

NEW JERSEY HISTORIC TRUST

NJHT Board of Trustees
Annual Board Meeting
Wednesday, September 11, 2013
New Jersey State House Annex, Committee Rm 9,
Trenton, Mercer County

Call to Order

Mr. Perks called the meeting to order at 10:10 a.m. Mr. Perks asked for a moment of silence in recognition of the anniversary of the events of September 11th.

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: Raymond Arcario, Carolann Clynes, Janet Foster, John Hatch, Deborah Kelly, Peter Lindsay, Ken Miller, Meme Omobgai (arrived 10:17), Chris Perks, James Requa, Patricia Salvatore, Daniel Saunders, and Elan Zingman-Leith.

NJHT Staff present: Dorothy Guzzo, Judith Adams, Glenn Ceponis, Catherine Goulet, and Lauren Giannullo

Also present: Lisa Richichi of the Garden State Horse and Carriage Society

Election of Officers

Ms. Kelly of the nominating committee presented the following slate of officers: Chairman – Elan Zingman-Leith, Vice-chair – Meme Omogbai, Treasurer – Kenneth Miller, and Secretary – Raymond Arcario. Ms. Kelly asked for any additional nominations. Hearing none Ms. Kelly made a motion to accept the slate of officers as presented, seconded by Ms. Clynes, the motion passed unanimously.

Approval of Minutes

Mr. Zingman-Leith as the new chairman asked for a motion to approve the minutes from the June board meeting. Mr. Perks moved to approve the minutes, seconded by Mr. Miller. Ms. Foster, and Mr. Hatch abstained. The motion passed.

Communications

Ms. Guzzo reported that the State Ethics Commission is requiring that all Trust Board members attend in-person ethics training. The training lasts approximately two hours. The training can either take place on October 30th or November 13. The Board selected November 13th. Mr. Zingman-Leith asked Ms. Guzzo to send an email reminder to Board members with time and

location. Ms. Guzzo also reminded Board members that they need to submit standard letters listing any permanent conflicts of interest to be kept on file. Ms. Guzzo stated that the letters can be completed at the time of the in-person training.

Ms. Guzzo reported that she received confirmation from the Ethics Commission that the Board does not have to vote on groups of projects as they have, but can vote on individual projects. While there was nothing wrong with the way the Board had voted on projects, voting on individual projects will make maintaining a quorum much easier.

Reports of Officers

Chair:

No report.

Vice chair

No report

Treasurer:

Mr. Saunders referenced the Treasurer's report included in the Board packet and reported that the Trust finances are in good shape. Mr. Saunders notified the Board that it needs to adopt the Trust's FY14 budget. Mr. Saunders directed the Board to the FY14 budget in the Board packet and stated that the FY14 budget is very similar to last year's budget. Having received no questions, Mr. Saunders moved to adopt FY14 Annual Budget as presented, seconded by Mr. Miller. The motion passed unanimously.

Secretary:

Mr. Arcario referenced the meeting minutes in the Board packet.

Public Comment

Mr. Zingman-Leith welcomed Lisa Richichi of the Garden State Horse and Carriage Society. Ms. Richicchi explained that her organization is a relatively new (2010) and she is part of the fundraising committee. She explained that her organization is concerned about the preservation of farms, especially with so many farm foreclosures. She thanked the Board for allowing her to explain her organization and to sit in and learn about the Historic Trust.

Executive Director's Report

Ms. Guzzo referenced the Executive Director's and the staff reports in the Board packet. Ms. Guzzo reported that the Department of Treasury, in response to IRS requirements pertaining to New Jersey's General Obligation Bonds, has provided a set of procedures and would like the Trust to formally adopt those procedures. Ms. Guzzo provided a summary of those procedures, many of which do not apply to Trust grant programs. Ms. Guzzo explained that the IRS is more concerned with loans than grants. Specifically, the IRS wants to ensure that if bond funds were obligated to non-profits that the properties remain with non-profits. The procedures ask that we report if a property we provided grant funds to is sold or substantially changed use. Ms. Guzzo

reported that this is something we would normally do anyway. Ms. Kelly made a motion to adopt the procedures and allow Ms. Guzzo to sign said procedure, seconded by Mr. Saunders. The motion passed unanimously.

