

NEW JERSEY HISTORIC TRUST

NJHT Board of Trustees Meeting Wednesday, September 16, 2015 Burlington County Lyceum of History and Natural Science Mt. Holly, Burlington County

Call to Order

Ms. Omogbai called the meeting to order at 10:05 a.m.

Open Public Meetings Act

Ms. Guzzo notified the Board that notice of the meeting was made in accordance with the New Jersey Open Public Meeting Act.

Roll call

Ms. Guzzo called the roll and confirmed the meeting had a quorum.

Trustees present: Carolann Clynes, Janet Foster, Deborah Kelly, Peter Lindsay, Kenneth Miller, Katherine Ng, Meme Omogbai, Chris Perks, Patricia Anne Salvatore, Daniel Saunders, Sean Thompson, and Robert Tighue.

NJHT Staff present: Dorothy Guzzo, Judith Adams, Glenn Ceponis, Lauren Giannullo, Catherine Goulet, Marie Elise Haremski, and Michele Racioppi

Also present: Michael Eck, Margaret Westfield and Michael Hanrahan

Public Comment

Michael Eck, Director of the Burlington County Lyceum of History and Natural Sciences welcomed the Board to the Lyceum. Mr. Eck provided a brief history of the building and outlined the organization's plans for its renovation. Ms. Omogbai thanked Mr. Eck for hosting the Historic Trust's Board meeting.

Nomination of Officers

Ms. Omogbai turned the meeting over to Mr. Saunders the Chair of the Nominating Committee. Mr. Saunders presented the following list of officers as recommended by the Nominating Committee: Meme Omogbai – Chair; Janet Foster – Vice Chair; Robert Tighue – Secretary; and Kenneth Miller – Treasurer. Hearing no additional nominations from the floor Mr. Perks made a motion to accept the Committee's recommended slate of officers, seconded by Ms. Salvatore and Ms. Clynes. The motion passed unanimously.

Ms. Omogbai thanked the Board for its vote of confidence and thanked the other board members for their service.

Approval of Minutes

Ms. Omogbai asked for a motion to approve the minutes from the June 2015 board meeting. Mr. Lindsay moved to approve the minutes. Mr. Tighue seconded the motion to approve the minutes, the motion passed

Reports of Officers

Chair:

Ms. Omogbai thanked the staff on behalf of the full Board for their work during the challenging past quarter. Ms. Omogbai asked if a thank you from the Historic Trust was made to Fran for her assistance to the Board.

Ms. Omogbai asked if any Board members had any conflicts with anything on the agenda; hearing none Ms. Omogbai proceeded with the meeting.

Ms. Omogbai referenced the list of committees in the Board packet. Specifically she noted that the Legislative & Policy Committee and the Strategic Planning Committee will now function as a single committee. This is due in part to the overlap of concerns, but also because of the number of vacancies on the Board we must make the most of what we have.

Ms. Omogbai then announced that the CBT grant awards scheduled to be voted on during the current meeting will be postponed pending the availability of funding and the notification of how much funding will be made available for grant awards. She conveyed her and the Board's regret for this inconvenience. She emphasized that the Board will deal with it (voting on a list of grant awards) as soon as we know how much funding will be made available to the Trust.

Ms. Omogbai informed the Board of the need to readopt its rules with no change. Ms. Kelly move to readopt the Historic Trust rules, seconded by Ms. Foster, the motion passed unanimously.

Ms. Omogbai announced that Mr. Miller will be honored tomorrow and encouraged the Board to show their support. Ms. Omogbai added that in addition to supporting our fellow board member, attending events such as this is a good way to interact with our constituents.

Vice Chair

No report.

Treasurer:

Mr. Miller referenced the Treasurer's report in the board packet and briefly went through the report. Mr. Miller noted that there was not much change in the open grants fund. He also noted that expenditures remained below budgeted amounts partly because in some cases, such as our legal billings, it has not been used and in others, such as easements we have collected more money. OMB refunded the entirety of the Historic Trust's overhead/fringe benefit charges into our accounts. Mr. Miller explained that the budget for FY 16 has kept these items at a slightly

higher level. Ms. Omogbai asked if there were funds in the budget to again partner with Art Pride at the League of Municipalities Conference. Ms. Guzzo answered in the affirmative then added that Art Pride has not asked for financial assistance. Ms. Omogbai asked Ms. Guzzo if the proposed budget appeared sufficient for the Trust needs. It was noted that the budget is sufficient to address our programming needs such as education, outreach and easements. In other words it will allow us to fulfill our mission. Ms. Omogbai reiterated that we need to plan for the worst and hope for the best. We need to start immediately to work with our partners, especially legislators. We must get our voices heard and tell our story, be responsive to the extent we can.

