



# Great Swamp Watershed Association

## Meeting of the Board of Trustees

Friday, June 28, 2019

8:00 a.m. – GSWA Headquarters

### Agenda

- Welcome, Jennifer Avers - Jennifer works with nonprofit organizations for whom she offers strategic planning, evaluation, research, program design, nonprofit tune-ups, and well-being sessions. Jennifer is joining us bono to review our board survey results.
- Board Survey Results
- Strategic Plan at a glance
- Music Festival Update-Val Thorpe
- Approval of Board Minutes from 5/31/19 Meeting
- Finance Report – Fiscal year review 2018-2019, approve budget 2019-2020
- Elect Drew Maldonado to Advisory Council
- Executive Director Report
- Development Report:
  - Monthly Development Summary
  - Grant Activity
  - Gala October 3, 2019 update
- 40<sup>th</sup> Anniversary 2021
- Other Business
- Adjourn

### Upcoming Events

<i>Saturday, July 6</i>	<b><i>NJAG Stargazing</i></b>	<i>9:00 p.m.</i>	<i>GSWA Headquarters</i>
<i>Wednesday, July 17</i>	<b><i>Caribbean Night at the Swamp</i></b>	<i>5:30 p.m.</i>	<i>GSWA Headquarters</i>
<i>Wednesday, August 21</i>	<b><i>Gala Meeting Wine-and-Cheese</i></b>	<i>5:30 p.m.</i>	<i>GSWA Headquarters</i>

## Great Swamp Watershed Association Board Engagement Survey: April 2019

### RESULTS

N = 18

23 Trustees, 78% Response Rate

**The GSWA Mission Statement:** Great Swamp Watershed Association is dedicated to protecting and improving the water resources of the Passaic River region, from the Great Swamp headwaters to Newark Bay, for present and future generations. Through education, advocacy, science, land preservation, and stewardship, in collaboration with partners, we work to instill our communities with an awareness of water's effect on health and the beauty of the environment, from source to sea.

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

- **Trustees have a strong understanding of the GSWA mission and seem to easily articulate the organization's purpose, even noting how to adapt describing mission based on different audiences** (whether friends, general public, government official, etc.) *"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."*
- Most trustees reference some or all of the active language in the existing mission statement when describing GSWA's work: **Protect, Preserve, Educate, Steward, Advocate**.
  - Everyone mentioned the nonprofit's focus on water: the Passaic River, headwaters, streams, drinking water, Great Swap Watershed.
  - Some referenced the role of "monitoring", serving as a "watchdog," and other ways of preventing environmental problems and also improving health through good stewardship.
  - Many mentioned "land" and/or "the environment" in their mission descriptions.
  - One member included "fundraising" as part of the GSWA mission.
- A few members note the importance that GSWA is **"hands on."**
- A few members note that GSWA provides **education for all people**, younger and older, students, children, and the public.
- A few members reference that GSWA **social events connect people to mission**.
- One member contextualized that the GSWA mission is enacted "in a **professional, instructional, unbiased** and **"joy-filled"** manner," and that staff are "committed, intelligent, engaging."

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

- **Trustees connect mission to the work of the organization**, from testing water, cleaning pollution, fighting “egregious overdevelopment” and invasive species, acquiring land for conservation, and educating to engage the public in environmental stewardship. **Education is identified as a critical lever for mission attainment.**
- Some trustees are more detailed than others about what each strategy entails. One trustee is precise about testing water for pollution and micro plastics. Education about road salt, recycling, impervious surfaces, and replanting native varieties.
- Others highlight the work of the organization as **fun, passion-filled**, with great programs for children and adults, and in partnership with other organizations.
- A couple of trustees expanded upon the importance of GSWA’s **outreach** to schools and towns, connecting people “to the body of water that runs through their town,” and exposing students to important information about their role as stewards of the environment.
- **Making the public good personal** surfaces in a number of trustee descriptions.
- A number of trustees describe the GSWA overarching theory of change, about how the organizational strategies contribute to the organizational 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.”*

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

- **Focus on Mission:** The work of the organization (education, water monitoring, land preservation) : “not letting influences distract” *and* openness to expand scope when appropriate.
- **Impact of Mission:** More land being preserved/Trails and habitat preserved/ CMA improved/Increased public understanding of water issues
- **People:** Staff and board members (fun, passionate, spirit of)
- **High quality delivery** of services and programs
- **Personal engagement** with protecting the environment
- **Increasing professionalism / organizational sophistication**

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

- To contribute to a mission for which I have passion (N = 12) 67%
- To contribute to my local community (N = 11) 61%
- To fulfill a desire to volunteer (N= 9) 50%
- Because someone I respect asked me to serve (N = 5) 28%
- Because the organization benefits from one or more of my capacities (skills, knowledge, experience, network, etc.) (N = 4) 22%
- To make personal connections (N = 3) 17%
- To make professional connections (N = 2) 11%

