatened by the defunct Keegan Landfill, an abandoned 110-acre dump lying in the southern portion. The dump, operated during the 1950s and 60s, was never properly sealed, nor were proper actions taken to prevent



Kearny Marsh.



Soil investigations at Keegan Landfill, the site of a future 500-acre park that will serve as the southern gateway to the Meadowlands environmental preserve.

contaminants from leaking out. Zinc, mercury, chromium, PCBs, and other contaminants have been found in the nearby wetlands and are assumed to come from Keegan Landfill. The landfill has caught fire several times and is considered unsafe to be on without proper escort.

Ironically, in 1978 the Kearny Marsh was considered the best freshwater marsh in the state by members of the New Jersey Audubon Society. Since then, this, the largest freshwater marsh in the Meadowlands, has lost vital habitat to damaging water levels and the threat of

continuing pollution. Planning and engineering work for the Kearny Green Space Initiative is currently under way.

Wetlands

Conservation Plan

Another project advancing the environmental component of the four policy areas is the Meadowlands Conservation Plan, which began in July 2004. The District-wide conservation plan will cement progress in the ecological recovery of the Meadowlands and chart a path to further rehabilitation. By funding the first year of

the three-year plan, at a cost of \$240,000, the agency's Board of Commissioners further bolstered the Meadowlands Master Plan and its preservation of 8,400 acres of open space, wetlands, and waterways along the Hackensack River.

The Conservation Plan will follow the format of the statewide Comprehensive Wildlife Conservation Strategy. Wildlife in the Meadowlands that need the greatest conservation efforts will be identified. The Meadowlands' critical wildlife habitats will be mapped out. An action plan and monitoring goals will be

established, with periodic reviews planned. Since the Meadowlands District is centered on a highly urbanized wetlands – one of the country's largest – the best way to accommodate and facilitate proper public access will also be examined.

Bird Population Survey

The Conservation Plan builds on several on-going studies including a two-year survey of Meadowlands bird populations being performed by the New Jersey Audubon Society.

In February 2004, the board of the NJMC launched an effort to conduct a major survey of bird populations, allocating \$100,000

for the project. The survey covers, for the first time, the entire Meadowlands wetlands ecosystem and tabulates numbers of birds, the species, their behavior, and their habitat. Previous fragmentary surveys have shown that the Meadowlands' diverse ecosystem is visited by more than 260 species of birds including 26 of New Jersey's endangered and threatened birds.

Secaucus High School Marsh

Preparation commenced in April 2005, for the \$1.4 million restoration of the 42-acre Secaucus High School Marsh. Along with providing improved wildlife habitat, the project will give residents better flood control and



A tree swallow.

a boardwalk over the wetlands connecting two portions of what will eventually be the 15-mile Secaucus Greenway. The marshes will also become an outdoor classroom for the adjoining Secaucus High School.

The project will include scientific instruments hard-wired into the marsh to monitor water quality, dissolved-oxygen and tidal flows. The resulting data will be transmitted to the NJMC's labs in Lyndhurst. This will help test new ways to restore marshes and will result in techniques that can be taken to other sites across the District.



A bird blind located in Richard W. DeKorte Park, Lyndhurst.



Mill Creek Point Park, Secaucus.

Parks and Open Space:

Mill Creek Point Park

In another advancement for the environmental mission, the NJMC joined with the Town of Secaucus in October 2004 to celebrate the opening of the new 7½-acre Mill Creek Point Park. The new park, owned by the Town of Secaucus, was supported financially by

the NJMC and designed by the NJMC's Parks and Open Space Group. It includes a boat launch for canoes and kayaks, ornamented wildlife viewing areas, interpretive signage, special landscaping, and places for catch-and-release fishing.

The park serves as the trailhead for the 2½-mile Mill Creek Canoe Trail and will eventually be the northern terminus of the Secaucus Greenway, which will parallel the Hackensack River.

performed throughout 2004 and early 2005. The resulting data was compared to an identical survey conducted during the 1980s.

While 85 percent of the fish counted in the '80s were minnow-sized, pollution-tolerant mummichog, the fish population today is much more diverse with more large predator fish. In the '80s there were 85 striped bass collected. In the recent survey, 1,123 of this popular game fish were collected. Similarly, 774 white perch were found in the '80s while in the recent survey 11,451 were found. The result is that though there are fewer individual fish, there are more large fish in the water. A comparison of the two surveys shows a dramatic 136 percent increase in the total weight of all the fish collected.

