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# *Committee Meeting*

of

## ASSEMBLY TOURISM AND THE ARTS COMMITTEE

### ASSEMBLY RESOLUTION 132

*(Honors series of children's books by designating fictional characters as Official Junior Ambassadors, and encourages schools to incorporate the series into curricula")*

*"Testimony on issues affecting the tourism, history, and arts industries"*

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**LOCATION:** Herman T. Costello Lyceum Hall  
Burlington, New Jersey

**DATE:** March 25, 2011  
11:00 a.m.

#### **MEMBERS OF COMMITTEE PRESENT:**

Assemblyman Matthew W. Milam, Chair  
Assemblyman Jack Conners, Vice Chair  
Assemblywoman Nancy F. Munoz  
Assemblyman David W. Wolfe



#### **ALSO PRESENT:**

Amy Denholtz  
*Office of Legislative Services  
Committee Aide*

Jillian Dempsey  
*Assembly Majority  
Committee Aide*

Kelly A. Comerford  
*Assembly Republican  
Committee Aide*

***Meeting Recorded and Transcribed by  
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Hearing Unit, State House Annex, PO 068, Trenton, New Jersey***

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**ASSEMBLYMAN MATTHEW W. MILAM (Chair):** Good morning, everyone.

I'd like to call to order the Assembly Tourism and Arts Committee for the Assembly. It's a continuance of our, kind of, on-the-road show, as I put it back when I was honored to be named Chairman of this Committee. And I immediately asked the Speaker of the House, I said, "You know, it would be really great if our Committee could just go out and see what the people"-- They normally would come to Trenton and try and testify to us, especially during these budget times we're in, the importance of the dollars continuing to their causes. So there's nothing, like, better than us going there.

And I believe this is our, probably, fifth trip or so; and it's just been very eye-opening -- not only for myself, who comes from the most southern part of the state, which is District 1. And we have our shore community there. But you really, really miss a lot by staying on the interstate. My grandfather always said, "When you really want to see something, get off the interstate." Boy, has that proven true -- with the places we've visited, the theaters, and the historical areas up in the northwestern part -- it's been very eye-opening. And we get a real sense, as a Committee -- to know, when it is budget time, to make sure that people aren't just kind of whining for the dollars. We know the importance, the passions, the volunteer hours that go into all these projects, and it's been eye-opening. I'm continuing to have fun doing this; I don't know if the Committee's having fun traveling all over, but I think they are. They're still smiling, and they're like, "Okay, great. Where we going now?"

But we have made a point of visiting all the Committee's districts, because every district has a uniqueness -- mine being the shore; and, of course, today Burlington with the great historic-- I remember Burlington. I have a trucking company. And, of course, working for family, you never just have an office -- you had to drive one of those tractor trailers. And one of my regular runs -- at 3 a.m. -- was U.S. Pipe. A lot of people probably remember U.S. Pipe, and I used to do two loads a day there. It was a 12-hour day, and so I said, "Oh, I know where Burlington is; we used to go there a lot."

But it's amazing -- even a foundry like U.S. Pipe, with the history that is there because of the metal casting history, the industrial -- what Burlington has become. But as time changes, we see what happens: U.S. Pipe is now closed; they've moved everything to Alabama. But that's what happens -- whether it's the foreign trades that have captured our casting, technologies, and now cast them over in China cheaper than we do, whatever it is -- but still there remains history there. And I actually don't know what they've done with U.S. Pipe; I heard there was going to be some historical places there. I haven't talked to Assemblyman Connors about that.

But, again, I just appreciate being here. It's an honor for me to take this Committee and visit. And having said that, I am going to ask Amy to do a roll call.

MS. DENHOLTZ (Committee Aide): Assemblywoman Munoz.

ASSEMBLYWOMAN MUNOZ: Here.

MS. DENHOLTZ: Vice Chairman Connors.

ASSEMBLYMAN CONNERS (Vice Chair): Here.

MS. DENHOLTZ: And Chairman Milam.

ASSEMBLYMAN MILAM: Here.

MS. DENHOLTZ: You have a quorum.

ASSEMBLYMAN MILAM: I'm going to start off by asking some of our elected officials from the area to come up, just say a few words. If you, kind of, have written testimony, if you just want to summarize it that would be great as well.

First, I want to ask our Honorable Herman T. Costello, Mayor Emeritus, to come up and say a few words to us. Which is quite ironic: He's a former Assemblyman from '97 to '81, and Senator from '82 to '83.

Welcome.

**HERMAN T. COSTELLO:** Thank you.

Good morning.

ASSEMBLYMAN MILAM: Good morning.

First of all, I want to say it's an extreme pleasure having you all here; seeing my old friend, Jack, and hearing you talk about U.S. Pipe. That's my old stomping ground. I was born right there in the fence, inside that gate.

ASSEMBLYMAN MILAM: Is that right?

MR. COSTELLO: Yes.

Anyway, so much for the salutation.

Good morning. It is my honor and pleasure to welcome you to the historic City of Burlington, and to the Herman T. Costello Lyceum Hall.

The Lyceum Hall was built in 1839 and used as an arts center. In 1851 it was given to the city and became our City Hall for 140 years.

In 1995, the city received a matching grant from the Historic Trust to renovate the building, which had been vacant since 1991 because of structural problems.

I served 33 years as Mayor, and for 24 of those years my office was in this building. In 2002 the building was dedicated in my honor. Today this beautiful building is used as an arts and cultural center. The Burlington County College also has classes here.

Burlington was founded in 1677 by Quakers who left England to escape religious persecution. We are five years older than Philadelphia. We will be celebrating our 334th anniversary this year. Tourism and the arts have always been important to the City of Burlington. Some of our famous residents have been General Ulysses S. Grant; Benjamin Franklin; Elias Boudinot; and Peggy Shippen, who was the wife of Benedict Arnold.

Again, I welcome you and thank you for choosing the historic City of Burlington for this great occasion. Enjoy your day.

ASSEMBLYMAN MILAM: And thank you for having us.

I want to just acknowledge Assemblyman Wolfe has arrived; and actually, Assemblyman Wolfe is on his first Committee tour with us. He just joined our Committee about a month ago. Welcome, Assemblyman Wolfe.

ASSEMBLYMAN WOLFE: Thank you. I've been looking for you for a month. I'm sorry I was late. (laughter)

MR. COSTELLO: That's all right; you didn't miss anything.

Thank you again, thank you all.

ASSEMBLYMAN MILAM: Any comments from the Committee?

Assemblyman Conners.

ASSEMBLYMAN CONNERS: Yes, I just wanted to acknowledge-- Mayor, to me you'll always be Mayor -- with all due respect to Mayor Fazzone. But you'll always be Mayor, and you are Mayor Emeritus of this wonderful city. But I have a lot of great memories, and I especially remember when they named the Lyceum Hall after you; and I remember, I think, we had a tent or something set up out here in the parking lot the day that it was done. And, in fact, when I arrived this morning we were talking about that, and I actually had a picture taken of this building after they dedicated it. And I had one framed for myself, selfishly, and I had one framed for Herman because I just think it was a wonderful honor for you.

I don't know that across America there are that many mayors -- I think you said 33 years you were Mayor? How many individuals get to serve as mayor of a city for 33 years of their life? And not-- Yes, that's right; you can count them on one hand. Your love-- Clearly your love of this city and all the wonderful things that have happened here over the years-- And I should add, too, that I think every time I have been in Mayor Costello's presence, he's also talked about this city being such a treasure, such a gem, and this should be on-- If there's a bus leaving either New York or Philly, this should be one of the stops along the way. And Herman always reminds me that Elias Boudinot, in his mind and in my mind, was the first President of the United States. And I see people nodding their heads yes. And so Mayor, it's just great and I-- All the years of service that you've had to this town, I think it paid off. You have a great history, and you've set a great example, I think, for people who follow in your footsteps.

And yes, I understand you're not driving anymore and, yes, I will get over to your house -- that's my promise. (laughter)

Thank you, Chairman.

ASSEMBLYMAN MILAM: Any other members, comments?  
(no response)

Thank you again for having us; it's a real honor for us to be here.

MR. COSTELLO: My pleasure. Take care.

ASSEMBLYMAN MILAM: Next, I'd like to call up the current Mayor of Burlington, Dr. James Fazzone.

**MAYOR JAMES A. FAZZONE, Ed.D.:** I would just like to add, as Assemblyman Connors pointed out, we all view Mr. Costello as Mayor; and I think my title is That Other Guy Sitting Over There (laughter) -- and I'm really fine with that title. And Mayor Costello is an inspiration to all of us.

Did you want me to just speak on the history of Burlington? Do you have any specific questions?

ASSEMBLYMAN MILAM: Oh, please -- yes, whatever you want to share with us.

DR. FAZZONE: As Mayor Costello indicated, Burlington was founded in 1677 by Quakers. We like to think that we are the birthplace of freedom.

In 1677, West Jersey -- and Burlington was the capital of West Jersey -- was governed by a document that was called the *Concessions and Agreements*; it's actually in Trenton at this time. And at one portion in the *Concessions and Agreements*, the document states that no man shall have

power over another in matters of religion. And if you think back in that time period, there was a lot of discrimination -- religious discrimination in the Colonies, but not really here in Burlington. The Quakers were a kind group; they gave scholarships to all races, creeds, denominations, males and females. And Burlington was founded, truly, on the premise that we're all created equal, and we live together. And we're very proud of that, and we feel that that permeates to this day.

Some of our residents who have been instrumental or popular throughout history are Captain James Lawrence -- grew up right across the street. Remember "Don't give up the ship?" He shouted that famous quote, and they gave up the ship shortly after that, but it's still the motto of the Navy and the motto of Burlington to this day.

James Fenimore Cooper lived right next door to him. Across the street, James Birch had what we believe is the largest rickshaw company in the world. He sold his rickshaws throughout other parts of the world, throughout the Orient, and they were-- If you look at the statue right across the street, of Mercury, that's where his factory was, and his house is also right next door.

Mayor Costello alluded to Elias Boudinot. Elias Boudinot was President of the Continental Congress at the time of the signing of the Treaty of Paris. His title at the time was President of the United States in Congress. So we feel that we were recognized by the rest of the world as a country at the signing of the Treaty of Paris, and we feel that he was the first President of the United States. Now, we tell the children not to answer the question that way, when they take our tours, after they get back

to school, because they're going to get -- they're probably going to get that wrong, unless they have a little asterisk next to it. (laughter)

But in addition to this -- and I'll work my way down through our tour -- on the evening when Abraham Lincoln was assassinated, General Grant was in Burlington. What had happened was -- and if you can read this, there are a few books you can read that highlight some of the things I can indicate to you: *Civil War Wives*, as well as *Manhunt*, talk about -- and those are two books that are at Barnes and Noble -- about what happened on the night Lincoln was assassinated. The Lincolns had invited the Grants to go to Ford's Theatre, but there were three previous parties that Mrs. Grant was not invited to, and General Grant was invited to. So Mrs. Grant was just a little bit upset about that and she chose to come to Burlington. And even though General Grant was one of the most feared generals in the history of our country, when his wife said, "We're going to Burlington," like the rest of the men in the room, you know who the boss is in your own house. So they came home to Burlington; you can see in *Manhunt*, John Wilkes Booth saw them leaving town -- in Washington -- and he was kind of upset about that. And the Grants were, actually, coming out of Bookbinders, from what we understand, when he was told that the President had been shot. He then brought Mrs. Grant to Wood Street where they lived, and he went back to Washington.

We also have the son of Benjamin Franklin -- William Franklin -- lived at the end of Wood Street. He was loyal to the crown; he was a very formidable foe. In fact, they had him arrested on the 2nd so that they could get the Declaration of Independence out on the 4th. But his mansion is down at the end of High Street.

We have information that General Washington had a headquarters in Burlington. And you can take our tour at any time. When we have our tours with schools, they meet right here in this room; the buses pull up out front. We gather them here, we go to our tourism center, and then we go on our way.

When we first took office, our concern was tourism and the arts, because the research indicates that tourism and the arts are going to be the two, single-most important factors that bring a city back. So we-- The historic-- The Herman T. Costello Lyceum for the Arts, we have arts classes that take place; Burlington County College has classes here centered around the arts; and we also are looking to bring an art school into this facility.

In addition to that, we wanted to move our Tourism Center in a spot where many people can see it, so it's located on Broad and High Street. We invite you all to come on our tour, if you'd like to take our tour, and we even have two working rickshaws. There are two at James Birches' Rickshaws in town; we also have two working rickshaws that we'd be willing to give you a ride -- and the children really like those. We utilize those at the end of the tour.

I would also like to point out that we have already made Nicky Fifth and T-Bone, the two characters in *Passport to the Garden State* -- there are actually two chapters on Burlington in the book. Not to get off the subject, and not letting you cut me short -- anytime Dave Ballard said somebody's going to give you the hook, I know it; but that's okay. (laughter)

The important thing, I think, about this bill and why I think it can really help the State: The San Diego Office of Education, in the late

'90s, indicated that they feel the single-most important factor on student achievement may, in fact, be pleasure reading. We hear a lot about student achievement. This book, I think, gives the children a great chance to read; the characters are interesting. But in addition to that I would add, myself, that one of the things that some kids don't get a chance to do is take a trip with their family. They might not be able to take that trip to Disney World, as these characters could not -- as Nicky Fifth could not, so he took a trip around New Jersey. And there are so many great sights in New Jersey. But in addition to that, there are some kids that don't ever get a chance to take a trip anywhere, and the only trip they may take would be a school trip. I think the Committee might be on to something that could even have some national implications. This could really be the template for improving student achievement, because if we can tie in with what the San Diego Office of Education said about pleasure reading, with what, I think, we all kind of know -- that everybody needs to be able to take a trip -- and if we can do that through the schools, we could be revolutionizing education by what's taking place in this Committee.

So I thank you for your time. And if you have any questions for me; if you'd like to take our tour that's a good way to get a feel-- But I know that we're all kind of dressed up for an Assembly Subcommittee hearing, as opposed to a tour, but you're more than welcome to go on the tour. We're going to give one, even if we have one or two people going, after we're done.

