



Great Swamp Watershed Association

Meeting of the Board of Trustees

Friday, March 22, 2019

8:00 a.m. – GSWA Headquarters

Agenda

- Approval of Board Minutes from 1/18/2019 Meeting
- Finance Report: Feb. 2019 Budget Performance
- Executive Director Report: Water Quality Programs – 2018 Water Quality Report Card
Education and Outreach
Land Stewardship
Communications and Social Media
- Development Report: Five Ways to Engage Fundraising
Monthly Development Summaries
Grant Activity Report
- Next Meeting Date: Friday, May 31, 2019
- Other Business
- Adjourn

Upcoming Events

<i>Saturday, March 23</i>	Stream Team Assessment	9:00 a.m.	Florham Pk. Library
<i>Friday, March 29</i>	Vernal Pool Hike	7:00 p.m.	CMA
<i>Sunday, March 31</i>	Paterson Falls Explorers Hike	12:30 p.m.	Paterson Falls NHP
<i>Thursday, April 4</i>	Environmentally Friendly Cleaning	6:30 p.m.	Summit Public Library
<i>Saturday, April 6</i>	Stream Team Assessment	9:00 a.m.	Florham Pk. Library
<i>Tuesday, April 9</i>	Getting Rid of Non-recyclables	8:00 a.m.	GSWA
<i>Friday, April 12</i>	NJ Land Conservation Rally	9:00 a.m.	Hyatt Regency, New Brunswick
<i>Monday, April 15</i>	Environmentally Friendly Cleaning	6:00 p.m.	Livingston Library
<i>Friday, April 26</i>	Watchung Reservation Hike	6:00 p.m.	Historic Trail, Mountainside
<i>Wednesday, May 22</i>	7th Annual Advisory Council Dinner	6:30 p.m.	Grain House. Basking Ridge
<i>Sunday, June 9</i>	Great Swamp Great Music Festival	12:00 p.m.	Harley Farms Polo Field
<i>Wednesday, July 17</i>	Caribbean Night at The Swamp	5:30 p.m.	GSWA

**Great Swamp Watershed Association
Annual Meeting and Board Meeting Minutes
Jan 18, 2019**

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

Attending:

Deb Apruzzese T	Reed Auerbach P	Caitlin Barry P	Gerry Jo Cranmer P	Michael Dee A
Jay DeLaney Jr T	Tony DellaPelle P	Jordan Glatt P	Eric Inglis P	Matt Krauser P
Teresa Lane P	Cathy Lee P	Chris Obropta A	Alan Pfeil T	Kathy Pfeil T
Guy Piserchia T	Nic Platt P	Anthony Sblendorio A	Lisa Stevens T	Dot Stillinger P
Kevin Sullivan P	Nadine Vitro A	Giorgios Vlamis A		

* P= Present; A = Absent; T= Teleconference

Staff: Sally Rubin, Sue Levine, Rick Porter, Adam Palmer

Meeting came to order: 8:15 a.m.

Adam Palmer introduced himself and identified key responsibilities as our Education Associate.

Prior Meeting minutes – *motion to approve Nic, Tony 2nd: New members abstained, unanimously approved.*

Advisory Board Member – election for the first term:

Adam Psichos -motion to approve Nic; Gerry Jo 2nd – unanimously approved

Roles and Responsibilities of a Trustee has been modified to include Trustees to attend a minimum of 2 programs and provide replacement recommendations when you roll off.

A Give or Get requirement was discussed for Trustees and a task force to evaluate was formed:

- Task Force: Teresa, Matt, Kevin, Reed, Cathy Lee and Tony (Matt and Tony are also Trusteeship Committee members)

Finance -

Safety – We are in the process of getting our roof replaced. Temporarily delayed due to government shut down and the winter weather.

- Safety is the first item discussed at each staff meeting. At the last staff meeting the continued rodent issue was addressed. The landlord is responsible, however, while the

government is shutdown, it was agreed we would seek quotes from pest contractors to ensure appropriate handling.

- Insurance – we have renewed our policies and continue to maintain a Directors and Officers Policy. The board was reminded they need to check with their personal insurance carrier to see if any additional coverage is recommended. Contact Sue if you need a copy of the D&O.
- Conflicts of Interest – Please provide a completed form to Debbie Rice if you haven't already done so.
- The Finance Committee met on 1/12/19
- Trigger Policy is the policy used to guide the financial health of the organization. The triggers were discussed with the finance committee and board. **{See Attached}**
- Audit and 990 - The audit took much longer than usual because the new auditors were very thorough and reviewed everything. There were no audit findings and we had a break-even result.
- The Audit was reviewed, the board had no questions. *Kevin motion to approve Matt second. Unanimously approved audit.*
- The 990 was reviewed, the board had no questions. *Kevin motion to approve Cathy Lee second. Unanimously approved 990.*
- Dec YTD results were reviewed and are favorable to budget with some timing issues, however, no triggers were hit.
- Guilford Foundation generously donated a generator for the office. In the prior year we lost approximately 3 weeks due to power outages, so this is a greatly appreciated donation.
- Endowment is at \$1.1M as of Jan 10, 2019. Board designated funds are at \$85k. The Endowment is invested with a long-term strategy and the finance committee reviews holdings. Board designated funds are being reviewed and will be invested in shorter term investments.
- Theresa mentioned that her organization (The Wilderness Society) is talking about possibility of recession and we should keep that in mind for future giving impacts.
- Cathy Lee suggested we have a speaker in to speak to the board about new tax law implications. Adam Psichos offered to have a speaker from Glenmede. Gerry Jo suggested we mail our members the tax information. Reed reminded us that we shouldn't be giving legal advice. We'll discuss what, if anything, we want to mail, and to whom, after we hear the information.