However, while the fish population is more diverse, white perch, the most abundant game species found in the study, and therefore the most likely to be caught recreationally by fishers, are not considered edible due to Mercury and PCB contamination.

Continuous Water Monitoring Initiative

To further back environmental policies with good data, in September 2004, NJMC scientists commenced a 24-hour water quality monitoring system with

instruments sending real time data to the agency's labs in Lyndhurst from throughout the District. The initiative is designed to provide a report card on the health of the Hackensack River and test theories on the origins of oxygen depleted waters in the southern part of the Meadowlands.



Air quality monitor located in Richard W. DeKorte Park, Lyndhurst.

Air Quality

On another front, starting in November 2004, the first-ever District-wide air quality study was commenced by the NJMC. The three-year study – with a budget of up to \$700,000 – is being conducted by the Environmental and Occupational Health Sciences Institute. This Institute is part of

the University of Medicine and Dentistry of New Jersey - Robert Wood Johnson Medical School.

Measurements are being recorded systematically at key locations and at different times during the year. The results will establish data that can be compared with future data to measure progress on achieving air quality aims set by the Master Plan.

Kearny Marsh Restoration

In addition to the Kearny Green Space Initiative being carried out by the Solid Waste and Wetlands Groups, the NJMC received a grant from the federal Environmental Protection Agency to study a new technology that may seal off contaminated sediments in the Kearny Marsh in hopes of restoring it to its original ecological vibrancy.

The \$385,700 grant will help fund a three-and-a-half-year pilot study by MERI that will examine the ability of AquaBlok, a patented capping material, to trap and secure pollutants in the marsh floor while allowing plants and aquatic life to thrive above.



Meadowlands Environment Center

The 15 employees of the Meadowlands Environment Center (MEC) are a blend of NJMC staff as well as professors, students and staff from Ramapo College of New Jersey. The MEC is a NJMC facility operated by Ramapo College and is probably the most public face of the Commission's work. Thousands of school groups take advantage of the MEC's range of educational programs year round in addition to the visitors and tourists that are attracted by its permanent exhibits.

Milestones of 2004-2005:

Meadowlands Science Center and Observatory



Stars that will be visible from a new observatory.

To better serve this special element of NJMC operations, in February 2005, the NJMC Board of Commissioners appointed a registered architect to design and construct a new observatory and laboratory classrooms to expand the MEC facilities in Lyndhurst. Plans call for the new building to comply with environmentally-friendly building standards established in the Leadership in Energy and Environmental Design (LEED) program. The observatory will be one of only a handful of observatories in northern New Jersey and the only one associated with an environment center.

Programming for Visitors and Students with Disabilities

In February 2005, the NJMC Board of Commissioners allocated \$80,000 to establish a new curriculum at the MEC to develop an Educational Resource Center promoting new strategies and technologies to increase participation by individuals with disabilities. Programs and workshops will educate teachers and supervisors from the public and private sector about new teaching techniques and technology available to assist those with disabilities.

Scholarship Program for Meadowlands Students

The NJMC's Board of Commissioners established a new scholarship program in Spring 2005. Outstanding students in all 14 Meadowlands District municipalities who intend to study environmental science or an environmental-related field in college were eligible to apply for the scholarships.

New Outreach to Seniors

The NJMC's Board of Commissioners allocated \$25,000 for a new series of programs for senior citizens starting this summer at the MEC. Staff will create an ongoing series of recreational, social and educational programs. Activities for this summer will include guided nature walks, concerts, movies, workshops and other interactive programs from MEC staff and local experts.

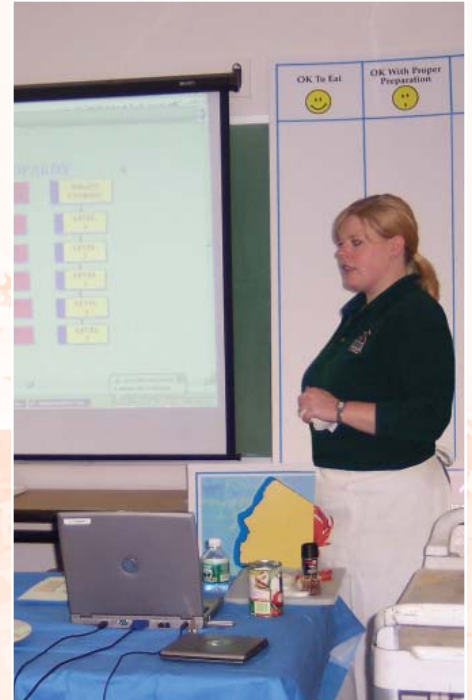


The Nice and Easy Orchestra performs at an outdoor senior concert in Richard W. DeKorte Park, Lyndhurst.