ASSEMBLYMAN MILAM: Mayor, thank you for that. You're very knowledgeable and passionate about that.

And it is -- it's amazing when you hear about-- And I really want to ask our Speaker of the House to change even the name of this Committee. Because this Committee was known, years prior, as the Tourism and Gaming. They broke out Gaming because it needed its own attention. Then they called it the Tourism and Arts; but it's also history. So I kind of want to go for the Tourism, Arts, History Committee, because it's all tied together, just as you said in your speech to us.

Any questions from -- comments -- from the Committee?

ASSEMBLYMAN CONNERS: I just want to reiterate, Mayor Fazzone, Dr. Fazzone -- you can tell he's an educator. And he's not really a retired educator; I think he's still teaching, doing a little something at Drexel the last time we talked. But I just wanted to tell you -- I guess it might have been a year ago we were together, and I don't know -- my wife is an elementary school teacher, and next thing I know I had a box of those books, and all my wife's children who she teaches has one of those books. So it's a great, just a great, great book.

DR. FAZZONE: I try to do the Johnny Appleseed thing with these books, actually. (laughter)

ASSEMBLYMAN CONNERS: You are the best; you are the best, Mayor. You are the best.

ASSEMBLYMAN MILAM: Mayor, thank you for hosting us today as well.

DR. FAZZONE: Thank you, thanks.

ASSEMBLYMAN MILAM: And as the Mayor pointed out, we have a resolution that's going to be coming before us today to adopt Nicky Fifth and T-Bone. I just want to make mention: There are-- Anyone who

wants to speak on behalf of that resolution, there are testifying slips in the back; you just fill it out. I just want to remind anybody, if you would want to say anything about that resolution prior to being voted on.

Next, I want to ask our Council members to come up: that would be Councilwoman Helen Hatala, Councilwoman Jeanette Mercuri, Councilman Barry Conaway. You could either just stand up and say something from your seats; if you want to come up to the microphones, feel free. Also, we have Councilwoman Marie Lollar and Council President Douglas Ghaul.

**COUNCILWOMAN HELEN F. HATALA:** He's letting me sit there because I'm older than him. (laughter)

**ASSEMBLYMAN MILAM:** Is this the entire Council here? No? Okay.

**COUNCILMAN DOUGLAS GHAUL:** No.

**ASSEMBLYMAN MILAM:** Oh, okay.

**COUNCILMAN GHAUL:** We're missing three.

**ASSEMBLYMAN MILAM:** Okay -- a big Board.

Well, welcome and thank you for hosting us today.

**COUNCILMAN GHAUL:** True.

On behalf of the citizens of the City of Burlington, we would like to welcome you here today and thank you for coming to have this hearing here. And especially to our own 7th District Assemblyman Jack Conners -- welcome. We're glad you're here today.

It's quite interesting: I lived and grew up three blocks from U.S. Pipe, so certainly I've probably seen you bringing your truck in during those times (laughter). But I think the main emphasis is not so much on

tourism, but my forte is much more history. And I agree with that, that we should do that for tourism, as the Mayor said when we took office. One of the first things we did was this building -- we put together a plan to do this building in three years. But once we got started, in little over a year we completed this building to move forward with bringing arts education to the City of Burlington. And I think they did a great job in restoring this building, and especially dedicating it, too. So I know I look up to, very highly, former Mayor Herman T. Costello, Mayor Emeritus to the City of Burlington, because when Herman the Mayor, speaks, he speaks from his heart and he always speaks highly of Burlington.

But along those lines, also, just say -- 160 years ago this week, in the front room of this building, the first directly elected Mayor of the City of Burlington was sworn in -- James Wall, the son of Garret Wall -- who, if you may not know, but Garret Wall was a U.S. Senator himself, serving for two terms, heading the Judiciary Committee. But also his claim to fame was he was elected by a Joint Session of the State Legislature to serve as Governor of the State of New Jersey. But he wrote back and said he declined because he felt his business in Burlington was more important than running the State. (laughter)

Before when James Wall was sworn in, all the mayors were elected by a Joint Session of the Senate and Assembly. They would choose who would be mayor. And in 1851 the law was changed and Burlington got its first directly elected mayor. And that happened this week; he was sworn in, in the front room.

But again, on behalf of the citizens, we have a small gift -- a presentation for each of the members. Anybody on Council want to say something?

COUNCILWOMAN HATALA: Other than to welcome you, and thank you for choosing Burlington as the site of your meeting today. And I hope you don't forget us when dollars are being doled out. (laughter)

ASSEMBLYMAN MILAM: It's funny you asked that: I was going to just wait and see if anybody else comments, because I had a question for you as a Council sitting there; but if anybody else wants to make a comment before I do that?

COUNCILWOMAN ILA MARIE LOLLAR: Again, welcome to the City of Burlington. We are very, very pleased to have you here today.

I just want to reiterate what's been said: We are very, very rich -- in history. We have so many things to see as you walk down our streets and go down our corridors. There are also things that haven't been able to be brought to light due to the fact that we don't have the dollars. We do need financial aid and financial help with regards to these things, because although we may know about the history of Burlington, or we may be learning about the history of Burlington, we have a host of children -- not just in Burlington, but in the county -- who do not know and do not understand, because it's not written in their history books and it's not part of their curriculum. And we need to be able to make sure that they can take pride in what's gone on before them, learn from possibly the mistakes that we have made as communities, and grow in strength and with the knowledge that they need in order to perform and make sure that their

communities, plus Burlington City, is an established, well-growing community that meets the needs of its citizens.

Thank you very much.

ASSEMBLYMAN MILAM: Thank you.

**C O U N C I L M A N B A R R Y C O N A W A Y:** Thank you for visiting our great city, and we know you'll be back again.

Thank you.

COUNCILMAN GHAUL: So just, again, when we're done, on behalf of the City, we would like to present each member of the Assembly with a key to the City.

ASSEMBLYMAN MILAM: Oh, very good. Thank you for that.

ASSEMBLYMAN CONNERS: Thank you.

ASSEMBLYMAN MILAM: Does it actually work? What parts does it open? (laughter)

COUNCILWOMEN HATALA: I tried all the doors--

COUNCILMAN GHAUL: That I don't know. It's the old key.

ASSEMBLYMAN MILAM: While I have a Council here, and you mentioned dollars: What-- In so many words, what challenges are you faced with; and what's changed in Burlington, knowing that a place like U.S. Pipe has closed? Obviously, that's a huge-- I mean, it's happened in the South, in my district, with the glass houses that were -- have shut down. And, of course, you have to reinvent yourselves. I mean, what else has changed to where you have bigger challenges now? Is it the real estate market where the values are less? I just kind of want to hear a snapshot of what's going on in Burlington that's--

COUNCILMAN GHAUL: Well, yes, again the loss of U.S. Pipe was a big part of our ratables.

ASSEMBLYMAN MILAM: A lot of jobs, there was a lot-- Yes, yes.

COUNCILMAN GHAUL: Jobs and everything like that. But also with the decrease in funding, you have historic buildings like we have -- a hundred buildings that are historical -- funding to maintain them is a constant problem when it has to come out of your budget, because we're not getting aid or any money from the Federals or State to say, "Help us with that stuff." We have the Quaker schoolhouse, we have a lot of old buildings that are constantly in need of repair; and, unfortunately, in our case, we have to defer a lot of that stuff, make a priority list, because of the fact that it's hard to pass that stuff on -- especially now with a 2 percent cap. To put money in the budget to maintain and restore or even to purchase stuff -- that would be better for the buildings to have.

So we face a money crunch on trying to maintain our stock of historic buildings, because it's hard. And every budget year we sit there: What can we do? We have this, at this building, needs to be done; this needs to be done in this building. And we have to pick and choose as to what can we do based on what money we can find. Or even to, if there's something else at another historic building, because a lot of-- We have a lot of historic buildings that are privately owned. I mean, we talked about U.S. Grant; his house is a privately owned house. Would there be funds if, say, it were to come on the market and we wanted to make it part of our historical tour?

ASSEMBLYMAN MILAM: And these buildings are listed on the National Historic Site, that we speak of?

COUNCILWOMAN HATALA: Yes.

COUNCILMAN GHAUL: Yes. Those types of fundings aren't there locally, when you're living in today's world and you're trying to run a thorough and efficient government, and keep taxes down and all that tuff.

ASSEMBLYMAN MILAM: City-owned buildings that you spoke of would be -- just the maintenance on them -- is there a dollar number? If you weren't doing anything else, no upgrades on them, just a regular routine-- I mean, that's probably not a fair question to ask.

COUNCILMAN GHAUL: Yes, off the top of my head, I wouldn't be able to say-- There may be other people who are going to speak--

COUNCILWOMAN HATALA: The President of the Historical Society is here.

COUNCILMAN GHAUL: Yes, Jan--

ASSEMBLYMAN MILAM: Yes, because we're speaking of-- I mean, I heard of, probably, six different buildings, right? Does that sound--

COUNCILMAN GHAUL: We have a--

ASSEMBLYMAN MILAM: There's probably a lot more, right? City-owned?

COUNCILMAN GHAUL: There are a lot of privately owned -- by the Burlington County Colonial Foundation, Quakers-- There are a lot of historic buildings in this town.

ASSEMBLYMAN MILAM: What are the revenue streams that you use for budgeting on the historical? Grants? I heard--

COUNCILMAN GHAUL: Grants-- Yes, we utilize grants, and then we try to put money in the budget--

ASSEMBLYMAN MILAM: Out of your Burlington budget?

COUNCILMAN GHAUL: Yes.

ASSEMBLYMAN MILAM: Okay.

Are there any other fundraisers done? Do you guys do, say, Burlington Day, or are there things like--

COUNCILMAN GHAUL: There are other fundraisers by the various groups that are in charge, because we don't oversee all of the buildings -- some of the historical buildings are overseen by the Colonial Burlington and other organizations -- historical society -- so that, you know, they are always doing fundraisers: Wood Street Fair, Burlington Day, I forget what else.

ASSEMBLYMAN MILAM: Well, your concerns are duly noted.

I just want to open up the Committee; any Committee members--

ASSEMBLYMAN CONNERS: Chairman, I didn't know whether the Mayor wanted to chime in on that question or not. No? Are you--

DR. FAZZONE: On potential funding?

ASSEMBLYMAN CONNERS: On the question-- Yes.

DR. FAZZONE: Actually, that's part of my--  
And I think a couple of the--

ASSEMBLYMAN CONNERS: Actually that's recording-- I think that's recording your voice. The other one of them is--

DR. FAZZONE: That one right there?

ASSEMBLYMAN CONNERS: Yes.

DR. FAZZONE: Okay.

The-- I can just talk without (indiscernible), can't I?

ASSEMBLYMAN CONNERS: That's okay. Yes, sure -- you're fine.

DR. FAZZONE: Yes, okay. Do you need the microphone?

UNIDENTIFIED MEMBER OF COMMITTEE: The small is record.

DR. FAZZONE: Oh, the small one is record? Okay.

ASSEMBLYMAN CONNERS: Yes, go ahead.

DR. FAZZONE: Why don't I just talk into the small one.

ASSEMBLYMAN CONNERS: Sure.

COUNCILMAN GHAUL: One of our major initiatives is to have surrounding schools -- a lot of the schools -- take the tours. And we can generate funds, because if we get a-- Let's say we have two tours of 200 students -- one go out in the morning, one go out in the afternoon; multiply that by \$6 every time we have -- per student, because that's what we charge for our tours; we can generate money. We do generate some funds -- we have schools that come and take our tours; they love our tours. They say, "Geez, we didn't know this place was here, this is so great," but we don't necessarily have the money to market and get the word out. I just think that would be helpful.

ASSEMBLYMAN MILAM: That was my next question: I was wondering what your marketing dollars were.

DR. FAZZONE: They're-- Is there anybody with the marketing dollars with them here today? We don't have any, so that's really been our issue.

ASSEMBLYMAN MILAM: Because you have a great story to tell here. I mean, it's stuff that goes back to my original comment about getting off the interstate: Get off 295 and jump on 541, and you're going to be amazed.

DR. FAZZONE: Exactly. We have gotten some attention because of the book. We have gotten some good feedback, we just-- The word's not out there yet. As we said, we're a well-kept secret, but we'd rather not be a secret. And I think if we were to get some funding for advertisement, for promotion, that that would help.

ASSEMBLYMAN MILAM: Thank you, Mayor.

Any other members from the Committee have any questions for the Council? (no response)

Well, thank you very much for hosting us, and we look forward to the rest of the day.

ALL: Thank you.

ASSEMBLYMAN MILAM: We're going to bring up resolution 132, and I'm going to ask Amy to go ahead and read what that resolution is.

MS. DENHOLTZ: Assembly Resolution 132 would honor the series of children's books by designating the fictional character as Official Junior Ambassador, and encourage schools to incorporate the series into the curricula. The proposed Committee amendments would incorporate references to both main characters in the Nicky Fifth book series.

ASSEMBLYMAN MILAM: Thank you.

I would actually entertain the author to come and join us. It's a great book that you wrote.

LISA FUNARI-WILLEVER: Thank you.

ASSEMBLYMAN MILAM: And it really-- I think it's kind of the idea that the Mayor had mentioned -- that it is going to bring some exposure not only to Burlington, but to many other things that you write about in that book. And it is about that kind of -- especially now with the price of gas and everything. I was down at the Governor's Tourism Conference last night in Atlantic City, and now we want to market that idea of "less than a gas tank away." If you're in Philadelphia and if you're in Delaware you can go. And it's a great book, and good luck with that. And I'd sure like to hear more from you.

MS. FUNARI-WILLEVER: Thank you very much for having me.

