

NEW JERSEY HISTORIC TRUST
Wednesday, June 15, 2022, 10:00 am
Virtual Board of Trustees Meeting

via ZOOM

Call to Order

Mr. Miller called the meeting to order at 10:01am.

Open Public Meetings Act

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

Roll Call

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

Trustees present: Kenneth Miller, Katherine Ng, Lisa Easton, Debbie Kelly, Peter Lindsay, Linda Stender, Kate Marcopul (DEP), Patricia Anne Salvatore, Bob Tighue (Treasury), Sean Thompson (DCA), Chris Perks, Janet Foster

NJHT staff present: Dorothy Guzzo, Glenn Ceponis, Carrie Hogan, Judy Murphy, Ashley Parker, Sam Siegel, Vito Scocozzo, Shannon Bremer

Stacy Koss was present from the public

Approval of Minutes

Ms. Salvatore moved and Ms. Stender seconded a motion to approve the minutes from March 9. All others were in favor.

Public Comment

There was no public comment, aside from a presentation by Stacy Koss of NJ Advance Media as described below.

Communications

Stacy Koss from NJ Advance Media presented a proposal from her firm for Premium Publisher Marketing Solutions for Journey Through Jersey, as discussed at the Grants & Loans Committee Meeting. She described NJ Advance Media as the #1 provider for local news in New Jersey and the largest news site in the country. They reach about 7.5 million unique viewers in the state through their statewide and regional publications.

Ms. Koss presented a slide deck about NJ Advance Media as a company, the different types of marketing services they offer, and the specific marketing solutions they suggest for Journey Through Jersey. Of their integrated marketing solutions, they propose using Social Media Marketing, Content Marketing, Programmatic at Direct Marketing, and through their "Jersey's Best" Lifestyle magazine.

Regarding Content Marketing: Ms. Koss commended JTJ for producing great social media content, but noted organic posts only reach 3-5% of JTJ's followers. Boosted posts only reach 10-12% of JTJ's followers. Paid promotions on social media reach a much larger audience. The service is much more holistic than just running ads. They can use complex data to optimize JTJ paid posts on social media, plug JTJ social posts into NJ.com content (social display ads), highlight JTJ content published directly on their site (content marketing), and promote JTJ to targeted audiences through a host of other unique tools.

Regarding the Jersey's Best niche publication: this lifestyle magazine is a newer offering that is popular with DMO's. It reaches an affluent audience including families.

Ms. Koss walked through the details of a proposed 12-month engagement, including social media marketing, social display on nj.com, sponsored content on nj.com, inclusion in Jersey's Best Magazine, and Summer and Fall travel guides. They offer a comprehensive program with all of these features, and a foundational program that does not include sponsored content or travel guides.

Ms. Kelly asked Ms. Koss how communication and collaboration would work with Trust staff. Ms. Koss explained there would be an entire team in their firm working on this contract, they would convene monthly reporting calls at a minimum, and nothing would go out without Trust approval.

Mr. Miller asked that Ms. Guzzo and Ms. Parker explain their impression of the proposal. Ms. Guzzo said they see it as a very holistic approach which provides a lot of marketing for a reasonable price. Ms. Parker noted the previous contact with IMS was solely for social media, and that a 12-month engagement with this firm would help with consistency as we grow JTJ. Mr. Miller noted this seems like a reasonable way to reach an additional audience.

Ms. Stender asked about campaign options. She noted the sponsored content on nj.com would reach a much larger audience than inserts in Jersey's Best Magazine. Ms. Stacy advocated for the sponsored content on a monthly basis and noted they do not offer sponsored content on a quarterly basis. Ms. Koss stated she would have to revisit the numbers if the Trust wanted to pay for sponsored content but did not want inserts in Jersey's Best Magazine.

Ms. Easton asked if Ms. Guzzo and Ms. Parker are leaning toward the comprehensive or foundational campaign option. Ms. Guzzo said either option can be incorporated into the Trust's budget as the board sees fit. She noted the comprehensive option gets the Trust a lot for their money and reaches a new audience. Ms. Easton pointed out the comprehensive option would be a good test of whether JTJ can effectively reach a more statewide audience. Mr. Miller agreed this is a good option to test the waters over a 12-month period. There was discussion over how to measure the program's success, but the board was generally favorable to trying the comprehensive option over a 12-month period.

