



Great Swamp Watershed Association

Meeting of the Board of Trustees

Monday, September 23, 2019

8:00 a.m. – GSWA Headquarters

Agenda

- Approval of Board Minutes from 6/28/19 Meeting
- Finance Report - Budget Performance August 2019
- Executive Director Report:
 - Board Give/Get Update
 - Trusteeship Meeting – Suggestions for New Trustees
 - \$51,000 Babbott Bequest
- Gala Update
- Development Report: Monthly Development Summary
Grant Activity
- 40th Anniversary 2021
- Other Business
- Adjourn

Upcoming Events

<i>Friday, September 27</i>	<i>New Moon Hike</i>	<i>7:00 p.m.</i>	<i>GSNW Refuge</i>
<i>Friday, September 27</i>	<i>NJAG Stargazing</i>	<i>8:00 p.m.</i>	<i>GSWA Headquarters</i>
<i>Thursday, October 3</i>	<i>Annual Gala & Silent Auction</i>	<i>6:00 p.m.</i>	<i>Brooklake Country Club</i>
<i>Monday, October 7</i>	<i>Bayshore Recycle Plant Tour</i>	<i>10:00 a.m.</i>	<i>Bayshore Center, Keasbey</i>
<i>Monday, October 14</i>	<i>Columbus Day Hike</i>	<i>10:00 a.m.</i>	<i>GSNW Refuge</i>

GSWA Board Meeting Minutes 6.28.2019

The meeting convened at 8:05 a.m. Board members in attendance included Matt Krauser, Jordan Glatt, Michael Dee, Reed Auerbach, Kate Barry, Lisa Stevens, Chris Obropta, Eric Inglis, Nic Platt and Kevin Sullivan. Attending via conference call were Dot Stillinger, Alan Pfeil, Kathy Pfeil, Anthony DellaPelle, Jay DeLaney, and Guy Piserchia. Absent from the meeting were Debra Apruzzese, Gerry-Jo Cranmer, Teresa Lane, Cathy Lee, Anthony Sblendorio, Nadine Vitro and Yorgi Vlamis.

Sally then introduced Jennifer Avers, a non-profit board consultant who will provide her observations on the recently completed board survey. Jennifer asked for a board member to read the Mission Statement aloud. Michael Dee volunteered. Jennifer then asked how you typically describe your board service? Lisa Stevens likes to inform people of the many available resources such as our hikes, educational programs, etc. When speaking with his children's friends, Michael Dee emphasizes all the "fun" things we do. Mission Expansion was also covered to assist with board engagement. *Belief in, and support of, our mission brings this board together.* Board support for the annual Gala is very apparent. Some GSWA board members do serve on other boards. Jennifer confirmed that the annual board financial contribution should be 100%. A "Give or Get Task Force" has been formed with a minimum level of board giving yet to be confirmed. Align the 'Give or Get' with our strategic plan. It is important to manage growth without sacrificing the programs or staff that we currently provide. Think about how you can continue to increase the organization's awareness, i.e. introducing us to new contacts and holding each other accountable. Reed Auerbach stated that all board members need to be engaged, both financially and as contributing volunteers. Morning board meetings seem to work well. Jennifer recommended: boardsource.org and "The Center for Non Profits" as very good resources of information.

Val Thorpe then delivered a comprehensive report on the success of this year's music festival:

Budget: \$28,000

Sponsorships: \$29,000

Gross Revenue: \$46,000

Net Profit: \$32,000

Reed Auerbach suggested that next year the GSWA should have a table to capture memberships from walk-ins and staffed by board members who would take shifts during the festival.

Sally confirmed that we are halfway through the strategic plan and are making progress toward its implementation. She asked about a committee to recognize and celebrate the 40th Anniversary in 2021, which should include some sort of capital campaign. Reed Auerbach and

Lisa Stevens offered to serve on the committee but more are needed, including Advisory Council members and former trustees.

A motion to accept the Minutes from the board meeting held on Friday, May 31, 2019 was made by Reed Auerbach and seconded by Nic Platt. Motion carried.

Sue Levine then reviewed the Financial Report. We are purchasing a new server and the warranty on our current server has expired. An onsite server is most economical backed up to the cloud every night. We did consider moving everything to the cloud, but it is not advantageous for us at this time. We are also purchasing four new laptops, as Windows 7 will no longer be supported. The corporate and foundation income is going very well. Rick Porter is constantly looking for new resources. On Sue's advice, Michael Dee proposed that the annual 4% draw from the endowment be taken from the endowment but transferred to another account and left invested, as the funds are not needed at this time. Kevin Sullivan seconded. Motion carried.