I appreciate the opportunity to share with you what I've been doing to promote the state, as an author; and for recognizing the fact that these two fictional characters do have the potential to really not only impact what kids know about our state, but also the economy. Because as of right now, we're a small state with a huge population -- hundreds of amazing offerings. And, theoretically, we should be much more prosperous, but there's a huge disconnect between the amazing things New Jersey has to offer and what New Jersey families know about. And not even talking about the families out-of-state, but just even in New Jersey.

These stories here, they are a combination of fact, fiction, and humor. The kids become invested in the characters; it's a literature-based

vehicle, really, to introduce New Jersey to New Jersey. And what we do is, through the books, we promote the state and we educate children while they're reading about it. It's-- Everywhere the characters go in the stories are real New Jersey places.

When I decided to write a chapter book series, I spent several days trying to invent this amazing fictional setting where my story would take place. And I woke up one morning and I thought, "What am I doing? I live in that amazing place." And I was a fourth grade teacher -- I taught New Jersey studies. It was dreadful. The materials were disappointing, they were boring, they were irrelevant. We told kids what a watershed was. We didn't show them the Paterson Waterfalls, we didn't show them all the coasts, the lakes, the rivers -- we missed opportunities. We counted counties. We found them on maps instead of showing children what each county had to offer, and really -- and motivating them and inspiring them to get their families to go.

When I was a child, we went on a Sunday ride every week -- it was non-negotiable. My parents dragged us all over the state. Now we have-- And I appreciated it; I wouldn't have a writing career without them - - they remind me all the time. But now we have a generation of overscheduled, exhausted parents who are not taking the time to investigate all these great places. So what we need to do is refocus our efforts and complement what Travel and Tourism does. But we are going to market to and target kids, because they will now drag their parents. And that's what they've been doing.

I wish I could say I masterminded the entire thing, but when the *Garden State Adventure Book* first came out, there were seven New Jersey

day trips and I just wanted kids to learn about the state and enjoy the story. Families started following my characters' itineraries -- and it was amazing. ABC7 News in New York did a story on it; they called this the great New Jersey *staycation* book. They said they had received calls -- a few years ago when gas prices went up -- that families couldn't afford to travel out of the state and they wanted to find places to go, and they were recommending this book to them. And they did a great story on families who just-- Pictures like this with the kids at the Barracks, and at the State House, and Lucy the Elephant. They went and saw places firsthand, and there's really no substitute for that.

When we did the newest book, *Passport to the Garden State*, we included a passport in the back because, I figured, if families are going out there and seeing the state, let's up the ante a little; let's put a passport. It'll make it more interesting, we'll motivate kids to get those passports stamped. And we've provided a passport for 36 places, and we locate them all over the state so that kids can go to their area. If they can't go to Cape May or if they can't go to Sussex, there's always a place close to everybody.

So that's, basically, what we've been doing. I did offer the State the free use of the characters and their likenesses. I have talked with the Division of Travel and Tourism several times; I met with Education. And we want people, we want the towns, we want the attractions -- use their faces. We have -- on the cover of the pack that you have is a picture we had commissioned of the characters, because we've been using real boys and they keep growing up, and we're just about out of boys. So we had a static picture that kids can use as a visual marker.

So basically by naming these two characters Official Ambassadors, while it may be unorthodox and unconventional, it's not just a symbolic gesture. You will actually be grabbing the attention of kids all over the state, doing what we've done on a small scale -- doing it on a larger scale. You will promote reading, family time, all of the attractions, the historical landmarks and, overall, the economy.

Thank you.

ASSEMBLYMAN MILAM: Very good.

Well, you have very big fans down in my district, who are Mrs. and Dr. Salvatore--

MS. FUNARI-WILLEVER: Yes.

ASSEMBLYMAN MILAM: --who brought this, actually, to my attention. And I'm real glad they did; and once I got the copies that she's given me, it was interesting -- I said, "Why not?" It's a great thing, I think, that schools could utilize. When kids think they always have to, maybe, get on an airplane to have a good time, here right in their own state there are many, many great things that you highlight in your books.

Just a question that I was curious: How did you come up with a name like Nicky Fifth?

MS. FUNARI-WILLEVER: I grew up in Trenton, in Chambersburg, in the Little Italian section. Every kid on my street had a nickname. So it just was one of those things. Nicky Fifth had been a character in my head, and I wasn't sure where this character would live, and what I did is, I-- In order to get him to New Jersey -- he originally hails from Philadelphia on Fifth Street. And when he finds out he's moving to New Jersey against his will, he's (indiscernible). He is just so disappointed.

And his friends tell him he'll spend his summers collecting tolls and pumping gas, and he won't live on a street -- they'll give him an exit number. And I tried to take all of the things I hear when I travel, because as an author I visit about 60 schools a year all over the country, many in New Jersey. But I do travel out of state a lot, and it's just so negative, you know, and it's stereotypical. And the TV shows that are on right now -- the reality shows -- they just really-- They keep that going; they keep the whole negative stereotype going. So this is a nice way to counter it with our youngest citizens.

Because this generation of parents with limited knowledge is raising a generation of kids of almost no knowledge. So if we can make the kids know about the state and appreciate it, and then go out and see it, we're accomplishing so many goals at the same time. And I think we can be very successful. Many schools use the books as their curriculum right now -- not all of them, but there are many schools that have adopted it because it fuses literature, history, geography, civics, and New Jersey.

The fifth book does come out in May; I don't want to scare you, but it's *Nicky Fifth at the Jersey Shore*. (laughter) I know, go ahead. There will not be a Situation in the book; it's Snookie-free. (laughter) But it covers all 127 miles of coastline. And in order to write the book, and to be authentic, I dragged my husband and three children to every beach, boardwalk, clam-on-a-half shell, funnel cake, roller coaster -- I did it for the kids of New Jersey, and I think it's very authentic.

ASSEMBLYMAN MILAM: So May will be your fifth one.

MS. FUNARI-WILLEVER: May will be the fifth book in this series, yes.

ASSEMBLYMAN MILAM: Okay. How many -- and I don't know if you would know this; you probably do -- how many copies have you sold?

MS. FUNARI-WILLEVER: Thousands.

ASSEMBLYMAN MILAM: Is it--

MS. FUNARI-WILLEVER: Oh, yes. Most of these books are in at least their third or fourth printing, and we're ready to reprint again. Because when schools order, we'll get an order for 400 books, or 300 books. Barnes and Noble is now carrying them, so they're in all the New Jersey Barnes and Noble stores.

And we want to do a contest if the characters become the official ambassadors. We want to, kind of, celebrate that by asking children across the state to send us their favorite destination as a suggestion for Nicky and T-Bone. Because in the books, that's how they get their best ideas -- they get to a town, they talk to people, people tell them, "Oh, you should try this, you should try that." So we want to do a contest; the winner's idea will be included in the book. And the child whose idea it was will become a character in the book. So they'll actually get to meet Nicky and T-Bone in the books. So it's a-- I think it will be a way to get all the kids in our state to become ambassadors.

We also created a website, which is a free tool for schools and families. It's called *nickyfifth.com*. And there are so many-- It brings it to life, so many great things: virtual tours over the map, interactive maps, photo galleries, Share Jersey where kids can send in pictures of their families. You'll see in the testimony I prepared, families send us pictures of themselves with their kids holding up the books. So one family in

particular from the Browns Mills area, they've covered the entire book. And they said they bought the book for their daughter; they told her, "We'll do one trip." They weren't really planning on-- They said, "We were addicted, too. When is the next book coming?" And that's pretty much the theme of the e-mails and response I get, is people-- It's not that they don't want to do it; they just haven't had the time to get on the internet and say, "Oh, what does Sussex County have?" Or, "What should I do in Cape May?" But when you read Nicky and T-Bone, I do it so they can just follow where they go, and it's easy, and they can see these things. And the kids are connected to the characters. So for them, "Oh, I read about that," or "I think this will be next." And when they see their own towns in the book, they go crazy. It's amazing.

ASSEMBLYMAN MILAM: Very good.

MS. FUNARI-WILLEVER: Thank you.

ASSEMBLYMAN MILAM: Questions from the Committee?  
Assemblyman Wolfe.

ASSEMBLYMAN WOLFE: Yes, I represent the Jersey Shore.

(no response)

Thank you very much; thank you. (laughter)

I represent the--

MS. FUNARI-WILLEVER: That was almost a Situation.

(laughter)

ASSEMBLYMAN WOLFE: It's called the 10th District; it goes from Manasquan to the Barnegat Inlet, and I was speaking to some 6th grades about two months ago, and something came up about TV and I said, "What TV programs do you watch? What are your favorite shows?" And

they said *South Park* and the *Jersey Shore*. So I was very upset; that really concerned me.

This is my first meeting, so I'm going to kind of say what I'm going to say, then I'll shut up. I really appreciate the opportunity to be with this Committee. This is my first meeting. I was late because I was speaking to about 200 high school kids in a gymnasium in Bricktown where I live. And I was talking about what the Legislature does. And I said, "Did you go to Trenton when you were in 4th grade?" And not one of the students raised their hands. And I know that used to be something that most school districts did -- they sent the kids to Trenton. And that's a shame. I was a history major when I was in college; I was very impressed by the discussion when I came in, talking about your community.

But I remember when I was in 4th grade -- I grew up in Williamsport, Pennsylvania, which is in the woods in northern Pennsylvania, -- our school took us on a tour. We went to a place called Antes Fort, which probably no one's ever heard of, to a place called the Tiadaghton Elm. And the Tiadaghton Elm was an old, withered tree where, on July 4, 1776, the Fair Play Men signed the Declaration of Independence. I had no idea who the Fair Play Men were, or what the heck this was. But that part of Pennsylvania was disputed territory that was owned by the French and the Americans, and it was in the French and Indian War, and those people weren't protected by anybody; they had to protect themselves. They were constantly being attacked by the Iroquois Indians. So that really piqued my interest in history and things such as that. So I'm really-- Your whole discussion here today, to me, is very interesting; and I guess we don't

have any money to give away, (laughter) but hopefully we can help you out. And I'm going to make sure my grandkids starting reading your books.

Thank you.

MS. FUNARI-WILLEVER: Well, that's wonderful. And I do want to note: It is a zero-dollar initiative for the State -- basically, it won't cost the State a penny.

ASSEMBLYMAN WOLFE: Right.

MS. FUNARI-WILLEVER: What we're just asking is: Give them that credibility and legitimacy, because kids connect with them so much. And I've been to about 30 New Jersey schools in the past two months, and every school says, "Are they official yet? When are they going to get official?" And I say, "We're working on it." So I have a petition from some kids, and letters. I brought just a sampling, in the testimony, of the letters; so you can kind of see how the kids have connected to the books. And also letters from teachers and parents to say how now they have a tool that they can use to really showcase the state, and not waste the opportunity. Because they are a renewable audience; they are a renewable demographic that, really, has been untapped. And you know we need to flip it and instead of going after parents, go after the kids. Get them excited, and then the parents will follow.

ASSEMBLYMAN MILAM: Assemblywoman Munoz.

ASSEMBLYWOMAN MUNOZ: I just want to thank you for writing these books.

I have five children -- my eldest is 26, my youngest is 17, so he's about to leave Summit High School. I'm from Summit, which doesn't

have the Jersey Shore, but I can see the Empire State Building from my street. (laughter)

I hate to say this, but my 17-year-old-- I asked him to move the car into the driveway last night, and he said he had to wait 'til the *Jersey Shore* was over. So he was watching it; it is the thing that they do.

But because I did have so many children, and read a lot of books to them, I wish these were around then -- number one. And my husband grew up in New Jersey; I did not. And he loved New Jersey, as I do now. And we would have loved to have been able to actually have a destination place that was mapped out.

The second thing I would like to say is that my only daughter -- of my five children, one's a daughter -- she's at Elon University in North Carolina, and she really does struggle to fight for New Jersey all the time. She brings people to our home to show them that New Jersey is nice because, unfortunately, it's gotten such a bad reputation from those two shows -- not only *Jersey Shore*, but the *Real Housewives of New Jersey* -- and that just gets perpetuated on, like, the Jay Leno show, and all the shows that have these terrible stories about New Jersey.

But I think that it's really great that this generation -- because, like I said, my 20-some year old kids are really struggling to tell people that we live in a beautiful state. And I think that these would really help in that regard, because I think the kids need to know that they live in an unbelievably diverse state in every way. We have the mountains, we have the shore, we have so many things to offer in this state, and I wish that Snookie and the Situation would go back to New York where they belong. And it's really unfortunate, because they really paint a bad picture.

I think these are tremendous and, if I may, I'm going to read them. I wish they weren't-- And I'm going to use that passport, because I really appreciate that Assemblyman Milam takes us around the state. Because I had not been to Burlington City before I came here last year for this, for a meeting, but had never been here before. And I look forward to the tour. And I'm going to go look in that antique store when I get out of here. (laughter)

But thank you. I think this is tremendous. I support this totally. And I hope that every school child does read this and become really involved in the history of New Jersey.

MS. FUNARI-WILLEVER: It has caught on a lot; the books were named to the New Jersey Battle of the Book List three different years, so that really got the word out to schools and libraries.

But I agree with you: Clearly, you haven't seen *Jerseylicious* either, so you might want to stay away from that one. (laughter).

ASSEMBLYWOMAN MUNOZ: No, I have not.

MS. FUNARI-WILLEVER: But I do believe we're not only misunderstood out of our state-- I was in South Dakota, I spoke to 500 teachers -- I was the keynote. I came down, a woman said, "Did you say you were from New Jersey?" I said, "Yes." She said, "That's a shame." And I said, "I'm sorry -- have you been there?" And she said, "Yes, I was there. It was awful." She said, "I remember a big, giant clothespin." And I said, "Are you referring to the clothespin sculpture across from the City Hall in Philadelphia?" She said, "Yes, that was it -- Philadelphia, New Jersey." (laughter) I thought, "Oh, my goodness; nobody even knows where we are."