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

- Attend gala (N = 15) 83%
- Annual personal financial gift (N = 14) 78%
- Volunteer time (N =14) 78%
- Attend programs (N =12) 67%
- Bring friends/colleagues to gala (N =11) 61 %
- Bring friends and/or family to programs (N = 10) 56%
- Educate/Advocate on behalf of GSWA (in public forums, around environmental issues, in terms of local policy) (N = 5) 28%
- Procure silent auction gifts and other giveaways for events (N = 5) 28%
- In-kind materials and supplies (N = 3) 16%
- Acquire corporate sponsorships (N = 3) 16%
- Identify partnerships for programming (school districts, funders, etc.) (N = 3) 16%
- Help implement corporate work days (N = 2) 11%
- Request matching gift from employer (N = 1) 5%
- Hosting coffee/tea at home or work to promote GSWA (N = 1) 5%
- Other (N = 4) 22%
  - 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.
- Allocation of GSWA in will or estate plans (0)

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

- Limited time (N = 16) 89%
- Financial constraints (N = 7) 39%
- Discomfort asking friends and colleagues to consider contributing to GSWA (N = 3) 17%
- Need for more GSWA staff support with communicating GSWA's work and needs (e.g., overviews, scripts, communication approaches with certain audiences) (N = 1) 5%
- Program timing (early evening workweek events challenging with commute) (N = 1) 5%
- Discomfort asking employer to participate in GSWA fundraising activities (0)
- Dissatisfaction with a particular fundraising strategy. Please describe: (0)
- 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.) (0)

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

- Financials
  - Increase endowment
  - Increase financial support for current use
  - Support the mission with fundraising
  - Maintain financial solvency as the organization grows
- Managing Growth
  - Managing downstream programs without compromising level of activities in our local area
  - Not overreaching original purpose to protect primary watershed
  - Not spreading staff too thin
  - Not growing too fast
  - Insuring limited liability
- Claiming Growth
  - Expansion of GSWA Mission to include entire Passaic River
  - Tying role as Waterkeeper Alliance Affiliate of the Passaic River to the work downstream of the Great Swamp Watershed
- Raising Awareness
  - About GSWA Mission
  - About the connection between the environment and what we eat
  - Promoting GSWAs programs
- Increase Board and Public Engagement
  - Increase diversity (wealth, race, professional backgrounds, geography, ages)
  - Reach younger generation
- Not Sure



**Great Swamp  
Watershed  
Association**

**Strategic Plan 2016 — 2021**



## STRATEGIC PLAN 2016-2021

APPROVED MAY 16, 2016

### EXECUTIVE SUMMARY

For 35 years, GSWA has served as “Guardian of the Great Swamp Watershed,” pursuing programming that has protected and improved water resources in the 55-square mile region that forms the headwaters of the Passaic River. We have accomplished our mission by monitoring local streams, advocating for intelligent land use, and educating our communities about the quality and quantity of water and its effect on public health and the health of the environment.

The organization was formed to encourage maintenance of the nationally-recognized natural entity known as the Great Swamp and of the watershed in which it lies. The corporation specifically intends to promote the conservation and restoration of all regional natural resources and to encourage local land-use decisions compatible with those conservation and restoration purposes. Achievement of these purposes will be furthered by conducting scientific investigation and research; publishing educational and scientific material; holding public meetings and workshops; acting as informal advisor on environmental problems to watershed residents and governments; and, doing all things suitable and appropriate to protect and improve the communities of and area within the watershed.

In early 2016, GSWA trustees and key staff convened to determine how the organization might build upon this long legacy of success to broaden the future impact of the organization. GSWA will maintain its successful local efforts while concurrently capitalizing on its deep organizational strength to expand its work to new communities along the Passaic to both demonstrate, and promote, a “follow the water” understanding of the river system, from headwaters to tidewaters.

As part of these deliberations, GSWA convened a large gathering of Passaic River stakeholders to discuss threats, needs and opportunities in the Passaic region and to help identify how and where GSWA might best contribute “downstream.” The first goal of this 5-year Strategic Plan, *Mission Expansion*, reflects the organization’s starting down this path.

Broadening its efforts in a second area, GSWA also prioritized growing the organization’s work as a land trust to respond to opportunities to protect open space and habitat that supports the organization’s water-protection focus.

Lastly, in support of all future work, the GSWA planning team has developed priority goals for a renewed communications and outreach strategy, and for sustaining its organizational excellence and vitality.

Overall, this Strategic Plan is intended to help focus GSWA’s planning and efforts over the next five years. In accordance with its broadening scope, GSWA has also updated the organization’s mission statement and developed a new vision statement, both presented below.

### OUR MISSION

The Great Swamp Watershed Association is dedicated to protecting and improving the water resources of the Passaic River region, from the Great Swamp headwaters to Newark Bay, for present and future generations. Through education, advocacy, science, land preservation and stewardship, in collaboration with partners, we work to instill our communities with an awareness of water’s effect on health and the beauty of the environment, from source to sea.

### OUR VISION

We support a “One River, One Community” vision for the many rural, suburban, and urban communities along the Passaic River, for a future in which all of the region’s citizens understand that the health of the watershed is integrally connected to the quality of their daily lives. We imagine a time in which residents, businesses, and

governments along the Passaic work actively and cooperatively to protect and promote clean, safe water, and in turn are rewarded with a bountiful environment that supplies healthy water for drinking and recreation, provides controls for flooding and erosion, supports abundant vegetation and wildlife, and forever inspires with its natural beauty.



