

Meeting of the Board of Trustees

Friday, January 18, 2019 8:00 a.m. – GSWA Headquarters

Agenda

Approval of Board Minutes from 12/12/2018 Meeting

Vote – Discussion and Approval of Updated Roles and Responsibilities of a Trustee Document

Vote – New Advisory Council Member: Adam Psichos

Finance Report: Dec. 2018 Budget Performance

Review Audit and 990

Executive Director Report: Water Quality Programs

Education and Outreach

Land Stewardship

Communications and Social Media

Development Report: Monthly Development Summary

Grant Activity Report

Next Meeting Date: Friday, March 22, 2019

Other Business

Adjourn

Upcoming Events

Sunday, January 20	Beer & Pizza Pub Quiz	2:00 p.m.	GSWA Headquarters
Thursday, January 24	Pollinator Box Building Workshop	6:30 p.m.	GSWA Headquarters
Saturday, February 2	Groundhog Day Hike	12:00 p.m.	Rifle Camp Park
Thursday, February 7	Environmentally-Friendly Gardening	6:30 p.m.	Parsippany Library
Tuesday, February 12	Storm Water Management	6:30 p.m.	Summit Library
Wednesday, February 13	Valentine's Wine and Chocolate Tasting	5:30 p.m.	GSWA Headquarters
Saturday, February 16	President's Day Dog Walk	1:00 p.m.	CMA

Annual Meeting and Board Meeting Minutes

Dec 12, 2018

G:\Sue Levine\board meeting\board meeting minutes

Attending:

Deb Apruzzese	Gerry Jo Cranmer	Michael Dee	Tony DellaPelle	Jay DeLaney Jr
P	P	Α	Р	Α
Mary Horn	Jane Kendall	Matt Krauser	Teresa Lane	Cathy Lee
Р	Р	Α	Α	Р
John Neale	Chris Obropta	Lois Olmstead	Alan Pfeil	Kathy Pfeil
P	Р	Α	Р	P
Guy Piserchia	Nic Platt	Anthony Sblendorio	Lisa Stevens	Frank Stillinger
P	P	Α	Р	Р
Kevin Sullivan	Nadine Vitro	Giorgios Vlamis		
Р	Р	Р		

^{*} P= Present; A = Absent; T= Teleconference

Staff:

Sally Rubin, Sue Levine, Wade Kirby, Rick Porter, Hazel England, Sandra Lavigne, Debbie Rice, Adam Palmer, Kristina Necovska, Val Thorpe

Annual Meeting came to order: 5:10 p.m.

- Staff members did introductions and identified key responsibilities.
- The LaMorgese property was purchased one year ago in November.
- The communication committee has a campaign to have 1000 new members on Instagram, please be one of them!
- GSWA has partnered with Students 2 Science (another non-profit), offering the Environmental Science programs to 300 high school students in Newark and 500 additional students expected this spring.
- Our educational team has reached 2000 students in our historical region and 2000 in our downstream region this past year.
- Water sampling is continuing to expand downstream with the addition of a new location in Livingston.
- Microplastics sampling has started with 10 sample sites in our historic region.
- Our annual fundraiser was our most successful ever.
- The development committee has a goal to reach 2,100 members by 2021.
- GSWA switched auditors as per the policy and Sarbanes Oxley recommendation. The
 prior year audit is almost completed, and donations were approximately \$810,000 with
 a reclass of assets for total assets of \$1.6 Million. The endowment funds are at
 \$1.2Million.
- We completed our first year of the 401K and have 100% participation.
- The Employee Handbook was modified to capture the New Jersey Paid Sick Leave policy.

Board Meeting came to order 5:45pm

Prior Meeting minutes – motion to approve Lisa, Alan 2nd: Unanimously approved

Board Member – re-election for the second term:

Deb Apruzzese; Nic Platt; Guy Piserchia; Matt Krauser

Motion to approve the re-election of board members – motion Lisa; Kathy Pfeil 2^{nd} – Unanimously approved.

Thank you to the members rolling off the board — John Neale, Jane Kendall, Mary Horn and Lois Olmstead, we are truly grateful for all you have done and your continued support.

Proposed new board members to join the board — Reed Auerbach (previously elected), Dot Stillinger, Kate Barry, Eric Inglis, Jordan Glatt

Motion to approve the new board members – Tony, 2^{nd} Alan – Unanimously approved.

Advisory Council list – see attached – the participants to be invited annually.

Motion to approve list – Cathy Lee, 2nd Gerry Jo – Unanimously approved.

Advisory council members to roll off – see attached.

Proposed New Advisory members

Mary Horn, Jane Kendall, Lois Olmstead and John Neale. Also new to the list is John Donofrio.

Motion to approve the new Advisory Council members and roll off of others as listed – Alan, 2^{nd} Kevin – Unanimously approved.

Gala 2019 -

Honoree suggestions:

- John McFee Author
- Mikie Sherrill political
- Phil Murphy political

Finance -

- October YTD results were provided, discussed, no issues identified.
- The Endowment was reviewed, discussed, and no issues identified.