But, you know, they don't concern me as much as our children. Our children-- How do they lead our state if they know nothing about it? And you know, right now, it's so limited what they know. They go to the same beach every year; they do things in their county. You know, you can have a favorite beach, you can explore the other beaches. You can explore the lakes. When we went to High Point, I didn't know there would be a lake. My kids spent an hour saying, "Grass, sand, lake." They had never been to that kind of beach where there was grass two feet away -- so you know, so many amazing things. And, you know, if we get the kids excited, I think that will generate revenue. It will affect tourism for the entire state, and I think it can be a positive for our image and what people know.

ASSEMBLYMAN MILAM: And you said the keyword -- it doesn't cost the State anything, but could reap something.

MS. FUNARI-WILLEVER: It sure could.

ASSEMBLYMAN MILAM: But you know, when your *Jersey Shore* book comes out, you could always call it *The Other Jersey Shore* -- that might just show the difference to the other--

MS. FUNARI-WILLEVER: What we tell people-- And the marketing was, it's not the reality *Jersey Shore*--

ASSEMBLYMAN MILAM: Yes.

MS. FUNARI-WILLEVER: --it's the real Jersey Shore. And that's what we want kids to appreciate.

ASSEMBLYMAN MILAM: Assemblyman Connors.

ASSEMBLYMAN CONNERS: It must really be rewarding. I'm just-- One of your letters, "Your awesome fan, Isabella--"

MS. FUNARI-WILLEVER: Yes.

ASSEMBLYMAN CONNERS: --“I think Nicky and T-Bone should be Official Ambassadors.”

You shouldn't underestimate -- and I know you know this -- you should never underestimate the power of books and the effect they have on children. And many years ago I was at a luncheon where the guest speaker was a man named Art Diamond, who was President of Camden County United Way. But his subject matter was the Civil War. I sat there for a half hour listening to him talk about the Civil War, and I go, “Where in the world did he learn--?” After the luncheon I said, “Art, where did your knowledge of the Civil War come from?” He said, “My grandfather gave me a book when I was a boy.” And just like that he was inspired, and I think that's what happens here.

And I know Assemblyman Wolfe talked about the Capitol and tourism. I don't know whether it's budgets or the cost of buses -- probably has a lot to do with it -- but I think all of us in the Legislature at one time or another had been told when a school in our district has a tour, and I've gone up and I take the children behind the scenes. I take them where the tour guide doesn't take them, and we have a good time.

But the power of books-- Thank you so much for what you're doing, and it's neat. And as I said, the Mayor gave me a whole box--

MS. FUNARI-WILLEVER: Oh, that's good, very good.

ASSEMBLYMAN CONNERS: --and so my wife's children have them. But thank you very much.

MS. FUNARI-WILLEVER: You're very welcome. I did want to also note: Nothing definite right now, but we are in discussions with the New Jersey Network. Based upon their future, they want to focus on

Jerseycentric programming. And they've come to me, and we've been discussing a possible Nicky Fifth and T-Bone animated series where they would still be traveling all over the state and kids could watch it. So we are still meeting and discussing that, so that may also be another possibility to further promote the state.

And I will note that Burlington City is the only city in all the books that was two chapters. (laughter) And you can see why. You've got a lot to share; I couldn't squeeze it in one chapter. So it's a two-chapter city.

ASSEMBLYMAN MILAM: And we did receive two letters of support: Mrs. Salvatore, who I mentioned earlier, who was unable to be with us; and also from a Susan Soffel -- letters of support to pass AR-132.

Could I ask for a motion, with amendments--

ASSEMBLYWOMAN MUNOZ: Did you say you live-- Did you come from Burlington? Are you--

MS. FUNARI-WILLEVER: I'm originally from Trenton.

ASSEMBLYWOMAN MUNOZ: Trenton, right. Thank you.

ASSEMBLYMAN MILAM: You can sit right here while we go through this.

I need a motion with amendments for AR-132.

ASSEMBLYMAN CONNERS: So moved.

ASSEMBLYMAN MILAM: Moved.

ASSEMBLYWOMAN MUNOZ: Second.

MS. DENHOLTZ: On a motion to release Assembly Resolution 132, with proposed amendments.

Assemblyman Wolfe.

ASSEMBLYMAN WOLFE: Yes.

MS. DENHOLTZ: Assemblywoman Munoz.

ASSEMBLYWOMAN MUNOZ: Yes.

MS. DENHOLTZ: Assemblyman Connors.

ASSEMBLYMAN CONNERS: Yes.

MS. DENHOLTZ: And Chairman Milam.

ASSEMBLYMAN MILAM: Yes.

MS. DENHOLTZ: The bill, with amendments, is released.

ASSEMBLYMAN MILAM: Congratulations.

MS. FUNARI-WILLEVER: Thank you very much; thank you all. (applause)

ASSEMBLYMAN MILAM: At this time, I'm going to ask my Vice Chairman, the homegrown Assemblyman Jack Connors, to conduct the rest of the meeting. Unfortunately I have to go out; something came up this morning back in my district that I have to get back to there by 1:00. I apologize for that; I was so looking forward to a nice kind of tour, but I think I'll take the Mayor up on a future offer, please, because I just love history anyway, and I think I have a lot of things to see here. And I would love to-- About a May day, a nice May Friday afternoon or something like that, I'm definitely going to take you up on that. I would love to do it.

DR. FAZZONE: You name it, we'll take you.

ASSEMBLYMAN MILAM: And with that, I'm going to switch seats with Vice Chairman Connors. And thank you all, and I apologize again that I have to leave.

ASSEMBLYMAN CONNERS: Chairman, you know this is pretty risky -- this might go to my head.

We're going to have Lisa Schiller, the Senior Clerk, Administration, and Event Coordinator for the City; and also John Alexander, the Director of Public Affairs and Tourism, to come up.

Welcome, and thank you so much for agreeing to come and testify today.

**L I S A M. S C H I L L E R:** Thank you, and welcome to all of you, esteemed panel, and all of our guests who are here.

I'm honored to be able to be here today to speak to you, because the Mayor had asked me to draw up an educational tour that meets the New Jersey Core Curriculum standards for the 4th grade. This also expounds with the 5th grade, and once again at the 8th grade level, with New Jersey history, United States history and -- once again, with the 8th grade level when they're studying.

In your packets that you'll receive there -- in your blue packets - - the one portion of the packet that is on your left-hand side: it contains the educational tour packet that we use when -- we utilize when we take the children on tours. What we're trying to do is, we're trying to reach out to all of these schools, and without the means it's very hard and difficult for us to get this out there. We think that the information that is in here covers a multitude of eras of history -- from Colonial times to Revolutionary times to Civil War times, and thereafter.

As the Mayor did say, we had Benjamin Franklin here; we had his son William Franklin; Grant, Boudinot. Our Tourism Center, at one point, was a campaign headquarters for Abraham Lincoln -- which, if you're going to go on the tour, we will take you there. And the story says at one

point in time that Abraham Lincoln and General Grant had an arm wrestling match right there at the bar. So we really don't know who won -- we didn't get that. But I'm sure if Grant worked under Lincoln, he'd probably say, "Okay, I give in."

But we're really proud of this, and the feedback that we've gotten from the schools that have been able to attend -- it was one of the best field trips they've ever been on; the history was phenomenal. And it's one of those things where unless you actually go on it, walk on it-- It takes you back in time. Because when you see these sites, you are seeing the buildings and the places as they were back then. You walk down the streets of Wood Street and you see the Revell House; you see the cemeteries; the oldest Episcopal Church in New Jersey in 1703, which is St. Mary's. We walk along the Promenade; you see the Island, which is the oldest settlement in the State of New Jersey, 1624.

So we are just very proud; and I am proud and I am honored to be a resident of this city, and part of tourism. And I just feel that we could do so much more if we had the means to do so. The packets that you have, we did ourselves; we put them together -- run the copies, put them together. The brochures are new; John Alexander and Shaun Stipick just got those done, so they really are nice -- we like those.

And also you'll have a coloring book that's in there -- and that's something that we brought up -- each of the children get as they leave here. So when they see some of the buildings that they've seen and they've talked about, they can go back to the classroom and take that with them.

We have the rickshaws which in a lot of cases we'll have somebody come to, and that's something that the kids thoroughly enjoy.

They go for a little ride; we take them around on a rickshaw because, as the Mayor has stated, James Birch was part of that, bringing the rickshaws throughout the world. And he was very famous, and he had a huge successful business up until the point when the automobile came about.

But you will also see a copy of a ticket and a Tour & Dine. That's something that we give out with the adults -- the Tour & Dine coupon -- because we have gotten in touch with some of the restaurants in town and we try to work with them, because we want people to come back. We want them to see us, know us, and come back and visit us again. And the more we can do with that, the happier we are to have the people back.

On the right hand side of your packet, we have the events -- the 2011 calendar -- and just some of the things that are going on. Some of these events are run by other, various organizations in our city, and

What we have is, we have the Cruise Nights, that you see, which are something that is new this year to us that we're running; the Car Show that we have here in July that raises money for our police K-9 unit, to sustain them -- with the high expenses that they have with insurance and so forth. It's very successful; this will be the fourth year for that -- the first year was 99 cars, the second year was 149, last year was 199 on a day that was about 98 degrees. So we're happy about that; that's growing. And everyone who works on that with me is a volunteer, so we volunteer our time. We do raise money for that. It does sustain itself because we raise the money, we get sponsors, and so forth -- as well as what we've had to do with a lot of our functions now, because we don't have the funds to put on a lot of these events. So we have to get sponsors, and help to try to get out there and raise the money to have these things.

You have an older packet in there -- the ghost tours. That's another historical event that we put on and we're very proud of. The Mayor is part of it; John is a part of it; we have Council members who are part of it. All these people volunteer their time, and they're all characters in history -- from Elias Boudinot to General Grant, to Blackbeard and his pirates. That is one of our historically significant legends that we have here that draws a lot of attention from the children, and so forth, especially with the movies that are out today. That's something that we're really proud of. And you walk along and you meet the ghosts; they talk to you, they tell you stories, you go through the graveyards, you meet some of the famous people in history and legends of history who were here. And you meet Benjamin Franklin and he talks to you a little bit about what he did when he was here.

The other event that we have, that is coming up, is the Greaseband Cruise on the Philadelphia Belle, which is coming down on May 20. That is to raise money for the Mayor's program with the Great Adventure children -- they have jobs and we need busing, so we need to raise the money for the busing to get those children back and forth to Great Adventure over the summer so that they can work. It's a work initiative program that is very successful; our kids love it, Great Adventure likes it, and it keeps the kids busy. It gives them responsibility, so we're happy about that.

And you'll just see some other things in there. And Shaun Stipick has also put a lot of information in there -- in the packet -- as well, on that side, regarding the Lyceum Hall and what he has. I believe Shaun can talk to you a little bit about that later with his program.

And then I just would like to, once again, thank you for your time. I really do appreciate it. I am very passionate about the history here, and trying to bring people in and getting more schools involved. And just-- The hard thing is reaching out to them and letting them know that we're here.

So I do appreciate it, and I thank you so very much.

ASSEMBLYMAN CONNERS: I just want to mention, the brochure is beautiful. This is very, very nice.

It's funny; I look at this and I think about Burlington City. And I guess most of us, at one time or another -- you've been to Williamsburg -- Colonial Williamsburg. A lot of the buildings here are original buildings.

MS. SCHILLER: Exactly.

ASSEMBLYMAN CONNERS: You go to Williamsburg, and I know there might be a couple there--

**J O H N A L E X A N D E R:** That is an excellent point.

ASSEMBLYMAN CONNERS: --but most of the buildings, they've built them.

MR. ALEXANDER: This is real.

ASSEMBLYMAN CONNERS: This is real, and--

MS. SCHILLER: That's right, and that's why the walking tour is so impact-- It impacts people, because you're right: It is-- We are real.

ASSEMBLYMAN CONNERS: And Benjamin Franklin actually walked in these streets.

MR. ALEXANDER: He had gingerbread--

ASSEMBLYMAN CONNERS: John, please -- I didn't mean to--

MR. ALEXANDER: Yes, I am the Director of Public Affairs, which includes Tourism and Recreation. But, you know, Public Affairs -- my background has always been marketing and advertising, so that's how I see my role -- and tourism, and recreation as well. We haven't touched on our riverfront, which makes us very unique -- the Promenade, our boat ramp, the beautiful river -- that is part of the history.

So you know, when you look throughout this county, if you've been down to our riverfront, you know it's about 10 acres or more of open land and beautiful waterfront. So that's part of the charm of Burlington. But back to exactly what you said, Assemblyman: If you want to brand Burlington, we are Williamsburg, but an actual Williamsburg. There's no re-creation here. This is intact, from when it was built. And we're 45 sites in a half-mile area. So if you want to say what's different about Burlington, it's that the city has everything you want to see -- all the periods from the early Quakers up until modern industrial -- all in one spot.

So therefore, as a marketing person, I'd have to say that the brand is that we're kind of the real Williamsburg, and it's in New Jersey. And the strategy is to get someone to come here once, because the phrase that is so frustrating that we hear is, "I didn't know this was here. I live in Burlington County; I've been here all my life and I didn't know this was here." It's horrible, because we spent money on brochures, and we advertise, and we have events with 30,000 people, but somebody says, "What's a good restaurant around here? Is there a good French restaurant?" "Yes, the Café Gallery. They've been here for 30 years -- the

best of Philadelphia.” And people don’t know it. So we keep trying to do things.

So we have large events once a month in the spring until fall. We’ll have Burlington Day coming in May; we have the FOP Bike Night -- we’ll have 20,000 bikers here on a night; we’ll have the K-9 Car Show, another police event; we have what used to be Black Family Heritage, a three-day festival of music and entertainment; the Festival of Lights was 25,000 people coming for fireworks and boat shows; Wood Street Fair -- 30 years?

MS. SCHILLER: Forty years.

MR. ALEXANDER: Forty years -- sorry -- forty years; that’s 25,000 people; everybody knows that. So they come, but they come for one day -- they get a little taste. And then as Lisa’s been saying, and our other strategy -- our tactic -- is let’s get some kids; let’s get 300 kids here. And they have to get on the ground and walk around and really feel it -- walk around in the shoes of Benjamin Franklin and Ulysses S. Grant and Lincoln. Kids love it, they do; she’s right. They just-- Again, their eyes are popping. And they’re wearing costumes -- they love that, too. So they are our two tactics.