## HOW WE WORK

Over the course of the plan period, GSWA will continue all of its core programming in the Great Swamp Watershed and will seek to strengthen and expand it, and to launch new local initiatives, where opportunities or needs emerge. Highlights of these current programs include:

### **Water Quality Monitoring and Improvement**

GSWA's director of water-quality programs works with a team of 30+ trained volunteers to monitor water quality in the watershed's five main streams by conducting chemical, biological and visual assessments as well as bacteria testing. Key sites are visited at regular intervals each year, building a large body of data that forms the basis for much of GSWA's programming. The findings are compiled into our Great Swamp Watershed Report Card, which was publically disseminated for the first time in September 2015.

In early 2016, GSWA offered our third year of well-water testing for area residents and, for the first time, water testing for residents using public water supplies, in response to heightened concerns regarding municipal water sources in the aftermath of the lead contamination crisis in Flint, Michigan.

### **Education and Outreach**

GSWA's in-school presentations reach more than 1,300 young children annually. These hands-on lessons use a 3D topographical watershed model to demonstrate the movement of pollution downhill and downstream, from source to sea, along the Passaic.

SWaMP (*School Water Monitoring on the Passaic*) is offered annually to more than 400 students at over a dozen high schools and colleges, including two high schools in Paterson. SWaMP provides students with hands-on water quality monitoring experience and gives them an opportunity to compile and compare water quality data, and draw conclusions about how content of the water changes depending on location, raising awareness regarding local issues.

For both adults and children, we offer more than 30 educational events each year that reach close to 1,000 people. These activities range from "breakfast briefings" delivered by experts in various fields such as climate change and open-space management, to workshops and educational hikes. The appeal and reach of our events extends well beyond the borders of our watershed, with participants last year coming from almost 100 different locations.

### **Advocacy for Responsible Development, Intelligent Land Use and Important Legislation**

GSWA responds when proposed land-use changes or new development threatens our lands and waters, or when natural habitats may be degraded or reduced in size. We comment favorably on proposed development that utilizes best management practices to safeguard and improve our environment.

GSWA officially launched the Great Swamp Passaic Municipal Alliance in April 2014. Through the Alliance, we educate key local and regional policymakers on environmental issues and other related concerns. A formal group of officials and concerned stakeholders such as town council members, planning board officials, environmental commissioners, developers and others meet on a regular basis to collaborate on issues and major concerns. Meetings feature guest speakers who are well-respected leaders in fields such as climate change, open space preservation, and flooding and stormwater management.

### **Land Acquisition and Stewardship**

GSWA acquires and preserves open space in the watershed and employs stewardship practices that promote healthy water and natural habitat. At GSWA's Conservation Management Area, a 53-acre parcel of wetlands and deciduous upland forest in Harding Township, we are actively restoring the property to its native state and have established the preserve as a "living laboratory" and classroom for our environmental education activities, as well as a favorite destination for passive recreation such as hiking and birding.

## 5-YEAR GOALS AND STRATEGIES

To bolster ongoing programs, while concurrently broadening the organization's reach and impact into new communities along the Passaic, GSWA will prioritize the following goals, each with an associated set of strategies, over the next five years.

### **GOAL: MISSION EXPANSION**

*BUILDING ON THE BREADTH AND SUCCESS OF ITS WORK IN THE GREAT SWAMP WATERSHED, GSWA PROVIDES ITS CORE SERVICES — EDUCATION, ADVOCACY, AND SCIENTIFIC EXPERTISE — THROUGHOUT THE PASSAIC RIVER REGION.*

STRATEGY: Become the *Passaic Riverkeeper Affiliate* of the international Waterkeeper Alliance. In this role, establish GSWA's credibility as a leading "voice for the Passaic" and position the organization to assume the role of a hub for regional stakeholders.

STRATEGY: Focusing on mid-Passaic communities, explore expanding key GSWA programs to downstream audiences, including *School Water Monitoring Along the Passaic (SWaMP)*, *Breakfast Briefings* educational series, and chemical water-monitoring programs.

STRATEGY: Grow relationships among Passaic River stakeholders and respond to opportunities for collaboration on new projects and initiatives.

### **GOAL: INCREASED FOCUS ON LAND PROTECTION AND STEWARDSHIP**

*GSWA IS AN EFFECTIVE, RECOGNIZED LAND TRUST WHICH, INDEPENDENTLY AND IN PARTNERSHIP, ACQUIRES AND STEWARDS LANDS WHOSE CONSERVATION VALUES SUPPORT THE HEALTH OF THE REGION.*

STRATEGY: Earn national accreditation from the Land Trust Accreditation Commission in order to raise GSWA's visibility as a working land trust and to bolster its credibility with potential landowners and acquisition partners.

STRATEGY: Respond to land acquisition opportunities (through donations or purchase of conservation easements and fee lands) in which properties meet GSWA's project selection criteria and support its focus on water-quality protection.

STRATEGY: Proactively communicate to local and regional stakeholders GSWA's increased focus on land acquisition, and its willingness to partner on projects that support shared values related to water protection.

STRATEGY: Apply the successful stewardship model of GSWA's Conservation Management Area to newly preserved lands.

