



Great Swamp Watershed Association

Meeting of the Board of Trustees

Friday, May 31, 2019

8:00 a.m. – GSWA Headquarters

Agenda

- Tom Moore, VP Endowment & Foundation Advisory, Glenmede – The Impact of New Tax Laws on Charitable Giving
- Approval of Board Minutes from 3/22/19 Meeting
- GSWA Board Engagement Survey April 2019 - Raw Data (*will be discussed in further detail at June Board Meeting*)
- Development Report - Monthly Development Summary and Grant Activity
- Finance Report - Budget Performance April 2019
- Executive Director Report
- Music Festival Update
- 40th Anniversary 2021 Subcommittee – Possible Capital Campaign Opportunity
- Other Business
- Adjourn

Next Meeting: Friday, June 28, 2019

Upcoming Events

Sunday, June 9	Great Swamp Great Music Festival	12:00 p.m.	Harley Farms Polo Field
Friday, June 14	Full Moon Hike	8:30 p.m.	Jockey Hollow, MNHP
Thursday, June 27	Members-Only Hike	6:00 p.m.	GS Nat. Wildlife Refuge
Wednesday, July 17	Caribbean Night at the Swamp	5:30 p.m.	GSWA Headquarters

Great Swamp Watershed Association
Board of Trustees Meeting Minutes
 Friday, March 22nd, 2019 at 8 a.m.

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

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

Staff: Wade Kirby, Sue Levine, Sally Rubin, Val Thorpe

The meeting convened at 8:08 a.m.

Cathy Lee motioned to approve the Minutes from the board meeting held on January 18, 2019. The motion was seconded by Kathy Pfeil and passed unanimously.

Jay DeLaney motioned to approve Alex Vitro's membership on the Advisory Council. The motion was seconded by Michael Dee and passed unanimously.

Safety

Sue Levine reported that there is a rodent problem in the building as well as inadequate lighting along the driveway going down the hill towards the parking area. Both will be addressed by the landlord. The lease expires this year and will be re-examined prior to renewal.

Paterson SMART

This is an economically depressed part of New Jersey where environmental hazards such as flooding that contains raw sewage may be corrected through the intervention of a green infrastructure that includes educational programs. The goal of Paterson SMART is to encourage the use of green infrastructure to combat flooding, which may include a "green street" that will have Rain Gardens as well as the construction of a park for people afflicted with autism. City schools will be directly involved and state funds from the DEP through 319 grant money will be used for storm water management. Sue Levine is our direct liaison to this transformational project.

Finances and Human Resources:

The YTD results were reviewed. See attached. Trustee Giving is off significantly and will be addressed later. There were some timing issues which were identified. The board designated remains at \$88K. Endowment is at \$1,181,111.35. There were no HR issues.

Music Festival:

Val Thorpe appealed to the board to secure music festival sponsorships from corporations. She specifically explained the value of a \$7,500 sponsorship that comes with a private tent for ten employees and guests in a prime field location along with a catered lunch and beverage service. Nadine Vitro said that Investors Bank will contribute a sponsorship of \$1,000. The festival sponsorship opportunities will soon appear on our website.

Land Stewardship:

Work days for Land Stewardship were requested to be forwarded to the board.

Executive Directors Report:

Sally spoke about a meeting at which she, Wade and Tony DellaPelle met Advisory Council/board member prospect Joseph Donegan. Joe was recommended by John Murphy who handles our employees' retirement plan. Another meeting is scheduled for Thursday, April 4th with Drew Maldonado which Jordan Glatt, Sally and Wade will attend. It is hopeful that Jordan and Drew will facilitate connections and opportunities in Summit assisting with our downstream expansion.

Scott Morris is making a documentary about Mary Bruno's challenging trip kayaking down the Passaic River. He asked the GSWA to be a "fiscal sponsor" where we hold funds from other sources contributed for the production. We would need to see a budget. Reed Auerbach offered to help Sally decide how to proceed.

Sally delivered an update on a possible office move to the Ferber property in Green Village. The property would be purchased by PSE&G for a "laydown area" during some transmission improvements and ultimately preserved and conveyed to the Refuge. The GSWA would then enter into an arrangement with the Refuge to take over the buildings, which the Refuge is not interested in.

Sally spoke about approaching Congresswoman Mikie Sherrill to be our 2019 Gala speaker and honoree. She said that Mikie was honored to be asked, however committing to something this far in advance is currently a challenge. We have encouraged a decision sooner than later.

Development:

Wade reviewed board member responsibilities that start with the meeting he has with individual trustees at the beginning of each new fiscal year. Commitments are made under a number of different criteria including financial contributions between July 1st and June 30th. As the board is historically quite generous with respect to the annual Gala, Wade reminded them that a personal contribution in addition to their Gala contribution is requested. It is important

to follow through with their offers to make personal introductions with contacts as well. And 100% annual board participation is crucial for inquiries made in seeking funds from all other sources. A line item on the annual budget for trustee giving is approved each year **by the trustees**. Wade thanked the board for their service and vested interest in our success.

Sally called everyone's attention to our upcoming events as listed on the agenda. Wade encouraged attendance at Friendraisers, and at least two events of any type per year.

Lisa Stevens spoke about the amazing longevity of devoted volunteer service from Stephen Gruber over a period of twenty years! It was proposed that his dedication be formally recognized at our 2019 Gala.

There being no further business the meeting adjourned at 9:18 a.m.

Respectfully submitted,

Wade Kirby
Director of Development

GSWA Board Engagement Survey April 2019

As we continue to implement our strategic plan, we have convened a Board Engagement Subcommittee to examine a range of opportunities for deepening and increasing trustee types and levels of engagement. We value you as a steward for GSWA, and we ask that you complete this survey to share your important input and insights. Please complete this survey by May 1, 2019 and return to Sally Rubin electronically, by mail, or by drop off. Thank you for your time and continued service.

1. How do you describe GSWA's mission to others?

To help keep our water clean and our land from being overbuilt, and to help educate people (young and older) in environmental issues.

Watchdog for the environment in the Great Swamp Watershed.

Monitor water quality, preserve land.

Maintain CMA.

GSWA is a non-profit that aims to protect and improve our water resources in the Passaic River watershed through various initiatives.

Depends on my audience. With friends, I promote the mix of social events- a fun group and a good cause. With the general public our water quality testing, land trust designation, working to protect the Passaic River. Local political- highlighting GSWA in elements of Township Master Plan as a resource.

Keeping water clean.