Human Resources-

- The Employee Handbook was modified to incorporate the New Jersey Paid Sick Leave requirements.
- It was identified that we need to continue to take actions that benefit our employees particularly in a strong job market. Health Insurance will be added, however, it will remain employee paid at this time.

Upcoming Board Meetings – Friday Mornings, 8am:

January 18 March 22 May 31 June 28 – Budget

Meeting adjourned 5:56



 Vote –Advisory Council Members Invited To Return:

Kathy Abbott
Chris Allyn
Astri Baillie
Marshall Bartlett
Len Berkowitz
Peter Birnbaum
David Budd
Brenda Curnin
Susan Deeks
Dr. Billy Diehl
Phyllis Fast
Russ Furnari

Jay Graham, III
Claire Griffin Miller
Pam Harding
Jon Rafalowski
Gerry Scully
Alden Siegel
Julia Somers
Frank Stillinger
Kit Stinson
Jeff Webb
Ben Wolkowitz

 Thank You to Members Rotating Off the Advisory Council:

Cathie Coultas Theresa Filippone Roger Siebel Dot Stillinger

Vote – New Advisory Council Members:

John Donofrio Mary Horn Jane Kendall John Neale Lois Olmstead

ROLES AND RESPONSIBILITIES OF A TRUSTEE



2019

Purpose: To provide the Board of Trustees with clear expectations for their service and inform them about their legal and fiduciary responsibilities.

The prime directive is to promote mission fulfillment while ensuring the organization remains in good standing in the state of New Jersey, and as a public charity (501(c)(3) organization and otherwise in accordance with applicable law, the Certificate of Incorporation and the By-Laws.

The Board of Trustees will meet regularly to conduct its business and fulfill its duties in accordance with its By-Laws, with a minimum of four meetings per year. Board members are provided with adequate notice of the meeting as well as adequate notice of the agenda with background information provided in advance in order to make sound decisions.

The board member responsibilities include:

- Formulate key policies and strategic goals, focusing both on near-term and longer-term challenges and opportunities.
- Authorize major transactions or other actions.
- Oversee matters critical to the health of the organization.
- Evaluate and help manage risk.
- Steward the resources of the organization for the longer run, not just by carefully reviewing annual budgets and evaluating operations but also by encouraging foresight through several budget cycles, considering investments in light of future evolution, and planning for future capital needs.
- Mentor senior management, provide resources, advice and introductions to help facilitate operations.

In order to be active and productive members of the Great Swamp Watershed Association board, trustees will:

- Accept a three-year term of office with the expectation of serving a second term (with a two term limit);
- Be active advocates of GSWA and its mission;

3C 3/31/16 Page 1

ROLES AND RESPONSIBILITIES OF A TRUSTEE

- Attend Board meetings and other Board events as scheduled;
- Commit to supporting the financial health of the organization. Make a personal
 contribution to the best of one's ability and or play a primary role in soliciting
 significant donations from others and aid in GSWA fundraising efforts;
- Attend the Annual Gala and encourage the participation of others;
- Actively serve on at least one committee of the Board;
- Attend at least two GSWA-sponsored programs per year;
- Encourage others to become members and attend events;
- Acknowledge and comply with GSWA's Conflict of Interest policy;
- Recommend other individuals to join the GSWA Board of Trustees.

Board of Trustee Training:

A Board Book with the necessary information to perform their duties is available under the Board Portal of the GSWA website at greatswamp.org.

Board training will include a meeting with staff near the start of the term in order to establish a better understanding of the organization, employees and mission.

3C 3/31/16 Page 2

ADAM G. PSICHOS

Adam Psichos is Director of the New Jersey Region for The Glenmede Trust Company N.A. In this capacity, he oversees the firm's teams in Morristown and Princeton and provides investment management and wealth advisory solutions to high net worth individuals, large families, senior executives, and endowments and foundations.

Adam holds a B.A. degree from Franklin & Marshall College, and a Master's degree from New York University. He is a graduate of the Canon Trust School and the ABA Bank Officer's Compliance program.

Adam and his family make their home in Summit. He is an active participant in several community and charitable organizations, including SAGE Eldercare, The Student/Partner Alliance, New Eyes for the Needy, The Discovery Orchestra, and the Overlook Hospital Foundation.

