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**TO:** Chairman, John Zebrowski & Commissioners  
**FROM:** Himanshu Shah, Executive Director  
**DATE:** July 10<sup>th</sup>, 2025  
**SUBJECT:** Executive Director's Report

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**1. SERA Website and Digital Presence**

SERA, is in the final stages of launching a new, modernized website to improve public engagement and access to redevelopment information. The new site, [www.seranj.gov](http://www.seranj.gov), is designed to enhance transparency, streamline communication, and serve as a comprehensive resource for the agency's activities.

The website's layout and design have been completed. The project has now entered the content migration phase, during which materials from the existing website are being reviewed, updated, and transferred to the new platform. The fully updated website is expected to be operational next month. Once launched, it will provide residents and stakeholders with easy access to project updates, redevelopment area details, meeting agendas and minutes, public notices, and other essential resources. The site will be fully optimized for both desktop and mobile devices.

**2. Riverton Update**

Construction of the Bass Pro Shops facility at the Riverton site remains on schedule and continues to progress steadily.

A major milestone was recently achieved with the finalization of the management agreement for Parcel A, which has now been signed and accepted by both Middlesex County and the New Jersey Department of Environmental Protection (NJDEP). This represents a significant step forward for the project. Although remediation of Parcel A was completed several years ago, ownership responsibility remained with the Sayreville Seaport Associates (SSA). Following sustained advocacy by SERA, the Borough, and Middlesex County, NJDEP has now agreed to assume ownership responsibilities in coordination with the County. This agreement formally transfers ownership from SSA to the appropriate public entities, thereby relieving SSA of further liability for the site.

Remediation of Parcel B is ongoing. The access agreement required for remediation and capping work at the Cinema Site is currently in the process of being finalized.