

NEW JERSEY HISTORIC TRUST

NJHT Board of Trustees Meeting Wednesday, December 14, 2016 Scottish Rite Auditorium Collingswood, Camden County

Call to Order

Ms. Foster called the meeting to order at 10:02 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: Janet Foster, Deborah Kelly, Peter Lindsay, Katherine Ng, Chris Perks (10:40), Patricia Anne Salvatore, Katherine Marcopul, Kenneth Miller, Robert Tighue, and Gina Fischetti (10:14).

NJHT Staff present: Dorothy Guzzo, Judith Murphy, Glenn Ceponis, Catherine Goulet, Michele Racioppi and Carrie Hogan.

Also present: Allison Trimarco, Catherine Adams, Lois Kaufman, Donna Miller, and Gerald Chambers.

Approval of Minutes

Ms. Foster asked if anyone had comments on September's meeting minutes. There being none Ms. Kelly and Mr. Lindsay made a motion to approve the minutes, seconded by Ms. Salvatore. The motion passed unopposed.

Public Comment

Mr. Chambers of the Collingswood Foundation for the Arts welcomed the Historic Trust. Mr. Chambers thanked the Historic Trust for its preservation efforts and proceeded to provide a brief history of the Scottish Rite Auditorium and how it was saved from the wrecking ball in the late 1990s. Ms. Foster thanked Mr. Chambers for allowing the Board to meet at the Scottish Rite.

Communications

Integrated Marketing Services gave an extensive presentation on its findings and recommendations associated with sales and marketing the Trust's Discover History license plate. A copy of the presentation was included in the Board packet. The consultant reported the following key aspects from the survey they initiated: Survey respondents were significantly less

familiar with the Discover NJ History plate compared to Cure Cancer or Shore to Please plates. Respondents found the current plate design unappealing. Many did not know where to purchase the plate and if they knew where to purchase it they found it difficult to purchase. The vast majority of respondents did not know how the funds raised through the purchase of the plate are used. The largest problem was that survey respondents were not aware of the Discover NJ History license plate.

The consultants then provided recommendations for addressing the issues discovered during the survey phase of the project. The consultants were confident that there is significant potential for increasing sales of the license plate, dependent on type and amount of marketing undertaken. They recommended putting together a marketing plan that addressed the challenges raised in the survey. Specifically, they recommended increasing awareness of the plate, educate the public on benefits of plate sales, work to make it easier for people to purchase the plate, and make the plate more attention grabbing. The consultant recommended marketing the plate to target audiences and to develop a strategy to message to that audience. If possible the plate should be redesigned to better tell the message. The Trust should create partnerships to co-market the plate as well as do things, such as add more information to the Trust's web site and advertise. The consultants stressed that it is important to measure the success of the campaign.

The Board thanked the consultants for their presentation. Board members talked about the importance of starting to build a marketing campaign and that it can be phased. The key component is messaging because we are not just messaging the plate, but it is the Historic Trust message as well. The board agreed that the information gained and the recommendation were very beneficial to the Trust.

Reports of Officers

Chair:

Ms. Foster reported that the Trust received a message from Preservation New Jersey that congress is looking at tax reform including eliminating the federal preservation tax credit. Ms. Foster stated how the tax credit has been a very fiscally responsible way to achieve goals of preservation and urged Board members to reach out to their representatives and to a broader audience affirming support for this important program. Ms. Foster spoke to the immediate need of informing congressional representation, but also stated the importance of showing the Trust's support for preservation and that it is part of our legislation to support the goals of preservation and that it is important for the Trust to get that message out. Ms. Foster volunteered to draft a letter supporting retention of the program as well as supporting the broader goals of preservation. Ms. Ng also saw both short and long term goals, specifically, the immediate needs pertaining to Congress's pending action, but also the long term needs of an overall preservation and Historic Trust message we need to promote to the community.

Vice Chair

Mr. Miller commented that if the federal tax rate goes down as proposed it too can impact federal preservation tax credits, by making the program less attractive.

Treasurer:

Mr. Tighue referenced the Treasurer's report in the Board packet. Mr. Tighue went through the report and indicated that the Trust's administrative account is on target. Mr. Tighue also referenced some of the other Trust accounts and referenced use of the Trust's portion of the Diesel Mitigation Fund as part of the proposed 2017 grant round. Ms. Guzzo reported that in working with the DCA Fiscal Department we were able to reduce the Trust's legal set aside to \$15,000, down from \$30,000. This reallocation of funds would then be used for other necessary items such as Best Practices workshops or consultant services. Mr. Miller made a motion to accept the Treasurer's report, seconded by Ms. Salvatore. The motion was approved.

Secretary:

Ms. Ng reported that over the last few months following the strategic planning meeting a survey was sent out to Board members asking for their top three items they thought important to communicate to the general New Jersey community regarding historic preservation. Additionally, members were asked to provide a list of individuals who should hear this message. The details of this survey will be discussed during the Strategic Planning meeting following the Board meeting.