Executive Director – See attached

- Eva's Village in Paterson might be an excellent partnership to do Green Infrastructure –
 - Community garden for the cooking school on site
 - Removal of impervious surface on sections of their two block area.
- We continue to look for property that can be preserved with the potential as an office. Matt recused himself and left for this discussion. Kevin explained this information is

confidential and cannot expand beyond this board. A property behind the Green Village Fire Department is of interest to the Refuge as it borders their property, and it is a possible compensation swap for PSEG since they have to do transmission line upgrades in the Refuge. The Refuge doesn't want the buildings and we might subdivide off that portion of the property. Sally, Kevin and Terrence Nolan from Open Space Institute visited the site and feel it could be a good fit for potential office space for us.

- We asked the owner to list Open Space Institute as an exclusion when they list the property for sale this spring.
- It was suggested that we contact the town regarding the potential change of use and determine if a variance would be required for us to use the property for our office. Sally will ask Frank Banisch.
- Theresa discussed the importance of Long-Term Gift Planning and that could be something to evaluate as an alternative to purchase for fair market value.

Development –

December YTD results are doing well. Some Major Donors changed their typical giving this December and the reasons need to be evaluated – to determine trend impacts like the tax deductibility and market volatility.

We are presently \$50k over budget for Foundations and Corporations.

We have 2 new Grantors

We have 12 awards which came in over budget

We have had no rejections

We are building relationships with Allergan, Novartis, and Massey Quick Simon. Tony's wife, Gwenn, put in a good word for us with MQS to possibly be the recipient of their golf outing this year. Sally and Rick have a call scheduled with them to discuss.

We have learned that Peter Simon's foundation will be sunset by 2023. Nic will reach out to them.

Downstream -

- The Trusteeship Committee continues to work toward their goals of diversification –
 - Geographic Diversification - Downstream – just added Summit Board member Jordan Glatt
 - Demographic – Millennial – just added with Kate Barry!
 - Still looking for more downstream involvement – it was discussed someone from Paterson or Passaic County town government. Eva's Village Donor List is a good starting point.

Gala 2019 –

Honoree suggestions were discussed, and concerns were voiced on alienating attendees based on a political selection with added concern on honoring a sitting politician. We could potentially mitigate a political honoree based on who could introduce them. It was addressed that this is

our largest fundraiser and the goal is attendance so getting the honoree that can bring the most attendance is critical. The Gala Committee needs to decide before the next Board Meeting.

- John McFee – Author
- Mikie Sherrill – political – limited track record on environmental, but outspoken on climate issues
- Phil Murphy – political – campaign promises were not yet implemented and hard to get him to commit this far in advance
- Tammy Murphy- governor’s wife- outspoken on environmental issues
- Jim Kramer – Mad Money
- Jon Corzine
- Former governor Jim Florio
- Woody Johnson – or a NJ sports person focused on the environment
- CEO with an environmental focus

Music Fest- June 9th -

Sponsorships are needed - please attend the kick off meeting to provide input. The committee can email the board on the sponsorship donation levels.

Upcoming Board Meetings – Friday Mornings, 8am:

March 22

May 31

June 28 – Budget

Meeting adjourned 9:30am.

Great Swamp Watershed Association

Budget Deficit Policy – Approved 4/17/15 - Reaffirmed 03/31/2016

Purpose: To ensure timely review of the Financial health of the organization.

The following safeguards are put in place to ensure that actual performance in each fiscal year equals or exceeds the budgeted results.

The following triggers will require action by the Finance Committee. At the Finance Committee's discretion, a trigger may be presented to the full board for appropriate action.

1. If the Gala generates in total a net amount that falls short of the budgeted amount in excess of \$10,000.
2. Individual contributions fall short of budgeted amount by 10% as of December 31.
3. Net income for the first half of the fiscal year underperforms the budget by 10%.
4. Third quarter net income underperforms budget by 10%.
5. Fourth quarter net income results in a deficit for the fiscal year.

The Board will formally review actual versus budget at a minimum semi-annually.

Re- Approved and Adopted by the Board of Trustees on the 31st-day of ___March___, 2016

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.

Great Swamp Watershed Association Profit & Loss Budget Performance February 2019

Ordinary Income/Expense	Feb 19	Budget	% of Budget	Jul '18 - Feb 19	YTD Budget	% of Budget	Annual Budget
Income							
Annual Event	0	250	0%	228,375	192,280	119%	193,980
Corporate	300	10,603	3%	54,252	52,125	104%	82,565
Foundation Support	500	0	100%	201,800	118,895	170%	175,395
Fund Transfer Income 4% Draw	0			40,000	40,000	100%	40,000
Individual - Membership	4,622	1,600	289%	44,575	43,487	103%	76,900
Individual Major Donors	52,000	5,400	963%	130,152	130,000	100%	185,000
Individual Trustee Giving	0	5,000	0%	2,800	16,525	17%	40,000
Music Fest Event	0	0	0%	0	0	0%	26,000
Other incomes misc	182	120	152%	1,525	920	166%	1,400
Program & other income	-4,583	1,765	-260%	18,853	19,205	98%	37,300
Restricted Individual Donations	0			25,000	25,000	100%	25,000
Total Income	53,021	24,738	214%	747,331	638,437	117%	883,540
Gross Profit	53,021	24,738	214%	747,331	638,437	117%	883,540
Expense							
Administrative Expense	3,564	7,993	45%	57,892	75,124	77%	107,467
Administrative Payroll Total	44,037	47,098	94%	372,603	385,460	97%	583,273
Advocacy / Muni Alliance	23	0	100%	1,624	5,000	32%	10,000
Annual Event Expenses	134	0	100%	51,545	58,488	88%	58,488
Communications Expense	0	643	0%	206	5,147	4%	7,721
Development Expense	994	1,488	67%	4,989	5,547	90%	15,600
Education and Outreach	3,409	1,700	201%	5,512	16,650	33%	23,800
Expansion Region excld labor	234	460	51%	234	2,818	8%	4,658
Hyde and Watson Grant Exp	0			879			
Mailing	0	113	0%	1,839	5,297	35%	10,200
Membership	246	267	92%	7,376	6,213	119%	15,100
Music Fest	0	0	0%	303	0	100%	12,500
Software	0			3,045			
Stewardship	4,558	0	100%	5,448	2,955	184%	29,853
Stewardship Land Acquisition	0	0	0%	2,812	3,100	91%	8,100