Mr. Miller thanked Ms. Giannullo for her preparation of the report. Mr. Miller added that a number of the grants illustrated on the second spreadsheet in the Treasurer's report will most likely come back into Trust accounts. Mr. Miller then made a motion to accept the FY 16 budget as presented, seconded by Mr. Saunders. The motion passed.

Ms. Kelly asked about the Trust's membership in the Council of New Jersey Grantmakers. Ms. Guzzo explained how the organization is a great resource and provides a lot of information on nonprofit organizations. Ms. Kelly asked if members of the Grants & Loans Committee could be given access to the resources provided by the Council of New Jersey Grantmakers. One item in particular that the Trust and Historical Commission has been working with the Council is in trying to address why funders tend not to provide grants for history and then work to get word out to funders on funding history organizations.

Secretary:

Mr. Tighue reported that he purchased a Discover New Jersey History License plate for his vehicle. All Board members were encouraged to support the program by getting one of the plates.

Executive Director's Report

Ms. Guzzo referenced the Executive Director's and the staff reports in the board packet. Ms. Guzzo stated that the 1772 Foundation has committed to partnering with the Historic Trust again in 2016. Additional information will be provided within the Grants & Loans Committee report.

Ms. Guzzo reported that planning is underway for the 2016 History and Historic Preservation Conference. The call for sessions should be out by the end of the month. The conference will be held at Seton Hall University in South Orange. We are speaking with the people at Thomas Edison National Historical Site for use for the day before workshops and the night before opening reception. Ms. Omogbai asked about lodging. Ms. Guzzo responded that there are a number of hotels nearby and the Trust is in discussions with the University about possibly making dorm rooms available for a less expensive over-night stay option.

Report of the Department of Community Affairs

Mr. Thompson had no official report from DCA, but reported on his office's recent efforts working with the Historic Trust. Specifically, the DCA local planning office will be compiling data on county open space programs. The Trust will be able to use this data to better coordinate

its efforts with the various counties' efforts. Ms. Omogbai also noted that this information can also be useful for advocacy.

Report of the Department of Environmental Protection

Mr. Saunders reported that HPO staff continues to work on the usual items of National Register nominations and regulatory review. Some recent special projects include maritime resources in Cumberland County, maritime archaeological sites and modern architecture. The survey work is being paid for through federal Sandy-related funding. The modern buildings have been under-identified resources in the past, especially mid-century modern resources. One goal of the survey is to build a context and knowledge base for future evaluations. Ms. Foster asked if the HPO was only conducting survey in the counties identified with the most Sandy-related damage. Mr. Saunders replied that the survey work was not restricted to particular counties, that the entire state was being considered. Ms. Omogbai asked how the report would be disseminated. Mr. Saunders stated the Department is very cautious about pushing information out, but HPO is looking at ways to work with DEP in getting the information out, specifically they are looking into using GeoWeb. This way you can focus on a particular region and search for a specific resource type and then click on an individual resource. The interface is not perfect, but you can always get assistance from HPO.

Report of the Department of Treasury

Mr. Tighue reported that the Eagle Manor property should be closing within weeks. Mr. Tighue also reported that Robert Romano is now Acting Commissioner of Treasury (subsequently Ford Scudder was named Acting Commissioner).

Report of the Executive Committee

No Report

Report of the Grants & Loans Standing Committee

Ms. Kelly referenced the Grants & Loans Committee Report in the Board packet.

The Grants & Loans Committee met on September 9, 2015. Ms. Kelly reviewed the Committee's recommendations for the following requests for extension:

Grantee: Atlantic Highlands Historical Society

Project: Strauss Mansion

Grant Award No.: 2012.0014

Grant Award: \$33,660.00

Drawdown: 80%

Municipality: Atlantic Highlands

County: Monmouth

The Committee recommends a work period extension to December 31, 2015 in order to complete the work items.

Grantee: Jersey City

Project: West Bergen Historic District

Grant Award No.: 2010.0108

Grant Award: \$50,000.00

Drawdown: 0%

Municipality: Jersey City

County: Hudson

The Committee recommends a contract period extension to February 15, 2016.

Grantee: Historic Paulus Hook Assoc., Inc.

Project: Paulus Hook Park

Grant Award No.: 2010.0065

Grant Award: \$50,000.00

Drawdown: 80%

Municipality: Jersey City

County: Hudson

The Committee recommends a work period extension to December 31, 2015 and an extension to the contract period to February 15, 2016.