On a high-tech note, the NJMC, in partnership with Ramapo College, announced in October 2004 a new learning tool to share the ecological wisdom gleaned from the Meadowlands with senior citizens.

Thanks to a three-year, \$462,000

grant from the National Science Foundation, the new Senior Environmental Experiences (SEE) program will use video conferencing technology to allow environmental education and science programming to be brought in real time to seniors in community centers and assisted



An education coordinator teaches in the classroom while being broadcast via satellite to senior centers.

living facilities in the region. The first senior centers received programs in March 2005. By the end of the first three years of the project, 32 community centers and assisted living communities will be involved in the live interactions. More will participate through the distribution of CDs and videos.



Students learn about the many species living in the Hackensack River Estuary.



Executive Division

The 12-member Executive Division supports the Executive Director of the NJMC and provides legal counsel, maintains intergovernmental relations, handles press relations, and gives administrative support. In addition to these tasks, the Executive Division takes on special projects. For example, the decision by the NJMC's Board of Commissioners to create a unified tourism marketing effort in the Meadowlands and a more vibrant art movement in the District was coordinated through this division.



Richard W. DeKorte Park, Lyndhurst.

Milestones of 2004-2005:

Destination Meadowlands

To promote the economic component of the NJMC's four policy areas, a program for unified destination marketing in the Meadowlands was coordinated between the Meadowlands Environment Center, the NJMC's Wetlands Group, and the Meadowlands Regional Chamber of Commerce, which took the lead in the project.

The NJMC's Board of Commissioners launched the program in June 2004, with a two-part funding package totaling \$415,000 focusing on the exploration of the Meadowlands' wild areas.

Part One is a \$225,000 grant for the Meadowlands Liberty Convention and Visitors Bureau to be established by the Meadowlands Regional Chamber of Commerce.

This includes the creation of information kiosks, printed marketing materials, training programs for hotel staff, and Internet direct marketing.

Part Two delivers a grant of \$190,000 to the New Jersey Audubon Society for the creation of a Hackensack Meadowlands



The Marsh Discovery Trail in winter, located in Richard W. DeKorte Park, Lyndhurst.

Birding and Wildlife Trail and a Places To Fish Program. The program will include half-day and daylong loop tours, and 4,000 bilingual trail and fishing guides.

In addition, in December 2004, the NJMC's Board of Commissioners included \$500,000 in the MAGNET plan to sustain the Meadowlands Liberty Convention and Visitors Bureau for five years.

In March 2005, the Convention and Visitors Bureau unveiled the first of many electronic visitor kiosks that will dot the Meadowlands and let visitors and residents know about the many attractions, hotels, and restaurants the District has to offer with eco-tourism as an emphasized component.



The first of five interactive kiosks to be located throughout the Meadowlands District.

Arts Advisory Board

In order to foster a sense of “place” and innovation in the true sense of a renaissance, the NJMC’s Board of Commissioners formed the Arts Advisory Board in July 2004. The board is made up of one individual from each of the 14 District municipalities, one delegate from the environmental community and one from the Meadowlands Regional Chamber of Commerce.

Since it was founded, the board has overseen the beginning of a Meadowlands Sculpture Garden in Richard W. DeKorte Park in Lyndhurst and is administering the NJMC’s arts grants program.



Members of the newly formed Meadowlands Arts Advisory Board.

Meadowlands Sculpture Garden

In February 2005, the NJMC commissioned New Jersey artist Elaine Lorenz to create the first sculpture for the Meadowlands Sculpture Garden. Lorenz, who has exhibited her work throughout New Jersey and New York, designed a walk-through sculpture called “Earth Spiral.”

Lorenz’s piece was selected through a process managed by the New Jersey Council on the Arts. Artists were asked to submit a sculpture design to the Meadowlands Arts Advisory Board that symbolized the intertwining of contemporary society, nature and economic development with respect for the natural resources of the New Jersey Meadowlands.



A model of the first sculpture for the Meadowlands Sculpture Garden.

Arts Grants

Also in February, the NJMC’s Board of Commissioners allocated \$30,000 for community arts grants. Each individual or group requesting a grant will submit a letter to the NJMC detailing a specific project and the amount requested. Grants will range from \$500 to \$1,000.





New Jersey Meadowlands Commission

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