Profit & Loss Budget Performance December 2018 **Great Swamp Watershed Association**

Accrual Basis

01/07/19 5:58 PM

Ordinary Income/Expense Income Annual Event Corporate Foundation Support							
Corporate Foundation Support	2.200	0	100%	228.375	191 945	119%	193 980
Foundation Support	219 1	16,098	1%	46,194	41,522	111%	82,565
	110,000 2	74,895	147%	201,300	_	185%	175,395
Fund Transfer Income 4% Draw Individual - Membership	0 21,732	22,004	%66 %0	40,000 37,815	40,000	100%	40,000
Individual Major Donors Individual Trustee Giving Interest Earned Music Fest Event	36,650 1,125 5 0	40,500 4,000 100	90% 28% 5%	65,652 2,675 4 519 0	73,100 7,025 600	%98 %88 86%	185,000 40,000 1,200 26,000
Program & other income	6,880	1,120	614%	17,889	15,870	113%	37,300
Restricted Individual Donations Uncategorized Income	0 0	20	%0 %0	25,000	25,000 80	100%	25,000 200
Total Income	178,811	158,737	113%	665,418	544,774	122%	883,540
Gross Profit	178,811	158,737	113%	665,418	544,774	122%	883,540
Expense Administrative Expense	9,790	24,166	41%	38,142 5	58,292	65%	107,467
Administrative Payroll Total	57,109	57,198	100%	285,380	290,965	%86	583,273
Advocacy / Muni Alliance	81	0	100%	1,217	2,500	48%	10,000
Annual Event Expenses	0	100	%0	51,411	58,488	%88	58,488
Communications Expense	0	643	%0	206	3,860	2%	7,721
Development Expense	663	1,488	45%	4,142	3,770	110%	15,600
Education and Outreach	1,045	7,900	13%	2,032	13,100 6	16%	23,800
Expansion Region exclds labor	0	460	%0	0	1,898	%0	4,658
Hyde and Watson Grant Exp Mailing	879 1,609	4,063	40%	879 1,839	4,570 7	40%	10,200
Membership	828	342	251%	7,085	5,045	140%	15,100
Music Fest Software Stewardship	0 1,215 83	215	39%	215 3,045 1,754	2 807	%69	12,500
	•	(

5:58 PM

01/07/19	Profit	Profit & Loss Budget Performance	dget Perfo	ormance			
Accrual Basis		Decem	December 2018				
	Dec 18	Budget	% of Budget	Jul - Dec 18	YTD Budget	% of Budget	Annual Budget
Water Quality	9,719	3,892	250%	6,877	10,250	%19	28,400
Water Testing - Well	0	0	%0	0	0	%0	2,500
Total Expense	83,052	100,467	83%	407,035	458,645	%68	917,660
Net Ordinary Income	95,759	58,270	164%	258,383 8	86,130	300%	-34,120
Other Income/Expense	0	2,916	%0	-30	17,502	%0-	35,000
Net Income	95,759	61,186	157%	258,353	103,632	249%	880

5:58 PM	Great Swamp Watershed Association
01/07/19 Accrual	01/07/19 Accrual Basis
	Timimg - Horizon came in in Nov
2	Meerwarth - timing and over budget \$5k; Tyler came in over budget by \$5k; Stoney brook Watershed came in early
က်	Guilord Foundation donated \$26k for a generator - this was not budgeted; Summit Area Public Fund is over budget by \$5k; PCCF - now Community Fund is over budget \$3k; Meerwarth over budget by \$5k; Tyler over budget by \$5k; Tyler over budget by \$5k; George Bauer Foundation not in budget \$10k; Victoria over budget by \$5k
4	Hopefully timing???? Note, board giving is below prior year as well!!!
5.	Timing - audit expenses and computer expenses
9	Timing - Hyde and Watson grant expenses will be \$9k
7.	Timing
œ.	NO TRIGGER HIT ON TOTAL INCOME. THE MEMBERSHIP TRIGGER HAS NOT YET BEEN RECONCILED HOWEVER THE DEVELOPMENT TEAM SHOWS NO TRIGGER HIT.

Executive Director Report for January 2019

I'm sure everyone else has the same comment this month. It is barely a month since our last meeting and we had two weeks of holidays, so not a lot has happened. Kind of a nice break from our usual frenzy!

Due to the government shutdown, the Lower Passaic Superfund meeting has been cancelled. I also anticipate having to cancel the Rolling Knolls Community Advisory Group meeting for January, due to the shutdown. Additionally, we are working on a Rolling Knolls grant to the EPA for funding for independent experts, and that grant is on hold for the same reason.

During December, I met with several potential and current board members. We have held our board orientation with staff for our new board members.

I met with donors and funders, and we are pursuing some new leads for funding.

I worked on the annual appeal and end of year fundraising.

Hazel and I met with S2S to review how our initial fall programming went, and to plan for our upcoming spring programs. I reviewed and revised the proposed Memorandum of Agreement with S2S.

Hazel and I met with someone from Project USE (which I just learned stands for Urban Suburban Environment). They are a non-profit in Newark. One of their programs is boat building and taking the kids out on the Passaic in the boat they build. We discussed doing some water quality testing with those kids and also bringing them out in boats in the Great Swamp, so they can see the connection of lower Passaic to upper Passaic.

Chris Obropta and I met with people from Eva's Village in Paterson. They are a large social service organization. They provide over 1,000 meals per day to individuals in Paterson and have a large campus in the middle of the city. We discussed possibilities for some green infrastructure and community gardens.