The Great protector of the Great Swamp and educate people about the same and protection of NJ's water.

I will begin by answering subjectively. It has been my experience that each project undertaken has been done in a professional, instructional, unbiased and "joy-filled" manner. We have amazing resources in our staff- committed, intelligent, engaging. All these traits translate to the same quality when out on our mission: education, land protection, water monitoring, fundraising. We are a hands-on Association, which protects the environment of the GSW and surrounding area.

They are an environmental non-profit focusing on protecting the water and land around the Great Swamp and Passaic River Watershed area. Their activities focus on water monitoring, land preservation and advocating for environmental issues and educating children and college students and the public.

We protect the Passaic by educating students and adults, monitoring our streams and advocacy to protect.

Stewards of the Great Swamp and our drinking water.

GSWA's mission is to protect the watershed of the Passaic River region.

Protect water quality of the Passaic River area and make those affected communities aware of the importance of clean water on our health and environment.

Protecting the Great Swamp, educating public about water from headwaters to the falls.

We are a water company and until water starts running uphill we will always have a job to do.

Protecting and preserving our water quality, watershed, land preservation and education.

GSWA is an environmental org focusing on the conservation and preservation of the Passaic River and surrounding areas. The org includes the community in these efforts through educational and social events that involve hands on experiences, fun and informative presentations and events, and advocates for the protection and preservation of this water source and region.

Promote clean water and clean environment.

**2. How do you describe *how* GSWA achieves that mission?
(What do we actually do?)**

We test water and advocate for cleaning up the source of pollution, locally and (increasingly) downstream.

We run fun and interesting educational programs locally and downstream, for children and adults.

We fight egregious overdevelopment in and around the Swamp and its watershed.

We help acquire land for conservation, for ourselves and in partnership with other appropriate organizations.

Sample water and partner with the NJDEP on water sampling buy land, maintain trails and improve habitat at the CMA.

Great programs, great PR.

Education and training, preservation of lands in the watershed, and partnerships with other organizations with similar goals.

At a recent screening of the Saving Great Swamp movie I had the opportunity to describe GSWA's ongoing water quality testing in response to audience questions. Also highlight our educational outreach activities at local schools and our many programs including the Breakfast Briefings.

Education, land acquisition, and stewardship.

Testing water for pollution, microplastics, etc. Activists against pipelines and other detrimental projects. Remediate polluted areas (Rolling Knolls). Fight against invasive species, replant native varieties. Education: road salt, recycling, impervious surfaces, etc. Land trust property acquisition.

Water monitoring, K-12 and college programs, internships, participation in community planning, CMA protecting and preserving land, public education, advocacy for environmental issues.

We take our educational programs to schools and towns. When we go to the underserved places like Paterson we reach those students who otherwise might not feel connected to the large body of water that runs through their town but is fenced off from them. The education in Paterson connects the students from their school parking lot, following the run-off right into the river. Teaching about and preventing run-off in Paterson is a direct tie to our mission.

We provide education, speak out when something threatens the habitat. We promote what a wonderful asset we have in our back yards that few know about and take the time to enjoy.

Educate and Advocate!

Education, advocacy and land preservation.

Passionately and objectively.

Education and outreach connections

Through a passionate knowledgeable staff and volunteers committed to GSWA mission.

GSWA works collaboratively or independently to raise awareness about the importance of the Passaic River region and how clean, healthy water sources benefit us, our quality of life, and the wildlife that lives in and passes through the area. The org puts together scientific and social events that always have a critical educational component, helping people better understand the importance of the work they do and how it effects them on a personal level. They welcome the public into their efforts, which helps increase curiosity and inspires people to donate their time, financial resources, and skills to support the organization's mission.

Promote clean water and clean environment.

3. What do you love most about GSWA? Please elaborate.

The work that we are doing, the staff, and the many great people on the Board.

Water monitoring program becoming more professional each year.

More land being investigated for preservation.

Trails and habitat at CMA being improved.

Passions of the staff and the volunteers for furtherance of our mission.

The people. Great group of volunteers and staff.

Every educational program I have been to has been great. I also like the spirit of the people on the staff and board.

The people and the things we do.

It gives me an opportunity to personally engage in protecting our environment.

Working with the staff to monitor the water, educate K-12 kids on importance of protecting the watershed, attend breakfast briefings.

How we stay focused on the water, not letting influences that distract from the protection of the water get into the mission. Meaning how we look at development progress and how we can help progress while PROTECTING the ground water that flows into our streams to the Passaic.

Too early for me to comment on.

The people and their passion for a local/regional mission that is a total "no brainer" but that absolutely needs attention.

The importance of the mission to fight to preserve clean, drinkable and fishable waters in our region and to raise community awareness as to steps individuals can take to move us closer to this goal.

The Swamp's protection and the people.

Our history. Where we came from and where we are going.

The people.

I love the dedication to the mission, the hardworking, knowledgeable staff who are thoroughly committed to the core values of GSWA, and GSWA's desire to include the community in their work, increasing public understanding of water issues. GSWA does an exceptional job hosting fun and educational events all over the area that serve a greater purpose and allow anyone to connect with the organization. I am honored to serve on the board of such a wonderful, effective organization.

The passion of the staff and board to achieve a common goal but also keeping an open mind to broaden our scope/mission.

4. Why do you serve on the Board of Trustees? Please check your top two reasons.

- 12 To contribute to a mission for which I have passion
- 11 To contribute to my local community
- 2 To make professional connections
- 3 To make personal connections
- 9 To fulfill a desire to volunteer
- 5 Because someone I respect asked me to serve
- 4 Because the organization benefits from one or more of my capacities (skills, knowledge, experience, network, etc.)
- Other: Please describe:

5. How do you support GSWA? Please check all that apply.

- 14 Volunteer time
- 3 In-kind materials and supplies
- 14 Annual personal financial gift
- 15 Attend gala
- 11 Bring friends/colleagues to gala
- 12 Attend programs
- 10 Bring friends and/or family to programs
- 5 Procure silent auction gifts other giveaways for events
- 3 Acquire corporate sponsorships
- 1 Request matching gift from employer
- Allocation of GSWA in will or estate plans

- 1 Hosting coffee/tea at home or work to promote GSWA
- 2 Help implement corporate work days
- 3 Identify partnerships for programming (school districts, funders, etc.)
- 5 Educate/Advocate on behalf of GSWA (in public forums, around environmental issues, in terms of local policy)

Other: Please describe:

Advocate for GSWA with family and my network of friends.

Recognizing GSWA role of land preservation and water quality improvement in Township Master Plan.