Ms. Guzzo reported that the 1772 Foundation contacted the Trust and offered to continue its cooperative grant program with the Trust in 2014. They did not mention the amount of funding, but it is likely the same amount we received last year. The 1772 Foundation included mention of the grant program with the Historic Trust in its annual report.

Ms. Guzzo reported that the Trust is organizing a Best Practices Workshop for January 2014. The workshop will focus on building board capacity and will build upon the Best Practices workshop we sponsored this past spring. Ms. Omogbai mentioned that the Dodge Foundation has done similar board training and asked if that would affect our training initiative. Ms. Guzzo responded that we had reached out to the Dodge Foundation as a potential partner in the initiative since we knew they had an existing program. Ultimately, the two programs were trying to achieve different goals so we continued to pursue it on our own. Coincidentally the workshop will be taught by a consultant used by the Dodge Foundation in their training program.

Ms. Guzzo reported that the Trust is presenting a series of three heritage tourism workshops this fall. Ms. Guzzo also reported that planning is underway for the 2014 History and Historic Preservation Conference. The conference will be held at Brookdale Community College.

Ms. Guzzo discussed the Tourism Report *The Economic Impact of Heritage Tourism in New Jersey* (a copy is included in the Board packet). The Trust would like to issue a press release during the fall and incorporate some of the statistics in the heritage tourism workshops and through other venues. Trust staff is preparing a brief that can be easily distributed. Ms. Guzzo asked the Board's approval to purchase the 2013 volume of *Cultural Heritage Traveler Report* produced by the Mandela Group. The statistics are quite useful, in fact statistics from the 2009 volume were used in the Heritage Tourism Master Plan. The cost of the report is \$295 plus shipping and could be allocated from the License Plate Fund. Mr. Zingman-Leith motioned to allot the required sum to purchase the volume, seconded by Ms. Kelly. The motion passed unanimously.

Report of the Department of Community Affairs

Mr. Requa reported that DCA is focused on Sandy recovery 24/7. DCA has been getting money out to local jurisdictions and working closely with HUD, FEMA, DEP and other agencies regarding rebuilding. DCA has also been providing planning grants from a five million dollar allocation pertaining to municipal flood hazard zones. Additionally DCA is working on some redevelopment projects throughout the state. The department is busy as can be expected.

Report of the Department of Environmental Protection

Mr. Saunders reported that the Historic Preservation Office continues to be busy with Sandy related activities. The office is beginning to transition away from survey work, which is winding down, and shifting its efforts towards review of construction activities. The office is expecting

approximately 600 applications this week related to CDBG funding of Sandy work. Additionally, the NJ Housing and Mortgage Finance Agency is funneling projects to DEP for review. This has been the first really big push of federal and state monies towards projects requiring DEP review. One item of interest is that the storm uncovered a number of ship wrecks and maritime artifacts.

Report of the Department of Treasury

No Report

Reports of the Standing Committees

Grants & Loans Committee

Ms. Kelly referenced the Grants & Loans Committee Report in the Board packet. Ms. Kelly asked if any board members had a conflict with any of the projects presented in the report. Hearing none, Ms. Kelly provided a brief summary of each request for extension. The Committee's recommendations are presented below.

Requests for Extensions

Grantee: City of Bridgeton
Project: Cumberland Nail Office
Grant Award No.: 2009.0039
Grant Award: \$15,109.00
Drawdown: \$ 12,087.20 (80%)
Municipality: Bridgeton
County: Cumberland

The Grants & Loans Committee recommends an extension to the grant period to September 29, 2013.

Grantee: Friends of the Indian King Tavern
Project: Indian King Tavern
Grant Award No.: 2009.0042
Grant Award: \$ 50,000.00
Drawdown: \$40,000 (80%)
Municipality: Haddonfield
County: Camden

The Grants & Loans Committee recommends an extension to the grant period to November 30, 2013.

Grantee: Friends of Howell Living History Farm
Project: Pleasant Valley School, John Phillips House (fundraising plan)
Grant Award No.: 2010.0109
Grant Award: \$16,875.00
Drawdown: 80.00%
Municipality: Hopewell Township

County: Mercer

The Grants & Loans Committee recommends a work period extension to February 15, 2014.

Grantee: Vernon Township Historical Society

Project: Black Creek Site

Grant Award No.: 2009.0024

Grant Award: \$18,750.00

Drawdown: 64% (12,000.00)

Municipality: Vernon Township

County: Sussex

The Grants & Loans Committee recommends an extension to the work period and grant agreement to July 31, 2014.