4:31 PM

03/11/19

Accrual Basis

Great Swamp Watershed Association Profit & Loss Budget Performance February 2019

	Feb 19	Budget	% of Budget	Jul '18 - Feb 19	YTD Budget	% of Budget	Annual Budget
Water Quality	0	902	0%	6,877.8	12,053	57%	28,400
Water Testing - Well	0	0	0%	0	0	0%	2,500
Total Expense	57,199	60,664	94%	523,184	583,853	90%	917,660
Net Ordinary Income	-4,178	-35,926	12%	224,146	54,584	411%	-34,120
Other Income/Expense							
Other Income							
Grants - Dreesen Advocacy	0	833	0%	0	6,668	0%	10,000
Special Grants or Board Designa	0	2,083	0%	0	16,667	0%	25,000
Total Other Income	0	2,916	0%	0	23,335	0%	35,000
Other Expense							
Pilgrim Pipeline Restricted Fun	0	0	0%	30	0	100%	0
Total Other Expense	0	0	0%	30	0	100%	0
Net Other Income	0	2,916	0%	-30	23,335	-0%	35,000
Net Income	-4,178	-33,010	13%	224,116	77,919	288%	880

4:31 PM

03/11/19

Accrual Basis

Great Swamp Watershed Association Profit & Loss Budget Performance February 2019

1. Watershed Institute received earlier

2. Lackland \$50K

3. Sally and Wade evaluating

4. Grant for Paterson - 50% moved to next fiscal year

5. Utilities - timing

6. Timing

7. Timing

8. Timing

Executive Director Report March 2019

Since our last meeting in January, I spent the month of February working remotely in Sanibel, Florida. I can't thank you enough for allowing me this opportunity. It is truly one of the best perks of my job to be able to take the time away.

Before I left, I did annual employee reviews with everyone. The staff remains stellar and working at 1000%.

I attended an evening Paterson SMART meeting. Holding the meeting in the evening brought out a nice community contingency which is missing when we hold weekday morning meetings.

We began planning for this year's Great Swamp Great Music event on **June 9, 2019**. Mark your calendars! This is our smaller, yet very important, spring fundraiser. We still need significant sponsors to help make this event the huge success it can be. Please think about your network and let us know if we can reach out to anyone. It's a great opportunity to support our work and community and a fun venue to do it.

I presume you all received your spring newsletter. Staff wrote fabulous articles and I compiled and edited the newsletter. We have received several compliments on the articles.

We held a meeting to discuss our communications outreach and continued to strategize ways to expand our reach.

I held discussions with EPA and the GS Refuge on the Rolling Knolls Superfund. Rick and I worked on a grant application to EPA for expert assistance. A Community Advisory Group meeting was held on March 11. The Refuge presented their remediation option and the EPA presented summaries of the human health and ecological risk assessments. Despite both the Refuge and EPA being departments of the same federal government, they appear to be very far apart in their perspectives on remediation at the site.

As usual, I met with various board members and donors.

I had a conference call with PSEG, Open Space Institute, and the Refuge to discuss preserving the Ferber property in Chatham. We discussed PSEG pursuing acquisition of the property to use as a "lay down" area for their transmission improvements and then convey the property to the Refuge. We would then be able to work with the Refuge to acquire the building/s for our use thereafter. It appears that it makes more sense for PSEG to take the lead at this time. As discussed at the last board meeting, I did inquire as to whether we would require a variance to turn the property into an office and we would. I do not anticipate that this would be a problem, but it is something to keep in mind if we move forward.

I attended a Combined Sewer Overflow communications workshop. While the ideas generated for communications seemed interesting and achievable, it appears that the engineers/consultants/operators have no interest in actually getting or using public feedback. Rather disillusioning...

Rick and I attended an Impact100 grant meeting. We are considering applying for a grant to work with Rutgers to do school rain gardens and education in Paterson, having already done this at three schools successfully.

We held a meeting to discuss our "friendraiser" events. Stay tuned for a Caribbean themed event this July.

In addition to planning our hectic spring events calendar, we are actively working on our spring earth day fundraising campaign.

We will be holding a give/get subcommittee meeting on April 1 and will report to the board at the next meeting.

After some off-line board discussion, we are still working on a gala honoree. Although we don't want to honor a political figure every year, it seems like this is a good year to try one more time. I have spoken with Congresswoman Sherrill's district coordinator and they are discussing whether it is possible for the Congresswoman to commit to a date since it is so hard to predict her schedule this far out. We hope to hear back shortly.

Overview:

We have spent the month of February preparing! We've been contacting partner schools, and developing new potential partnerships, scheduling a variety of school based programming in order to meet our deliverables requirements from our various funders for the remainder of the school year. Our spring will be jam packed with in-class water quality programs, in-playground explorations to understand water movement in local areas, and experiential education in the form environmental science field programming.

To this point we have eight confirmed day long programs with our Students2Science partner, (for 400 students), who will experience a virtual lab and a day long environmental science program. These are students from Newark, Jersey City, and Somerset and Essex counties, and are mostly new partners. We have another 400 plus students confirmed on other field experiences, from upstream and downstream, historic and new partner schools, and we have conducted programming for more than 450 students in class in the last month alone!

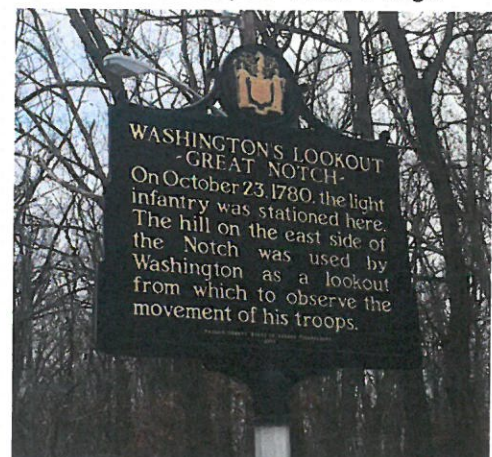
Our public programming has been successful over the winter also, despite some weather related challenges. We have begun our partnerships with new downstream libraries including Madison, Livingston, Parsippany and Summit and our programs have been well attended at these new locations with many new to GSWA attendees.