And also, back to the advertising business: We use the *Beverly Bee*, we have a radio show, we’ve been on Comcast. Whenever we can, we try to-- We use our Tour Burlington website to give people education -- just the raw information. They can do their own tour if they want, but we’ll do an active tour for you.

So those are our three tactics. And then, plus, come enjoy our waterfront. Nowadays, this place-- We came-- When the Mayor took over

the administration in 2008, this project was at risk; we were on the fence whether to put in the rest of the money to do this, but he decided to do that, and here it is. And now we have an Arts Center, Burlington County College is here, New Jersey ArtPride is here. So the arts are another kind of-- It all blends: history; we're kind of classical art; we have -- Shaun Stipick's a great artist and he's bringing in artists. So that's another tactic: you get people to come here once, hoping that if you've been here once you're going to come back -- you know it's so great. So we're going to do that.

Now, the budget: When I came here -- I was looking back at old budgets, and I saw that the Tourism Council is a part of one of my line items -- that was \$72,000. It's now down to around \$10,000. And, you know, we're just trying to do more with less. We're being very creative.

ASSEMBLYMAN CONNERS: And I guess you had to use part of that for that brochure, I would imagine.

MR. ALEXANDER: Yes, oh yes. And we shopped that very hard -- that's pretty much an in-house. We just-- Shaun did all of the composition -- very tricky computer stuff in that -- but we shopped it out and we got that for about \$1,200 for 2,500.

ASSEMBLYMAN CONNERS: I'm sorry, John -- who is Shaun?

MR. ALEXANDER: Shaun Stipick is the Director of the Center here.

ASSEMBLYMAN CONNERS: Nice job.

MR. ALEXANDER: He's a fantastic artist.

ASSEMBLYMAN CONNERS: Yes, very nice.

MR. ALEXANDER: And he runs-- He was here last night; I drove by here at 11:30 last night -- the lights were on. And he was here at 7 o'clock this morning, I'm sure, to do this. So yes, we got him to do that as -- not part of his job, but he's a computer graphics guy who can make that stuff happen. And we're doing everything on the cheap; I mean, we're being very creative. Lisa makes copies -- we don't send things out. And our website, you know -- we're limping along. It was created before I got here, and we're keeping it up, and people use it. We have Facebook, the e-mails, the robocalls -- anything that's inexpensive, word-of-mouthy-- Lisa Willever, thank God for her. That didn't cost us a dime, either, and we're in a book. So we have to be very creative, and it's hard. It makes you-- It's fun, too, to have the challenge, but it would be nice to have some money.

And then, of course, we have the Tourism Council. Another trick is, we synergize. We have the Burlington City Historical Society, the Burlington County Historical Society, Colonial Burlington, the Brotherhood Incorporated, the FOP helps us with events, the Chamber of Commerce, Oliver Cromwell, Underground Railroad. The YMCA now is going to partner with us for this May 21 event. We'll have 10,000 people, and we'll get a lot of strangers, and they'll see Burlington for the first time. So we're doing that, and we try and support each other. I mean, they have to get their own money; it's been very difficult in the last couple of years. Again, as soon as I got here, the free ride was over. I had to tell all the organizations we're not providing police anymore. And an organization like the Chamber of Commerce, who had a carnival and a fireworks display -- it's over \$20,000, even barebones, and we can't afford it. And the parades that we had -- that's about \$12,000. We have to do that through private

donation -- very difficult, especially when we're short-staffed. We used to light the trees -- that was about \$15,000 to \$18,000. Because, you know, we're getting rid of people. It's hard to have a party when you're -- we're getting rid of you, but we're still going to have a party anyway.

So it's a very difficult guns and butter decision, and somehow we've lived through it. But we feel it's very important. As Lisa said, we have a great product here. This is a secret gem. We're going to do it anyway; I mean, we are doing it. This is what we have to do here. Everyone here is a historian. I don't live here -- I live in Edgewater Park. I went to school here, this is my (indiscernible) here, but I don't live here. And the people who live here are really passionate about-- They're all historians, and-- Mayor Costello, his son Mark -- they have thousands of photographs and boxes of treasures. And so it's a great place, and everybody should know it. So we're going to be doing it anyway. But if you could give us a little more, we could do it faster.

ASSEMBLYMAN CONNERS: Well, I think Mayor Fazzone and the Council members who testified earlier hit the nail on the head: It's all about marketing, and the cost and where does it come from. And, unlike Williamsburg, we don't have a John Rockefeller to--

MR. ALEXANDER: Yes, well, we're waiting. Maybe-- But, you know, we have the better advantage. I think, actually, ironically, I think Rockefeller looked at Burlington.

ASSEMBLYMAN CONNERS: Did he?

MR. ALEXANDER: In the '30s. When did Williamsburg-- I'm not sure, but I think-- Yes, Burlington was too intact; it was too much

of a rehab job than a rebuild job, and so I think they passed on it or Burlington passed--

ASSEMBLYMAN CONNERS: It's a shame-- Well, maybe that back then, no less than Williamsburg. There was nothing in Williamsburg.

MR. ALEXANDER: Right; well, it was all destroyed--

ASSEMBLYMAN CONNERS: And here you have all these wonderful buildings.

MR. ALEXANDER: --in the war; this was still intact.

ASSEMBLYMAN CONNERS: Yes.

MR. ALEXANDER: So we're trying to limp along, and we do have these historical buildings. It's a tragedy. They need historical millwrights, and the windowsills are rotting, and we just don't have the money. We've put bubblegum on it to keep it from leaking, and we're waiting for grants -- we get them.

And again, we have some models, that Grace Shultz is going to tell you about, of Colonial Burlington. That Wood Street Fair has 25,000 people and vendors, and they maintain the Revell House, which is the oldest house in the county; it's beautiful. It's on that tour. And that's something-- We try to help them as much as we can. The Underground Railroad; you know, they have all these great stories and artifacts from the Underground Railroad. They're hanging by a thread. So we help them how we can. We give them news coverage, we help them with PR, we help them with bodies, but we wish we could help them with dollars. That's what I hope you'll get as a message today.

ASSEMBLYMAN CONNERS: I want to recognize Senator Diane Allen, who came in just a few minutes ago. And it's funny, Senator; when you came in, it made me think-- It was years ago, we were in front of the pharmacy; it was-- It's Burlington--

MR. ALEXANDER: Wheatley.

ASSEMBLYMAN CONNERS: Was it Wheatley?

MR. ALEXANDER: Wheatley -- Station A.

ASSEMBLYMAN CONNERS: Yes. And I remember we were-- What I remember about that is we went down into the basement; it was an unfinished basement. And you could get a sense, you could picture people hiding down there. And I would imagine there must have been some other tunnels somewhere beyond those walls. But I remember that day; I can't get that out of my mind -- the feeling, because you go down into the basement, most basements are finished. It was the real thing. It was like a dirt floor, and the stone and everything.

MR. ALEXANDER: And you know, The Revell House, places like that, that's 1600s. You're standing in it, so you feel it.

ASSEMBLYMAN CONNERS: Senator, did you want to say something? I didn't--

**S E N A T O R D I A N E B. A L L E N:** I just wanted to thank all of those--

ASSEMBLYMAN CONNERS: Please; yes come--

SENATOR ALLEN: How are you?

ASSEMBLYWOMAN MUNOZ: Good to see you.

SENATOR ALLEN: You have a good group of people here.

I just wanted to welcome those who had not been to Burlington before, with the assurance that Assemblyman Connors and I would be happy to show you around or do anything that we can do to make your stay in this town as wonderful as I'm sure it is.

I also wanted to just say -- and certainly, Assemblyman Connors, you can say this as well as I, but -- tourism has always-- We've just been on the edge in so many towns in this district. And we have everything that is needed except for those last few dollars that put us over the top. Tourism is huge across the country; you know how historic tourism is bringing people in. We did a women's historic trail in the state, and that has been very successful. We need to do more along those lines. Tourism isn't just a beach; and the beach is wonderful, and thank the Lord that we have all those many miles of gorgeous sand and ocean in New Jersey. But there are so many other things ready to be tapped to make New Jersey the most amazing destination in the country.

Burlington surely is one of the-- Since 1688, there's a group called the West Jersey Proprietors that has been meeting every year, without fail, in Burlington. And they'll meet again on April 11. These were the folks who determined what properties were for sale, and then sold it. They owned, basically, all of New Jersey. So we go way, way back, I mean, to people doing all kinds of things in this area.

I just wanted to put my two cents in, and thank you for coming down. Clearly you all realize how important this area is or you wouldn't be here. I greatly appreciate the fact that you're doing that. All of these people who have spoken before I know have spoken wonderfully on behalf

of Burlington City and the county. We're all in it together, and we're all in it together in the state. So whatever we can do.

ASSEMBLYMAN CONNERS: Thanks, Senator.

SENATOR ALLEN: Thank you so much.

ASSEMBLYMAN CONNERS: Thank you.

Did-- I meant, did anyone--

ASSEMBLYMAN WOLFE: Chairman, can I ask a question?

ASSEMBLYMAN CONNERS: Yes, please.

ASSEMBLYMAN WOLFE: I guess the Mayor was speaking about the-- And the Senator just mentioned about the Proprietors, and that this was all of West New Jersey, correct?

SENATOR ALLEN: Yes.

ASSEMBLYMAN WOLFE: Is there a Capitol building? Is there a place where they actually have to meet?

SENATOR ALLEN: They meet right at the corner of Broad and High Street.

ASSEMBLYMAN WOLFE: Outside?

SENATOR ALLEN: Where they've met--

MS. SCHILLER: The Surveyor General's.

SENATOR ALLEN: --for 300 years.

DR. FAZZONE: It's on your tour guide -- there's a map.

SENATOR ALLEN: There's no building; they just gather right there at the corner.

MS. SCHILLER: They gather at the corner at-- Where their documents used to be held was in the Surveyor General's Office.

ASSEMBLYMAN WOLFE: Right, the Surveyor General's.

MS. SCHILLER: Yes. But they--

ASSEMBLYMAN WOLFE: So there was no Capitol building, there was no--

SENATOR ALLEN: No.

MS. SCHILLER: No, they kind of met, I think, at some of the Quaker buildings--

ASSEMBLYMAN CONNERS: Grace-- Excuse me, Grace; if you could come up, because they're taping -- they're taping this and so they won't be able to pick that up.

This is Grace Shultz from the Colonial Burlington Foundation.

**G R A C E S H U L T Z:** Thank you.

They meet every year at the corner of Broad and High. Now, that's where they started. And you have to remember: The bank's there now, but 370 years ago that bank wasn't there, so they picked the same spot every year. And they do meet.

ASSEMBLYMAN CONNERS: Any other questions? (no response)

Thank you, John.

I'm going to go out of order. Grace, I had you down--

MS. SHULTZ: Okay.

ASSEMBLYMAN CONNERS: So since you're already there, why don't we--

MS. SHULTZ: Thank you.

Well, I'm one of the few people-- I'm at the age now that I can say what I really feel. (laughter)

New Jersey-- Tourism, I think, is the second-largest income; and I think many of the people are missing the boat. I disagree with the city cutting from \$78,000 to down to \$8,000. Yes, we don't have those events; but it was those events that brought people into the city to learn our history. And not only did they learn our history, they used the restaurants, they purchased, a lot of them bought homes. I can pick out three people on Wood Street who bought homes because they came to the Wood Street Fair. So I'm a proponent that you have to promote tourism; not only tourism, but the history, the art -- that's all important. And when I was on Council, and we had to do the school budget, and they wanted to buy new footballs and I voted against it, they said, "Why did you vote against it?" I said, "If you told me you were going to take the children to the Academy of Music, or if you were going to take them to a museum and teach them what a Picasso is, you have my backing. But other than that, you don't."

And the Colonial Burlington Foundation -- the Revell House, which is the oldest house in the city, county and possibly the state -- it was going to be torn down when we had the renovations on Pearl Street. So Doc Bisbee -- Senator Henry Haines, Bill Taylor (phonetic spelling), and several others asked Doc Bisbee if he could put the Revell House on their property on Wood Street. So they did. The Council agreed to it, and the Mayor.

And so I got involved -- I hate saying this -- in 1972. The Wood Street Fair started in 1970. We started because when Ben Franklin was here, a kindly lady gave him a piece of gingerbread because he had to stay overnight to get his boat to Philadelphia. And he has it in his autobiography. So as I told Doc Bisbee and the others -- that you have to

promote what-- How can we get people to come to the Revell House? That means nothing. But if you say that the women who lived in the Revell House gave Benjamin Franklin a piece of gingerbread -- that's going to sell. And that's how we started selling gingerbread. I think the first year -- you can't hold me -- we made about \$100. Now we make about \$2,000. So that money is used for the restoration and the preservation of the Revell House. That's very, very important.

We started in one block -- it was a flea market -- and we saw that we were not getting the people who would spend money. We noticed that most people went to the antiques or went to the crafts. So we eliminated anything of flea market or yard sale, and we expanded on promoting that. Not only did we go from Wood Street, we go from the river all the way up to Broad Street. Now we go down Union Street to High Street, and now we're along the river and we're going to start swinging down the High Street.

We get approximately 25,000 to 30,000 people who come in. And another reason is we emphasize free parking, free entrance into the Wood Street Fair. And you will love this: the River LINE, it's their second-busiest day, because we promote, "Use the River LINE," and it drops you off a half a block from the Wood Street Fair.

So you have to promote. You can have High Street with gold, but if you don't promote, no one's going to come. So I'm all for budgeting tourism -- I think that's very important. I don't know why -- and I was a Council person, so I know you have to cut money -- but why is it always the culture, the arts, that are always cut first? And that annoys me.

