



## State of New Jersey

Highlands Water Protection and Planning Council  
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*Governor*

**TAHESHA L. WAY**  
*L. Governor*

**CARL J. RICHKO**  
*Chairperson*

**BENJAMIN L. SPINELLI, ESQ.**  
*Executive Director*

### MEMORANDUM

**To:** Budget & Finance Committee  
**From:** Benjamin L. Spinelli, Esq., Executive Director  
**Subject:** Committee Meeting Minutes – March 7, 2024  
**Date:** March 11, 2024

A Budget and Finance (B&F) Committee meeting was held on Thursday, March 7, 2024, at 9:30am via Zoom. The following participants were present:

Committee: Committee Chair Visioli, Council Chair Richko and Member James.

Governor's Authorities Unit (GAU): Alexis Franklin, Associate Counsel.

Highlands Staff: Ben Spinelli, Gabrielle Gallagher, Neda Hartman, James Humphries, Maryjude Haddock-Weiler, Kelley Curran, Jocelyn van den Akker, Carole Diction, Roberta Burkhart and Annette Tagliareni.

*Chair Visioli opened the meeting at 9:33am.*

*A roll call was taken.*

#### **Highlands Council FY2024 Highlands Protection Fund Grant Requests**

##### **Town of Clinton, Hunterdon County – Redevelopment Plan**

James Humphries, Director of Planning, Science & GIS, reported that the Town of Clinton experienced a structure fire in an existing strip mall which resulted in a total loss of structure. The Town of Clinton is a fully conforming Planning Area municipality. The Town is requesting \$10,000 to create a redevelopment plan for the area.

*Committee Chair Visioli asked for a motion to move the Town of Clinton grant to the full Council for consideration. Councilmember James made a motion and Council Chair Richko seconded it. All were in favor.*

### **Branding and Marketing Plan – Award Contract**

Maryjude Haddock-Weiler, Planning Manager, reported that Council staff received eight (8) responses to a Request for Proposal (RFP) for a Branding and Marketing Plan for the Highlands Region. Council staff recommended the preferred firm to develop this plan. The RFP specifies three (3) phases at a cost of approximately \$130,000. Additional expenses are anticipated to cover travel and associated costs, which will be limited to \$10,000. Also, should development of a website be required, the estimated cost is in the range of \$35,000-\$45,000. The recommendation is to award a contract with a not to exceed amount of \$200,000. The 3 phases of the project are:

- 1) Develop an Image/Brand for the Highlands Region for tourism, farmers' products, and businesses;
- 2) Marketing; and
- 3) Implementation Action Plan.

Carole Diction, Communications Manager, emphasized that this is a Branding and Marketing Plan for the Highlands region, not the Highlands Council.

*Committee Chair Visioli asked for a motion to move the contract award to Develop a Branding and Marketing Plan for the New Jersey Highlands Region to the full Council for consideration. Council Chair Richko made a motion and Councilmember James seconded it. All were in favor.*

### **GIS Services - Award Contract**

Jocelyn van den Akker, GIS Manager, reported that the GIS Department previously had a GIS Services contract which expired. A Request for Qualifications (RFQ) was issued and 13 proposals were evaluated. Three vendors demonstrated an exceptional understanding of the work and needs of the Highlands Council. Each vendor has specialized skill sets and differing areas of expertise and capabilities. Council staff recommended awarding a three-year contract with a value not to exceed \$25,000 per year per vendor for on-call GIS services to three consulting firms.

Council Chair Richko commented that GIS Services are very important for many planning aspects of the Council.

*Committee Chair Visioli asked for a motion to move the contract award for GIS Services to the full Council for consideration. Council Chair Richko made a motion and Councilmember James seconded it. All were in favor.*

*The meeting adjourned at 9:43am.*