The month of March will be busy too, with Vernal pool hikes, Breakfast and evening educational briefings, and explorations of Paterson, which a month ahead of time is already sold out!



General Public Programming

Our first ever GSWA Pub Quiz, originally scheduled for January, but held on February 10th, was a huge success. Almost 40 participants enjoyed an afternoon of beer, pizza and environmentally themed quiz questions, and we have been asked to offer the program again- a good sign! Another new program for us was to offer a hands on build component of our Watershed Friendly Living program on attracting pollinators. 20 attendees spent the evening hammering and stuffing boxes to create their own solitary pollinator habitat. Many thanks to ace volunteer Jeff Miller for preparing all the pre-cut materials for participants.



Weather related cancellations have been our biggest problem, and the awkward weather conditions meant that several scheduled programs were postponed or re-scheduled. Participants stuck with us for the most part through snowy days to attend programs when rescheduled.

We gave our Environmental Friendly Cleaning Program to a packed house in Madison library, doling out environmental friendly cleaning advice and resources for homeowners to take advantage of, and will repeat the program again on March 14th in Parsippany and again in Summit and Livingston in April.

Cross training means that additional staff are now able to give the same programming, maximizing our delivery.



The conservation management area was the site of many interesting footprints and tracks as we gave our dog walk there to 13 four legged and 17 two legged participants! This event both highlights the pet friendly nature of the CMA, and gives us the opportunity to present non-point source pollution education to pet owners whose pet poop can if not cleaned up, be an environmental issue.

We again offered citizen science training with our FrogWatch and CcooRAHS-training. Participants enjoyed learning the different frog calls of North/Central Jersey as well as the importance of precipitation data and how it used by federal entities and state climatologists to make informed decisions about our climate and environment.

Selected upcoming programs

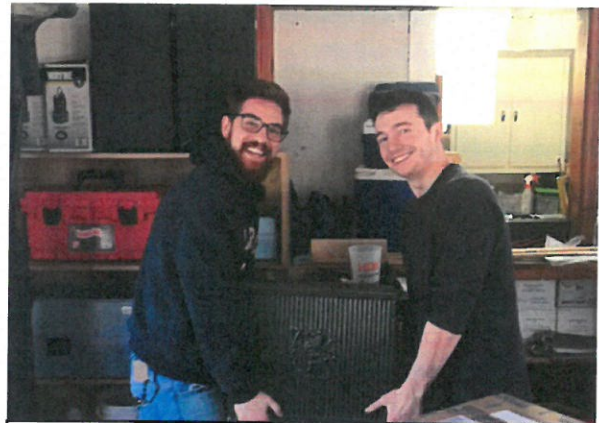
Environmentally Friendly Cleaning products- Parsippany library 3/14

Vernal pool Exploration at the CMA on 3/29

Paterson Exploration Hike 3/30

Civic, Community and Outreach Events

We spend a lot of time working with high school and college interns, and had the chance to present to the Drew capstone program in February. 25 college seniors got to ask questions about working life in an environmental nonprofit, and gain insight in the form of real world advice as they look to start their careers. We also wrote about the dos and don'ts of being an intern in our winter newsletter. We get asked many times a year to give advice to various interns looking for work, and can



Intern Chris Gocklin helps Education Associate Adam Palmer clear up the back lab area

now point them to this as a resource! More contact with Drew University (which provided two interns this semester through their civic Scholars program) came through participation in the Career Day at Drew. Our interns will be attending programming with us over the coming months and are busy writing articles for our e newsletter and blog and conducting research on water quality topics. Their ranks will be swelled by 4 high school interns at the end of the school year participating in post AP exam experiences.

Staff presented to the Paterson SMART program which was held in late January, and as it was an evening program attracted homeowners who got to hear more about the CSO issue in the city.

GSWA staff will table at the Raptor Trust Day in May to be held at the Stirling hotel. This is a great collaboration between the two organizations who share many members and volunteers.

Rather than table at the annual Celgene environmental days in April, which proved to not yield many attendees at programs or volunteers, GSWA will instead give a Lunch and Learn talk on cleaning products during their earth month events. This will free up time at an incredibly busy time for staff, and enable us to give more organization relevant information in Summit- a target location for programming.

Staff attended the Summit Volunteer Fair held at the library in early march and have a healthy stack of new volunteer interest forms from the event. We prepared updated job descriptions for the various volunteer positions, and these are attached for review. This fair came about as a result of the developing relationship for programming opening up between the library and GSWA.

Now that the Federal government is fully open again, we are looking forward to returning to Great Falls again this year on April 29th. GSWA will 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.

As our environmentally sound cleaning products program consistently proves itself popular we have continued to partner with several area libraries as part of the Watershed Friendly Living program to offer it and other water quality related program content as part of a series to be held at the libraries. We are working to provide these and similar programs to our existing library partnerships in Parsippany, Summit and Madison libraries while working to expand our reach to additional communities such as Livingston Library where we just scheduled two additional programs in mid spring.