I will confess that some of this is aspirational and includes what I hope to do this year.

Bring awareness.

6. What prevents you from engaging *more* as a trustee? What are the barriers to increasing your engagement over the next 1 – 2 years?

- 16 Limited time
- 7 Financial constraints
- 3 Discomfort asking friends and colleagues to consider contributing to GSWA
Discomfort asking employer to participate in GSWA fundraising activities
Dissatisfaction with a particular fundraising strategy. Please describe:

1 Need for more GSWA staff support with communicating GSWA's work and needs (e.g., overviews, scripts, communication approaches with certain audiences)

Need for more GSWA staff support to secure and complete fundraising activities (e.g., reminders, advice on how to set up and complete certain trustee-hosted events, etc.)

Other: Please describe:

Most programs are during the week when my wife and I live in NYC and are early evening which prevents our attendance.

7. What do you believe to be the most pressing (one) priority for the Board of Trustees over the 12 months?

Making the connection between the environment and what we eat. (and balancing our mission and our fundraising.)

None. The Board is very well chosen and performing well.

We need a larger endowment.

Managing the expanded downstream programs while not compromising the level of activities in the local area.

I am still getting my feet wet and don't feel I can identify this yet.

Wealth, work, wisdom, diversity- geographic, color, age.

Spreading ourselves too thin with existing staff. Over-reaching our original purpose of protecting our primary watershed. Removal of toxins, microplastics in our waters. De-clog waterways. Eradicate invasive plants, remediate asbestos. Provide more marked trails.

Stay financially sound when trying to grow. Not growing too fast. Insure limited liability while growing.

We need to tie in our role as Waterkeeper Alliance Affiliate of the Passaic River to the work we are doing downstream of the Great Swamp Watershed. We are doing the work, let's talk about it as the Waterkeeper.

Too soon for me to comment.

Expansion of the GSWA mission to include entire Passaic River region.

Increase financial support for both current use and endowment.

Fundraising.

Raising awareness of the mission

Ensure the financial stability and endowment to protect the short and long term survival of the organization.

Increasing participation and awareness among younger generations.

Promoting the GSWA.

8. Optional: Please share your name as you feel comfortable.

THANK YOU FOR YOUR TIME AND REFLECTION.

Wade's Development Board Report

Monday, May 20, 2019

Concluded follow-up for lapsed-donor "low hanging fruit" mailing to 78 recipients (January '19).

Initiated contact with eligibility for special project funding from the Garden Club of America's Founders Fund approved and submitted through the Madison Garden Club.

Assisted with Earth Day Appeal mailing on Wednesday, April 17th received by 182 major donors.

Status assessment of all major donors' giving from FY2018 vs. FY2019. Followed-up on all outstanding gifts in FY2019 and cross referenced with responses to Earth Day Appeal.

Total music festival sponsorships secured are just under \$30,000.

Assisted with planning (invitation list and site visit) for Summit area cocktail party for prospective donors to be held at the Visual Arts Center of New Jersey on Thursday, June 13th from 5:30 - 7:30 p.m.

Meetings Held:

- Jennifer Avers: non-profit consultant and Social Impact Advisor (will present at the Friday, June 28th board meeting);
- Eric Dugan/3D Capital Management;
- Sally and I met with Dennis Wilson/Delta Dental of New Jersey, Inc. and his wife Dona regarding music festival sponsorship;
- Sally and I met with Jordan Glatt and Drew Maldonado regarding the Summit cocktail party;
- Attended Stream Assessment Training ;
- Organized GSWA presentation for the Bernards Area Business Alliance ;
- Attended the New Jersey Land Conservation Rally in New Brunswick;
- Attended Environmental Directors Fundraisers' Meeting Online;
- Attended GSWA co-sponsored event, "Old Growth Forests" at the Madison Library;
- Lunch with Geof Close/Morgan Stanley regarding presentation to our board on Planned Giving;
- Met with Sue Levine regarding FY2020 Annual Budget;
- Sally and I had a private tour with Gates Helms Hawn of his beautiful gardens and home.

GSWA held its 2019 Gala Kickoff on Wednesday, May 15th with 12 in attendance. Gala folders were handed out to the trustees in attendance and are ready and available for your use, if you did not get one. Forms for Gala Underwriting and Auction Donations are included in the folder. We are hoping you will all think outside of the box and each generate some fantastic new auction prizes (i.e., travel and vacation stays—yours or your friends', sports and event tickets, behind-the-scenes private tours and shadowing opportunities, TV show tickets, etc.) Sponsorships and prize donations now being accepted!

**Great Swamp Watershed Association
Monthly Development Summary
as of April 30, 2019**

	April Actual	April Goal
Individuals		
Trustees	0	5,000
Major Gifts	10,334	1,000
Membership	5,900	7,240
Total Individuals	16,234	13,240
Institutions		
Corporations Restricted		10,000
Corporations Unrestricted	50	0
Foundations Unrestricted	0	0
Foundations Restricted	10,000	2,500
Organizations	0	0
Total Institutions	10,050	12,500
Events		
Gala	0	0
Music Fest	12,800	0
Total Events	12,800	0
Total	39,084	25,740

YTD Actual (July - April)	Goals YTD (July - April)	Percent of Goal Through April
5,950	25,525	23%
147,486	149,000	99%
57,973	53,431	109%
211,409	227,956	93%
42,500	56,500	75%
12,159	13,225	92%
84,000	61,500	137%
103,475	59,895	173%
0	0	0%
242,134	191,120	127%
229,375	193,980	118%
23,340	0	0%
252,715	193,980	130%
706,258	613,056	115%

Goals July '18- June '19	Progress to FY2019 Goals
37,500	16%
185,000	80%
76,900	75%
299,400	71%
69,340	61%
13,225	92%
87,500	96%
87,395	118%
0	#DIV/0!
257,460	94%
193,980	118%
28,500	82%
222,480	114%
779,340	91%

April 2018 Actual	July '17 - June '18 Actual
9,325	30,911
7,500	182,146
13,835	75,059
30,660	288,116
350	53,853
375	12,886
0	70,900
0	70,950
0	0
725	208,589
0	204,188
7,870	30,021
7,870	234,209
39,255	730,914

Note 1
Note 2

Note 3
Note 4

Note 6

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, workplace giving, 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. Update: \$10,000 from Rutgers University (Foundations Restricted) moved to Programs/downstream.