I was able to take a tour of the Ferber property in Green Village. We are hoping to get this 50 acre parcel preserved, either through PSE&G donating it to the Refuge or through the Open Space Institute or a combination of the two. I was able to take a tour of the home with Kevin Sullivan and it actually looks like it would make great office space for GSWA. There is an office in a small building on the property which could be converted to a great public meeting space.

The staff held program planning meetings and we are gearing up for another busy spring.

GSWA Water Quality Programs

Board Meeting Report

January 2019

Water Quality Reporting

Currently working on assembling the 2018 data and preparing the Water Quality Report Card for the year. We will be presenting this data at a number of locations, both in our historic area as well as in our extended downstream area so that we can reach as many communities as possible. The first presentation has been scheduled for March 12th at 6pm, at the Summit Free Public Library. We will also be hosting a presentation at GSWA date TBD.

Water Quality Monitoring

Chemistry Monitoring

All water chemistry data has now been received from the 2018 sampling. This will be compiled and used to create the report card, as mentioned above, and to help determine areas of concern where further study or action may be needed.

Moving forward, in 2019, we will continue our third round of sampling at our expanded locations and begin to plan for our next expansion down the Passaic River in 2020. We will begin with our first round of chemistry sampling in February, weather permitting. If anyone is interested in assisting with sampling, please let me know via email sandral@greatswamp.org



Figure 1: Great Brook at Foots pond during Nov chemistry sampling

Visual Monitoring

Our fall visual assessments are now complete. Inclement weather throughout the fall made monitoring in some areas more difficult than usual but in the end we had a very successful year. Overall, throughout the 2018 sampling year, with the help of our amazing team of volunteers, we have visually monitored 27 sites both in the GSWA watershed and in our expanded downstream area.

In October, we held our fall Stream Assessment Training at the Florham Park Library. We had a successful turnout with 12 new volunteers signing up to monitor with GSWA. Six of the volunteers even began their monitoring this fall not wanting to wait until spring. Our next training will be held on March 23, 2019 (location TBD).

Bacteria Sampling

As discussed in our last report, our summer program was very successful covering 21 sites directly through GSWA and an additional 7 sites in conjunction with NJDEP. Due to staffing issues the results from NJDEP have not yet been made available but we hope to have them accessible soon.

In 2019, we look forward to once again working with NJDEP on an expanded bacteria sampling project as well as continuing to monitor the GSWA sampling sites.

Macroinvertebrate Sampling

The 2018 macroinvertebrate sampling data has now been received at our office and will shortly be reviewed for addition into the 2018 Water Quality Report Card. For the 2019 season we are looking to add a new downstream site as well as follow up with some historic sites that have not been monitored for a few years to keep track of areas where changes have been noted through our visual assessments.

Microplastics Sampling

This fall, GSWA began our new Microplastic sampling program which was successfully completed in early December. Through the Capitan Planet Grant, we were able to secure a sampling net that fit the specifications we designed for sampling in smaller, wadeable, streams. In our region, only spot sampling has been done in the more downstream (below Millington gorge), deeper river areas. This downstream sampling used the protocols that were designed for open water regions where boats could tow a large net or where the large net could be secured by volunteers and the flow could be monitored. With our new smaller net, we are able to sample throughout the watershed in the tributaries that feed into the main stem of the Passaic River. Samples will be sorted, the process collects sediment and organic detritus as well as microplastics, and then quantified.



Figure 2: New GSWA Stereoscope

This first round of samples will be filtered and examined at GSWA using a new microscope secured with grant funding. The attached map indicates the 11 sampling locations for our 2018 microplastics sampling. Also included are some photographs of our first few days of sampling.

This round of sampling will help to determine where elevated levels of microplastics might be found in our region. Data from this sampling round will be used to design a larger study in 2019. The 2019 study samples will be processed through the laboratory on the Cook College campus at Rutgers University. With funding from a Watershed Institute grant, we will work with Rutgers to do a more in-depth of study of our selected sites. The higher level of processing will provide a clearer picture of the quantity of plastics as well as differentiate between the types of plastics collected.

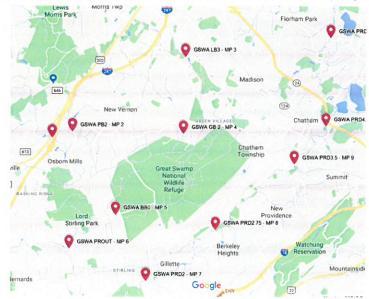




Figure 3: Adam Palmer measuring flow while sampling



Figure 4: Kathie Schwartz and Cathy Lee collecting visual assessments data in conjunction with microplastic sampling

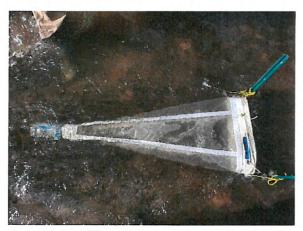


Figure 5: GSWA Microplastic sampling net in the water in Great Brook



Figure 6: Sandra LaVigne and Adam Palmer setting the microplastic net for sampling in Black Brook