K-12 School Programs:

The numbers of students taught for the second half of this school year will likely be impressive. In the first two weeks of March alone we have/will teach PS4, in Paterson – 3rd Grade, 65 students. JFK STEM HS 9-12th 75 students, NRC New School 145 students, PS28 in Paterson 6th Grade 75 students, Am. History HS in Newark 100 students, and Berkeley Heights MS 75 students. This is approximately 460 students receiving water quality education about local pollution and water quality issues, learning about the water cycle and about their Passaic River Watershed. We have 8 days of S2S field programming for 400 students, 6 other field program days booked with more pending for another 300 students and in playground explorations for 250 students. Attached are some of the programs booked



STEM HS students in class presentation

Sample of Spring Program Dates with GSWA

School	Type of Program	Date	Time	Location	Intern/Volunteer?
PS 4	In-Class	5-Mar	9:20-1:00	Paterson	
STEM HS	In-class	43531	8-1:30	Paterson	
Belmont	In-Class Pt. 1	12-Mar	9-10:30	Newark	
Mt. Vernon	In-Class	12-Mar	after 11	Newark	
American Hist.	In-Class	13-Mar	8:15-1:50	Newark	
Belmont	In-Class Pt. 2	20-Mar	9-10:30	Newark	
Mt. Vernon	In-Class	20-Mar	after 11	Newark	
PS28	In-class	21-Mar	9-1pm	Paterson	
Belmont	Playground Exp.	26-Mar	9-10:30	Newark	
N.R.C.	In-Class	29-Mar	awaiting	Paterson	
PS28	in playground	28-Mar	9-1	Paterson	
S2S Somerville	Field Exp	8-Apr	9-2	GSW	
S2S Cristo REy	Field Exp	10-Apr	9-2	GSW	
N.R.C.	Playground Exp.	18-Apr	awaiting	Paterson	
S2S Boundbrook	Field Exp	24-Apr	9-2pm	GSW	
S2S Cristo Rey	Field Exp	1-May	9-2pm	GSW	
N.R.C.	Field Exp	21-May	9:30-1:30	GSW	
Belmont	Field Exp	21-May	9:30-1:30	GSW	
S2S Dickinson	Field Exp	29-May	9-2pm	GSW	
PS 28	Field TRip	30-May	9-1:30	GSW	
S2S Dickinson	Field Exp	3-Jun	9-2	GSW	
S2S Dickenson	Field Exp	5-Jun	9-2	GSW	

Confirmed	Awaiting confirmation	No Good
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Stewardship Volunteers

- Our stewardship volunteers help us manage the 73 acre property we own and manage in Harding.
- They like to be active, don't mind being out of doors in the woods or getting dirty!
- Our needs are a mix of week day and weekend stewardship events
- Typical tasks might involve invasive removal, boardwalk construction, native planting, trail maintenance or other ongoing maintenance.



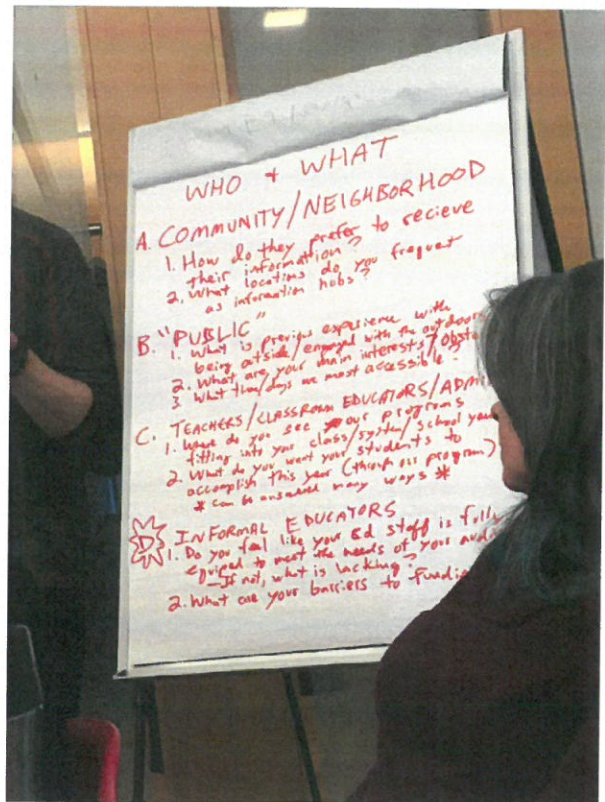
Administrative/Event Volunteers

- Our administrative/Event volunteers might help us get ready a large mailing, staff a friend raiser event at a wine tasting table, help with our fundraising events such as our annual gala or music festival or a range of other fun and interesting GSWA events.
- These volunteers like to be active, don't mind being out of doors in the woods or getting dirty!
- Our needs are a mix of week day and weekend stewardship events
- Typical tasks might involve invasive removal, boardwalk construction, native planting, trail maintenance or other ongoing maintenance.



Communications Volunteers

- Our communications volunteers help us to write content for our website, newsletter, e-newsletter and social media channels.
- These volunteers love to write effectively! They like to take often technical scientific content and make it accessible to our broad membership, and in a diverse array of formats.
- Our needs are for volunteers who can understand the brief, communicate with us regarding the content, and work to a reasonable deadline. This work can be done at home or at GSWA offices.
- Typical tasks might involve writing bi weekly e-news articles, writing up Watershed friendly living tips, or reporting on newsworthy water quality events and current issues.



Education Volunteers

- Our education volunteers help us with our range of educational programming teaching water quality programming in the class or in the field to students in upper elementary , middle school and High school.
- These volunteers are comfortable learning content and then sharing it with diverse audiences. They love to communicate, and may have some teaching experience, either in a formal or non-formal setting.
- Our needs are primarily week days for our educational programs, both in our headwaters locations and in Paterson and Newark schools.
- Typical tasks might involve teaching our water quality program using our hands on EnviroScape teaching model, helping teach outdoors at our conservation management are on field experiences, or sharing best practices at our many outreach events .



Overview

We are in full on planning mode for the 2019 Stewardship field season, which begins in early April, and have many items on our to do list this year, not least because of flooding and wind damage over the winter at the Conservation Management Area which brought trees down and scattered boardwalks.

We have much work to carry out before our spring season of school field experiences takes place at the site, and to comply with our EQIP restoration grant, as well as our ambitious schedule of stewardship practices on our 2019 work plan.

Our deer fence is now 13 years old in places and is beginning to show its age. We know that, due to trees coming down on the fence in places over the last months, we unfortunately now have deer inside the property. Their tracks in the snow have been spotted over the winter as we have been conducting trail work. We will be conducting a deer drive as part of an early spring workday to try and remove them from the site and allow our many native plantings to remain unbrowsed!