	A	B	C	D	E	F	G
1	GSWA Grant Activity	Current Period Results			Jul - May	YTD	
2	Mar 13/19 - May 15/19	Actual	Budget	Diff	Actual	Budget	Comments
3	Corporate Unrestricted						
4							
5	Sub total	\$0	\$0	\$0	\$10,852	\$13,125	Corp Match Not
6	Corporate Restricted						
7	Valley Nat Bk	\$3,500	\$5,000	-\$1,500			Downstream Educ
8	Sub total	\$3,500	\$5,000	-\$1,500	\$46,000	\$56,500	Awaiting Bayer Decision
9	Foundation Restricted						
10	Leavens Foundation	\$10,000	\$5,000	\$5,000			Microplastics
11	Lillian P. Schenck Fdn.	\$3,000	\$2,500	\$500			Environmental Education
12	Sub total	\$13,000	\$7,500	\$5,500	\$116,475	\$64,895	\$22k - timing
13	Foundation UnRest.						\$56k- actual vs
14							
15	Sub total	\$0	\$0	\$0	\$84,000	\$61,500	budgeted
16	Total Grants	\$16,500	\$12,500	\$4,000	\$257,327	\$196,020	
17	Applications Submitted/ Pending						
18	1stEnergy (\$5.0k) Bayer (\$7.5K), Wallace Fdn (\$30.0k), Cestone Fdn (\$25k)Garden Club of America (\$30.0k), Impact 100 (\$100.0k), NPS (\$8.9k), 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>
19	Relationship Development						
20	Massey Quick Simon						We were not selected as 2019 recipient for Golf tournament donation
21	Allergan						letter of Intent for 2019 grant filing in May. VG relationship developing locally and with fdn in CA.
22	Novartis						Community Partner workday completed 05/17. Good potential for grant in last half 2019.

Great Swamp Watershed Association
Profit & Loss Budget Performance
April 2019

5:49 PM
 05/06/19
 Accrual Basis

Ordinary Income/Expense	Apr 19	Budget	% of Budget	Jul '18 - Apr 19	YTD Budget	% of Budget	Annual Budget
Income							
Annual Event	0	0	0%	228,368	193,980	118%	193,980
Corporate	1,104	10,000	11%	55,428 ¹	69,725	79%	82,565
Foundation Support	10,000	3,000	333%	213,475 ²	121,895	175%	175,395
Fund Transfer Income 4% Draw	0	0		40,000	40,000	100%	40,000
Individual - Membership	4,184	7,240	58%	57,405 ³	53,431	107%	76,900
Individual Major Donors	9,334	1,000	933%	145,486	149,000	98%	185,000
Individual Trustee Giving	125	5,000	3%	5,950 ⁴	25,525	23%	37,500
Music Fest Event	13,300	0	100%	23,340 ⁵	0	100%	28,500
Other incomes misc	1	120	1%	2,004	1,160	173%	1,400
Program & other income	255	2,960	9%	22,858	23,750	96%	37,300
Restricted Individual Donations	0			25,000	25,000	100%	25,000
Total Income	38,303	29,320	131%	819,313	703,466	116%	883,540
Gross Profit	38,303	29,320	131%	819,313	703,466	116%	883,540
Expense							
Administrative Expense	7,976	9,403	85%	73,512 ⁶	92,686	79%	107,467
Administrative Payroll Total	45,781	46,598	98%	467,432	478,656	98%	583,273
Advocacy / Muni Alliance	85	2,500	3%	1,834	7,500	24%	10,000
Annual Event Expenses	0	0	0%	51,545	58,488	88%	58,488
Communications Expense	0	643	0%	-38	6,434	-1%	7,721
Development Expense	0	1,488	0%	5,321	7,323	73%	15,600
Education and Outreach	310	2,050	15%	5,982 ⁷	20,400	29%	23,800
Expansion Region excldis labor	0	460	0%	234	3,738	6%	4,658
Hyde and Watson Grant Exp	0			879 ⁸			10,200
Mailing	2,092	863	242%	3,931	6,273	63%	10,200
Membership	45	92	49%	11,785	10,147	116%	15,100
Music Fest Software	100	2,500	4%	403	2,500	16%	12,500
Stewardship	464	172	270%	3,060 ⁹	3,227	125%	29,853
Stewardship Land Acquisition	0	0	0%	4,687	3,100	151%	8,100

**Great Swamp Watershed Association
Profit & Loss Budget Performance
April 2019**

	Apr 19	Budget	% of Budget	Jul '18 - Apr 19	YTD Budget	% of Budget	Annual Budget
Water Quality	0	902	0%	6,957	16,857	41%	28,400
Water Testing - Well	0	0	0%	0	0	0%	2,500
Total Expense	56,853	67,670	84%	641,566	717,329	89%	917,660
Net Ordinary Income	-18,549	-38,350	48%	177,747	-13,863	-1,282%	-34,120
Other Income/Expense							
Other Income							
Grants - Dreesen Advocacy	0	833	0%	0	8,334	0%	10,000
Special Grants or Board Designa	0	2,083	0%	0	20,833	0%	25,000
Total Other Income	0	2,916	0%	0	29,167	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	29,167	-0%	35,000
Net Income	-18,549	-35,434	52%	177,717	15,305	1,161%	880

Great Swamp Watershed Association
Profit & Loss Budget Performance
April 2019

5:49 PM
05/06/19
Accrual Basis

1. Still waiting on Bayer of \$7.5k; First Energy/JCPL ; Received Valley \$3.5k v Budget of \$5.0k in May
2. Foundation Upsides v. Budget include:
Guildford Foundation +26.0k; Meerwarth 15.0K; George W Bauer +10.0k; Leavens +10.0k; and +5.0k for each of the following - Summit Community Area Fund; Tyler; FM Kirby; Victoria; Community Foundation of NJ
Lillian Schenk -2.5k
3. April Earth Day Appeals and Renewals lower than last April primarily due to timing of renewal letters.
4. Trustee Giving is off v. Prior Year and Budget - Some of the difference is reflected in other categories, primarily the Gala and Music Fest
5. Sponsorship doing well; ticket sales should begin shortly.
6. Timing of Computer expenses - PC purchases and Equip; Audit payment
Note, Software is noted below but will eventually be combined into General Admin.
7. Expenses coming in lower than budgeted
8. Timing - Grant of \$10.0k recieved and will be spent
9. Budget portion is in Admin Exp - this category will eventually be moved back to Admin Exp.
10. Timing

Executive Director Report 5-2019

Since our last board meeting in March, the office has been incredibly busy!