So I hope that we will get some grant money, go for grant money; and I'm hoping that the Council and the Mayor will put back the money in tourism and put back the events that brought people to the City of Burlington. Because it's broken my heart that -- I feel that we've missed out on the past couple of years.

So I'll be happy to answer any questions. I was Chair of Tourism from its inception until two years ago. I was past President of the City of Burlington Historical Society -- one of the founders. I was the first woman elected to the Board of Island Managers. I'm now President of the Home for Aged Women. I volunteer. I've never, ever taken money for anything; I've always volunteered, and that's how much I love the City of Burlington. And I know that Herman Costello -- Mayor Costello -- Helen Hatala, and Doug -- I know they love the city like I do. And Senator Allen has always been helpful; and yes, you also. You and Assemblyman Conaway have always helped the city.

So thank you very much, and I'll be happy to answer any questions.

ASSEMBLYMAN CONNERS: Thank you.

Any questions? (no response)

Grace, thank you. And you've been a reenactor, too, I think, on occasion -- I've seen you in costume.

MS. SHULTZ: Well, you know, I feel that the young people have to come along now. As I told you, I started in 1972; Mayor Costello and a few others got us young -- we were then young, and we got involved. Now you have Lisa to show us -- she's young. You have Michael Stricker. You have Alexander -- Mr. Alexander. You have younger people, young

people, and now they have to take up the gauntlet and they have to carry on. But I hope they do it with money and class.

Thank you very much for coming to the City of Burlington.

ASSEMBLYMAN CONNERS: Well, I think I have a picture of you on another -- in a previous brochure.

MS. SHULTZ: Yes, you do.

ASSEMBLYMAN CONNERS: Are you saying that's in your youth? Is that-- (laughter)

MS. SHULTZ: That was taken about 10 years ago in front of the Revell House.

ASSEMBLYMAN CONNERS: Well, it's a nice--

MS. SHULTZ: Yes.

ASSEMBLYMAN CONNERS: It's a nice brochure, yes.

MS. SHULTZ: And as I said to you, the money that we get from selling the gingerbread, and also the food courts-- We started selling hot dogs. Jackie Toci (phonetic spelling) -- God rest her soul, she passed away -- but she used to stand in front of our house next to the Grant House and sell hot dogs. So now we have an eating court right near the library on Union Street. We couldn't handle it, so now we moved it down on the waterfront because people like to eat and sit along the river. That's expanded; now we had to take another place and we've opened another area near the anchor. So that's very important, and that's the money we use to keep the restoration of the Revell House.

So it can be done, but it takes a lot of work, a lot of volunteering. And you can do it. But, see the other thing -- and I'm sorry, I don't mean to go back -- but when we first started, the City helped us; the

City paid for the advertising because we didn't have any money. So that's what I'm saying: You've got to promote. So what we did for one straight week, we put Wood Street Fair, Wood Street Fair, Wood Street Fair -- and that's how you got the people.

But if you don't put it in the paper, if you don't let people know that you're having an event, you're wasting your time and money. So that's-- The City helped us up until, I would say, about 10 years ago. But they gave us the money to do all the advertising.

So that's why you have to work together -- the governing body and these different organizations have to work together. That's my opinion.

ASSEMBLYMAN CONNERS: Okay, Grace, thank you.

MS. SHULTZ: You're very welcome.

ASSEMBLYMAN CONNERS: Thank you so much for everything.

MS. SHULTZ: And thank you -- I never thought I would see that you would come to our historic city and ask our opinion. I'm very grateful; thank you.

ASSEMBLYMAN CONNERS: Thank you, Grace.

And we have Mel Warner (*sic*), the--

**J. MELVIN WARREN:** Warren.

ASSEMBLYMAN CONNERS: Pardon me?

MR. WARREN: Warren.

ASSEMBLYMAN CONNERS: Oh, Warren. I'm sorry, Mel.

MR. WARREN: That's okay.

ASSEMBLYMAN CONNERS: The Chairman of the Historical Preservation Board.

MR. WARREN: You've heard a lot about the city, of course, and all the historical places, and so forth. Our Preservation Commission is charged with safeguarding those. We're there to make sure that the historical fabric of the city is maintained, and there's no ill-advised renovations or repairs that are done that will take away from that. And our charge is to make (indiscernible) simple.

One of the things that we thought might help was-- There's a major incentive for residents and owners -- would be if the State would pass the Historic Property Reinvestment Act that would help to have people do some renovations to their homes -- historically appropriate renovations. and it creates an economic incentive to revitalize older neighborhoods and further enhance the historic character of Burlington.

And again, very simply, we're here to make sure that the historic fabric stays.

In the packet there's a particular book for design guidelines that's pretty informative and it's pretty helpful. You'll see some things in there about some of the places that have been talked about, and different styles of architecture in the city and so forth.

And there was mention of tours in the city. I would encourage everyone to come, if they can, in May. There's a Home and Garden Tour in the historic district -- it's very, very good. I think there are 15 homes in it, and you get a sense of the homes and the architecture, the gardens and so forth.

And again, I'm repeating myself: We make sure -- we try to make sure that we don't end up with, like, Gettysburg -- with all the things that are abutting the battlefield.

ASSEMBLYMAN CONNERS: By the way, it's a great picture of the train station.

MR. WARREN: I remember that train station, growing up. I stood up on the thing, many a day.

Are there any questions I can answer?

ASSEMBLYMAN CONNERS: Thank you, Mel.

Do we have any questions? (no response)

And thank you for this material. Thank you very much.

MR. WARREN: Okay, you're welcome.

ASSEMBLYMAN CONNERS: Kevin Tremble.

**KEVIN TREMBLE:** Yes.

ASSEMBLYMAN CONNERS: From the-- President of the Crossroads of the American Revolution.

Thank you for being here today.

MR. TREMBLE: Thank you, Mr. Vice Chairman.

I have some items for you.

Good morning, members of the Tourism and Arts Committee of the Assembly. Vice Chairman Connors, it's a privilege to be here today to speak to you about an initiative of the Federal government with local volunteer support.

I am a business owner; I operate a printing business in Bergen County. I own a National Register home -- 265 years old. And I am a

veteran of the United States Army; and I volunteer for the Crossroads of the American Revolution Association as its President.

I have a few remarks prepared, and I've provided you with a number of handouts.

I represent the Crossroads of the American Revolution Association. Our organization is designated by Congress as the management entity for New Jersey's National Heritage Area -- our only National Heritage Area. Our mission is to preserve and promote the significant role New Jersey played in the American Revolution, and to instill in our residents a sense of pride in that heritage, and to engage those residents in the appreciation of that story, and to encourage a program of economic development based upon those stories.

The Federal legislation that established the Heritage Area in 2006 requires that we support the protection and interpretation of the natural and historic resources of the Revolution in New Jersey. Ours is a heritage to be celebrated and promoted as it contributes significantly to the state's third -- or second, I've heard -- largest industry -- tourism.

And I've provided you with a map of the Heritage Area which includes portions of 14 counties and 213 municipalities in New Jersey. And you can see the complexity of the landscape and the road system -- the network -- that we are engaged in creating and telling the story of New Jersey.

I am pleased today to be in Burlington City. It is a legacy community of the American Revolution and part of the Revolutionary New Jersey that we envision in the future. Our New Jersey story has been

recognized by Congress as a nationally significant part of the struggle for independence.

I will briefly explain our mission, our accomplishments, our challenges, and some concepts for enhancing the tourism component of our efforts. I've also provided-- The next handout is a list of legacy communities that we've identified in New Jersey. Legacy communities are those communities that were established before the American Revolution. And there are over 100 on that list; and I believe Burlington is also considered, in the plan that we've drafted, to be a community that has excellent visitor service characteristics.

Our mission is really, in its simplest form, to support the preservation, protection, and promotion of the sites, the scenes, and the stories of the American Revolution: the military, the political, the social, the religious; as well as aspects of that story, both the artistic and the culinary; and I don't want to leave out the medical, as primitive as it was. Those are part of the stories of that American Revolution experience.

I've also included a handout describing our mission and listing our board members -- all volunteers -- and our limited staff of one, at this time.

Congress has directed that our nonprofit association must first develop a plan for the Crossroads National Heritage Area. We are in the final stages of that planning effort, and I have provided summary of our strategic goals as the last handout. The entire draft plan is available on our website, [www.revolutionarynj.org](http://www.revolutionarynj.org), and also available at the National Park Service website, [parkplanning.nps.gov](http://parkplanning.nps.gov). It is available for public comment through April 11 on the National Park Service website.

And I just wanted to add at this point that the tourism components of this state, with the attractive sites and places, also include many National Park Service-supported sites and programs. We have Morristown National Historic Park in Morris County; and also the Coastal Heritage Trail, which I believe is up for reauthorization; as well as a new program called the Washington-Rochambeau Revolutionary Route -- which has the National Park Service superintendent in Philadelphia -- which is a nine-state National Trail commemorating the involvement of the French in the American Revolution and the victory at Yorktown.

Since our authorization, we have sought to create and promote ways to link the many individual sites and site-specific stories to help us better understand the breadth of the six years of turmoil here in New Jersey. We have lighted seven beacon sites across the Watchungs, from Summit up to the Hudson River Valley and all the way to Beacon, New York which you see, by the way, national coverage: the communication, or the Facebook -- not the Facebook, but maybe the LinkedIn of its day or the internet of its day -- a way to communicate and bring the militia out to defend the state.

We visited many of the hundreds of sites, ascended the magnificent hills, and drove miles of routes of march from Fort Lee to Fort Mercer. We haven't paddled or rode the rivers of New Jersey yet, but we'll get there.

We've held two teacher seminars in cooperation with the National Park Service, the New Jersey Historical Commission, and Mount Vernon on George Washington's leadership role in New Jersey. We've supported local group preservation efforts for grants and technical assistance; we've developed a series of five video trailers to support the

concept of linking individual sites to each other and to the larger story of New Jersey. We sponsored a scientific poll by Monmouth University among New Jersey residents to obtain baseline information about the awareness of the Revolution in New Jersey.

We've held public meetings to educate citizens about the Crossroads mission, including one here in Burlington. And we've also produced a guidebook, *Crossroads of the American Revolution*, available for sale, by the way, at the Molly Pitcher Service Area. And we've also worked with the State of New Jersey's Department of Environmental Protection to make available an exhibit called *Oh, Freedom: The Story of African-Americans in the American Revolution in New Jersey*.

We further developed a program for planting of what we have found to be the Liberty Elm Trees, and we're working on developing a broader program of planting commemorative trees throughout communities in the Heritage Area.

The challenges we face: We found a very site-specific, site-focused community of stewards -- a passionate lot to be sure. You've heard from some today, you've heard from some at your last hearing in Englewood. We found an extensive and varied approach to the management of sites by State agencies, commissions, counties, municipalities, and nonprofit organizations and foundations as well. The New Jersey DEP has management responsibility for many sites. The Department of State, public and private universities, counties and municipalities are also responsible for additional significant holdings of the story of the American Revolution. Many of these sites have local citizen

groups which provide volunteers and other support for their sites, along with their own view of site management.

How to cooperatively connect this separate structure into a series of story lines for the education of our citizens? I think you heard from an author who's really done a great job of doing that today. We have explored some of the regional cooperative partnership models for this situation and others within the 48 other National Heritage Areas around the country. We will be developing partnership agreements with our New Jersey sites as part of our plan implementation. The challenge for all of us is to present an engaging, relevant educational program. In today's world that means it has to be, above all, relevant, entertaining, fast-paced, and have a digital component. The relevancy couldn't be more on the front burner than today -- we look at the activity of revolution in the Middle East. So there is a worldwide local connection to our story of the American Revolution. And understanding it for our own citizens will help us understand the global situations we face.

Providing a quality visitor experience in all tourism aspects: facility condition, program content, presentation, and most importantly, hospitality -- anyone have a problem with that? Hospitality? Jersey hospitality? (laughter) *Snookie-free*, maybe, right? I love that. I think, Lisa, we should trademark that: *Snookie-free*; I like that a lot. Hospitality, though, goes well beyond the site experience; it goes to the heart of the host community and all the residents and businesses. And this Burlington City is a fine example of that hospitality.

Our greatest challenge, though, is finding the resources to accomplish the rest. In concept, it entails a focus of the effort on the

American Revolution story -- the big story across New Jersey. We have a responsibility to find the resources to make this a priority. Here our legislated partnership with the National Park Service is an important resource. The support and linkages to technical assistance for interpretation and training are valuable in order to develop the highest quality presentations.

The State has the resources that have been designed to support tourism development. The hotel/motel tax funding is an important source, as we all have learned, and the corporate business tax for park improvement projects and Green Acres bonding are among others.

There are some other concepts for consideration that we, the Board, have talked about. We haven't endorsed or determined the feasibility of, but I would like to put them on the table today for consideration in the broader arena.

Those would be a State-issued motor vehicle license plate for Revolutionary New Jersey; or perhaps a lottery game highlighting people and places of the War for Independence. This concept could apply across marketing sense to other types of New Jersey sites and history.

Providing a carefully crafted lease arrangement on public property for visitor services can provide supplemental resources for site preservation. Placing the focus on site context improvements, that can present a higher quality visitor experience than currently exists, is a priority.

We believe, too, that these places and sites are significant opportunities for civic engagement. We participated in a very moving naturalization ceremony in Morristown National Historical Park. We recommended a similar program to be implemented at Historic New Bridge

Landing in Bergen County to welcome our newest citizens. We believe these new citizens will want to share their experiences with their family and friends at a place of remarkable American heritage stories. It enriches both them and the site stewards, and if you can ever get a chance to attend one of these, it is very moving. I recommend it.

A final thought: We have, in New Jersey, a culturally diverse citizenry and a wealth of artistic talent from the many cultures that live here. There are many opportunities to create dramatic and engaging presentations of America's founding stories through partnerships with the arts community.

We look forward to engaging us in the U.S.'s story. We and our future will benefit.

And, I think, could we find a more relevant time to tell this story?

Thank you.

Questions?