Grantee: Harmony Township Historic Preservation Commission

Project: Hoff-Vannatta Farmstead

Grant Award No.: 2009.0012

Grant Award: \$47,000.00

Drawdown: 80% (37,600.00)

Municipality: Harmony Township

County: Warren

The Grants & Loans Committee recommends an extension to the work and grant periods to November 29, 2013.

Grantee: Save Ellis Island

Project: Ellis Island Recreation Building

Grant Award No.: 2009.0004

Grant Award: \$50,000.00

Drawdown: 80% (40,000.00)

Municipality: Jersey City

County: Hudson

The Grants & Loans Committee recommends an extension to the work and grant periods to March 30, 2014.

Grantee: Newark Performing Arts Corporation, Inc.

Project: Newark Symphony Hall (preservation plan)

Grant Award No.: 2009.0045

Grant Award: \$50,000.00

Drawdown: 80.00%

Municipality: Newark City

County: Essex

The Grants & Loans Committee recommends an extension to the work period to March 31, 2014 and to the grant agreement period to July 31, 2014.

Following a review and discussion of the requests for extensions Ms. Kelly made a motion and Ms. Salvatore seconded the motion to grant the extensions as presented. The motion passed unanimously.

Mr. Ceponis provided a summary update for the East Point Lighthouse and Save Ellis Island projects. There was some discussion regarding the length of time that the East Point project has been open. Ms. Guzzo responded that there is always one or two projects that have extraordinary circumstances, often times not at the fault of the grantee. Mr. Ceponis added that the grant was awarded to address the needs of the resource and that if the grant was to go away the resource would continue to deteriorate and possibly be lost, we will continue to look for ways to complete the project. Mr. Saunders reiterated that Federal Highways has had a policy change and that they are moving away from this type of enhancement project, which despite the specific issues with East Point, has provided a match for a number of other Trust-funded projects.

1772 Foundation Grants

Ms. Kelly briefly referenced the Grants & Loans section of the Board packet and stated that Ms. Guzzo had provided an update on 1772 Foundation Grants within the Executive Director's report.

2012 Grant Round

Ms. Kelly reported that the Governor had signed the 2012 grant round appropriation's bill on August 9th without fanfare. Trust staff has begun the process of putting together grant agreements.

Potential 2014 Grant Round

Ms. Kelly reported that there will not be a referendum on the November ballot reauthorizing funding for the GSPT program. The Keep it Green Coalition intends to push to have it on next year's ballot.

The Grants & Loans Committee continues to consider a small grant round for next year centered on disaster recovery and planning. Our regulations, however, would have to be revised to allow for this type of grant program.

Discover New Jersey History License Plate Fund

Ms. Kelly reported that the Trust received three heritage tourism grant applications under the Discover New Jersey History License Plate Fund program. Ms. Kelly discussed each application and presented the following recommendations of the Grants & Loans Committee:

Applicant: Morris County Tourism Bureau

Request: \$5,000

Project: Heritage Tourism on the Go – a tabletop exhibit to promote tourism sites at events and vendor shows.

The Grants & Loans Committee recommends a grant award in the amount of \$5,000.

Applicant: Crossroads of the American Revolution

Request: \$5,000

Project: The grant funds would be used for a larger \$49,265 project that develops ordinary characters that would have existed during the time of the Revolution and creates a storyline.

The Grants & Loans Committee does not recommend funding for this application, but suggests that this proposal be revised and resubmitted at a later date.

Applicant: Montclair Center Corporation (Montclair CBD)

Request: \$5,000

Project: The grant funds would be used to develop a mobile e-tour that would be accessible via smart phone and use QR codes.

The Grants & Loans Committee does not recommend funding for this application, but suggests the applicant revise and resubmit at a later date.

Following a review and discussion of the applications Ms. Kelly made a motion and Ms. Omogbai seconded the motion to award the grant to the Morris County Tourism Bureau as presented. The motion passed unanimously.