I attended a Newark Doing Infrastructure Green meeting (DIG).

Rick and I also attended a luncheon hosted by PSE&G for their grantees.

Wade, Rick, and I continued to meet with various corporate donors and potential donors, including: JCP&L, AIG, Dennis Wilson from Delta Dental, Glenmede, Regent Atlantic, M&T Bank, Drew Maldonado, Nancy Deutsch, Len Berkowitz, Gates Helms Hawn and others.

Wade, Rick and I have continual conversations about fundraising strategies and initiatives, including the spring appeal and various fundraisers and ideas for next year. Val is currently drafting the annual chairman's appeal which is mailed in early June.

The give/get subcommittee met on April 1 and I have been working on ways to calculate total board giving to report back to the subcommittee. We are considering implementing giving levels or giving societies for board members. This would enable board members to commit to their overall giving and to be asked only once for their annual commitment. It would include gala commitment, music event, and annual giving. We will look at mean and median giving (and getting). Of course, certain people have been and may continue to be invited onto the board without a specific giving requirement (although everyone is asked to give something so we have 100% participation).

I attended a two-day microplastics conference at Rutgers.

I drafted a Board survey and collated results (which are being shared with you).

There were two Rolling Knolls Community Advisory Group meetings in April and May. Rick and I submitted a grant request to EPA for technical advisor assistance to review EPA documents and proposals related to the cleanup.

I am having ongoing discussions with the Open Space Institute about our potential involvement in the Boonton Reservoir project. The Reservoir is located in the Rockaway River watershed which drains into the Passaic. I have an upcoming conference with the Jersey City Environmental Commission to learn what they would like at the property. For now, the Environmental Commission is specifically interested in baseline and ongoing water quality monitoring, however, we may be involved in all aspects of our mission: education, water quality, and stewardship. This potential project may require additional resources, both financial and human.

Hazel and I held a site visit at a 12- acre property in Harding owned by one of our donors, Judith Hazlewood. After reviewing the property in conjunction with our acquisition criteria and reviewing with our land acquisition subcommittee, we determined that this was not an appropriate property for us to own.

We have actively begun Gala preparations. Our gala is scheduled for October 3 at the Brooklake Country Club and Congresswoman Mikie Sherrill is our honoree. Thanks to an anonymous donor, \$50 per person will be donated for anyone who orders a vegan meal at the Gala. This will be featured prominently in the invitation and a special meal is being created by a famous vegan chef.

I have met with Jordan Glatt a few times and spoken with some other Summit residents (Adam Psichos and Carla Panzitta from Glenmede as well as Marian Glenn) and we have planned a cocktail party meet-and-greet for some selected Summit residents on June 13. As we expand our programming into Summit, we need to get more Summit residents engaged with our organization. Wade will have more to say about this event at our Board Meeting.

Most of the staff attended the annual New Jersey Conservation Land Rally in April. I have served on the planning committee for several years and I think this was the best conference in a while and very well attended with over 400 participants.

Val has been working diligently on the upcoming Music Festival and I have also worked on logistics and fundraising for this event.

Rick and I worked on applying for an Impact100 grant, focusing on education and water-quality initiatives in Paterson. We will be notified in August for a site visit, if we are one of the semi-finalists.

There is no update on preservation of the Ferber property in Green Village in Chatham, other than the Refuge saying that PSEG is moving forward. I will continue to follow up and monitor progress and keep the Board informed.

I have been working with Sue on forecasting for the end of this fiscal year and on next fiscal year's budget, which will be discussed and approved at our Board meeting on June 28.

We also need to start thinking about our 40th anniversary in 2021.

GSWA Water Quality Programs

Board Meeting Report

May 2019

Water Quality Reporting

The 2018 WQ Report Card is available on the GSWA website for any who have not yet seen it. Two full presentations of the data to our local communities have taken place, one at the Summit Library in March and one at the GSWA office in May. Other presentations to local organizations and municipalities which included some of the water quality data as well as other GSWA projects have also taken place.

Water Quality Monitoring

Chemistry Monitoring

Our 2019, chemistry monitoring is proceeding mostly as planned. We were delayed in our winter sampling, which should occur mid to late Feb due to weather and that sampling occurred in early March. We just completed our second round of chemistry sampling, spring sampling, in mid-May and are awaiting results from the lab.

Planning has begun for our next stage of sampling expansion. We are reviewing drainage areas as well as access points to determine the best locations for sampling. With our next expansion we are looking to move downstream through Wayne, below the Pompton River confluence. Using the data we have collected over the past two and a half years we are looking at consolidating our current expansion sites from five down to two. We are still determining the number and locations of the sites for the next stretch of the river.

If anyone is interested in assisting with sampling, please let me know via email sandral@greatswamp.org

Visual Monitoring



Figure 1 Stream Assessment Training

Our spring visual assessments are under way. We held two very successful stream team training sessions last fall and again in the spring. Both sessions were conducted at Florham Park library. With the help of our new volunteers we have been able to add four new sites in our expansions area. We are always looking to add new members to our Stream Team. If you are interested in becoming a volunteer and assisting with visual assessments please contact me.

Bacteria Sampling

We are preparing for our 2019 bacteria sampling program. We will be sampling 21 sites throughout the watershed and our current expansion area. Sampling will occur on five consecutive Tues mornings from July 9th through August 6th.

Once again, we will be partnering with NJDEP on an expanded bacteria sampling project. This allows GSWA to collect further data as well as to do quality assurance testing with our own sampling.

Macroinvertebrate Sampling

Macroinvertebrate sampling will be conducted at the end of June. We will be adding sampling sites along the Silver Brook to collect baseline data prior to our stream restoration project being conducted through the EQUIP grant. We will also be sampling along Loantaka as routine monitoring to follow up on the restoration project that GSWA worked on with Seaton Hackney Stables.

Education

SWaMP –

Our SWaMP program is well underway this spring. We continue to add new schools, following a very successful initial trip at the CMA with Union County Vo-tech high school biology classes, two additional teachers from the science department reached out and we were able to work out a second trip for their AP Environmental classes. Our partnership with S2S has also allowed to expand the water quality testing program with many new schools. (See Hazel England's Education Report for further information and data on the numbers of students reached.)



Overview:

Spring means full steam ahead with school, public and stewardship programming, and we have been, and will be, in the field, playgrounds, trails or classrooms every day (literally) from late April through mid-June, so this report will of necessity be brief! We will have a full year-end round up with our numbers, communities reached, and follow up post program evaluation for the next board meeting.