### **GOAL: RENEWED COMMUNICATIONS AND OUTREACH**

*GSWA'S UNIQUE ROLE AND PROGRAMS ARE HIGHLY VALUED BY THE COMMUNITIES OF THE GREAT SWAMP WATERSHED AND BY NEW AUDIENCES THROUGHOUT THE PASSAIC RIVER REGION.*

STRATEGY: Develop and implement a new communications plan that addresses the following priorities:

- effectively presents GSWA's past accomplishments, current programs, and its vision for the future
- clearly articulates GSWA's new role as *Passaic Riverkeeper Affiliate* and its downstream expansion
- engages a wide audience that reflects the diversity of Passaic River communities
- provides timely, ongoing education about environmental issues throughout the Passaic region

- clarifies GSWA's local role from that of other Great Swamp organizations

STRATEGY: Roll out social media tools, beginning with a new organizational website in 2016, that capture the energy and focus of the new communications plan.

**GOAL: ONGOING ORGANIZATIONAL EXCELLENCE**

*GSWA IS A STRONG, ADAPTIVE, AND SUSTAINABLE ORGANIZATION, WITH THE CAPACITY AND RESOURCES TO ACHIEVE ITS MISSION WITH CONTINUED FISCAL RESPONSIBILITY.*

STRATEGY: Increase and develop internal staffing, as needed, in response to organizational needs and evolving mission activities.

STRATEGY: Toward maintaining a highly active, effective and engaged Board of Directors, provide ongoing educational opportunities for board members that include topics such as fundraising, recruiting, and communications.

STRATEGY: Pursue board recruitment, including for the Advisory Council, that focuses on filling gaps in educational and professional skills among board members.

STRATEGY: Pursue board recruitment, including for GSWA's Advisory Council, that targets individuals who are able and willing to give generously and consistently.

STRATEGY: Pursue grant funding and development opportunities "downstream" once GSWA has established successful positioning and programming in new communities along the Passaic.

# Communications Board Report – Val Thorpe

June 2019

## Events

Our June 14<sup>th</sup> *Full Moon* hike at Jockey hollow maxed out at 22 attendees and every person who participated in the hike (led by Adam Palmer with owl calling Emile DeVito) remained on-site for stories by the campfire (led by Eric Olsen, Park Ranger). According to Adam, this event was a smash hit! Next up, our Members Only/Major Donors hike at the Great Swamp National Wildlife Refuge on June 27, 6:00-8:00 PM.

### *Great Swamp Great Music Festival - 2019*

*“The scene that day was all color, joy, play, music, friends old and new, beach balls, beer, dancing, everything absolutely picture-perfect.”* -Kit Stinson, GSWA Advisory Council member and Music Festival Promotions Committee



Sunday, June 9 was a spectacular day of bright blue skies and puffy white clouds for our 2<sup>nd</sup> Annual *Great Swamp Great Music* festival, leaps and bounds better than last year’s weather. We are in the process of reconciling our numbers, but it preliminary results indicate that the revenue for the festival, our 2<sup>nd</sup> largest fundraiser of the year, doubled over last year’s inaugural event. Additionally, we drew a crowd of approximately 650 men, women, and children – that’s nearly 300 attendees over last year!

This year we added a 5<sup>th</sup> band and an additional hour to the event, which ran 12:00-5:00 PM. Once again, Wade Kirby served as our emcee and did a fantastic job spotlighting our sponsors and introducing the bands. Jeff Webb kicked things off and entertained the crowd between band sets. The bands, who all generously played for free, really brought it! It was an afternoon of incredible music and smiles.

The field was filled with spectators of all ages, relaxing on blankets and chairs. Others set up under the big tent to escape the sun. Children played with frisbees, jump ropes, beachballs and more that we provided for their entertainment. Both Delta Dental, one of our sponsors, and Back to Nature, a merchandise vendor, brought the game cornhole, where people held friendly competitions throughout the afternoon. Pictures will be posted on the website and Facebook shortly.

We are grateful to Nic Platt for once again offering us the use of the magnificent Hartley Farms Polo Field for this exciting event. Additionally, thank you to the board for all your efforts in promoting the event far and wide. And, nearly every board member attended!

**Festival details:**

- Numbers are still being finalized. Currently we believe the profit will be close to double that of last year's.
- \$29,000 was secured with 14 sponsors and 2 supporters (big shout out to Rick and Wade!) Top 7:
  - Normand Real Estate Partners (\$5000)
  - Peapack-Gladstone Bank and Peapack Private Wealth Management (\$5000)
  - Debra & John Apruzzese (\$2500)
  - Atlantic Health System (\$2500)
  - Delta Dental of NJ (\$2500)
  - Glenmede Investment and Wealth Management (\$2500)
  - Adrienne & Dillard Kirby (\$2500)
- Attendees
  - Still confirming, approximately 650
  - ~340 attendees purchased tickets at the gate
- 5 local bands + guitarist/singer donated their time and talent
  - Lenox Underground
  - LogJam
  - Not Enough Jeffs
  - Purple Hayes
  - The Gammon Brothers
  - Jeff Webb
- 5 food vendors
  - Minuteman – Bernardsville
  - Summer Daze – Basking Ridge
  - Pie Oh My – Little Falls
  - Lebanon Boro General Store – Lebanon
  - Friendlys – Morris Plains
- There were a lot of free perks for festival goers
  - New Jersey American Waters brought "Puddles" a potable water system and cups
  - Caricatures and face painting
  - 300 Tickets to MARS Essex Horse Trials
  - Parking
- Alcohol – beer and wine were available for purchase
  - Washington House of Basking Ridge again donated their firetruck/beer tap for the day
  - USA Wine Traders of Chatham again give us great discounts for the wine we sold

