

HISTORIC COMMISSION

November 19, 2024 via ZOOM

<u>ATTENDANCE:</u>	<u>Present</u>	<u>Absent</u>
<u>Phyllis Angelo</u>	X	
<u>Mike Ginch</u>	X	
<u>Eric Model</u>	X	
<u>Beth Chinigo</u>		X
<u>James Hoogstrate</u>	X	
<u>Deborah Powell</u>		X
<u>Archivist Tyler Manuele</u>		X
<u>Katelyn Nippes, Student Liaison</u>		X
<u>Liaison Barry Benson</u>	X	

PHYLLIS ANGELO: Questioned Barry if there was anything going on with the Council that is relevant to the Commission.

BARRY BENSON: Stated nothing new on Borough Hall.

PHYLLIS ANGELO: Stated if they are making any more changes architecturally the Commission needs to know. Questioned Jim if there is any information regarding YouTube.

JIM HOOGSTRATE: Advised there has been some activity. Stated they put up several QR Codes that has been getting some attraction without any promotion, and with Mary's video, the video for the exhibit and a video of the Gala at New Bridge Landing, however their channel does not get much attention. Questioned Barry if he can make a graphic or put a link on the town website so residents know it exists.

BARRY BENSON: Questioned if Jim would give him some type of graphic he could ask Lissette to put up.

JIM HOOGSTRATE: Advised he could do that. Stated that self-promotion needs to start happening, they can produce a promotional thing for the QR

Codes that can be put on Instagram, but they need to let people know what the Commission does or things they have posted.

BARRY BENSON: Questioned if they could use social media, such as This is River Edge or the Mayor's page.

ERIC MODEL: Stated he could start posting on Facebook.

JIM HOOSTRATE: Stated Instagram is where you are going to get more people.

ERIC MODEL: Stated Kaitlyn is working on Instagram.

JIM HOOGSTRATE: Stated more people are looking at Instagram than Facebook. Questioned Barry if the Mayor and Council would like them to go before the Council and let them know how the QR Codes are doing.

BARRY BENSON: Stated that would be great.

ERIC MODEL: Suggested to encourage the Mayor and Council to take a walk and try the QR Codes for themselves.

BARRY BENSON: Suggested they come to the November 25th meeting and show what they have done with the QR Codes.

MIKE GINCH: Stated they put up some stickers and people have started using it.

PHYLLIS ANGELO: Questioned what type of budget would be needed for 2025 for the QR Codes, as she needs to submit a budget in December.

MIKE GINCH: Stated to wait until they see how well the QR Codes do before projecting how much money they would need. Advised QR Codes can be done for places of interest, not just streets.

PHYLLIS ANGELO: Questioned Eric if he wanted to discuss the Wayfinding.

ERIC MODEL: Advised they are on track with the Grant Writer. Stated he forwarded to the Commission a mural that was in the Fairlawn Train Station because one of the projects at New Bridge Landing was Art at the Station, which is one way to get people from the station to the historic site. Stated

besides New Bridge there is Old Bridge which brings multiple chapters of history and he is a big advocate for having a history trail coming out of the train station, so there are some grant possibilities.

PHYLLIS ANGELO: Questioned if Eric spoke with the Superintendent of Cherry Hill School regarding the QR Code that is on Bogert.

ERIC MODEL: Advised he will be going to the Board Meeting and will bring them up to date.

PHYLLIS ANGELO: Stated regarding the budget she needs to make sure to include what money is needed for the QR Codes and she will continue to put in money to archive. Advised she will need information from everybody to meet the budget deadline.

ERIC MODEL: Questioned since there is a QR Code sub-committee, is there an archive sub-committee.

PHYLLIS ANGELO: Stated there is not and questioned if Eric thought there should be a sub-committee for archives.

ERIC MODEL: Stated it may be useful just to make sure they are doing things in the best way with an ultimate goal.

PHYLLIS ANGELO: Advised the Borough website has the link to the archives and when people contact Jim through YouTube with materials, they can get in contact with herself or Jim or Eric.

JIM HOOGSTRATE: Stated very few people are checking out the YouTube channel. Advised he would like to take the pictures and newspaper articles about the schools and put them to a slideshow and start posting that, as more people could see and experience what they would love to see, which would create more interest.

PHYLLIS ANGELO: Stated possibly during Christmas vacation, they have Tyler meet Jim at the library to show him what is there.

JIM HOOGSTRATE: Stated it does not take long to put the pictures together and the more stuff you put up, the more people will become interested. Questioned if the archives are organized.

PHYLLIS ANGELO: Advised somewhat, not has organized as she would like them to be. Questioned Eric if there is anything regarding Facebook.

ERIC MODEL: Advised due to the exhibit posting some people that were in town followed up and provided him with some items, which he will give to Phyllis to put into the archives. Also advised that Rich Curran, whose father was a former Mayor, was in town and gave him some pictures.

PHYLLIS ANGELO: Questioned Jim if there was any more information on the bottles.

JIM HOOGSTRATE: Stated some of the bottles were not worth anything, and the rest he does not know how valuable they are but thinks they should be displayed at the Library.

PHYLLIS ANGELO: Stated they should put on the Borough website how to get into the archives.

ERIC MODEL: Stated he would like to have a discussion before doing that, as he is not sure it is in the best form.

PHYLLIS ANGELO: Questioned if there is an update on the interview with Police Chief Walker.

JIM HOOGSTRATE: Stated there has been no movement on the oral histories as they have been concentrating on QR Codes, Mary's book and the Gala for New Bridge Landing.

ERIC MODEL: Stated for the record that Jim and Mike deserve a lot of credit as it has been a long haul getting the QR Codes up and thanked Jim and Mike for making that happen.

PHYLLIS ANGELO: Questioned Eric if wants to talk about the 250th celebration.

ERIC MODEL: Stated he will yield to Barry on that.

BARRY BENSON: Stated Eric found a great group sponsored by the State and they are focusing on the 250th anniversary and they have put together a site with a bunch of resources and projects, and if the towns want to be part of the group the town needs to pass a Resolution. Stated it was introduced to

the Council and it is on the Agenda and offered Eric to put the committee together.

PHYLLIS: Stated there is a lot going on at New Bridge Landing and questioned if anyone wants to speak about it

ERIC MODEL: Stated the website has it all and he just posted a link to it on the Facebook page. Asked Barry if there is a prominent place in the corner of the Borough webpage link to New Bridge Landing, as it is the crown jewel of River Edge.

MIKE GINCH: Stated they were hoping to ask Kaitlyn to do post something on Instagram about the QR Codes and would like to get that done as soon as possible and questioned if they have her contact information or if someone can reach out to Kaitlyn.

PHYLLIS ANGELO: Advised she will speak with Kaitlyn tomorrow.

MEETING ENDED