**NEW JERSEY HISTORIC TRUST**

**NJHT Board of Trustees Meeting**

**Wednesday, December 12, 2018**

**Prallsville Mills**

**Stockton, Hunterdon County**

**Call to Order**

Ms. Foster called the meeting to order at 10:09 am

**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 Marcopul, Kenneth Miller, Katherine Ng, Meme Omogbai, Patricia Ann Salvatore and Sean Thompson.

NJHT Staff present: Dorothy Guzzo, Glenn Ceponis, Carrie Hogan, Haley McAlpine, and Michele Racioppi.

Public present: Donna Ann Harris (Heritage Consulting) and Bonny Beth Elwell (Camden County Historical Society)

**Public Comment**

Ms. Harris and Ms. Elwell thanked the Board for its work and briefly explained the recent project, funded in part with Preserve NJ funds and License Plate grant funding, pertaining to the Camden County History Alliance of which the Camden County Historical Society is the lead organization. Specifically, they spoke about the success of History Week, the establishment of the Alliance (up to forty-eight organizations), various other heritage tourism projects, and a visitor survey conducted by the Alliance. Ms. Harris also mentioned that they will be presenting at a national history conference in Philadelphia. Ms. Elwell thanked the Trust for its grants and for the recent loan to the Historical Society for its boiler replacement. Everyone was in agreement that the it would be great if the Camden County History Alliance model could be replicated throughout the state.

Ms. Guzzo mentioned that the Camden County Historical Society will also have a roll with the upcoming M.A.R.C.H. heritage tourism class.

Ms. Foster thanked Ms. Harris and Ms. Elwell for their efforts and the work of the Historical Society/History Alliance.

**Approval of Minutes**

Ms. Foster asked if there were any comments or discussion regarding the September minutes of the Board. There being no comment Ms. Foster moved to accept the meeting minutes, seconded by Mr. Miller. Ms. Omogbai abstained from the vote. The motion passed unopposed.

**Communication:**

Two letters received by the Trust were referenced and included in the Board packet.

**Reports of Officers**

**Chair:**

Ms. Foster thanked Board members for their efforts and participation. She asked that Board members continue to make contact and work with their respective legislators. Ms. Foster stressed the importance of introducing yourself to legislators and making the NJ Historic Trust known to the legislature and the general public. The more that is known of what the Trust does, the more likely we will get support.

Ms. Foster thanked the staff for their efforts.

**Vice Chair**

No report.

**Treasurer:**

Ms. Guzzo referenced the Treasurer’s report located within the Board packet. Ms. Guzzo stated that the Trust remained on schedule regarding its budget. Ms. Guzzo reported that the Trust has been working on the RFP for the next phase of the license plate marketing project. Also, the filming for the On-Demand with Rob Lowe took place at Craftsman Farms in November. Ms. Guzzo stated that the Trust is preparing to hire a part time, temporary person. The Trust received permission and we are moving forward with the posting. This year it looks like there will be approximately $8 million in the Preserve NJ appropriation. The Trust intends to announce a $10 million grant round next year utilizing the remaining funds plus the $8 million appropriation.

Ms. Guzzo reported that DCA will be asking for additional funds for the Trust for its operating expenses. Ms. Guzzo reminded the Board that 5% of the annual appropriation is not enough to fund Trust operating expenses. Also, DCA and the Trust must resolve the issues with OMB freezing and withholding the Trust’s fringe expenses and not releasing the funds until it is too late in the fiscal year to utilize the funds as budgeted. If DCA is not able to insert the Trust’s needed amount into the State budget then Board members will have to reach out to legislators to get the Trust’s budget increased to accommodate salary, fringe and indirect expenses*(proposed amendments to the current Preserve NJ legislation would allow all of the Trust’s operating expenses to come out of the Trust’s share of the appropriation)*.

**Secretary:**

No report.

**Executive Director’s Report**

Ms. Guzzo referenced her report, and the staff report included in the Board packet. Ms. Guzzo reported that the Trust’s grant appropriation bill is making its way through committee. Ms. Guzzo reported that she is working on revisions to the Trust’s enabling legislation and, as discussed during the retreat, she is preparing a one page summary that can be taken to legislators if we need them to sponsor amendments to our enabling legislation. Ms. Guzzo again mentioned getting DCA to include the higher operating budget for the Trust in the State budget.