ASSEMBLYMAN CONNERS: Thank you, Mr. Tremble.

Any questions?

Assemblyman Wolfe.

ASSEMBLYMAN WOLFE: Yes, I have some questions.

I was looking at this map -- the Revolutionary War Landscape.

MR. TREMBLE: Yes.

ASSEMBLYMAN WOLFE: I noticed the area where I live in is blocked out completely.

MR. TREMBLE: Yes, sir.

ASSEMBLYMAN WOLFE: There were some battles in Ocean and Monmouth County.

MR. TREMBLE: Yes, absolutely.

ASSEMBLYMAN WOLFE: So this doesn't list all the Revolutionary battles?

MR. TREMBLE: No, we-- Yes. In answer to your question, the National Park Service -- I have to -- did a feasibility study in 2002, and determined the boundary at that point for the legislation. Now, what we have done in order to resolve that issue and make sure the stories are told, is this guide includes areas beyond -- so Tuckerton is here, for example.

ASSEMBLYMAN WOLFE: I don't represent-- I don't live in Atlantic County, but I know when you get off of Route 9, off the Parkway down by Smithville, there's a monument to Colonel Casimir Pulaski or--

MR. TREMBLE: Right, Colonel Pulaski -- right.

ASSEMBLYMAN WOLFE: --somebody.

MR. TREMBLE: And the Pulaski Skyway is up north.

ASSEMBLYMAN WOLFE: There was a battle down there somewhere -- Port Republic.

MR. TREMBLE: Right, exactly.

ASSEMBLYMAN WOLFE: Okay, all right.

MR. TREMBLE: Yes, and what we've tried to do is, in the plan, develop places inside the Heritage Area where we can cross-market and link places that have a similar story or a greater story, even. For example, the Blackbeard pirate story here: There were pirates -- privateers in the American Revolution -- that's licensed pirates -- in New Brunswick

operating out of the Raritan River (indiscernible) -- so out of the shore, Egg Harbor.

ASSEMBLYMAN WOLFE: I was at the Tuckerton Seaport Museum last spring and they made a big deal out of the Quakers in that area, but they were on both sides--

MR. TREMBLE: The Quaker--

ASSEMBLYMAN WOLFE: --with their boats, attacking the British and the Americans and--

MR. TREMBLE: Right.

ASSEMBLYMAN WOLFE: --and selling their goods and making a lot of money.

MR. TREMBLE: I mean, it was-- One of our themes is divided loyalties, and New Jersey was a civil war during the American Revolution -- a total civil war.

So that's our mission, that's our goal. And I wanted to let you all know that this is an important issue for the state and the story of the American Revolution. I thank you for the time.

ASSEMBLYMAN CONNERS: Thank you, Mr. Tremble.

We have three chairs there. Why don't we bring up, at the same time, Jan Reed, President of the Burlington City Historical Society; and Clayton Sills, Chairman of the Oliver Cromwell Black History Society; and David Ballard, Chair of the Land Use Board of Burlington City.

I don't know whether you want to have, like, ladies go first, or what you want to do.

Jan Reed, would you like to go first?

JAN REED: By all means.

ASSEMBLYMAN CONNERS: Pardon me?

MS. REED: I said, by all means.

ASSEMBLYMAN CONNERS: Okay, please.

MS. REED: I am the President of the City of Burlington Historical Society; and for many years I was a tour guide in the City of Burlington. I walked people all around the city, and told them all about the historical sites, the history of the city. I don't happen to be a resident of Burlington City -- I'm a Burlington Township resident. But I've kind of adopted the city as my home. I think it's the most fantastic place around. It's just a shame more people don't know more about it.

My husband and I belong to a number of organizations and, as such, we get to travel throughout the country for a number of conventions and so forth, and I take brochures about Burlington City with me everywhere I go. I pass them out to the people who I come in contact with and tell them all about the City of Burlington.

Now, the Historical Society maintains three of the buildings here in the city: We have the Carriage House, which is located next to the drive-in branch of Bank of America; we have the Hoskins House at the corner of Pearl and High Street; and we have the Quaker schoolhouse, which is located on York and Penn Street. These buildings are owned by the city but they are maintained by the Historical Society.

The schoolhouse was built in 1792, and in 1794 John Griscom was the first schoolmaster, with three students. The schoolhouse had been closed for a number of years because it was in pretty bad shape, but we do have several committees of Society members who have formed clean-up committees, painting committees, and so forth to get it into its present

state. Our Quaker school is listed as one of the places on the National Schoolhouse Conference (*sic*) that will be at Rider College (*sic*) in June.

On the 15th of June there will be a tour of the schoolhouses in Burlington County, and our school is one of the schools that will be on the tour.

On the side yard, in 1977, the Society buried a time capsule with a number of items that were here in Burlington City. And in 2077, which will be the 400th birthday of the City of Burlington, it will be dug up.

The Hoskins House has many artifacts that were indigenous to the area, and we do have that house open on many of the important dates here in the City of Burlington. Burlington Day, the City has the house always open. The Society just put air conditioning into the Hoskins House at a cost of between \$18,000 and \$20,000. The schoolhouse, in the last 10 years, had a new roof put on it.

The Society is a nonprofit organization. We maintain the houses through our own funds and we have a number of fundraising activities that go on throughout the year. One of our fundraising activities is to sell these tiny little houses of historic sites here in the City of Burlington. We have the Burlington-Bristol Bridge, the Wilbur Watts School, the Burlington Diner, the Grant House, old St. Mary's, Young America Fire House, and the Carriage House. At present we have the Library Company of Burlington, which is the oldest library in the City, and one of three oldest libraries in the state.

ASSEMBLYMAN CONNERS: Where do you sell them?

MS. REED: We sell them at Philip's Furniture store, which is an antique store on High Street; any Society member has access to these buildings; we sell them on any one of the days that the city has an event going on, for instance Burlington Day, Wood Street Fair. I'm not sure how many other sites we do have for them to be on sale, but any Society member -- Historical Society member -- can be contacted for the purchase of these houses. We do sell these houses for \$15, but the Burlington-Bristol Bridge happens to be on sale at present for \$10. (laughter)

**DAVID H. BALLARD:** Get them while they're hot.

MS. REED: Exactly. We do have the little schoolhouses, one of our houses that has just been ordered also.

We advertise a number of our activities on Channel 28; we use the *Beverly Bee*, the *Burlington County Times*, the Mayor's radio show, and a number of other local sites for advertising.

ASSEMBLYMAN CONNERS: The Mayor's radio show?

MS. REED: Oh, yes. The Mayor has a radio show on Saturdays. You can call in for the Mayor's radio show.

MS. SCHILLER: Wednesdays, 3 to 4 p.m.

MS. REED: Wednesdays?

MS. SCHILLER: Yes, it changed to Wednesdays.

MS. REED: Oh, I didn't know. Last time he (indiscernible) me up it was on a Saturday. But now he's on Wednesday, 3 to 4 p.m.

ASSEMBLYMAN CONNERS: Very nice.

MS. REED: And he does a lot of advertising for us.

One of our biggest fundraisers is our Holiday House Tour. Our Holiday House Tour will be located this year In the Yorkshire

neighborhood of the city, which is on the eastern side of High Street. We will be passing out letters in June and, hopefully, we will have between 10 and 12 residences in the Yorkshire neighborhood. We have the Baptist Church, we have St. Barnabas Church, St.-- the Catholic church, the Broad Street Methodist Church. The Home for Aged Women will be approached. That is our biggest fundraiser of the year, and last year we managed to clear approximately \$2,500. This money will go to help us maintain the schoolhouse, the Hoskins House, and the Carriage House. Now, the Carriage House is the headquarters for the City of Burlington Historical Society, and we are hopeful to be able to utilize the upper floor of the Carriage House to use as a museum within the next couple of years.

We have a couple of young members of our Society who have put together a program whereby they can approach the history classes in the various schools to tell them about the historical significance of Burlington City, the Historical Society, and to tell them also about the docent program which we have in place. And this, hopefully, will help us to gain membership to the Historical Society.

ASSEMBLYMAN CONNERS: That's great.

MS. REED: Okay?

ASSEMBLYMAN CONNERS: Thank you.

I just want to add-- I don't know where -- who passed this brochure--

MS. REED: Oh, I gave you those, but I have since found out, after I handed you all of those, that they are passé--

ASSEMBLYMAN CONNERS: That's okay, but--

MS. REED: --they just gave me the new ones.

ASSEMBLYMAN CONNERS: --what I wanted to point out was, I had mentioned Grace Shultz (laughter).

MS. REED: Exactly, exactly. Yes, Grace is on there.

ASSEMBLYMAN CONNERS: In her youth, Grace in her youth -- see? And she's available for autographs. (laughter) But that's great, that's great.

MS. REED: Now, I did also give you a copy of the quarterly newsletter that the Historical Society puts out. That is the winter issue of the Society's newsletter, and we do have the spring issue, which is at the printers at present.

ASSEMBLYMAN CONNERS: Thank you, Jan.

Clayton -- or David, I guess we'll do. Is that okay?

MR. BALLARD: I could defer to this (indiscernible) (laughter)

ASSEMBLYMAN CONNERS: Dave Ballard, the Chair of the Land Use Board. Pardon me? Or you can flip a coin -- whatever you want to do.

MR. BALLARD: No, actually, I've known Clayton for a long time, so I'm just giving him a hard time.

Thank you very much for the opportunity to speak to you.

You know, there's a saying: It's a tough act to follow. Well, there have been a number of acts up here that are very tough for me to follow because so many things that I prepared to talk to you about have already been discussed.

As far as Burlington history is concerned, my family is relatively new to Burlington; we've only been here 112 years. My past-- I was a former school teacher; I taught at Burlington City High School. I taught

American History and I also taught an elective on local history. We used the De Cou book, called *Burlington: A Provincial Capital*, for our textbook.

I also had the good fortune of being principal of the Wilbur Watts School -- that I see she has right here -- Wilbur Watts being one of our famous Burlington natives; and principal of the Captain James Lawrence School; and finished my career as an Assistant Superintendent of Schools. So I really have a very vast knowledge of Burlington history that I'm very proud of. I have the same passion you've heard from so many people in the room regarding Burlington history.

The one thing that was touched on the very least is what I'd like to talk about, as far as from a planning perspective. And Lisa Schiller did mention the fact that -- although it was stated we are one of the oldest European settlements, actually we're the second-oldest English settlement in New Jersey; Salem was settled by John Fenwick in 1675 -- one of the Proprietors. And Edward Byllinge had had control of this property from the grant from the Duke of York. We settled Burlington, the English -- the Quakers settled in 1677. But the Dutch, Captain Cornelius May, actually came up the river -- of Cape May fame -- came up the river and he deposited a group of what's known as *Walloons*, who were from a Dutch-speaking -- excuse me, not Dutch-speaking; they were French-speaking -- from an area today that would be Belgium. The Walloon settlement was under the control of the Dutch West Indies Company, and it was actually put on what was known then as Verhulsten Island -- and that was named after Willem Verhulst. And Willem Verhulst was the first director of Manhattan -- of New Amsterdam. He was followed by Peter Minuet and Peter Stuyvesant.

The reason I bring this up is it's the oldest European settlement in New Jersey, in 1624. So the first European settlement was right here in Burlington.

The irony is, the first place settled is 400 acres -- it's a 100-acre lake plus 300 acres of property -- that currently there is nothing on it all. We have megalopolis all around it, but here it is -- it's just vacant. It really presents a wonderful opportunity for the City of Burlington.

I also spent time as a member of the Board of Island Managers - - and how difficult it was to raise revenue. The Board of Island Managers, for years, got most of their revenue from the homes that were there for some people who would enjoy them in the summer. But because there was really no sanitation, no plumbing, the EPA ultimately forced us to tear those homes down. Any monies that are derived from Burlington Island -- at least the 300 acres still controlled by the Board of Island Managers, under the trust-- It's one of the oldest continuous trusts in the United States, by the way; Robert Stacy put that in trust to Burlington, and the Board of Island Managers controls the funds, but they are to go to the education of the youth of Burlington. So right now it's very difficult to raise any money on that island to develop it to the potential that it really should, and how it would benefit tourism in New Jersey.

The way that Burlington would benefit -- in my opinion, and I've always felt strongly about this -- would be to have a Walloon settlement and an older population -- That we kind of -- we've only touched on -- a Lenape settlement. The Lenapes were here for 3,000 years. So, really, this would be wonderful and would tie in to the core content standards. I understand that the current Board of Island Managers is making progress in

that regard; but obviously, the lack of funds is really an inhibiting factor to them being successful.

So promoting tourism and all the jobs it would create -- it would change the image of New Jersey. I have a very strong feeling about the *Jersey Shore* thing as well. This would go a long way in helping Burlington draw and attract people.

Obviously, it takes money to do that. As Grace Shultz pointed out, the budget has been cut and cut, and cut again, to where it's very difficult for us to really get the word out. I read-- I actually went online to your site, and I downloaded a lot of information about what you were doing, what you're attempting to do, and I saw the information on tourism. And I saw the fact that New York and Pennsylvania do so well with tourism. And we are right between the two, we should be able to benefit from that as well. And the fact that there are tourists from Germany, tourists from Great Britain, Canada, Japan -- we'd love to get the word out to them as well, but all that would take money.

So I did want to mention that -- the Burlington Island sits in the river. I come from a long tradition of loving Burlington history. My father was a Councilman and a Freeholder. My Dad, when I was a little boy, gave me a book called *A Child's History of Burlington*, which started it. I went to college at Hofstra University, and I was studying history and I came across a rebuttal to Thomas Paine's *Common Sense*. And this, literally, knocked me off the chair. Because the rebuttal was written by Jonathan O'Dell, and Jonathan O'Dell was the reverend of St. Mary's Episcopal Church. So here he was the leading spokesperson for the Tories, and I'm reading it while he, of course, is arguing against *Common Sense*.

Burlington is so unique in history that we're one of the only towns in the history of the Revolution that was attacked by both the American Navy at one point -- when we were a Tory capital -- and later in the War we were attacked by the British.