Executive Director's Report

Ms. Guzzo welcomed the Trust's new fiscal person Carrie Hogan and introduced her to the Board. Ms. Guzzo referenced the Executive Director's and the staff reports in the board packet. Ms. Guzzo reported that Board members must take online ethics training and that they need to send receipts verifying that they took the course to Ms. Guzzo.

Ms. Guzzo reported that the GSPT has scheduled a meeting for Friday December 16 and will review the Trust's recommendations for CBT grant awards. Following approval by the GSPT legislation will be introduced and following its passage the Governor must sign the bill before we put together grant agreements.

Ms. Guzzo reported that she found a contact in the real estate community to assist in educating realtors on architecture and historic preservation. Realtors now need continuing education credits. Typically training sessions are provided in realtor's offices. The Trust is looking at the potential of becoming a provider. The MARCH program at Rutgers is considering taking this on for us. Mr. Tighue indicated that realtors receive a lot of their continuing education credits at their annual conference held in Atlantic City. Ms. Guzzo was advised that realtors will likely not come to our preservation conference, but that we can reach them at their conference or through trainings at realtors' offices. Following some additional discussion Ms. Foster asked if the education committee could continue to pursue this.

Best Practices Workshops.

The Historic Trust has been taking the lead on the latest Best Practices workshop on "Getting Your Fiscal House In Order." The two part workshops are being offered in both South and North Jersey. The first part is scheduled for January 12 & 13 and the second part is scheduled for

March 9 & 10. The NJ Historical Commission is considering taking the lead on an additional Best Practice workshop focused on diversity later in the year.

Ms. Guzzo reported that Preservation New Jersey will be scheduling visits for Lobby Day, March 14-16.

Report of the Department of Community Affairs

Ms. Guzzo informed the Board that both DCA and the Trust are celebrating their 50th anniversaries in 2017. DCA is organizing a celebration for March 1 at the Trenton War Memorial. DCA asked if the Trust would help sponsor the event including retaining the services of a historian. Following some additional discussion Ms. Salvatore made a motion to provide up to \$5,000 to support this historical event, seconded by Ms. Foster. The motion was approved.

Report of the Department of Environmental Protection

Ms. Marcopul reported that HPO continues to work on a couple of survey projects. HPO is concluding a survey of Cumberland County. The HPO is also finishing a historic context study of shipwrecks and maritime history in New Jersey. Hurricane Sandy mitigation funds are being used to conduct an archaeological survey of Higbee Beach in Cape May County and an architectural survey in Ocean City. A survey to better define historic properties is being started in Hoboken. The HPO expects to learn a lot from each of these surveys.

Report of the Department of Treasury

Mr. Tighue reported that a huge restoration of the State House is commencing and will be funded through EDA. Mr. Tighue also reported that the Trenton Downtown Association is trying to get more events at the War Memorial to help bring visitors and activities to the downtown.

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 Board was asked if there were any conflicts with the extension requests. Mr. Perks indicated a potential conflict with the Battleship New Jersey extension. Mr. Perks excused himself during all discussion and voting on the Battleship New Jersey extension.

Ms. Kelly reviewed the Committee's recommendation for the following request for extension:

Grantee: Preservation New Jersey

Project: First Presbyterian Church – Preservation Policy Center

Grant Award No.: 2012.0046

Grant Award: \$37,125

Drawdown: 0%

Municipality: Ewing

County: Mercer

The Committee recommends a 24 month extension to the project to August 15, 2018 to complete the project and closeout the grant.

Grantee: Haddon Heights Borough

Project: Glover Fulling Mill

Grant Award No.: 2012.0048

Grant Award: \$50,000.00

Drawdown: 80%

Municipality: Haddon Heights Borough

County: Camden

The Committee recommends an extension to the grant period to February 28, 2017 to close out the grant.

Ms. Kelly made a motion to extend these grant as recommended by the Committee, seconded by Mr. Tighue. The motion passed.

Ms. Kelly reviewed the Committee's recommendation for the following request for extension:

Grantee: Battleship New Jersey

Project: Battleship New Jersey

Grant Award No.: 2008-2101

Grant Award: \$100,000

Drawdown: 0%

Municipality: Camden

County: Camden

The Committee recommends an extension to the grant period to December 2017.

Ms. Kelly made a motion to extend the Battleship New Jersey grant agreement as recommended by the Committee. The motion was approved.

Ms. Kelly reviewed the Committee's recommendation for the following request for extension:

Grantee: Maurice River Historical Society

Project: Eastpoint Lighthouse

Grant Award No.: 2000.2041

Grant Award: \$300,000

Drawdown: \$23%

Municipality: Maurice River Township

County: Cumberland

The Committee recommends an extension to the grant period until September 30, 2017.

Ms. Kelly made a motion to extend the East Point Lighthouse grant agreement as recommended by the Committee. The motion was approved.

Discover New Jersey History License Plate Fund

Ms. Kelly reviewed the status of the Discover New Jersey History License Plate Fund Account. Ms. Kelly reported that the Trust had \$19,885.27 available for award in FY17. Since \$5,000 was awarded in September the fund has a balance for FY17 of \$14,885.27.