Economic Impact of Heritage Tourism

Ms. Guzzo discussed the *Economic Impact of Heritage Tourism* final report that came out. Ms. Guzzo reported that the study presented surprising numbers showing the significant impact that heritage tourism has on the larger tourism industry. Mr. Zingman-Leith asked if there was a plan to use the results of the report. Ms. Guzzo explained that they are exploring options. We approached Travel and Tourism, but were informed that they do not have a way to disseminate this type of information. Ms. Guzzo said that we intend to link the report on our website. Mr. Zingman-Leith asked if there was a way to go to businesses and organizations that would benefit by this type of tourism so that they are aware of the impact. Ms. Kelly inquired on whether there could be a session on the study at the Governor's Conference on Tourism. Ms. Guzzo also suggested that we meet with legislators to go over the results of the report. Mr. Hatch asked that once the press release is approved that it could be sent out to their legislators and local politicians. These are impressive numbers that people are not aware of.

Ms. Salvatore provided insight into her past experience at the Governor's Conference on Tourism and that there used to be members of the history and cultural community, but it has shifted to be predominantly focused on hotels and motels. Ms. Salvatore recommended reaching out to the Travel Industry Association, which is industry focused and the group that sets up the sessions for the conference. She suggests approaching the association about the importance of having a session on history and heritage tourism. Also of importance are contacting Destination Marketing Organizations (DMOs) to get the word out. In Cape May County Diane Wieland is the Director of Tourism. Discussions continued on giving exposure to the larger group as well as getting the word out at the grassroots level. General consensus was that we need to get involved

with the Tourism Industry Association. Ms. Salvatore added that if the Association had a keynote speaker that discussed culture, history and tourism it would bring a lot more people into the conference. Mr. Hatch added that the numbers are extraordinary considering no one is focusing on heritage tourism. If we can get people to focus on heritage tourism the numbers should grow even more. What's important is to get them look at how art, history and culture could expand the tourism market. Ms. Kelly reminded the board that through the License Plate Fund there are incentives for DMOs to do something. They can apply for the heritage tourism grants.

Ms. Omogbai emphasized that the industry in general may not be interested in history, but if we frame the argument around the economic impact of heritage tourism it would be a more impactful way to get the message out. Ms. Kelly suggested looking to other states that are successful at using heritage tourism as a marketing tool.

Ms. Guzzo reported that Ms. Goulet of the Trust staff will prepare a hand out to help get the word out about the study and the economic impacts of heritage tourism.

Ms. Guzzo explained that the group that conducted this study also conducted the state's tourism study, adding to its credibility. Ms. Kelly asked if we could have the study done again as part of the annual tourism reporting. Ms. Guzzo replied yes, but that we would have to pay for it. She suggested that it would be worth our while to do the study every couple of years.

Easements and Acquisitions

Mr. Arcario referenced the Committee's report in the Board packet. Mr. Ceponis provided a brief summary of two potential easement properties that the Trust visited since June: the Delawanna Inn and Roberson Albertson House in Knowlton Township Warren County and the Emmett Wilson House in Franklin Township, Somerset County. In each case the Trust will await the owner's decision on whether to proceed with donating a perpetual easement to the Trust. Mr. Ceponis provided an update on the Vought House perpetual easement and the request to remove nineteenth and twentieth century additions from the eighteenth century main house. The Trust, in consultation with the Historic Preservation Office, allowed the removals based on a review of the physical evidence at the house; a review of the architectural and engineering documents; and to better preserve the nationally significant portion of the house.

Mr. Ceponis updated the board that the Governor signed the legislation approving the sale of Eagle Manor. Treasury will set up a meeting with the high bidder to go over how to proceed with the sale. It has been three years so there are some condition and other issues that must be addressed.

Legislative and Policy

No Report

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Education and Outreach

No Report

Fiscal oversight

No Report

Reports of Special Ad Hoc Committees

Funding Task Force

No Report

Strategic Planning

No report. Ms. Guzzo suggested that now that there is a full complement of board members it is probably a good time for the board to consider strategic planning since the last strategic plan dates to 2006.

New business

The following meeting dates for the Board of Trustees were proposed for 2014: Wednesday March 12, 2014, Wednesday June 18, 2014, Wednesday September 10, 2014, and Wednesday December 10, 2014.

Closed Session

At 12:19 pm Mr. Zingman-Leith, the Board Chair, asked for a motion to go into closed session in order to discuss the Trust's contract for the preparation of a History of the Preservation Movement in New Jersey. At 12:26 pm the meeting was reopened to the public. No formal action was taken.

Public Comment:

No Public Comment

Adjournment There being no additional business, Ms. Salvatore made a motion to adjourn, which was seconded by Mr. Hatch and passed by unanimous consent. The meeting adjourned at 11:27 pm.