Ms. Kelly raised the question about whether the promoted content could highlight JTJ's participation in conferences and other events. Ms. Koss said that would absolutely be something they would prioritize.

Ms. Foster noted the need to be more aggressive in seeking out an audience. She asked about staff time that would need to be devoted to this project, as it would be unrelenting. Ms. Parker responded with information about the frameworks that are already in place in terms of establishing themes and scheduling content.

Mr. Miller asked about whether the contract will need to bid out statewide. Ms. Guzzo noted both of the options are above the threshold for public bidding and deferred to fiscal officer Ms. Hogan to explain how that would work. Ms. Hogan noted there would need to be a public RFP.

Ms. Hogan asked whether progress tracking is included in the comprehensive package total cost and Ms. Koss said everything is included and there are no additional costs. There was discussion about how the Trust would be billed and Ms. Koss explained it would be a monthly bill.

Ms. Guzzo confirmed general consensus in favor of the comprehensive package from NJ Advance Media. Ms. Kelly put forward a motion to approve moving forward with the comprehensive package. Ms. Savaltore seconded. All were in favor.

Report from the Grants & Loans Committee

Ms. Foster provided an update from the Grants and Loans Committee, including the following extension requests:

Grantee: Grace Church Van Vorst
Project: Porch and window repair/replacement
Grant Award No.: 2017.1017

Grantee: Allen House
Project: Historic Structures Report update
Grant Award No.: 2018.0043

Grantee: Shipman Mansion Foundation, Inc.
Project: Red Dragon Canoe Club
Grant Award No.: 2019.0047

Grantee: Warren County
Project: Morris Canal Inclined Plane 9
Grant Award No.: 2010.1027

Grantee: Lincoln Park Coast Cultural District
Project: South Park Presbyterian Church (façade)
Grant Award No.: 2010.2018

Ms. Foster asked if there were any recusals and there were none. She then proposed voting on the extensions as a group. She moved to approve the extensions as a group. Mr. Miller asked for a vote. All were in favor and none were opposed.

Ms. Foster returned to a topic from the March meeting about an emergency grant program for capital projects impacted by the covid pandemic. The Trust estimates \$24 Million in cost overruns due to

pandemic-related disruptions. Ms. Guzzo submitted a memo to the Lt. Governor which was forwarded to the Governor. The Trust is still waiting to hear back from the Governor's office and expects the total amount of support to fluctuate but is hopeful that some version of the program will come to fruition.

There was discussion about re-establishing the Trust's Emergency Grant Program. Ms. Guzzo asked if there were questions from the board about this proposal from the Grants and Loans Committee. Ms. Foster noted the document makes very clear what constitutes an "emergency" for the purposes of the program. She voiced support for re-establishing the program and noted there may be need for more refinement in the future. Mr. Miller called for a vote in favor of the committee's recommendation. All were in favor.

The board discussed a proposal for a special project which did not make it to the Grants & Loans Committee. The applicant New Beginnings has proposed conducting a civil rights site survey in the City of Camden. Ms. Guzzo provided some background on how the proposal came to be. The applicant New Beginnings is a new organization which does not have a preservation-centric mission but is the steward of a house in Camden that is locally associated with Martin Luther King Jr. They have sought a proposal from Hunter Research to complete a civil rights study in the City of Camden to identify sites throughout the city associated with civil rights. Ms. Guzzo noted the study would benefit multiple sites and could serve as a model for other communities. Ms. Marcopul noted HPO has been asked to assess 753 Walnut Street in Camden without proper context and that the issue has persisted for six years. This study could provide much-needed context for sites in Camden more broadly. Ms. Guzzo confirmed for Mr. Miller that there would be no match requirement for this match; the Trust would pay 100% of the project cost. Ms. Marcopul confirmed the cost estimate from Hunter Research was reasonable for the type of work they'd need to do. Ms. Stender asked how this would fit into more statewide efforts to identify civil rights and black history sites. There was general discussion about the need for the Trust to support vetted projects around this theme. The proposal will go to the Grants & Loans Committee and then to the board at their September meeting.

There was also brief discussion about a proposal from the D&R Canal, which was discussed at length at the Grants & Loans Committee. This proposal will also go to the board at their September meeting as a special project.