Ms. Kelly reported that the Committee reviewed one application for the funding from the Discover New Jersey History License Plate fund. The Township of Middletown applied to fund a Middletown Village Historic Tour. The Committee recommends awarding a \$5,000 grant to the Township of Middletown. Ms. Kelly made a motion to approve the Committee's recommendation. The motion was approved.

Open Grants

Ms. Kelly briefly went through the open grants listed in the Committee report.

FY 15 CBT Grant Round

Ms. Kelly reported that the Trust is allocating just under \$3 million, which we were encouraged to utilize the Diesel Mitigation fund for the grants voted on in 2016. The remaining funds from the Diesel Mitigation Fund will be put towards FY17 grant round.

Future CBT Grant Round

The Committee is recommending advertising the availability of \$5 million for FY 17 Preserve NJ grants. The grant round would include both planning and capital grants. Starting in this fiscal year the Trust would go back to its old schedule of offering a combined planning and capital round and then alternating with just a planning round every other year. Ms. Guzzo stated that the Trust would use its existing rules, which expire at the end of 2017. New rules will be drafted to incorporate the legislative changes including the potential for the Trust to purchase preservation easements and an emergency intervention fund. The 2017 grant round is on track to be announced around the end of January. By alternating planning and capital rounds it allows the Trust to bank part of its annual allotment of funds during planning rounds and put it toward capital rounds where larger sums are needed. Mr. Miller asked if there would be any initiatives for a particular building or project type. Ms. Guzzo responded that we feel such a pent up need for preservation dollars that the round should probably not focus on any particular type for this round, but perhaps have initiatives in the future.

Marketing Study

Ms. Guzzo reviewed the Discover New Jersey History License Plate marketing plan and budget provided by Integrated Marketing Strategies. Ms. Guzzo said that marketing can be phased and

that there is flexibility in what aspects the Trust decides to move forward with. The plan can be tailored to fit the Trust's budget. Ms. Guzzo reported that there is money in the budget for the project and that in order to keep momentum moving forward she would like things to start soon after the New Year. She reminded the Board that the Trust will be running three grant rounds this coming year so in-house personnel would not be available for marketing projects. Ms. Foster stated that the work Trust staff has done to date was extremely helpful and got the Trust to this point where we can now take it to the next level.

Ms. Guzzo stated that right now the goal is to start to raise awareness. The campaign is marketing the big picture of historic preservation and the Trust, not just heritage tourism. The license plate is the mechanism and tool to help accomplish this. At this point we may not be able to move on some of the bigger things or redesign the plate; however, we can start messaging and raising awareness. Ms. Guzzo stated that if the Board chooses to move forward with a marketing plan we would put out an RFP for marketing consultant services. Following completion of this phase the Trust would analyze its return on investment before moving forward with the next phase. Moving forward with this marketing project falls directly within the goals of the Trust's strategic plan. Ms. Guzzo reminded the Board that if the Trust does nothing, based on license plate sales statistics, the license plate grant program will eventually cease to exist from lack of funds.

The Board discussed various aspects of the plan including website design, the size of the marketing budget, return on investment and messaging. There was a general consensus that it is more than an investment just to increase license plate sales. Increased sales from the marketing effort is one benefit, but so is public education and raising public awareness of historic preservation, heritage tourism and the NJ Historic Trust. Mr. Miller noted that having an outside organization is important to bring a different and new perspective to the question. Ms. Salvatore then made a motion for the Trust to allocate up \$40,000 to fund a marketing campaign, seconded by Ms. Kelly. The motion passed with no opposition.

Report of the Easements and Acquisitions Standing Committee

Mr. Miller referenced the Easements and Acquisitions Committee report included in the Board packet. He reported that the US Postal Service submitted an application for the Trust to hold a perpetual preservation easement on the Morristown Post Office. Staff will review the application and the Easements & Acquisitions Committee will review the application and make a recommendation to the Board at its March meeting. Mr. Miller and Mr. Ceponis briefly discussed the Church Street School perpetual easement. Specifically, the developer rehabilitating the building was denied a variance to convert the building from a vacant school to apartments. The Trust had reviewed the plans and determined that it met the terms of the easement. The developer is looking at what options are available to him including appealing the denial.

Report of the Combined Strategic Planning and Legislation and Policy Standing Committees.

Strategic Planning will be a separate meeting following the close of the Board meeting.

Report of the Education and Outreach Committee

Ms. Guzzo reported the Journey Through Jersey website is moving along. We hoped to be able to demonstrate the website today, but it is not quite there. Instead Ms. Guzzo offered to send links to the site once it is ready to be more fully explored.

Fiscal Oversight

No report

Unfinished Business

No report.

New business

Ms. Guzzo asked the Board to move its September 2017 meeting to October 4, 2017 in order to accommodate the upcoming grant round evaluations. The Board agreed to move the date of the September meeting to October 4.

Public Comment:

No public comment.

Adjournment

Ms. Salvatore made a motion to adjourn the meeting, seconded by Mr. Miller. The motion passed and the meeting adjourned at 1:20 pm