- 5 merchandise vendors + 3 sponsor tables
  - Crafts by Alice
  - Back to Nature plants and honey
  - Secret Garden Goat Soap
  - Patricia & Paul Oils and vinegars
  - Scooch a Mi “accessories that give back”
  - Delta Dental of NJ
  - Glenmede Investment and Wealth Management
  - Peapack-Gladstone Bank and Peapack Private Wealth Management
  
- VIP tent packages – we provided 3 VIP tents as prizes for various galas. We will expand upon that offering next year.
  
- A debrief was held with the staff on June 12 to capture what worked, and what could be improved upon next year. Board input is welcome!

### **Press - GSWA in the News**

Great Swamp Great Music Festival was spotlighted in the local papers including NJ Hills Media:

- May 16 – press release
- May 29 – Sally & Val on local radio program “Happy to Help” a weekly radio show featuring nonprofits, foundations and volunteers to encourage people to engage with a cause they care about and realize the mutual benefit of helping our fellow human beings.
- May 30 (1/4 page ads in 6 local papers [courtesy of Kit Stinson] and 8 NJ Hills Media papers)
- June 6 (front page of Observer Tribune)
- June 13 (Photos and summary of event on front page of Happenings in the Hills)

### **Chairman Appeal 2019**

A letter from Board Chairman, Nic Platt, was sent to 1100 households with the theme, “Action without history.” More to follow.

**\*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](http://www.GreatSwamp.org)

GSWA Board Meeting Minutes  
5.31.2019

The meeting convened at 8:07 a.m. Those board members in attendance included Eric Inglis (left at 9:30 a.m.), Jordan Glatt, Michael Dee, Jay DeLaney (left at 9:15 a.m.), Anthony DellaPelle, Kevin Sullivan, Gerry-Jo Cranmer (left at 9 a.m.), Lisa Stevens, Nic Platt, Reed Auerbach, Cathy Lee, Alan Pfeil, Kathy Pfeil, Kate Barry, Nadine Vitro, and Anthony Sblendorio (left at 9 a.m.) Attending via conference call were Deb Apruzzese, Guy Piserchia, Dot Stillinger, Chris Obropta, and Matt Krauser. Absent from the meeting were Teresa Lane and Yorgi Vlamis.

Sally then introduced Thomas Moore from Glenmede Investment and Wealth Management who spoke about charitable giving and the "Tax Cuts and Jobs Act." Tom began with a background history of Glenmede that included the type of investments they manage. Their endowment foundation team works exclusively with non-profits. Handouts were provided and are attached. Conversation ensued with a lively range of questions from board members.

Following Tom's presentation, the Minutes from the board meeting held on March 22<sup>nd</sup> were approved.

Sally thanked all those board members who responded to the recent survey of questions regarding their interest in, and commitment to, the GSWA. The survey will be discussed in detail at the next board meeting with a pro bono Social Impact Advisor, Jennifer Avers.

Sue has sent out an Executive Director's evaluation with responses forthcoming. Sally reminded board members to please complete the evaluation.

Wade delivered a Development Report that included an update on the Fall 2019 Gala following our Kick-off Meeting on May 15<sup>th</sup>. The Gala will be held on Thursday, October 3<sup>rd</sup> at the Brooklake Country Club in Florham Park and Congresswoman Mikie Sherrill will be our honoree. Michael Dee has offered to contribute \$50 for each person who orders the vegan entrée. Brooklake's chef will prepare the vegan meal in consultation with a famous chef who Michael knows in Los Angeles.

Our second annual music festival will be held on Sunday, June 9<sup>th</sup>, 2019 at Hartley Farms and all board members were encouraged to put up posters and invite their friends.

Wade spoke about the cocktail party scheduled for Thursday, June 13<sup>th</sup>, 2019 at the Visual Arts Center of New Jersey in Summit. This location was picked to identify new contacts and increase our donor base in concert with our downstream expansion. Many thanks to board member Jordan Glatt and Advisory Council member Adam Psichos whose input for the list of guests was much appreciated. We are hoping for at least 60 attendees.

Sally discussed the importance of trustee giving each fiscal year. The line item for trustee giving needs to be realistic in planning the budget. We are seeking a balanced budget for FY2020. Many trustees contribute to the gala and music event, but there is also a separate trustee giving line in the budget. It's important to our financial planning to be able to predict this line accurately.

Sue then reviewed the finances and stated that a Finance Committee Meeting will be held on Saturday, June 8<sup>th</sup> at 8 a.m. at the La Di Da Café in Harding. Accolades of our financial stewardship were heard by Dot Stillinger and Deb Apruzzese over the phone!

Sue also reported that the Paterson SMART project is going well. She is our direct liaison and they are planning a barbeque and free education this summer.

Sally recounted parts of her Executive Director's report that included an update on the walking path around the Boonton Reservoir. Finn and Kim Wentworth are involved, and the project includes every component of our mission. Meetings are scheduled in June in Jersey City with the project consultants and the JC Environmental Commission.