Grantee: Newark Museum

Project: Ballantine Carriage House

Grant Award No.: 2008.2116

Grant Award: \$588,092

Drawdown: 12.31%

Municipality: Newark

County: Essex

The Committee recommends an extension to August 6, 2016 in order to complete conversations with the Pabst Brewing Company as a potential partner for the Carriage House's rehabilitation.

Grantee: Jacobs Chapel Colemantown Foundation

Project: Jacobs Chapel AME Church

Grant Award No.: 2012.0045

Grant Award: \$50,000

Drawdown: 80%

Municipality: Mt. Laurel

County: Burlington

The Committee recommends a work period extension to August 9, 2016 and a change in scope to include a civil engineering study.

Grantee: Bayshore Center at Bivalve

Project: Bivalve Shipping Sheds and Wharves

Grant Award No.: 2012.H065

Grant Award: \$46,135

Drawdown: 80%

Municipality: Commercial Township

County: Cumberland

The Committee recommends a work period extension to August 9, 2016 to coincide with the grant period.

Grantee: Home Port Alliance for the USS New Jersey, Inc.

Project: Battleship New Jersey

Grant Award No.: 2008.2101

Grant Award: \$100,000

Drawdown: 0%

Municipality: Camden

County: Camden

The Committee recommends a one-year extension to July 21, 2016.

Grantee: Knowlton Township Historic Commission

Project: Ramsaysburg Homestead

Grant Award No.: 2010.1020

Grant Award: \$150,000

Drawdown: 76.82%

Municipality: Knowlton Township

County: Warren

The Committee recommends an extension to April 15, 2018.

Grantee: First Presbyterian Church of Elizabeth

Project: First Presbyterian Church of Elizabeth

Grant Award No.: 2008.2059

Grant Award: \$290,202.00

Drawdown: 57.09%

Municipality: Elizabeth

County: Union

Committee recommends an extension to the grant period to August 6, 2016.

Grantee: Raritan Borough

Project: New Jersey Community Development Corporation

Grant Award No.: 2008.2102

Grant Award: \$750,000.00

Drawdown: 90%

Municipality: Paterson

County: Passaic

The Committee recommends an extension to the grant period to December 31, 2015.

With no conflicts indicated from Board member and no questions on the extension requests Ms. Kelly made a motion to approve these extensions. Mr. Tighue seconded this motion. The motion passed.

Sandy Recovery Grants

Ms. Guzzo stated that Trust staff will be working with project contacts to execute those contracts not yet executed. She hoped these contracts would be executed by October. The money from those projects not executed will return to the Sandy Recovery Fund.

1772 Foundation 2015 Grant Round

It was reported that the 1772 Foundation Board approved the Historic Trust's list of recommended projects at its July meeting. The Foundation also confirmed it is willing to partner again with the Historic Trust. The Foundation requested that the application deadline and award of grants be moved up to allow additional time for construction activities following award announcement. The application deadline will be December 16th so that the Board can make its recommendations at its March meeting. A press release will go out shortly.

Discover New Jersey History License Plate Fund

Ms. Kelly noted that the Trust received two applications for License Plate Fund grants. The Grants & Loans Committee does not recommend funding either project at this date.

Trust staff conducted some research into the sale of Discovery History License Plate compared to the sale of plates sponsored by other organizations. While the income to other organizations has become relatively flat the income from the Discover History License Plate has been going down. The three most popular plates continue to be "Shore to Please," "Law Enforcement" and "Conquer Cancer." The Grants & Loans Committee is looking at ways to market the Discover History plates and would like the Board to consider allowing the Trust to hire a marketing consultant to do this. It may also include a redesign of the plate to attract a new audience. While the Trust has tried a number of ways to market the plate ourselves, it seems like it would be

advantageous to involve professionals. The funds to hire a marketing consultant would come from those funds in the license plate account not available for grants.