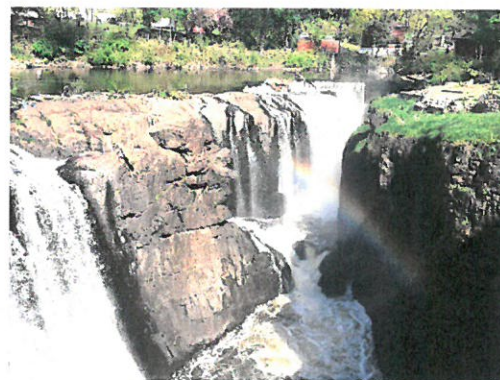
Some highlights have been the creative way we have pulled together and managed to get kids out despite some awful wet spring rainy conditions. With the purchase of more new rubber boots, we have been able to outfit students with footwear appropriate to the muddy, wet conditions that prevailed, furnish them with plastic bag ponchos to customize, and when our trails were underwater, move programs to the Refuge or Jockey hollow, or even collect specimens to bring to a dry indoor location! The weather has been somewhat of a challenge to overcome, as the 7th grade students from Newark's St Michaels school experienced last week, when they shivered through 44°F rain on their field trip!



Our May and June moonlight hikes were featured in New Jersey Monthly magazine, creating sellout events and many new-to-us participants. Our multiple visits to the libraries of Madison, Livingston, and Summit have also netted us many new attendees, and we have had some new programs for the general public including a Fungal foray to take advantage of the wet conditions and a sellout exploration around historic Paterson!

General Public Programming

Our annual vernal pool program at the end of March allowed 30 attendees to enjoy hearing the sounds of spring, listening to spring peepers, wood and chorus frogs. We managed to find pollywogs, egg masses and adult frogs, utilizing our new vernal pool boardwalk to get folks right into the heart of the pond. Our first ever Paterson Explorers hike attracted 30 hardy souls, who braved icy rain to learn more about the first planned industrial community that was Alexander Hamilton's brainchild. Participants had a chance to see how the intentional development of the raceways from the top of the Passaic River's Paterson Falls gave power to many mills, and helped Paterson become an industrial hub. We will run the program again based on the positive feedback. We were at the falls again on a warmer, sunnier, day in

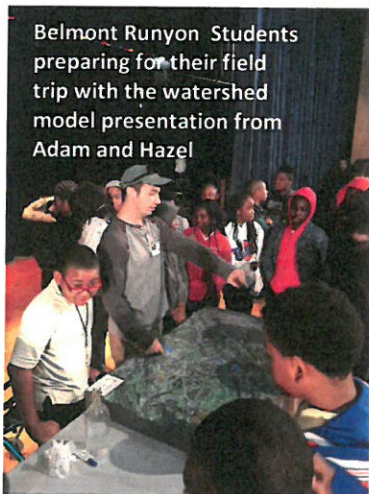


April to help the National Park service celebrate earth day. Our entire education staff conducted programming with the 200 students attending the cleanup and celebration. New contacts with potential schools resulted from the event. Watershed Friendly gardening and Environmental Cleaning products presentations to several libraries are taking our programming further downstream and to new audiences, and we are cross training staff on our presentations to enable us to conduct more seamless and consistent programs.

Selected upcoming programs

Moonlight Hike- Friday, June 14th at Jockey Hollow, with campfire and storytelling by National Park Service staff and night noises and sights explained as we hike the trails of Jockey Hollow,

Civic, Community and Outreach events



Belmont Runyon Students preparing for their field trip with the watershed model presentation from Adam and Hazel

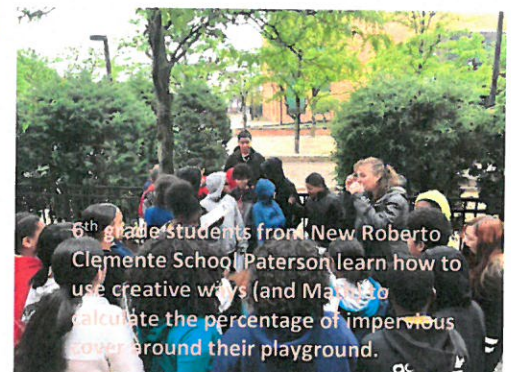
Our heavy load of school, public and stewardship commitments means that we have been unable to fulfil all the requests for us to table at events this spring. While we appreciate that these are great outreach opportunities, we have intentionally focused on school programming as our main commitment in the spring, which often involves multiple staff on multiple days, leaving weekend outreach events harder to also staff. Since we cannot be everywhere our focus and priority have been to concentrate developing new relationships through programming in new communities rather than tabling in them. We would love to develop a pool of trustees and volunteers who might be able to leverage our limited staff hours with their presence at these many valuable community events by offering to staff tables, and we will continue to work toward this.

We have, however, managed to present to the Basking Ridge Rotary club, Celgene corporations lunch n learn, the Basking Ridge Business leaders, the Morristown Rotary club (3 times in a single day for their three separate meetings). We have been invited to meet with Passaic County Parks and Recreation to develop some shared programming, which will give us exposure and build presence in some downstream communities and will report back on this next time. We will be involved with the South Mountain BioBlitz, allowing us a chance to meet new downstream faces, and education staff will be present at the GSWA Summit outreach event in June.

K-12 School Programs:

We have been involved in upstream and downstream, in class and outdoor programming for second graders to college students over the last two months!

In a single ten day period week at the beginning of May, we had an all-day field trip with forty 7th grade students from St Michaels school in Newark, an all-day field trip for 68 4th grade students from Millburn to the GSWA Conservation Management Area, an in-class water quality



6th grade students from New Roberto Clemente School Paterson learn how to use creative ways (and Maps) to calculate the percentage of impervious cover around their playground.

presentation to 165 6th grade students from New Roberto Clemente school (NRC), Paterson, a



6th grade students from New Roberto Clemente School Figure out what happens to a drop of water landing on their playground

playground exploration for 80 NRC students, a cleaning products presentation to 25 Livingston residents, a night hike for 30, a breakfast briefing on our water quality report card, a program for 15 scouts and a stewardship day with 30 Goldman Sachs employees who helped build the boardwalk and chip the trails that allowed the kids to access the properties! If you happen to email us and wait a little while for your reply, please have patience as we juggle administrative responsibilities with this aggressive programming schedule.