Our Advisory Council Dinner on May 22<sup>nd</sup> was a huge success. Sandra LaVigne's "Water Quality Report Card" presentation was very well received. Names of people who would like to become more involved include Carol Bianchi, Nancy Deutsch, Ann DeLaney, Linda Baydin and Mark Taylor.

The Trusteeship Committee will meet soon. A new Board Chair and Vice Chair are needed for next year. Sally asked Wade to schedule a lunch with Kathleen Peacock per Nic Platt's suggestion.

Suggestions for the GSWA's 40<sup>th</sup> Anniversary were requested by the end of June. Sally would like to form a subcommittee to work on the anniversary. Sue suggested a capital campaign to increase the endowment to \$3million. Finn Wentworth and Peter Kellogg were identified as potential primary supporters.

Sally adjourned the meeting at 9:53 a.m. Friday, June 28<sup>th</sup>, 2019 is the next board meeting at which the FY2020 budget will seek approval.

Respectfully Submitted,

Wade Kirby  
Director of Development



## The Great Swamp Watershed Association Fiscal Year Budget 2019-2020

*Presented to the Board of Directors on June 28, 2019*

	2017-2018	2018-2019		2019-2020		
	Jul '17 - Jun 18	JUN	Jul '18- Jun 19	Budget	Preliminary Budget	
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
Annual Event Corporate	210,033	0	234,375	193,980	200,200	Gala for 19-20 at same ticket prices; lower auction results; Pfizer \$6k will be booked in 18-19 for the 19-20 Gala
Restricted	40,700	5,000	51,000	57,500	66,500	The increase in restricted funds is for a new model +\$8k model and a new corporate initiative at Allegen \$10k
Stewardship Restricted	13,654	15,150	15,850	11,840	6,700	Goldman Sachs had a charity push in 19-20 which will not be repeated in 19-20 so there will be fewer Workdays
Unrestricted	12,885	300	12,777	13,225	12,125	
<b>Total Corporate</b>	<b>67,239</b>	<b>20,450</b>	<b>79,627</b>	<b>82,565</b>	<b>85,325</b>	
Restricted Foundation	45,400	4,000	95,475	77,395	85,200	The decline in restricted funds is due to a one time grant of \$26k Guilford offset by +15k from Hyde & Watson for a new server
Unrestricted Foundation	115,950	25,000	124,000	97,500	122,000	
<b>Total Foundation Support</b>	<b>161,850</b>	<b>29,000</b>	<b>245,475</b>	<b>175,395</b>	<b>207,700</b>	
Fund Transfer Income 4% Draw	0	0	40,000	40,000	40,000	
Individual - Membership	74,406	6,000	75,146	76,900	75,400	
Individual Major Donors	182,147	10,000	178,086	185,000	187,200	5% growth is captured which aligns with the Development Plan
Individual Trustee Giving	30,911	5,000	24,325	40,000	30,000	
Music Fest Event	29,305	9,575	39,415	26,000	44,900	
Other incomes misc	93,909	380	1,906	1,400	1,400	
Pilgrim Pipeline Handling	97	0	0	0	0	
Pilgrim Pipeline Restricted	1,655	0	0	0	0	
Program & other income	13,106	0	27,178	37,300	25,800	
Restricted Individual Donations	30,000	0	25,000	25,000	20,000	401K match gift vs. 401K obligation of \$27K
<b>Total Income</b>	<b>894,658</b>	<b>80,405</b>	<b>970,533</b>	<b>883,540</b>	<b>917,925</b>	
<b>Gross Profit</b>	<b>894,658</b>	<b>80,405</b>	<b>970,533</b>	<b>883,540</b>	<b>917,925</b>	

Board Review - Approved by Finance Committee and Executive Committee June 8, 2019

## The Great Swamp Watershed Association Fiscal Year Budget 2019-2020

*Presented to the Board of Directors on June 28, 2019*

	2017-2018	2018-2019		2019-2020		
	Jul '17 - Jun 18	JUN	Jul '18- Jun 19	Budget	Preliminary Budget	
<b>Expense</b>						
Administrative Expense	90,765	26,946	107,171	107,467	118,983	Higher vs 18-19 primarily for a server and sonic wall; higher oil and general overhead such as insurance
Administrative Payroll						
401K Company Match	21,248	2,179	26,855	29,258	27,661	
Information Technology	8,622	1,096	6,581	8,662	6,600	Outsourced IT with CATS
401K Admin	829	0	250	800	1,000	
Administrative Payroll	541,529	70,034	581,564	583,276	594,281	Includes a 3% cost of living adjustment to wages; 18-19 includes a bonus comparable to prior year based on the positive net results Dreesen Funds will be used as needed for Advocacy \$10k; In addition, the CAG and SMART efforts will continue; Revenue noted in Other Operating income
Advocacy	184	700	2,592	10,000	16,600	
Annual Event Expenses	53,101	5,500	58,769	58,488	58,000	
Communications Expense	-621	250	212	7,720	0	
Depreciation Expense	3,500	0	0	0	0	
Development Expense	15,196	5,680	14,131	15,600	16,500	additional cultivation events will be done in the downstream regions
Education and Outreach	7,497	9,050	15,880	23,800	21,800	
Expansion Region	3,195	4,180	4,180	4,658	8,000	New Model \$8K with funding identified in Corporate Restricted
Total Mailing	4,394	4,115	8,047	10,200	10,550	
Total Membership	12,138	600	14,369	15,100	14,210	
Music Fest	14,009	16,000	17,016	12,500	17,000	
Software	0	0	3,060	0	3,100	Quickbooks and other misc. software upgrades
Stewardship	20,039	21,111	28,138	29,854	17,000	lower Goldman Sachs workdays
Stewardship Land Acquisition	24,740	0	4,687	8,100	0	
Total Water Quality	18,520	11,320	26,806	28,400	43,690	increased sampling; plus leavens grant and WI microplastics
Total Water Testing - Well	2,753	2,700	2,700	2,500	2,500	
<b>Total Expense</b>	<b>810,939</b>	<b>178,186</b>	<b>890,201</b>	<b>917,663</b>	<b>942,214</b>	