Ms. Omogbai agreed that marketing the license plate was a good way of increasing funds for grants, but also as a potential means to increase public exposure for the Historic Trust. This is important especially at a time when the Trust needs to increase its public awareness. Ms. Guzzo mentioned that Leslie Bensley could probably recommend a marketing firm or firms familiar with these issues and we could look at other firms to find a good fit with the Trust. This may also provide an opportunity to find another image that would appeal to a broader audience. Mr. Miller thought it was a good idea as long as the costs were modest. Mr. Guzzo reiterated that the fund has money for these types of projects and would not take away from funds for grants. Ms. Guzzo said that the original plate unveiled in the 1990s was not marketed at the time. If we do nothing the amount of the fund will continue to diminish and eventually dry up. We have a complicated message that would need to be simplified for the public. Mr. Tighue said there are two aspects to address – marketing and advertising. Mr. Miller thought the advertising aspect would not be that expensive since we will not be advertising on television or expensive ways. We will most likely be using emails and other low cost methods. Mr. Tighue followed up by stating that it will be money well spent not just for helping the license plate sales, but also for getting the word out on the Trust. Ms. Salvatore added that we should be able to advertise in a low cost way, for example utilizing the League of Historical Societies. Ms. Foster agreed that utilizing low-cost methods should be explored, but the Trust should also be willing to invest in marketing. We need to spend enough to get a viable marketing plan. Ms. Omogbai conveyed to the Grants & Loans Committee that they have the go ahead to gather information and get back to the Board with more specifics.

Report of the Easements and Acquisitions Standing Committee

Mr. Miller referenced and reviewed the committee report in the board packet. Mr. Miller then referenced three new perpetual easement applications for the Board to vote on. The Easements & Acquisitions Committee recommended acceptance of three perpetual easements. The three properties are Building 101, Building 110 with the Water Tower, associated with Roebing & Sons Company Block 3 in Trenton and the South Orange Village Hall in South Orange. Mr. Miller and Mr. Ceponis reviewed the information on each site from the Committee report. Mr. Thompson made a motion to accept each perpetual easement, seconded by Ms. Clynes. The motion passed.

Report of the Legislation and Policy Standing Committee

At this point Ms. Omogbai introduced Michael Floyd. Mr. Floyd and his law firm have agreed to assist the Historic Trust with our strategic planning. Mr. Floyd provided some background on his experience. He stated that his firm has done considerable work with nonprofits in New Jersey. He stated that he has done some research on the Trust and the issues it is encountering. Specifically, he had been looking at our legislative history and what options may exist moving forward he will also consider the potential ramifications, both legislative and political, if certain options are pursued. He also spoke about seeking funding through the Trust's 501c3 status including seeking other sources of funding and conducting a fundraising campaign. Mr. Floyd

mentioned the difficulty of raising funds for statewide distribution or use since many donors prefer to donate locally. Mr. Floyd also suggested having local presentations when giving a grant or when a grant is completed. It was mentioned that we do participate in events like this, but organization of such events is dependent on the grantees taking the lead. The state can no longer put these types of events together. Ms. Omogbai thanked Mr. Floyd.

Ms. Ng spoke about two tracks the Committee has discussed, specifically a legislative track and then looking at alternative sources of funding. While we know there are things the Trust cannot do, the committee focused on things that the Trust can do. Ms. Ng spoke about maximizing the Trust's exposure to local communities, getting the word out that we are relevant. Inviting legislators to grant award ceremonies can be very positive. In this way the law maker has a final good moment related to our grant program and the Historic Trust. Ms. Omogbai mentioned that we are doing some of this now. Mr. Lindsay provided the example of the Darlington Schoolhouse ribbon cutting, which had Trust Board members, legislators and local politicians in attendance and as speakers. Ms. Kelly also spoke about Board members participating in other ribbon cutting, but emphasized how we are reliant on the grantees to put the event together. Ms. Omogbai suggested we get more systematic in doing these events. Getting board members engaged with projects in their regions and if there is no board member in a particular region to assign a board member to a project. Getting board members involved at the commencement, the 'grand opening' and the conclusion of grant funded projects. The goal is multiple points of involvement and exposure during the life of the grant.

Ms. Omogbai asked Ms. Guzzo if there were other opportunities. Mr. Lindsay brought up the 1772 Foundation grant awards. Ms. Guzzo explained the press releases that went out and said that now it is up to the grantees to organize events around the grant award. Ms. Salvatore asked if there are guidelines or bullet points for grantees to follow regarding organizing these kinds of events. Ms. Guzzo said that the Trust's GSPT/CBT programs have suggestions within the grant manual on advertising and public outreach, but not for 1772 Foundation grants. Ms. Omogbai suggested that board members get more involved getting the word out to legislators. Providing board members with a bullet list of how to engage with legislators could be helpful. Ms. Kelly suggested notifying board members of projects in their regions so they can then reach out to the respective legislators and let them know what the Trust is doing in their districts. Mr. Miller added it would be helpful providing list of both upcoming projects and those that are getting ready to close out. Also to perhaps have a packet to give grantees to help guide them in organizing this grant related outreach event.