Each week has a similar mix of programming, and our education staff of Hazel, Adam and Sandra have sometimes been augmented by GSWA staffer Kristina Necovska, our two William Paterson

Interns, and as of mid-May, by our four high school senior interns. This has enabled us to sometimes offer multiple programs in the same day- and made us realize that a second topographic model would be an asset given how much we are using it, and often ideally in two different locations at once! We would like to plan for obtaining funding to build a roofed structure at the conservation management area to help us teach in a broader array of weather conditions, and develop the infrastructure needed to support the level of programming we are conducting there.



Participants at our recent full moon hike, show their appreciation for the mulch spread the day before by the Goldman Sachs workday to allow them to walk the trails with dry feet!

Our stewardship workdays held each Friday since the middle of April have enabled us to harden our trail system against the tough, muddy conditions as part of our task list. Often trails are mulched one day that will be used by many students the next. We have created several mulched teaching areas along the trail system to facilitate gathering groups along the ribbon like network of trails, and 90' of new boardwalk has carried little feet over the muddiest of conditions. In a convergence of stewardship and education, we are holding chainsaw training for stewardship staff at the site, allowing us to take down



trees we can use for restoration projects and to create logs for kids to roll as they look for salamanders!! Our volunteers are also learning how the work they do enables us to teach school groups. We are creating a large vinyl panel that will showcase what goes on at the CMA throughout the year to further showcase the ways that stewardship benefits the other aspects of GSWA's mission.

our S2S field experience, and explains this flagship program in more detail.

Please take a look at the attached PowerPoint presentation, which prepares volunteers to help with

Overview

We are in the field constantly right now, and this report will of necessity be brief. Look for a fuller account of our stewardship and other projects at the next meeting.

We currently have a stewardship workday happening every Friday, this will be the case for 8 consecutive Fridays through June 21st!! Each stewardship day brings 25-30 enthusiastic Goldman Sachs employees, or occasionally other groups such as Novartis or area law firms to our site in their colorful shirts to help us enact our 2019 stewardship plans, learn hands on stewardship techniques, and manage the property.



These plans include building around +/-150' boardwalk to take visitors over the wettest sections of trail, and prepare the trails for the wetter conditions which will prevail after our EQUIP stream restoration increases the water holding capacity of the site, and to help deal with the unprecedented wet conditions that have occurred over the last 18 months at the CMA.



To aid in this construction we have applied for the NJCF Franklin Parker Small grants program for funds to build almost 500' of boardwalk to traverse the wettest parts of the property and allow hikers to get out to the areas already

boardwalked. We have been rehabbing our existing raised boardwalk and our aging planked boardwalks around the 73-acre property and connecting sections of



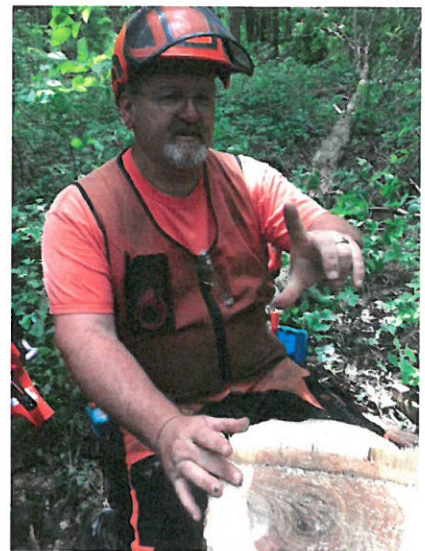
boardwalk with cable and “duck bills” -a type of in ground fastening system, so that they don't float away in the frequent floods! Our amazing internal GSWA volunteers Steve Gruber, and John Kramer help lead up the teams each workday who are building boardwalk, removing invasive plants, chipping trails, fixing the thirty acre deer fence and a myriad other tasks- this allows us to put even the largest of our corporate workday groups to effective and productive use. We've also had help from Wes Boyce, who has tackled building a new entrance gate and figuring a method to attach the boardwalks together.



We will begin full on native shrub planting as our site dries out, (hopefully) and have over \$5,000 of plants and supplies from a Roots for Rivers grant that will go in the ground over the coming weeks.

Because of the great underwriting of workdays with Goldman Sachs this year, we have almost \$15,000 in stewardship monies to support these 270 volunteers in the 1620 hours of volunteering they will provide for us. Since another external grant will cover the cost of plants planted during each workday, these monies have enabled us to purchase many feet of boardwalk, some new needed tools, including a saws all, more clippers, wheelbarrows and drill batteries to make each workday even more effective, and remove rate limiting barriers to the most productive day possible.

To put the value of this volunteering in perspective, at the 2018 federally approved volunteer rate of \$24.69/ hour, the value of just these nine May and June workdays hours to GSWA for grant matches and in-kind support is **\$39,997.80** -That is some amazing in-kind support!!