Stewardship Funding and Grants

GSWA was the lucky recipient of the Nature Conservancy Roots to Rivers grant for 2019 and now has on hand \$7,350 to purchase native plants, herbaceous materials, tree tubes and stakes. This will enable us to use other monies that come in as part of our corporate workday budgeting for more boardwalk repair, replacement and elevation. All great news. We have also received monies from New Jersey Conservation Foundations Franklin Parker Small grants program which will purchase a GPS unit to help with project monitoring and mapping, and herbicide equipment to help with our invasive species removal program at the site. Horizon Foundation has supported us in work on trail expansion which will allow development work on the new 20 acre acquisition piece, and the Marta Heflin foundation is supporting development work at the property. All this support means that we can really begin to make headway on bolstering trail resiliency, building new boardwalk, restoring forest understory, and improving the wetlands and stream corridor at the site.

We are proceeding with the permitting and applications process for the EQIP grant and have made substantial progress on the invasive removal aspects of the grant.

Conditions at the CMA

2018 was the wettest year on record, and there was flooding at the CMA site in months where the trails have typically been bone dry. Since we are now using the site much more actively for teaching, and in many more months, we need to harden our trail system to become more resilient to flooding, and allow access during wetter times. Workdays this year will focus on elevating and replacing boardwalks in trail areas that were submerged for much of last year. For the record, data from 2017 show that 151 mega liters/day was the average flow at the Millington gorge outflow, whereas in 2018 it was 345 mega liters/day. You can immediately see why we need to elevate our boardwalks! .



Corporate and Community Stewardship Help

We are in process of applying for this year's Goldman Sachs Community Teamwork's projects, and have been lucky enough to receive help from several long term Team Captains, who have stepped up to apply for funds and workdays on our behalf. Goldman Sachs is celebrating its 20th year of CTW projects and is broadening their scope this year, allowing GSWA to once again apply for funds directly. Although we will be applying for CTW projects directly, our Goldman Sachs employees have a 100% chance of submitted projects being approved, which gives us a stable and reliable funding source and volunteer group to plan around.

Four projects have been confirmed to date with funding of **\$6,507**, and four pending projects have another **\$7,076**. If all CTW projects are approved, **300 Goldman volunteers** will give **1,800 volunteer hours** at a federal volunteer in kind rate of **\$44,442**. This is an amazing level of commitment from a single company, and this in kind support can often be used as a match in other stewardship projects and is invaluable.

We also have confirmed workdays with new partner Novartis and law firm Chiesa, Shahinian & Giantomasi PC.

We have proposed workdays on Fridays throughout May and June to focus on our corporate workday program and would love to have hands on help on one of these days if anyone is available. Please let Hazel know if you might be able to help one or more Fridays—we could use the help!

Confirmed dates to this point are 4/26, 5/3, 5/7, 5/10 5/17, 5/24, 5/31,6/7, 6/14, and 6/21.

We are again recruiting summer stewardship interns who will help with the preparation and conduct the workdays alongside staff, receiving necessary skills training and valuable resume building skills. We are still looking to round out our summer intern program so please encourage likely student candidates that you may know to apply to us via email.

Our spring interns have been helping us inventory and tidy our stewardship storage shed in preparation for the beginning of the work season. We may rent them out to homeowners- they did a great job tidying as you can see!

Wetland Violation near Hoag property

We received word from the DEP that the wetlands violation adjacent to our Hoag property has been settled and restoration work will begin in April and will include replanting of trees and other damaged vegetation, removal of all fill and restoration of the hydrology at the site.



Communications Board Report – Val Thorpe

March 2019

Events

The first three months of 2019 have been packed with well-attended programs. Registrations for our upcoming Paterson Falls hike (taking place on March 31) maxed out at 30 before the end of February. There is now a waitlist. This is excellent downstream exposure for GSWA.

Program Spotlights (January - February 2019)

Our first-ever, Jeopardy-style Pub Quiz - a lively afternoon of laughter, brain power, some friendly competition, and environmental prizes. Friends, families, and former-strangers-now-buddies teamed up to answer questions in categories such as birds, animals, cooking, and more – all laced with environmental facts. There were even audio (name that tune) and visual clues. A mid-game break gave everyone a chance to recharge their batteries with some well-deserved pizza and beer. Each winning team left with goodies (first prize was a private guided hike) certificates, and best of all, bragging rights. One teacher in attendance stated, “I did not know that fact, and will take this back to my students.” Another mother was excited to share information with her children. As everyone filed out, they were laughing, exchanging facts, and praising GSWA. Hazel, Sandra, and Adam knocked this one out of the park. This event will definitely happen again!



Dog hike at the CMA - 13 adorable pups brought their humans to out to our CMA. It was a gorgeous, crisp, blue-sky day – just right for a hike with your best friend. Led by Adam, it began with a meet-and-greet in the parking lot so the pups could sniff and get to know each other before taking off into the woods. During the hike Adam described his observations of the nature that surrounded us. He even conducted a mini show and tell with fungus, ferns, moss, and lichen, describing their differences and similarities, and their mutually beneficial symbiotic relationship. (It's pretty cool stuff.) From where I was standing it was an afternoon of wagging tails, interesting

facts, and muddy paws.

Wine and chocolate fundraiser - participants sampled eight different wines paired with eight delectable chocolates and kept track of their experiences on the beautiful scorecards created by Debbie. The cards described each of the wines including what region they were from, the types of grapes, what the palate would experience, and the chocolate pairing. Bubbly banter was heard at the various tasting stations debating flavors and high notes, and we even snuck in a quick game of environmental knowledge with chocolate prizes. We acquired two family memberships that evening and attracted several people to future events.

We are also partnering with Madison, Summit, Parsippany, Florham Park, and Livingston libraries to provide interesting and informative speaker programs on topics like environmentally sound gardening and eco-friendly cleaning products. Co-sponsoring these events provides an excellent opportunity to cross-promote and establish a stronger presence in these towns. We will continue to pursue these types of partnerships with other libraries, etc. as we expand our reach downstream.