Mr. Tighue asked if donors can contribute through the Trust directly to a particular project or only to the Trust in general. Discussion ensued as to various scenarios and concluded with most people will donate directly to the project (since all our grantees are nonprofit organizations or government agencies) and those donated funds often will be used as the match to the Trust's grant. Ms. Omogbai emphasized casting our nets as wide as possible regarding raising funds. There may be some people who prefer the Trust to manage the match. Mr. Perks pointed out that the Trust could set up accounts similar to the Bliss or Hyde & Watson accounts to keep track of

those specific types of donations. Ms. Salvatore said it would be similar to the Cultural Trust set up. Ms. Guzzo provided an explanation of the Cultural Trust process and some of the differences with what Mr. Perks suggested.

Ms. Omogbai stated that our issue is figuring out how to diversify our sources of revenue and to increase our grant funding potential – figuring out how to increase that pot of money. Even with CBT funds committed for the next thirty years it is still much less than what the Trust has had in the past. Also, we need to find a way to make it easier to engage with the legislature and working with Treasury. Even figuring out ways to help administratively, such as being able to accept credit card payments can help the Trust. Ms. Omogbai continued – if we are raising money what are the risks? Does it potentially hurt our share of CBT funds? What else can we do as an in-but-not-of organization? We need to identify what is in our control to accomplish our committed objective. We need to increase awareness and advocacy as well as educate the legislature.

Report of Special Ad Hoc Committee – Strategic Planning

Ms. Kelly suggested placing the Trust's goals from the draft strategic plan onto the Trust's website, because the strategic plan on the website has not been updated in quite a while. Ms. Omogbai agreed that we do not want to disseminate outdated material. The Board needs to decide what is appropriate to put on the website. Ms. Kelly, Ms. Foster, and Mr. Miller agreed that while the strategic plan remains draft form, the goals are general enough, they are not incorrect and they do not include anything controversial so it is an appropriate update to include on the website. Ms. Ng equated the need for marketing the license plate with the need to market the Trust.

In answer to the question of moving the draft strategic plan forward, Ms. Guzzo suggested assigning each of the goals identified in the strategic plan to a board member to follow-up and develop a specific work plan for each goal. There was additional concern raised regarding putting aspects of the Strategic plan on the website prior to the plan being finalized. Ms. Omogbai asked the Board if its wants to put the interim strategic plan on the website now. Eight members answered yes. One member was concerned with how long will it be up as an interim plan. The point was made that we would just be putting up the new goals, not the entire plan. The goals are not going to change as the draft is finalized. It was agreed that the 2008 strategic plan should be removed from the web site and that the website should include the Trust's mission statement and the new strategic goals, not the entire draft strategic plan.

The next steps would be to look closer at the goals and develop a strategy for achieving these goals and develop ways to measure the achievement. We can then put that on the website. The last step would be to develop a work plan to achieve the goals. The goals should be divided among the board members based on interest and capacity. Board members should review the list and get back to Ms. Guzzo who could then populate the assignment list.

Report of the Education and Outreach Committee

Ms. Salvatore referenced the Committee's report included in the Board packet and spoke about updates to the website and outreach for *New Jersey in Conflict*. The Trust hired a consultant to continue work on the *New Jersey in Conflict* project. The Trust met with the NJ Historical Commission and Crossroad to discuss heritage tourism website. There will be a workshop in November for the sites and the web site designer. The Board was reminded that there will be the next instalment of Best Practices workshop next week. The workshop, pertaining to building a better board, will be given on three consecutive days at three locations through the state.

The Education & Outreach Committee intends to meet immediately following the Board meeting.

Ms. Kelly reported that she and Ms. Guzzo met with Sen. Barnes of Middlesex County regarding heritage tourism. He agreed to introduce legislation to include heritage tourism in the Travel and Tourism annual state-wide survey of the impact of tourism. Ms. Kelly also mentioned that Assemblyman Singleton of Burlington County is also interested in heritage tourism issue. Ms. Guzzo suggested that the Trust offer to assist and review the draft bill beforehand.

Unfinished Business

The resolution acknowledging John Hatch's service on the Trust Board will be revised to fix a typo. The board gave unanimous approval to the resolution.

New business

Mr. Lindsay told the board about ENVISION, a sustainable infrastructure rating system similar to LEED looking at quality of life issues. Mr. Lindsay noted that there is a check off for historic sites in the rating system.

Ms. Omogbai referenced the schedule for next year's board meetings. She asked the board members to let Ms. Guzzo know if there are issues with the meeting dates.

Public Comment:

No public comment.

Adjournment

There being no additional business, Mr. Perks moved to close the meeting, seconded by Mr. Miller. The motion passed and the meeting adjourned at 12:08.