Figure 7: First collected Microplastic Sample - Loantaka Brook

Overview:

With only a month since the last education report, and that time period including the holidays, we have mostly news on successful public programs to report. We continue to attract full houses to our briefings and large turnouts to our hikes and outdoor programs. Planning for the second half of



the school year with our S2S and school partners continues, and work on entry into Paterson schools through the association of school principals is making progress. A lively and well attended Education and Outreach meeting in early December helped us focus our educational offerings for the first half of 2019, and the idea for a collaborative environmental movies series held in conjunction with several area libraries came to the fore. Three movies with a consistent environmental theme to be held one per month, and piggybacking on the success of 'Chasing Ice' movie we showed to sellout crowds last winter will be advertised and held in larger audience capacity locations. The meeting reinforced the value of collaborating with other

agencies where this makes sense, to get our message out to new audiences, and to share resources for most effectiveness. We welcome our several new board members, and in light of that will recap a little on last month's year end numbers.

In 2018 we offered:

- 52 upstream programs to 2,160 individuals in our historic range- (the area covering the communities of the ten towns comprising great Swamp through to Summit)
- 50 downstream programs (in communities beyond Summit through to Newark) to more than 2,070 individuals.

We have begun to record the intensity of interaction with each type of programming segment in a color coded breakdown (See attached spreadheet). This allows us to see the type of programming we are focusing on at a glance. Please take a look at the breakdown of programs offered by GSWA with an effort to show how much of our focus is spent on them. Green programs are highly



active and a dominant focus, orange programs are offered but constitute a smaller time investment, and red indicated programs that we have offered

General Public Programming



Our December public programming included a full to bursting breakfast briefing (held at the Somerset Environmental Education Center while the GSWA office was under construction). Ana Baptista, Chair of Lower Passaic Superfund Community Action Group gave an explanation of the history and a current update on the EPA Superfund process in the lower Passaic. Several attendees asked questions regarding the CAG process for superfund sites, and were interested as part of the newly formed CAG for the Rolling Knolls Landfill clean up.

Our December second Saturday Stewardship workday and hike had more than 10 attendees helping to maintain order on our rain ravaged trails at the CMA. We edged and cleared the green trails and conducted natural history hikes to close out the program.

We closed out the old year and brought in the New Year with a pair of outdoor programs. On December 30th, 20 hardy souls outwitted the Federal Shutdown to hike behind the scenes at the Great Swamp Wildlife Management Area. Kids of all ages showed up for the nature detective hike, some



with toy magnifiers and some with binoculars to better see the wildlife. We were rewarded with fox, coyote and squirrel tracks, and a view of the bald eagles in residence at the impoundments on the management area of the Refuge. Starting the New Year with resolve, a hardy group braved the muddy condition after almost 2 inches of rain fell in the week, to hike the Primrose Farm Preserve on a night hike. They were rewarded with a close flyover by a screech owl, called in by ace bird caller, Emile DeVito. Staff are busy preparing materials for the pollinator box building workshop later this month, and compiling questions for the Pub quiz.

Selected Upcoming Public Programs:

Pollinator Building workshop Jan 24, @ 6:30pm it's `Habitat for Animality' at our pollinator building workshop. Learn more about the value of attracting pollinators to your yard then build a home to do just that.

Beer and Pizza Pub Quiz. January 20th @ 2pm Grab some friends and come test your environmental and other knowledge in our pub style trivia quiz.

Environmentally Sound Cleaning Products February 27@ 7pm at Madison Library

Civic, Community and Outreach events

Assuming the Federal government is fully open again by April, we will again partner with Paterson Great Falls for their successful school Earth day program, held each year for 5th grade to high school Paterson students at the Marie Ellen Kramer Park adjacent to the falls. 350 student benefitted from our programs at the event in 2018.

Several collaborations for series of programs are in the works, including a series of three programs on water quality issues to be held at Summit library. We will table at the Madison Green fair in April, and more events covering Earth month will be coming now that the new year has arrived.

The Environmentally sound cleaning products program forms part of the Watershed Friendly Living program and has proven so popular that for 2019 we are partnering with several area libraries to offer it and other water quality related program content as part of a series to be held at the libraries. We will partner with Parsippany, Summit and Madison libraries offering our water quality report card, gardening for wildlife and Stormwater management programs to round out the series. GSWA is intentionally building collaborative partnerships with downstream locations where we can get our message out in front of new audiences. This bolsters our outreach efforts to Summit, and our expanded geography in Parsippany, and the series will be promoted by the library and will prove useful outreach.

K-12 School Programs:



Staff have met with S2S staff to begin planning for 2019s field season, iron out glitches in the fall programming and open up clearer channels of communication for information for the program. It was a successful meeting and the Memorandum of understanding has been signed that will allow the collaboration to occur for the next 5 years. Seven of the ten spring dates have already been filled by Jersey City, Newark, Irvington and Somerset County Schools. We will be writing up the content of these programs to incorporate the changes as we learn what content urban students respond to, how to work

with the size and timing of the groups and to utilize the volunteers to greatest effect.