Great Swamp Great Music Festival - 2019

Kick-off committee meeting took place on January 24. Current status:



3 sponsors \$10,000 (*we welcome assistance in locating sponsors – email Val for forms and details*)

- Normandy \$5000
- Glenmede \$2500
- Dillard & Adrienne Kirby \$2500

2 of 5 bands have been booked – working on remaining 3 (*suggestions welcome*)

- Gammon Bros
- Not Enough Jeffs

4 food vendors confirmed – not seeking any others

- Summer Daze: hotdogs, sausage sandwiches, fries or tots
- Minuteman: BBQ
- Lebanon Boro General Store: Salads, deli sandwiches, vegetarian, cookies, brownies
- Friendly's Ice Cream Truck: assorted ice cream and shakes

5 merch vendors – a 6th may be added

- Alice – crafts, painted glass, wire trees
- Back to Nature - all things bees and honey
- Garden Goat Soap – homemade goat milk bath and body
- Patricia & Paul – oil & vinegar
- Scooch a Mi Boutique - Accessories that give back

VIP tent packages – includes private tent, catered food, wine/beer, etc. for 10

- 1 confirmed so far – silent auction item at Gala
- Sponsor package is being offered this year for \$7500

Misc.

- Puddles water is confirmed from NJ American Waters (Free)
- Harding Twp. has been notified, permits to follow
- Pulse Sound has been confirmed (same company as last year)
- Tents are being finalized with Ken Rent/insurance to follow
- A promotional committee is in place to lead marketing and promo efforts
- Volunteers – looking to recruit 50+ people to assist in setup, event, and breakdown
- Poster will be available soon (*we could use help hanging them throughout the towns*)

Press - GSWA in the News

GSWA press release was picked up by the NJ Hills Media Group for “GSWA New Board Members” January 25, 2019

Website – at-a-glance

GSWA’s website activity trajectory continues to grow steadily in three categories: Sessions, Users, and Page Views. The chart below shows month-to-date traffic since our new website launch on 4/22/17.

Users = individuals who visit our website

Sessions = user interactions with our website - a single session can contain multiple page views, events, social interactions, and ecommerce transactions.

Page views = specific pages visited on our website

Month	Users	Increase	% Increase	Sessions	Increase	% Increase	Page views	Increase	% Increase
2019									
Feb	31,000	4,000	13%	42,000	5,000	12%	74,500	8,500	11%
2018									
Nov	27,000	5,000	19%	37,000	6,500	18%	66,000	11,000	17%
Aug	22,000	4,000	18%	30,500	3,500	11%	55,000	8,000	15%
Jun	18,000	3,500	19%	26,000	6,000	23%	47,000	9,000	19%
Apr	14,500	3,500	24%	20,000	4,000	20%	38,000	7,000	18%
Feb	11,000	2,000	18%	16,000	3,000	19%	31,000	6,000	19%
2017									
Dec	9,000	2,000	22%	13,000	3,000	23%	25,000	5,500	22%
Oct	7,000	2,000	29%	10,000	3,000	30%	19,500	6,000	31%
Aug	5,000	2,000	40%	7,000	2,500	36%	13,500	4,500	33%
Jun	3,000			4,500			9,000		

Fun fact: After users land on our home page, the top three viewed pages of all time are:

- #1 Blog article: “It’s Too Wet Here - Can I Fill in Wetlands? A Guide to What You Can and Can’t Do in a Wetland Area” (3,491 unique page views) [CLICK HERE TO READ BLOG](#)
- #2 Great Swamp Great Music Festival event page (2,549 unique page views)
- #3 Our events page (2,382 unique page views)

How are our website users finding us? Jan-Feb 2019:

- 60% - organic search (type key words into the search engine)
- 31% - direct (click a link such as an event or a blog received in an email)
- 05% - Facebook (click a link in our Facebook post)
- 04% - referral (click our link on another organization's website)

Social Media

Facebook: We've seen a big increase in page likes and followers in the pasts 2 months

Page Likes – 2725 (up 65 vs. a typical number of 20!)

Followers – 2715 (up 79 vs. a typical number of 20 as well!)

Two of our Facebook posts that went viral in January. That's very good exposure for us. Our goal is to spark interest, encourage conversation, and get the information shared. Typical posts will reach ~200-1200 people, and engagements can be anywhere from 0 to 250+.

- Sandra LaVigne posted the article, "Extreme cold may wipe out high percentage emerald ash borer larvae." 13,000 people reached, 3700 engagements, 282 shares [Click to read](#)
- Kristina Necovska posted this meme (below) that reached 11,000 people with 1050 engagements and 112 shares.



Instagram: Followers – 1066 (up 53)

Twitter: Followers – 2261 (no change)

*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/greatswampnj/>

Twitter: <https://twitter.com/GSWA>

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

March 2019

Board Development Report

Via emails and phone calls, I spent a large part of late January through the end of February following-up a 77 person lapsed-donor mailing to prior supporters who were lapsed between three and six years. Largely no response, however we received one \$500 gift from a donor who had not given in five and half years, as well as a face-to-face with Harold Imperatore, Sally, and board members Matt Krauser and Tony DellaPelle. We hope that Harold Imperatore is interested to re-engage, but he has not given since 2011.

I also followed- up with all Advisory Council and Board members regarding the importance of bringing a guest to the generous donor cultivation cocktail party hosted by Nadine Vitro at Investors Bank on Thursday, March 7th.

Wade Kirby
Director of Development
Great Swamp Watershed Association

Gail Perry's Five Easy Ways to Engage Board Fundraising

(As recommended by the Environmental Directors' Group)

1. Make your Own Gift – a proud, personal gift!
2. Be an Amazing Advocate for the Mission of your organization – tackling problems in the community - communicating your enthusiasm to others.
3. Each fiscal year, provide a list of potential major funders who could catapult GSWA's financial future.
4. The "Thank You Project" – develop a list of ten people who you will contact and introduce yourself to as a GSWA board member. Thank them, and ask why they support this organization. Then listen.
5. Host a "porch party," i.e. the recent March 7th gathering at Investors Bank. The Executive Director will deliver a short explanation of the organization's Mission, and then you open the floor for questions and discussion. (Could be a cookout or an event at someone's home or club.)