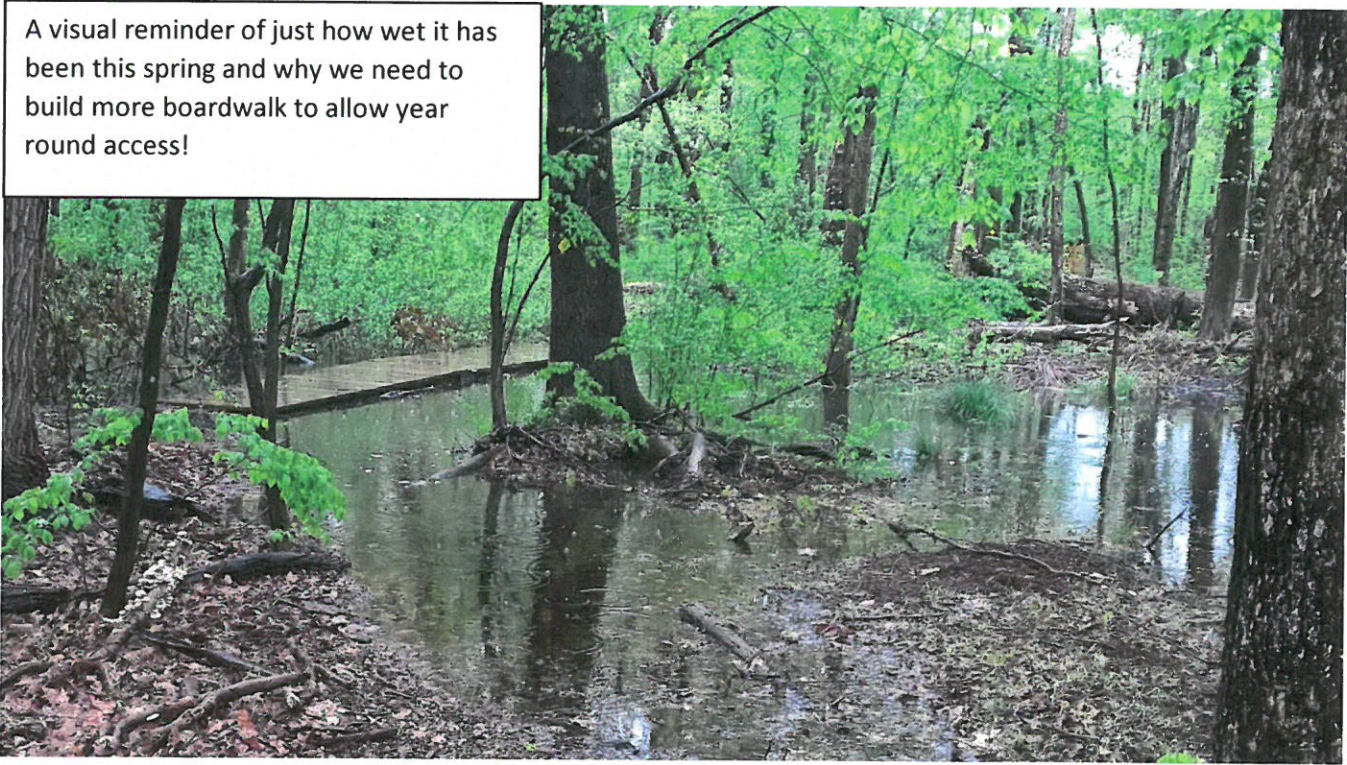
To enable us to make progress to our goals for the year in our USDA EQUIP Stream Restoration grant, each week's workday is logging the invasive species area cleared toward our 8-acre goal. We are awaiting permitting for the vernal pool work but are readying our site for the instream woody debris placement by hosting two days of chainsaw training at the site. This will provide freshly felled material that can be used for instream placement to allow the stream to assume its original sinuous path, and in the meantime,

blocking the trails from illegal off road vehicle use that had been occurring in a few locations on the newly acquired Lamorgese section of the trails.



The tree dumped illegally at the entrance to the trails last month, and which had many 40" diameter stems and 12' lengths of hardwood has been removed by Tree Tech. Although the tree was dumped on the road right of way and was therefore not GSWA's responsibility to remove, the tree stopped buses from turning around easily in the cul de sac and blocked the mulch pile we use, so it was essential to move as soon as possible.

A visual reminder of just how wet it has been this spring and why we need to build more boardwalk to allow year round access!



Communications Board Report – Val Thorpe

May 2019

EVENTS

Nearly halfway through 2019 we have held 28 well-attended hikes, speaker programs, and workshops. We partnered with libraries in Summit, Livingston, Florham Park, and Madison to cross-promote speaker programs, building relationships and increasing our exposure to new audiences in our watershed.

Great Swamp Great Music – Sunday, June 9, 12-5 PM (rain or shine / gates open at 11 AM)

Event day is fast approaching! Now is the time to make our final big pushes to promote this, our 2nd largest fundraiser of the year. We also hope you will attend – get your tickets today at GreatSwamp.org.



Location: Hartley Farms Polo Field, 9 Hartley Farms Road, Morristown

Tickets: \$20 in advance/\$25 at gate, \$10 high school/college students, children 13 and under are free

Sponsorships: \$29,500 (an increase of \$9,350 over 2018)

Lineup: Lenox Underground, LogJam, Not Enough Jeffs, Purple Hayes, The Gammon Brothers, and Jeff Webb

Music: classic rock, Americana, blues, reggae, and Motown

Media attention

- Confirmed: our press release appeared in the NJ Hills Media papers and InsiderNJ
- May 30, promotional ads will appear in Renna Media newspapers (courtesy of Advisory Council member, Kit Stinson) and also in 8 NJ Hills Media papers free of charge (a barter from last year's gala ad)

5 food vendors

- Summer Daze: hotdogs, sausage sandwiches, fries, fresh squeezed on-the-spot lemonade
- Minuteman: BBQ
- Pie Oh My: pizza (classic, veggie, vegan)
- Lebanon Boro General Store: cookies, brownies, cupcakes
- Friendly's Ice Cream Truck: assorted ice cream and shakes

5 merch vendors

- Alice – crafts, painted glass, wire trees, jewelry
- 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

Adult beverages – we will once again sell beer and wine at the antique fire truck from Washington House. Permit is finalized. Beer: \$5, wine: \$6.

MARS Essex Horse Trial Tickets will be given to the first 300 people to approach their table

Free caricatures – MARS Essex Horse Trials coordinator, Ralph Jones, took a \$1000 sponsorship, of which \$300 was used to pay for the caricaturist to draw attendees for 3 hours.

Volunteers – we have lots of enthusiastic volunteers lined up, but **we still need more!** Please email [Val Thorpe](#) if you would like to lend a hand.

Promotion – A copy of the flyer is included this packet (*we still could use help hanging flyers and posters throughout the towns*)

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	Sessions	Page views
2019			
May	37,000	50,000	88,200
Feb	31,000	42,000	74,500
2018			
Nov	27,000	37,000	66,000
Aug	22,000	30,500	55,000
Jun	18,000	26,000	47,000
Apr	14,500	20,000	38,000
Feb	11,000	16,000	31,000
2017			
Dec	9,000	13,000	25,000
Oct	7,000	10,000	19,500
Aug	5,000	7,000	13,500
Jun	3,000	4,500	9,000

Fun fact: The music festival page was the top viewed in the last 7 days

SOCIAL MEDIA

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

Page Likes – 2787 (up 62 vs. a typical number of 20 since February!)

Followers – 2939 (up 224 since February! **This is a huge jump** vs. a typical number of 20!)

Instagram: Followers – 1118 (up 52 since February, similar increase from the prior 3 months)

Twitter: Followers – 2276 (up 15 since February, vs. 0 increase 3 months prior)

***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

GREAT SWAMP WATERSHED ASSOCIATION

GREAT SWAMP

GREAT MUSIC

June 9

Sunday, 12-5 PM
Hartley Farms Polo Field
Morristown, NJ

*(On the National Register
of Historic Places)*



Admission

\$20 in Advance
\$25 at Gate
\$10 Students
13 & under Free

**FOOD
& CRAFT
VENDORS**

2019 Music Festival

*Lenox Underground
LogJam*

Not Enough Jeffs

Purple Hayes

The Gammon Brothers

Jeff Webb

**BEER
&
WINE**



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