If you or someone you know might be interested in being a field study science mentor for these programs, please let us know- we'd love to have you briefly share your science experience and pathway you took to get there to these groups while they sit outside enjoying lunch at the CMA. Contact Hazel.

After presenting to a meeting of the Principals of Paterson in collaboration with Paterson SMART, GSWA now has a working group of new schools who are interested in getting involved with our water quality programming and considering green infrastructure at their schools. These include elementary through high schools, and offers us a great entre to work with new downstream education partners. We will be working with Rutgers to ascertain what the feasibility for GI improvements might be at these schools, and focusing educational opportunities on schools with the most potential to benefit from reduced storm water runoff and to get education staff into the schools in the coming months.

GSWA Educational programming 2017: Program definitions

Community Segment: Teachers

Program offered	Intensity in 2018	What we do	Objectives of program	Frequency/school year	Time input/class	Location	How do we measure success
Environmental Education Workshops		Offer trainings for WET, Aquatic WILD, Healthy Water, Healthy People, and other customized workshops as needed.	Offer relevant curriculum on mission based content. Leverage content for greatest number of students.	On an as needed/ requested basis	6-12 hrs	Anywhere	Attendance, and evaluations from the event.
Watershed Model Training		Provide educators with training on using our Enviroscape model.	Train teachers on the Enviroscape water quality model to mximize learning. Offer pre, and post trip educational content.	as needed 1/ year	3-4 hrs	Anywhere	Level of confidence of teachers to repeat the activity independently. Number of repeat requests for the training.
Specific Subject Area Programing		Offer trainings such as Stream Assesments, and macro-invertebrate sampling, or other programs as needed.	Offer teachers specific knowledge in order to enable them to teach concepts confidently and independently.	1/ year	6-8 hrs	GSWA and Along stream locations	Attendance and participation. Ability to conduct assessments independently
Technical Advice and Assistance		Assist educators by providing content for Environmental Science, Convey best manager Biology, Ecology, practices to provide h Chemistry, Forensics, and quality knowledge of as needed. specific issues.	Convey best management practices to provide high-quality knowledge of specific issues.	8-10 times/ year	1-2 hrs/ teacher	Anywhere, and Online Assistance	Frequency of requests. Incorporation of advice into lesson plans. Feedback from teachers.
Additional Resources		Offer resources online to borrow or utilize. Provide Gather useful data locations which can be regarding the wate used for academic and its habitats.	Gather useful data regarding the watershed and its habitats.	6 times/ year	2-3 hrs	CMA and along the Passaic	Observe the number of visitors to the website. Frequency of requests for materials or location use.

Overview

Since it has only been a month since our last board report, and that period includes the holidays, the main stewardship news to note, is that for much of that time many of the trails at our 73 acre Conservation Management Area have been under water!

The incredibly wet season continues to wreak havoc at the CMA trails, and with the water table already saturated, every new rainfall causes standing water and sheet flow across the flood plain forests that comprise the property. Much of our recent



stewardship work has involved replacing heavy sections of boardwalk that have floated out of position, or rolling misplaced trail edging back into place, and conditions have been muddy underfoot. Intrepid GSWA volunteer Steve Gruber donned his hip waders and managed to refloat a couple of the boardwalk sections displaced and then stake them into the mud of the trails with 36" stakes, something that a couple of years ago might have been seen as overkill. Staff walked the trail s replacing bridge sections that had floated away.

Conditions are amongst the wettest I have seen in 14 years, and we are now having to consider planning for new boardwalk construction and retrofitting of old boardwalks to both lift them up and secure them to enable the trails to be accessed more readily year round.

Staff spent two days inspecting the entire property as part of the annual monitoring and 2019 work planning, and an updated 2019 work plan is currently being completed. We will again try and solicit corporate and community workday partners to be the major labor pool for the work

we will undertake in 2019, and will look to expand the community involvement with our internship program and second Saturday general public stewardship workdays. It has been encouraging during the annual inspection process to observe just how much has been accomplished at the property over the years. It is easy to focus on all that still needs to be done, especially when this appears as long lists of tasks to be completed! Walking over hundreds of feet of boardwalk, built by a variety of corporate and community volunteers at various times over the last decade, or seeing the native understory reemerging through the direct efforts of volunteers who built our 30 acre deer exclosure is heartening. Several boardwalks built in 2005 by our first Goldman Sachs CTW day are still intact and holding up well. One advantage of the wet conditions, many of the shrubs planted seemed to have survived well!

Below is a brief recap for those new to GSWA of our successes during 2018.