Sue recommended a 3% cost of living payroll increase. The staff is pushed to the max right now, particularly on the programming side. Sue and Sally agree that if we have another successful financial year, we should consider expanding program staff again. They do not want to hire until they are comfortable with the income to support another salary.

Testing for microplastics continues. This was a banner year for volunteers from Goldman Sachs, as they are celebrating their 150th Anniversary. With their help, great work at the CMA has been accomplished!

Sue reviewed the new budget (there were no additional comments or questions) and then called for approval of the 2019/2020 budget. Michael Dee made a motion to approve which was seconded by Reed Auerbach. The motion passed unanimously with a vote included from those on the phone. All trustees have been asked to vote on the budget, even those not present at the board meeting.

Paterson SMART's Adopt A Catch Basin program will be kicked off this summer with a BBQ with anticipated attendance of approx. 100 people. Chris Obropta spoke about the importance of green infrastructure and how it can improve the quality of life in communities and alleviate flooding. But working with their city government, it is tough to accomplish anything in Paterson!

Sally delivered the Executive Director's Report. She spoke about the potential acquisition of ten acres (the Kent property) in Chatham. Sally and Hazel conducted a site visit and need to convene a land preservation subcommittee meeting to review. Sally also discussed possible

water quality testing by the GSWA prior to any trail installation on the Boonton Reservoir. Any work done at the Reservoir will need to be funded.

Michael Dee made a motion that Drew Maldonado be approved as a new member of the Advisory Council. Lisa Stevens seconded. The motion carried.

Wade's Development Report included news that Chris Allyn will contribute an additional \$10 per every vegan meal ordered at the Gala. Michael has received commitments from two additional donors to raise the total vegan meal contribution to \$75 per vegan meal ordered. Wade was just notified that donor Edward Babbott, who passed away recently, provided for a trust distribution to GSWA in excess of \$51,000. Check forthcoming.

Be thinking of who may replace Nic Platt as Board Chair when his term expires in December 2019.

The meeting adjourned at 10:10 a.m.

Respectfully submitted,

Wade Kirby
Director of Development

4:30 PM

09/03/19

Accrual Basis

Great Swamp Watershed Association Profit & Loss Budget Performance August 2019

	Aug 19	Budget	% of Budget	Jul - Aug 19	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
4% Fund Transfer Draw	0	0	0%	49,143	40,000	123%	40,000
Annual Event	26,925	10,000	269%	32,525	13,000	250%	200,200
Corporate	1,369	33,500	4%	17,217	33,731	51%	85,325
Foundation Support	8,000	10,000	80%	80,500	71,500	113%	207,700
Individual - Membership	1,771	1,633	108%	5,886	5,067	116%	75,400
Individual Major Donors	0	1,000	0%	12,500	4,000	313%	187,200
Individual Trustee Giving	250	200	125%	1,250	1,700	74%	30,000
Music Fest Event	304	0	100%	514	0	100%	44,900
Other incomes misc	1	117	1%	131	233	56%	1,400
Programs - Education & Outreach	265	0	100%	8,180	8,100	101%	25,800
Restricted Individual Donations	0	0	0%	0	0	0%	20,000
Total Income	38,885	56,450	69%	207,847	177,331	117%	917,925
Gross Profit	38,885	56,450	69%	207,847	177,331	117%	917,925
Expense							
Administrative Expense	10,863	18,579	58%	16,499	27,453	60%	122,083
Administrative Payroll Total	46,020	47,774	96%	91,031	95,797	95%	594,282
Advocacy / CAGs / Other	909	550	165%	909	1,100	83%	16,600
Annual Event Expenses	810	0	100%	2,087	0	100%	58,000
Development Expense	442	283	156%	707	3,367	21%	16,500
Education and Outreach	292	300	97%	292	600	49%	21,800
Hyde and Watson Grant Exp	0	0	0%	0	0	0%	8,000
Mailing	0	134	0%	0	178	0%	10,550
Membership	367	100	367%	486	200	243%	14,210
Music Fest	0	0	0%	684	0	100%	17,000
Stewardship	154	42	369%	461	2,583	18%	17,000
Uncategorized Expenses	0	0	0%	128	0	0%	0
Water Quality	3,739	3,462	108%	3,982	3,800	105%	43,690
Water Testing - Well	0	0	0%	0	0	0%	2,500
Total Expense	63,596	71,224	89%	117,266	135,078	87%	942,215