Ms. Foster asked if there were updated projection numbers for the CBT funds. Ms. Hogan referred to Report 2B in the Treasurer's Report, which always provides the most recent projection of CBT funds for board members. The hard numbers typically come out in August of each year.

Reports of Officers

Chair

Mr. Miller had no report but explained that board Vice Chair Ms. Ng is relocating to California and this will be her last meeting serving on the board. He commended Ms. Ng for her service to the board. Ms. Ng thanked everyone.

Mr. Miller noted there is need to form a nominating committee for a new executive board. He has asked Ms. Foster and Ms. Kelly to join him on a nominating committee to come up with a new slate of nominations for executive committee members ahead of the September annual meeting.

Mr. Miller reported on the success of the 2022 NJ History & Historic Preservation Conference. He thanked the staff for their hard work.

Vice-chair

No report.

Treasurer

Mr. Tighue referenced the Treasurer's Report included in the board packet.

Secretary

No report.

Executive Director's Report

Ms. Guzzo referenced her report and the staff report which were included in the board packet. She noted the economic impact of heritage tourism study is underway and we hope to receive results soon. She is working diligently to get two new FTE's approved so those posts can go up. Ms. Guzzo described the stakeholder meeting on Climate Change and explained the next stakeholder meeting on Heritage Tourism is upcoming.

Ms. Guzzo has met with the new Deputy Attorney General for the Trust. She hopes he can attend the next board meeting.

Ms. Guzzo said the status of additional funding for Rev War sites ahead of the 250th is still up in the air. There is no definitive information about the budget and whether additional funding will be awarded.

Mr. Miller asked about the status of board appointments or reappointments. Ms. Guzzo is still waiting to hear but is hopeful about getting at least one appointment through soon. She noted the Trust will have three vacancies with the departure of Ms. Ng. There was discussion about how the limitations on board appointments have jeopardized the Trust's ability to get quorum.

Report of Department of Community Affairs

Mr. Thompson explained that DCA is waiting for the budget to be adopted. \$228M in CDBG funds have been allocated for Hurricane Ida relief. DCA needs to submit an action plan for how to use those funds, and they will be circulating a survey to solicit input.

Report of Department of Environmental Protection

Dr. Marcopul explained DEP is working on a draft of the statewide historic preservation plan, which will be distributed back out to stakeholders for comments once the consultants have completed the draft. New Jersey Register Rules were readopted without amendment on May 23rd, so they are good for another seven years. HPO has welcomed one new staff member. DEP is launching a youth inclusion program this summer and HPO will participate.

Report of Department of Treasury

No report.

Reports of the Standing Committees

Executive Committee

No report.

Acquisitions and Easements

Mr. Ceponis reported on the second appraisal for the Pointe Breeze easement, which has not been complete. The appraiser has stopped responding to emails and Mr. Ceponis suspects it is time to move forward with a different qualified appraiser. There was some discussion about specific appraisers and their potential credentials and training for this type of work.

Mr. Ceponis explained that Montclair History Center has a potential owner for the Charles Schultz House, who is balking elements of the Trust's easement. They would prefer if the Trust's easement only covered features not under jurisdiction of the Montclair HPC. Mr. Ceponis and Ms. Guzzo are actively in conversation with Montclair to make sure they are steadfast in upholding the terms of the Trust's easement.

There are no new applications.

Legislation & Policy/Strategic Planning

Mr. Miller asked if Allison Trimarco would return for the September board meeting for updates on strategic planning. Ms. Guzzo said that would likely happen, and that some level of stakeholder meeting may take place over the summer. Ms. Guzzo says she is also talking to Ms. Trimarco about conducting stakeholder interviews regarding underrepresented histories.

Education and Outreach

Ms. Salvatore had no report but expressed support for the contract with NJ Advanced Media.

Fiscal Oversight

No report.

Unfinished Business

None.

New Business

Ms. Guzzo noted the September board meeting is planned to be in-person at a location to be determined. Mr. Miller confirmed support to hold the meeting in-person.

Public Comment

There was no public comment.

Adjournment

Mr. Lindsay moved and Ms. Salvatore seconded a motion to adjourn at 11:37am.

Next Meeting Date & Location:
September 28, 2022
Location and Date TBD