So again, I could go on and on and on about the history of Burlington, but truly we are a gem. There is so much more to tell you about history. Every single person who came up here gave you a very short little glimpse into it. All of us have the ability to embellish a great deal further. Hopefully you will go on the tour, and I'll give you examples of that.

Back to the Planning Board, though. Right now we're working on a very exciting project that has created some controversy. We want to develop the parking lot that sits behind the Café Gallery. We feel strongly that since the urban renewal of the early 1970s, a lot of the housing and a lot of the population that was living downtown, of course, was removed and was never replaced. Our town went from a population of about 13,500 to just under 10,000. That has really impacted our downtown area. There are several sites in Burlington where we have slated them for renewal, for rehabilitation; and that is one of the sites. The controversy is, of course, that to support the downtown business area, we do need the parking. And so the Planning Board is working very hard to find a way to maintain the parking but still be able to offer some of the new housing. And also to offer housing in different areas of the town, whether it be the Tatham Street project, the project behind the Café Gallery, or even the consideration of a project in Congress Square.

I appreciate you coming; I hope you can help us find some money. (laughter) Thank you.

ASSEMBLYMAN CONNERS: Okay, thank you, Mr. Ballard.

And we have Clayton Sills, who is the Chairman of the Oliver Cromwell Black History Society.

Thank you for being here.

**C L A Y T O N R. S I L L S:** Well, thank you for having me, Mr. Vice Chairman, and I appreciate the opportunity to testify to this Committee.

The Oliver Cromwell Black History Society was created and founded for the exclusive purpose of collecting, preserving, exhibiting, and interpreting records and artifacts, documents, and other materials that advance greater public understanding and knowledge of African-American culture and society.

We work in the community with schools, churches, private groups, organizations, nonprofits, businesses, banks, and all other stakeholders to bring educational and cultural programs to area residents, with a primary focus on the youth. To that end we would call your attention to Senate Bill 1446, sponsored by Senator Diane Allen. And I'm sorry that she's not here right now, but I did want to comment on that particular bill; you have a copy of it. The bill recognizes and declares that the Underground Railroad network represents one of the most dramatic protests against slavery in the history of the United States; and that New Jersey played a significant and distinguished role in the struggle for human freedom -- began during the Colonial period and reaching its peak during the 30 years preceding the Civil War.

More than 50,000 slaves were led to freedom through New Jersey by operators of the Underground Railroad in places like Burlington, Mount Holly, Evesham, Mount Laurel, Pennsauken, Cookstown, Bordentown, and others. The vast network of paths and roads in Burlington County, along with numerous Underground Railroad sites and structures, made it the host to the largest number of stations in the State of New Jersey.

I would request that the Committee review the bill and revisit the intent of the legislation to recognize the contributions of many New Jerseyans in their protest against slavery.

Another bill of interest is S-1783. This bill, as amended, establishes the New Jersey-Africa Commission. The Commission's responsibilities are to make recommendations to the New Jersey Commerce and Economic Growth Commission for a broad series of exchanges between the State of New Jersey and African states or countries.

I believe these two bills offer a foundation for the development of a more diverse mix of destination sites in New Jersey and a boost in local economic development. These bills, when acted upon, engage and involve citizens to celebrate their historic and cultural experiences. The opportunity to research and preserve the role of New Jersey's abolitionist movement and the colonization movement -- which sought the resettlement of free slaves throughout Africa, and Canada, and the Caribbean -- should not be lost for another generation.

The goal of creating, after a feasibility study, a New Jersey Underground Railroad Center in Burlington, with satellites in other communities throughout the state, would attract interest and instantly

become a highly valued destination location. The Center would provide a resource to continue the research of sites and structures involved in the Underground Railroad. At this time, these sites and these structures are in danger of being lost -- both physically and in the public consciousness.

We know, in New Jersey, tourism means business. And if we are able to increase the number of visitors to our great state we must use the natural resource value of our heritage and our historical sites. From a global view, the fight for freedom resonates across all nations, all cultures, all people, and that fight continues today to band together people to take on a noble cause.

In conclusion, let me once again thank the Committee for meeting here in historic Burlington to discuss these important issues of heritage preservation and economic development. The Oliver Cromwell Society is in support of growing the state's cultural assets and preserving the state's historical resources.

Thank you for the opportunity to testify, and I'm available for any questions. Thank you.

ASSEMBLYMAN CONNERS: Clayton, thank you for bringing that to our attention.

I can remember -- gosh, I don't know what year it was -- the Secretary of State did an Underground Railroad tour.

MR. SILLS: Yes, she did.

ASSEMBLYMAN CONNERS: And we had a wonderful program at the Quaker facility here.

MR. SILLS: Yes, we do. We hosted that event, yes.

ASSEMBLYMAN CONNERS: That could have been-- I'm not sure that that was connected to the day that I was in the Wheatley Pharmacy basement or not. (laughter) But I think that was a different event.

But clearly, the history and the role that Burlington City played, the role that the Quakers played here in town, is significant.

MR. SILLS: Well, if you would consider New Jersey -- or Burlington County the center of the Underground Railroad for the state, then Burlington City was the center of the Underground Railroad for the county.

ASSEMBLYMAN CONNERS: Yes, yes. That's-- Thank you for bringing this to our attention.

I'm sorry, are there any questions from anyone else? (no response)

Thank you all for your testimony.

I think Mark-- I had Mark Del Costello, but I think he may have left with--

**MARK DEL COSTELLO:** No, I'm here.

ASSEMBLYMAN CONNERS: Oh, is he here?

MR. DEL COSTELLO: Thank you.

I'm Herman Costello's son.

ASSEMBLYMAN CONNERS: That's-- When I saw that name, I--

MR. DEL COSTELLO: Thank you.

ASSEMBLYMAN CONNERS: And a Phillies' supporter.

MR. DEL COSTELLO: Well, cheap jacket. (laughter)

I was supposed to be-- I'm a professor at the Art Institute in Philadelphia, and I missed graduation today to be here.

Thanks for coming. I've always gone under the radar, as both my father's son and what I've done professionally. I work for the Rock and Roll Hall of Fame; and in 2008 the President of the Rock Hall, Terry Stewart, called me and said that they had voted my 1983 concert at Burlington County College as one of the 100 most important rock concerts of all time. Dennis MacDonald was the photographer; and we had about 80 people in the audience, but we had 106 singers.

What I am is, among other things, a music archeologist. I am maintaining those shows. We did a 25th anniversary show at-- They're called-- The brand is the Burlington Concerts, although they're rarely held in Burlington. I did one at the -- in 2008 -- at the College of New Jersey, and they came from Europe and South America and Japan. And in December, with Shaun Stipick, we did one here.

I've started to do individuals; these are legendary performers from the 1950s and '60s, and even '40s. The Rock Hall calls me, and Terry Stewart, the President, jokingly asks, "What dead singer did you find this week?" because I'm into-- It's music archeology. We did a group here in December called the Continentals, an African-American folk group who recorded a few records -- marvelous records -- from the '50s. Two of them are generals: one a retired Marine general, and one a retired Army general. These men and women -- their histories are amazing. That is one I'm doing for the Rock Hall.

The one I'm doing as a citizen of Burlington is -- my father, 12 years ago, got me to do a 10-minute, \$25,000 video -- for nothing, here -- to

promote Burlington. And I've always -- even when my father was Mayor, I was on his case. I said, "You are very good at marketing the historic assets of Burlington City. You're very good at promoting it. But you spend nothing preserving it and maintaining it." And this goes for Bordentown, it goes for all the historic assets of the state.

The teddy bear, the original 1909 teddy bear that was in the Hoskins House at 202 High Street -- destroyed. Ten years ago I said -- I thought to myself, I told my father, "That teddy bear doesn't belong out, you know, with UV light and everything else." It turns out the rats ate it and whatever. These assets need preservation. If they don't exist, they're not going to be marketed.

With marketing, I've always intended to take that 10-minute video and do a feature film. Instead, I'm breaking it down into 40-minute films so that kids in school-- As a teacher, you can teach it as a module. And we'll have study books in with it. And you talked about the 4th grade. My mother took me to the Capitol Building when I was in grammar school and points at Richard Stockton. My mother is a Stockton -- she should have been testifying. And she points at Richard and said, "Here's your great-great-great-great-great-great-grandfather."

The first film, which we're working on now -- and I spent thousands and thousands of dollars finding rare stuff and books -- the first film is called *If*, and it ends with the first Englishman stepping out of the boat onto this island -- Burlington City is an island. And that man is my direct ancestor, so I have a personal investment -- as well an historian of the city. I mean, getting me and Mayor Fazzone and Doug Ghaul together, it's dangerous, because all we do is talk crazy anecdotes about the history of

Burlington. Like, I told him that the first mineral rights -- Yale University found out the first mineral rights lawsuit occurred right here at Union and High, and it was an Indian who sued my ancestor, a Stockton, because they thought the English were going to be here like the Swedes and the Dutch -- kill a few beaver, a few million beaver, and go back to Europe. They didn't know the Englishmen were here to stay; they didn't know it. And he, after realizing he lost his land in the trade, he sued under the Concessions and Agreements. That document is so broad it gave everybody, regardless of race or creed, rights. And he sued. He said, "I traded you, Stockton, the land; I didn't trade the grass, the trees, the water." And he won. And Stockton had to settle with all the mineral rights with the Indian. So the stories of all these towns and the people who live here are so interesting.

My last anecdote: Tatham -- Tatham Street. The Knights of Columbus is called the John Tatham Branch of the Knights of Columbus. You can look it up in the encyclopedia -- John Tatham is a fraud. He was a Benedictine monk who stole the money from the monastery and got married, came to America, took the name of the most famous English actor at the time -- John Tatham -- as an alias. And what he did with William Penn? Well, you have to see the film (laughter) because it wasn't good.

Anyway, thank you again. And this film-- What I'm doing, it's all privately funded; I don't need any money from anybody. You know, we need a little money for expenses, but nothing from the State or the City. And when I'm done with it, the proceeds will go to the Revell House or whoever wants it. My reward is in the doing it, not in the post-production or in the marketing of it.

So thanks again. And again, about the assets: They need money to restore and conserve and preserve these incredible assets.

Thank you again.

ASSEMBLYMAN CONNERS: Thank you, Mark. We certainly get the message.

That's our last bit of testimony today -- our last speaker.

I want to thank everyone, especially the hospitality of this city; it's just wonderful. And I know Assemblywoman Munoz has fallen in love with this city -- I'm pretty sure. And she wants to get over to the antique shop before it closes. Assemblyman Wolfe, he might want to do the same thing.

ASSEMBLYMAN WOLFE: Could be.

ASSEMBLYWOMAN MUNOZ: My next stop is Newark, so I have to--

ASSEMBLYMAN CONNERS: Oh, okay -- that's what it is.

But I want to thank everyone -- especially myself, personally, as a representative of the Burlington City. I'll confess, I guess -- 14 years ago, I guess, when I got elected, I had been in and out of the city-- I even ran an office, believe it or not. I guess it was -- might have been Summit Bank or United Jersey Bank at the time. I actually-- You may not know it, I had an office in the front of that building for a little while. And I certainly loved this city, and I still love this city. Rosemary and I will come on a Sunday afternoon, go to Ummm Ice Cream, get a cone -- but probably finish the cone by the time I get to the Promenade. And then we walk down and sit on a bench and watch people put their boats in the river. It's just a great-- It's just a great, beautiful place.

And then, throw in the historical aspect of it. And I know I was comparing it to Williamsburg. Williamsburg is, thanks to the Rockefeller money -- they created a situation. But here, it's real. These buildings are real. It's such a wonderful place.

But did anyone have any last comments?

ASSEMBLYWOMAN MUNOZ: Just that I am really glad that I am here. I was here a year ago and it was raining and cold, and so I hopped in my car and left. So I am really happy; hopefully I do have some time to see more of the downtown area. I don't know how long that tour takes.

DR. FAZZONE: We can modify and adjust--

ASSEMBLYWOMAN MUNOZ: Okay, excellent.

DR. FAZZONE: --for Assembly members at any time.

ASSEMBLYWOMAN MUNOZ: Like I said, I have to be in Newark; and you never know what you're going to get on that Turnpike.

DR. FAZZONE: Whenever you're scheduled to come back-- We can do it today; we give a modified version.

ASSEMBLYWOMAN MUNOZ: That would be great -- I'd like that.

DR. FAZZONE: Cliff Notes. (laughter)

ASSEMBLYWOMAN MUNOZ: Excellent, thank you.

MR. DEL COSTELLO: Jack, in this room, in 1934, the Rockefellers presented to City Council -- I'm sorry (indiscernible). In this room, the Rockefellers' representative came to the City of Burlington and offered to build a theme park here. Number one on their list was the City of Burlington, number three was Williamsburg -- number three. In the

words of Dr. Henry Bisbee, who told them, essentially, where to go, “We don’t need your fake history. We have the real thing here.” So Burlington City turned the Rockefellers down in 1934, and they wound up going to Williamsburg and building their theme park.

ASSEMBLYMAN CONNERS: Wow. Thank you, Mark, and that’s going to be the last word for today.

ASSEMBLYWOMAN MUNOZ: Assemblyman Wolfe.

ASSEMBLYMAN CONNERS: Oh, I’m sorry.

ASSEMBLYMAN WOLFE: Sorry -- I was the last one in.

I just really wanted to say I’ve been to a lot of Committee hearings, mostly you want to leave after about 10 minutes.

ASSEMBLYWOMAN MUNOZ: Yes.

ASSEMBLYMAN WOLFE: They get pretty boring. But this was very, very interesting, and I really appreciate the passion and the concern that you folks have, and the community spirit. It’s very, very evident and it made an impression on me. Thank you.

ASSEMBLYWOMAN MUNOZ: Thank you.

ASSEMBLYMAN CONNERS: And ladies and gentlemen, our meeting is adjourned.

**(MEETING CONCLUDED)**