Ms. Guzzo reported that Michele Racioppi has accepted a position at Docomomo USA and will be leaving the Trust in January. All wished Ms. Racioppi well. The Trust will be advertising to fill Michele’s position as soon as possible.

Ms. Guzzo explained the shoot for the On-Demand segment at Craftsman Farms. It took place on November 2nd. Ms. Guzzo along with Linda Epps and Vonda Givens were interviewed as part of the shoot. The Trust should receive the segment sometime in January for review. Ms. Guzzo stated that the camera crew used for the shoot was very good and local. If the Trust needs these services in the future it should consider this crew.

It was also reported that Advocacy week will be the second week of March. Since some Board members will be participating in Advocacy week, Ms. Guzzo suggested moving the March Board meeting ahead to the first week of March. Preservation New Jersey will again organize legislative visits. There will be a number of new legislators in Washington, so it is important to make contact.

Ms. Guzzo reported that the Trust is working with DCA’s IT department on the Scope of Work for our new database. The new legislative bill regarding allocation of Preserve New Jersey funds will include a onetime use of our allocation for our database development. This is important in that it will allow the Trust to create the database all at once rather than over multiple phases. Senator Smith’s version of the bill is scheduled to come out in January so we will keep on eye on it to see if it makes it in. Ms. Ng asked about the timing of implementing the new database and Ms. Guzzo responded that it could start as soon as the passage of the bill *(the current version of the bill includes the database allocation)*.

**Report of the Department of Community Affairs**

Mr. Thompson reported that budget items are the main focus at DCA right now and agreed with the Trust’s need to increase the budget to address Treasury’s handling of fringe. Mr. Thompson also provided an overview of the budget process.

**Report of the Department of Environmental Protection**

Ms. Marcopul reported on the development of a coastal resiliency plan and how HPO has been working to ensure that historic resources are considered within the plan.

**Report of the Department of Treasury**

No Report

**Report of the Executive Committee**

No Report

**Report of the Grants & Loans Committee**

Ms. Kelly referenced the Committee’s report included in the Board packet. Ms. Foster asked if Board members had any conflicts with these projects. Ms. Ng recused herself from discussing the Hinchliffe Stadium extension. Ms. Kelly noted that each request is detailed in the Committee report. Ms. Kelly then reviewed the following requests for extension:

Hudson County Courthouse (2010.2035) – extension to March 29, 2020;

Amzi Stephens Homestead (2010.1006) – extension to December 31, 2020;

South Park Presbyterian Church (2010.2018) – extension to December 31, 2019; and

SUM Great Fall Hydroelectric Plant (2010.2118) – extension to December 31, 2020.

There being no further discussion, Ms. Kelly moved to grant the extensions as recommended by the Committee, seconded by Ms. Foster. The motion passed unopposed.

Ms. Kelly then moved to grant the extension for Hinchliffe Stadium (2010.2104) – extension to December 31, 2019, as recommended by the Committee, seconded by Ms. Omogbai. The motion passed unopposed with Ms. Ng abstaining.

Ms. Kelly then briefly went through some of the other open grants provided in the Committee’s report. Mr. Lindsay offered to reach out to the President of NJIT regarding the open grant for the Essex County Jail, which was appreciated.

Ms. Guzzo reported that staff is moving forward with upcoming workshops. There was discussion that grantees should be made aware that extensions are not guaranteed and that efforts should be made to finish grants within the allotted grant period. The grantee and applicant workshops are a good opportunity to convey this message.

The Committee then reviewed the upcoming Preserve NJ grant round. The round will be announced in January and the Trust anticipates making $10 million available for award. With a larger amount available this year, the maximum capital grant will go back to $750,000. The Trust will also consider multi-year, multi-phase grants. Each phase would have to be a minimum of $500,000 and a phase would have to be completed and closed before receiving funding for a subsequent phase. The Committee is also considering two initiatives. One initiative is for projects related to women’s history because of the 100th anniversary of women’s right to vote. The other initiative is for projects related to resources associated with the 250th anniversary of New Jersey statehood. Also, for this grant round there will be a separate application for heritage tourism projects rather than using the HSM application as was done in the past.