During the 2018 field season at the 73 acre conservation management area, corporate and community workday volunteers gave 2000 hours of volunteer work to the organization. This has enabled us to:

- Plant more than 500 shrubs and perennials
- Construct 190 feet of Boardwalk
- Repair 300 feet of boardwalk
- Make 350' boardwalk safer with the addition of hardware cloth to prevent slippage.
- · Chip, mulch and edge 2 miles of trail,
- Cut back rampant vegetation along 2 miles of trail edge
- Restore 700' streambank to native plant invasive free conditions.
- Contain and begin eradication of the large 2 acre patch of wisteria and five leaf akebia on the newly purchased LaMorgese property.



Communications Board Report – Val Thorpe January 2019

Events

The first event of 2019 took place Friday, January 4. Adam Palmer led an adventurous group on a night hike along the Primrose Farms trails. According to Adam, "It went awesome!" Emile DeVito participated in the hike, and even called in an Eastern Screech Owl to the delight of the participants.

After an arduous and productive team planning effort, 25 events were scheduled for the January-June 2019 timeframe, with additional events still in the planning process.

9 Hikes – Including one where dogs are invited to bring their humans along

9 Speaker Programs – including partnerships with 3 local libraries who will co-brand and co-promote:

- Summit Free Public Library
- Madison Public Library
- Parsippany Troy-Hills Public Library

1 Environmental Pub Quiz – beer, pizza, and environmental trivia for teams of 4 or less. Winners will receive fun prizes, but the biggest prize of all - power (because we all know knowledge is power) will go to everyone who attends because they will take home critical, environmental information to share and use in their everyday lives!

1 Friendraiser – Wine and chocolate pairing, yum!

2 Workshops:

- "Build your own pollinator box." Kits will be generously crafted for us by Jeff Miller
- "Make your own walking stick." This is always a very popular workshop

2 Training Sessions:

- Stream Assessment Training aka: Sandra LaVigne's water quality volunteers
- Frogwatch/CoCoRaHS Training for those of you (like me) who don't know what this means, these are data gathering volunteers
 - Frogwatch is simply a count of various types of frogs by location and date observed.
 - CoCoRaHS (Community Collaborative Rain, Hail and Snow Network) is for those who like to track the weather.
 - Data gathered by these volunteers is uploaded into a database that is used by a wide variety of organizations and individuals.

1 Rockin' Music Festival – Sally and I had a preliminary meeting on January 7 to start gearing up for this year's Great Swamp Great Music event on Sunday, June 9, 2019 (mark your calendar!) The kick-off

planning committee meeting is scheduled for Wednesday, January 16, 11:00 AM - 12:30 PM. Pizza and salad will be provided. Hope to see you there!

End-of year Appeal Update – SUCCESS!

The 2018 End-of year Appeal was highly successful. The \$15,000 match we were able to offer our donors was a great incentive. We kicked it off with our #GivingTuesday campaign. It was our second year of running this email/social media driven campaign:

2017: \$1,375

2018: \$3,125 (more than double than 2017!)

This was followed by our Year-End Appeal letter that was mailed to our membership base, along with others who have a connection to GSWA. On December 31, 2018, a follow-up Year-end Appeal email reminder was sent, generating 27 additional donations.

In total, our combined end-of-year appeal brought in a total of \$33,389 (this figure does not include the match):

#GivingTuesday campaign: \$3,125

Year-end Appeal: \$30,264

That \$33,390 then gets broken down into several categories for reporting purposes (Pure Appeal, Major Gifts, Renewals, etc.) Focusing strictly on "Pure Appeal, we brought in \$6,750 against a budget of \$3000, more than double the goal!

*Please use the links below to easily share GSWA's social media! Simply copy the info and paste into an email to your families, friends, and colleagues:

Please support the Great Swamp Watershed Association (GSWA) by liking and following us on social media!

Facebook: https://www.facebook.com/GreatSwamp
Instagram: https://www.instagram.com/greatswampn

Twitter: https://twitter.com/GSWA

Learn more about us at our website: www.GreatSwamp.org

Great Swamp Watershed Association Monthly Development Summary December 31, 2018

	December Actual	December	YTD Actual (July - December)	Goals YTD (July - December)	Percent of Goal Through Dec	Goals July '18- June '19	Goals July Progress to '18- June FY2019 '19 Goals	Decei 2017 /
Individuals								
Trustees	1,125	4,000	3,300	7,025	47%	40,000	%8	
Major Gifts	36,150	40,500	68,152	1	93%	185,000	37%	
Membership	20,824	22,004	40,947	40,625	101%	76,900	53%	
Total Individuals	58,099	66,504	112,399	120,750	93%	301,900	37%	
Institutions								
Corporations Restricted	0	15,000	42,500	37,500	113%	69,340		
Corporations Unrestricted	219	1,097	2,794	4,022	%69	13,225	21%	
Foundations Unrestricted	50,000	40,000	83,500	61,500	136%	87,500	95%	
Foundations Restricted	60,000	34,895	89,800	47,395		87,395	103%	
Organizations	0	0	0	0	%0	0	#DIV/0!	
Total Institutions	110,219	266'06	218,594	150,417	145%	257,460	85%	
Events								
Gala	2,200	0	229,375	191,945	120%	193,980	118%	
Music Fest	0	0	0	0	%0	26,000	%0	
Total Events	2,200	0	229,375	191,945	120%	219,980	104%	
Total	170,518	157,496	260,368	463,112	121%	779,340	72%	