Board Review - Approved by Finance Committee and Executive Committee June 8, 2019

## The Great Swamp Watershed Association Fiscal Year Budget 2019-2020

*Presented to the Board of Directors on June 28, 2019*

	2017-2018	2018-2019		2019-2020		
	Jul '17 - Jun 18	JUN	Jul '18- Jun 19	Budget		Preliminary Budget
Net Ordinary Income	83,719	-97,781	80,332	-34,123	-24,289	
Other Income/Expense						
Other Income						
Dreesen Advocacy Fund	0	0	0	10,000	10,000	Funds dedicated for Advocacy as needed
Dreesen 401k BD Funds				25,000	8,000	Board Designation of 401k funds to cover short falls from restricted funds donation
Deferred Inc. -accrual reversal	0	-21,000	-21,000	0	21,000	GAAP rules have changed to eliminate temporarily restricted funds. These funds are for operational purposes but will be captured in the fiscal year 2019-20 -Pfizer \$6k; WI; Rutgers; Leavens \$5k each
Total Other Income	0	-21,000	-21,000	35,000	39,000	
Total Other Expense	1,655	0	30	0	0	
Net Other Income	-1,655	-21,000	-21,030	35,000	39,000	
Net Income	<b>82,064</b>	<b>-118,781</b>	<b>59,302</b>	<b>877</b>	<b>14,711</b>	

Board Review - Approved by Finance Committee and Executive Committee June 8, 2019

Drew Maldonado, Advisory Council

**Senior Director**

BNY Mellon Wealth Management

Results-minded professional with proven success improving client loyalty and profitability through skillful leadership, relationship management and client communications. Demonstrated ability to serve as a trusted point of contact to high net worth clients while building teams to service and deliver comprehensive wealth management solutions.

Drew grew up in Harding (his mother still lives here) and he currently lives in Summit. He is very active in the Summit community. He knows many of our supporters and can help facilitate introductions to people in Summit.

Executive Director Report June 20, 2019

So not much has happened since our meeting last month, except...

How busy we were with our amazing music event, which took up most of my time! You have or will hear from both Wade and Val about this event.

The other item which dominated my time was working on the year end budget forecast with Sue Levine and preparing next fiscal year's budget, which will be approved at this meeting.

I also reviewed the board survey with our pro bono consultant, who will discuss the results with us at our meeting.

I was contacted by Fred Kent, whose mother owns approximately 10 undevelopable acres in Chatham. He had reached out to us a few years ago about potentially conveying this property, but nothing ever happened. He said his mother is leaving New Jersey and is ready to dispose of the property. He was a little vague on whether it would be a donation or some sort of bargain sale. This parcel is contiguous to three acres we own on Swamp Road which was donated by the Hoags many years ago. There may be value in mitigation credits for this property. Hazel and I walked the property and we will hold a meeting with the Land Preservation committee to discuss further and then report back.

Additionally, Sandra and I met with two consultants from Greener By Design, Ben Spinelli and Frank Pinto, and several people from Jersey City to discuss our possible role at the Boonton Reservoir. They would potentially like us to do baseline water quality sampling before the trail construction begins. We need to discuss parameters and cost. Additionally, down the road, they were very interested in our citizen science program, corporate workdays, and student environmental education. We will keep you posted.

Thanks everyone and have a great summer!!

## Wade 's Development Board Report

Monday, June 17, 2019

On Friday, June 7<sup>th</sup>, the Chairman's Appeal mailing was sent to 964 (general membership) and 180 major donors. Almost \$3,500 has been received through June 17, 2019.

The Summit cocktail event held at the Visual Arts Center of New Jersey on Thursday, June 13<sup>th</sup> was well received with approx. 30 attendees. Sally welcomed everyone and spoke about the GSWA and specifically the significance of a Summit venue in conjunction with our downstream expansion work. Visiting guest artist Nika Kovalenko (whose work had been previously displayed there), spoke about the impact of the environment on her artwork and showed examples. She also offered one of her pieces as a silent auction item for our Fall Gala. Local organizations sending representatives included the Summit Environmental Commission, the Summit Area Greenfaith Circle, and Green Summit. GSWA board members attending included Nic Platt, Guy Piserchia, Kevin Sullivan, Tony DellaPelle, and Jordan Glatt. Advisory Council member Adam Psichos and Drew Maldonado attended as well. Our thanks to Jordan, Adam, and his colleague Carla Panzitta for their help in identifying a specific guest list with whom we will now follow-up.