Ms. Omogbai stressed the importance of planting the seeds with our potential grantees on the availability of our funding so that they can plan accordingly.

Ms. Kelly reported that the Trust received 56 applications under the 1772 Foundation grant program. Staff will begin reviewing applications and recommendations will be made to the Board at its March meeting. The 1772 Foundation intends to review the recommendations and award the grants at its April meeting.

Ms. Kelly then reviewed the Committee’s recommendation under the License Plate fund program. Ms. Kelly reported that the Trust received one application. The applicant had reapplied after being denied a past grant. The applicant had revised the request based on feedback from the Trust. The Committee recommends awarding $4,000 of the $5,000 request. The Committee reduced the amount based on a lack of funds in the account and some of the project costs are not eligible under the program. Ms. Kelly moved to award the grant as recommended by the Committee, seconded by Mr. Miller. The motion passed unopposed.

It was noted that the Trust currently has an RFP out for the next phase of marketing of the license plate. The last phase of marketing appeared to increase visibility of the Trust. Most of the marketing is through social media ads, which is the best use of the Trust’s limited marketing budget. Because of a tremendous lag in reporting from DMV it is difficult to see if there is a direct correlation between the ads and license plate sales. What we have been able to see is a large uptick in hits on the Trust’s social media sites, which is a good thing. Ms. Guzzo reported that she has made contact with someone at DMV and hopefully that can lead to a connection with others at DMV.

**Report of the Easements and Acquisitions Standing Committee**

Mr. Miller referenced the Committee’s report in the Board packet. Mr. Miller then reviewed an application for a perpetual easement on a former firehouse located in Hamilton Township near Mays Landing, Cape May County. The Township has no use for the building and would like to sell it. Because the building is listed in the New Jersey and National Registers, the NJ HPO requires a perpetual easement be placed on the property as a condition of sale. The late nineteenth / early twentieth century building contributes to the Mays Landing Historic District. The Committee recommends acceptance of the easement. Mr. Miller moved to accept the perpetual easement, seconded by Ms. Salvatore. The motion passed unopposed.

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

No Report

**Education Committee**

Ms. Salvatore reported that there is a new director of the Department of Tourism for the State, Mr. Jeff Vasser formerly of Atlantic City. Mr. Vasser appears to be pro heritage tourism. With a new director, however, the DMOs appear to be in a state of flux. Ms. Salvatore reported that she is the new Chairperson of the Cape May County Cultural and Heritage Commission. Cape May County has over seventy art, culture and history organizations. Ms. Guzzo suggested that the Trust approach Mr. Vasser to include heritage tourism in the larger state-wide survey of tourism. The Trust previously paid for a heritage tourism survey, but it should be part of the larger tourism survey and measure the economic impacts of heritage tourism.

There was further discussion regarding involvement of the Arts Council. It was agreed that we need to find a champion and allies to promote heritage tourism. It was suggested that we try and meet with the Secretary of State.

**Unfinished Business**

Ms. Foster discussed the Board Retreat pertaining to implementing the Trust’s Strategic Plan. Notes from the Retreat are included in the Board Packet. The Retreat addressed very specific issues and was very productive. The Board still needs to be aware and active regarding the appropriation bill. The increase for the Trust, while positive, is not a done deal and Board members should be involved at committee hearings and through their legislators. Ms. Kelly noted that Senator Smith’s office made clear that they want to see support for the bill. Ms. Ng will send a follow-up letter to Senator Smith thanking him for his legislation and reiterating the Trust’s needs. Ms. Kelly stated that she will continue to attend Keep It Green Coalition meetings pertaining to the funding bill.

Ms. Guzzo also reminded the Board that as a follow-up to the Strategic Plan retreat, that the Trust’s committees should be moving forward implementing aspects of the Strategic Plan.

**New Business**

No new business.

**Adjournment**

There being no additional business, Ms. Foster made a motion at 11:50 am to adjourn the meeting, seconded by Ms. Omogbai. The motion passed unopposed.