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July '17 - June '18 Actual	30 911	182,146	75,059	288,116	53,853	12,886	70,900	70,950		208,589	204,188	30,021	234,209	730,914
December 2017 Actual	4 371	40,000	20,684	65,055	7,500	1,123	20,000	20,000	0	78,623	185	0	185	143,863

Notes

- 1. All individual gifts \$500 and up. Excludes Trustee Giving. In previous years, Major Gifts were included in Membership.
 - 2. Anyone who has donated in the last 12 months + 2 month grace period is considered a member.
- Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
 - 3. Restricted gifts are contributions designated by the donor for a specific purpose.
 - 4. Includes corporate matching gifts.
- 5. Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance,
 - will appear here and not under the Major Donor category
- 5.2 We are waiting on Gala advertisement contributions and an auction purchase which we have not yet received.

Great Swamp Watershed Association Individual Giving - Quarter Ending 12/31/2018

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Great Swamp Watershed Association Membership Count Quarter Ending Dec 31, 2018

	·	7		
	30-Sep	31-Dec	31-Mar	30-Jun
Fiscal Year	Q-1	Q-2	Q-3	Q-4
2019	1660	1627		
2018	1687	1706	1657	1737
2017	1790	1726	1740	1779
2016	1688	1788	1736	1797
2015	1670	1707	1664	1775
2014	1519	1547	1483	1666
2013	1543 (1305)	1580	1447	1485
2012	1559 (1458)	1674 (1526)	1596 (1408)	1575 (1395)
2011	1504 (1371)	1557 (1443)	1468 (1354)	1588 (1476)
2010	1569 (1463)	1696 (1552)	1590 (1445)	1556 (1416)
2009	1752 (1540)	1799 (1681)	1687 (1549)	1680 (1556)
2008	1927	2052	1888	1932 (1942)
2007	1752	1881	1726	1925 (2247)

G:\Development\Reports\Membership Count - Individual Giving Reports\[Quarter_Ended_Dec31_2018.xlsx]Membership Count

New numbers are bolded, previous numbers are in parenthesis.

^{*} Count is based on donors who have given in the 14 months prior to the end of the quarter.

	A	В	C	D	E	ц	G
1	GSWA Grant Activity	Decen	December 2018 Re	3 Results	July - Dec 2018 Results	YTD	
7	Dec 01 - Dec 31, 2018	Actual	Budget	Diff	Actual	Budget	Comments
m	Corporate Unrestricted						NO Activity Dec 2018
4	Sub total				\$9,557	\$4,022	\$4,022 BASF Grant Award \$7.5k 11/2018
2	Corporate Restricted						NO Activity Dec 2018
9	Sub total				\$42,500	\$37,500	\$37,500 PSEG Grant \$5k over budget 08/2018
7	Foundation Restricted						
∞	Tyler Foundation	\$20,000	\$15,000	\$5,000	Env. Education		First Grant above \$15k Level
					Env. Educ. Water		
6	Summit Area Public Fdn.	\$10,000	\$5,000	\$5,000	Monitoring		2nd year we rec'd grant at \$10k
10	Meerwarth Family Fdn.	\$15,000	\$10,000	\$5,000	Env. Education		2nd year we rec'd grant at \$15k
	Community Fdn for NJ -						2nd year of funding for Paterson
11	Leadership Grant	\$5,000	\$3,000	\$2,000	\$2,000 Env. Education - Paterson		Education. Level raised from \$3.0k
							Diff also includes grants rec'd ahead of
12	Sub total	\$50,000	\$33,000	\$17,000	\$89,800	\$47,395	\$47,395 planned dates (\$30k total)
13	Foundation UnRestricted						
14	F.M. Kirby Foundation	\$25,000	\$20,000	\$5,000			First Grant above \$20k
15	Victoria Foundation	\$25,000	\$20,000	\$5,000			2nd year we rec'd \$25k
							Diff also Includes grants from A.P. Kirby
16	Sub total	\$50,000	\$40,000	\$10,000	\$93,500	\$61,500	Fdn (10k). and Bauer Fdn.(10k)
17							
							Diff includes grants over budget (\$55k).
18	Total Grants	\$100,000	\$73,000	\$27,000	\$235,357	\$150,417	\$150,417 timing issues, and grants no yet paid
19							
20	Applications Pending						
21	Bayer (\$7.5k), WSI (\$7.3K)						
							For purpose of this report, Actual
22	Ardia Fdn. (\$1,5K), EPA (\$50k), Clif Abr Fdn (\$2.5K)						Column Data includes Grants awarded, but not yet received