**Great Swamp Watershed Association
Monthly Development Summary
as of January 31, 2019**

	January Actual	January Goal
Individuals		
Trustees	0	4,500
Major Gifts	13,000	51,500
Membership	2,928	1,150
Total Individuals	15,928	57,150
Institutions		
Corporations Restricted	0	0
Corporations Unrestricted	7,823	0
Foundations Unrestricted	0	0
Foundations Restricted	0	10,000
Organizations	0	0
Total Institutions	7,823	10,000
Events		
Gala	0	85
spring fundraiser/ HT	0	0
Total Events	0	85
Total	23,751	67,235

YTD Actual (July - January)	Goals YTD (July - January)	Percent of Goal Through January
3,300	11,525	29%
81,652	124,600	66%
43,375	41,887	104%
128,327	178,012	72%
42,500	37,500	113%
10,616	4,022	264%
83,500	61,500	136%
89,800	57,395	156%
0	0	0%
226,416	160,417	141%
229,375	192,030	119%
229,375	192,030	119%
584,118	530,459	110%

Goals July '18- June '19	Progress to FY2019 Goals
40,000	8%
185,000	44%
76,900	56%
301,900	43%
69,340	61%
13,225	80%
87,500	95%
87,395	103%
257,460	#DIV/0!
193,980	118%
26,000	0%
219,980	104%
779,340	75%

January 2018 Actual	July '17 - June '18 Actual
0	30,911
51,500	182,146
3,849	75,059
55,349	288,116
0	53,853
1,243	12,886
0	70,900
10,000	70,950
0	0
11,243	208,589
0	204,188
0	30,021
0	234,209
66,592	730,914

Note 1
Note 2

Note 3
Note 4
Note 6
Note 3

Note 5

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
6. \$5000 Simon gift was removed from MG and placed into foundation unrestricted.

**Great Swamp Watershed Association
Monthly Development Summary
as of February 28, 2019**

	February Actual	February Goal	YTD Actual (July - February)	Goals YTD (July - February)	Percent of Goal Through February	Goals July '18- June '19	Progress to FY2019 Goals	February 2018 Actual	July '17 - June '18 Actual	
Individuals										
Trustees	1,125	5,000	4,425	16,525	27%	40,000	11%	50	30,911	
Major Gifts	50,500	5,400	132,152	130,000	102%	185,000	71%	5,801	182,146	Note 1
Membership	3,196	1,600	46,570	43,487	107%	76,900	61%	2,699	75,059	Note 2
Total Individuals	54,821	12,000	183,147	190,012	96%	301,900	61%	8,550	288,116	
Institutions										
Corporations Restricted	0	1,500	42,500	39,000	109%	69,340	61%	1,035	53,853	Note 3
Corporations Unrestricted	236	9,102	10,852	13,125	83%	13,225	82%	758	12,886	Note 4
Foundations Unrestricted	500	0	84,000	61,500	137%	87,500	96%	0	70,900	Note 6
Foundations Restricted	10,000	0	99,800	57,395	174%	87,395	114%	500	70,950	Note 3
Organizations	0	0	0	0	0%	0	#DIV/0!	0	0	
Total Institutions	10,736	10,602	237,152	171,020	139%	257,460	92%	2,293	208,589	
Events										
Gala	0	250	229,375	192,280	119%	193,980	118%	250	204,188	Note 5
Spring fundraiser/ HT	0	0	0	0	0%	26,000	0%	0	30,021	
Total Events	0	250	229,375	192,280	119%	219,980	104%	250	234,209	
Total	65,557	22,852	649,674	553,312	117%	779,340	83%	11,093	730,914	

Notes

1. All individual gifts \$500 and up. Excludes Trustee Giving. In previous years, Major Gifts were included in Membership.
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 6. \$5000 Simon gift was removed from MG and placed into foundation unrestricted.

	A	B	C	D	E	F	G
1	GSWA Grant Activity	Current Period Results			July - Mar 2019	YTD	
2	Dec 31/18 - March 13/19	Actual	Budget	Diff	Actual	Budget	Comments
3	Corporate Unrestricted						
4	BASF Corporation	7,500	7,500	\$0			1st grant award above \$5.0k
5	Sub total	\$7,500	\$7,500	\$0	\$10,852	\$13,125	as a direct result of our solicitation
6	Corporate Restricted						
7	Sub total				\$42,500	\$46,500	Awaiting Bayer Award
8	Foundation Restricted						
9	Watershed Institute- Roots for Rivers Program	\$3,675	\$0	\$3,675	Native plantings for CMA		NEW - Total Grant award of \$7,350
10	Sub total	\$3,675	\$0	\$3,675	\$103,475	\$57,395	
11	Foundation UnRestricted						
12	William E. Simon Fdn.	\$500	\$0	\$500			Simon awards down from prev \$5k level
13	Sub total	\$500	\$0	\$500	\$84,000	\$61,500	
14	Total Grants	\$11,675	\$7,500	\$4,175	\$240,827	\$178,520	
15	Applications Submitted/ Pending						
16	Bayer (\$7.5K), Ardia Fdn. (\$1,5K), Leavens Fdn. (\$10k), Garden Club Somerset Hills (\$1.0k), EPA (\$50k)						<u>For purpose of this report, Actual Column Data includes Grants awarded, but not yet received</u>
17	Relationship Development						
18	Massey Quick Simon						Submitted proposal for consideration to be beneficiary of annual charity golf tournament
19	Allergan						Made contacts in NJ for corporate volunteer days, and with Foundation in CA. for grants.
20	Novartis						Established contacts in NJ HQ, and GSWA was invited to be Community Corporate Partner which should lead to grant funding.