To date, Gala sponsorships include:

1. Pfizer - \$6,000
2. Schenck, Price, Smith & King - \$3,000
3. BASF \$3,000

Sally delivered a PowerPoint presentation at Grace Episcopal Church on Friday, June 7<sup>th</sup>.

The Allergan Foundation has invited us to submit a full grant application by June 28<sup>th</sup>.

I continue to meet with board members to assess their financial and volunteer commitments that are a vital part of our success for FY2020.

**Great Swamp Watershed Association**  
**Monthly Development Summary**  
as of June 17, 2019

	June Actual	June Goal
<b>Individuals</b>		
Trustees	8,350	4,475
Major Gifts	7,750	12,000
Membership	4,266	12,679
<b>Total Individuals</b>	<b>20,366</b>	<b>29,154</b>
<b>Institutions</b>		
Corporations Restricted	13,543	8,490
Corporations Unrestricted	0	0
Foundations Unrestricted	0	1,000
Foundations Restricted	0	4,000
Organizations	0	0
<b>Total Institutions</b>	<b>13,543</b>	<b>13,490</b>
<b>Events</b>		
Gala	0	0
Music Fest	16,803	8,500
<b>Total Events</b>	<b>16,803</b>	<b>8,500</b>
<b>Total</b>	<b>50,712</b>	<b>51,144</b>

YTD Actual (July - June)	Goals YTD (July - June)	Percent of Goal Through June
27,800	37,500	74%
182,932	185,000	99%
72,193	76,900	94%
<b>282,925</b>	<b>299,400</b>	<b>94%</b>
59,543	69,340	86%
12,409	13,225	94%
84,000	87,500	96%
106,475	87,395	122%
0	0	0%
<b>262,427</b>	<b>257,460</b>	<b>102%</b>
235,775	193,980	122%
46,643	28,500	0%
<b>282,418</b>	<b>222,480</b>	<b>127%</b>
<b>827,770</b>	<b>779,340</b>	<b>106%</b>

Goals July '18- June '19	Progress to FY2019 Goals
37,500	74%
185,000	99%
76,900	94%
<b>299,400</b>	<b>94%</b>
69,340	86%
13,225	94%
87,500	96%
87,395	122%
0	#DIV/0!
<b>257,460</b>	<b>102%</b>
193,980	122%
28,500	164%
<b>222,480</b>	<b>127%</b>
<b>779,340</b>	<b>106%</b>

June 2018 Actual	July '17 - June '18 Actual
2,625	30,911
5,656	182,146
4,009	75,059
<b>12,290</b>	<b>288,116</b>
820	53,853
317	12,886
0	70,900
0	70,950
0	0
<b>1,137</b>	<b>208,589</b>
400	204,188
11,982	30,021
<b>12,382</b>	<b>234,209</b>
<b>25,809</b>	<b>730,914</b>

Note 1  
Note 2

Note 3  
Note 4

Note 5  
Note 6

**Notes**

- All individual gifts \$500 and up. Excludes Trustee Giving. In previous years, Major Gifts were included in Membership.
- 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.
- Restricted gifts are contributions designated by the donor for a specific purpose.
- Includes corporate matching gifts.
- 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.
- Music Festival includes all gifts by trustees, which have been flagged in the sub-solicitation code.

# Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate

## STARGAZING Night Sky in July



Saturday

**July 6, 2019**

6:00 - 7:30 PM

Great Swamp Watershed  
Association Headquarters

568 Tempe Wick Road  
Morristown

Register online at

**GreatSwamp.org**

or call 973-538-3500

*Space is limited,  
please register today!*

*This event is free to all!*



Explore the night sky with GSWA and North Jersey Astronomical Group (NJAG) for a very special late night summertime event. Mark Zdziarski of NJAG will help facilitate our viewing of the night sky and its constellations. This is a great event for amateurs, seasoned skywatchers, and any curious folks wanting to dip their toe in astronomy. This event is weather permitting – Please be sure to check for updates closer to the event. Tickets are extremely limited so register today!



# Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate



**GSWA Headquarters: 568 Tempe Wick Road, Morristown, NJ**

Register online at

**GreatSwamp.org**

or call 973-538-3500

*This event is free for anyone who is not already a GSWA member, and also for all members who bring a non-member friend!*



We're mixing up another exciting night of tastings, and you're invited! Join us as we bring the sights, sounds, and taste of the Caribbean to the swamp. You'll enjoy Caribbean cocktails and island food as we transport you from beautiful New Jersey to an exotic, sandy beach. Wear your favorite island or pirate attire and you'll be entered to win one of several fabulous prizes. Come out and enjoy a taste of the islands.

*Registration is required.*

Great Swamp Watershed Association  
The Passaic River WATERKEEPER® ALLIANCE Affiliate

# *Annual Gala & Silent Auction*

*Save the Date*

**October 3, 2019**

Brooklake Country Club  
Florham Park, NJ

*Honoring Congresswoman*

**Mikie Sherrill**