Great Swamp Watershed Association
Profit & Loss Budget Performance
August 2019

	Aug 19	Budget	% of Budget	Jul - Aug 19	YTD Budget	% of Budget	Annual Budget
Net Ordinary Income	-24,710	-14,774	167%	90,581	42,253	214%	-24,290
Other Income/Expense							
Other Income							
Bequests	0			51,407			
Deferred Inc. -accrual reversal	0	0	0%	0	21,000	0%	21,000
Dreesen 401k BD Fund	0	0	0%	0	0	0%	8,000
Dreesen Advocacy Fund	0	0	0%	0	0	0%	10,000
Interest Income	0			112			
Total Other Income	0	0	0%	51,520	21,000	245%	39,000
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	0	0%	51,490	21,000	245%	39,000
Net Income	-24,710	-14,774	167%	142,071	63,253	225%	14,710

Great Swamp Watershed Association
Profit & Loss Budget Performance
August 2019

4:30 PM

09/03/19

Accrual Basis

1. As of Sept 3rd, we have 191 tickets sold!
Pfizer, NJ Water and Atlantic Health are sponsors (Pfizer funds are noted below as the funds were received last fiscal year.
2. Investors \$7500 is timing
PSEG - havent heard yet
3. George W Bauer Foundation came in at \$20K v. \$10K Budgeted
4. Thanks to Pierson, Kriby and Taltem
5. New computers were purchased in FY 2019 but budgeted in FY 2020
6. Cost of Living adjustment will occur in Sept

Executive Director Report for GSWA Board Meeting September 23, 2019

By the time of this board meeting, we may or may not have work re-commenced on the roof here at our office. I was notified that the contractor would be back September 23 and should be done by October 31. I have little faith in either date. We also requested a couple modifications, since we will be so busy getting ready for the gala. As of my writing this on September 4, I have not heard back with any additional details. We are grateful they are finally going to finish, since the building looks terrible and we want the new roof complete before we go through another winter with little or no insulation.

Long Hill has a referendum on their ballot this November to sell their municipally owned sewer treatment facility. They tried to sell in 2017, but the referendum failed. We supported the sale in 2017 and continue to support it. Long Hill's sewer treatment facility has numerous capacity exceedances causing untreated or partially treated sewage to be discharged directly into the Passaic. Additionally, the sale will enable approximately 150 homes with failing septic systems to convert to sewer. NJ American Water is the only entity interested in purchasing the treatment facility. They asked to make a video with me discussing why we support the sale and they are going to use it to help sway support for the referendum.

I have spent a great deal of time over the summer and this month working on the gala. Need I say more on that subject?!

Staff and I wrote articles and I edited our fall newsletter which you all should have received by now.

Sue, Adam and I attended the Paterson BBQ kick off event for their Adopt A Catch Basin initiative.

I have worked on several grants with Rick Porter.

We also met with NJ American Water to discuss potential opportunities for funding and working together.

I worked with Sue on creating a spreadsheet of the board of trustee "giving and getting". The subcommittee is meeting at the end of September to review.

Trusteeship Committee needs to meet to start thinking about new trustees for next year. I believe we will have up to five open slots to fill, if we wish.

Hazel, Adam and I met with Students2Science to discuss spring programming and plan for fall programming. Some tweaks will be made to the program, but we were both basically satisfied with the arrangement.

I attended several of our events and the Caribbean Night Fundraiser.

Sandra and I met with the Executive Director of Project USE in Newark to discuss collaborative programming.

Sandra and I continue to work on a proposal for water quality monitoring at the Boonton Reservoir for Jersey City.

Kristina and I went on a tour of the Bayshore Recycling Center in Keasbey in anticipation of their Breakfast Briefing.

Staff and I worked on scheduling our fall programming.

As you know, we received a bequest of just over \$50,000 when Ed Babbott passed away this summer.

We should discuss options for its use.

I held another Rolling Knolls CAG meeting and there is another meeting scheduled for September 23. This will be a very interesting meeting with the township planner discussing the site's zoning and the

Department of the Interior discussing the Natural Resource Damage Assessment process. If you're interested, please join us at 6PM at the Kemmerer Library.

Hazel and I completed the annual monitoring required by Land Trust Alliance for our two easements (Wolkowitz in Madison and Fairmount in Chatham) as well as the 3+ acre fee owned property (Hoag in Chatham).

Additionally, Hazel and I conducted another site visit on the potential acquisition of 10 acres (Kent) in Chatham with Steve Souza from Princeton Hydro. Steve thinks there is some potential for remediation credits on the property. We have to do some more research before evaluating this property with the land preservation committee.

GSWA Water Quality Programs

Board Meeting Report

September 2019

Water Quality Monitoring

Chemistry Monitoring

Chemistry monitoring for 2019 is three quarters complete. Winter and spring results show lower than average results for some nutrient levels, most likely due to elevated levels of rainfall in the first half of the year. Our summer results have not yet been received from the lab.

Our final round of chemistry sampling for 2019, as well as the final full round for the first Passaic River expansion, will take place in November. All the collected data will be used to produce the 2019 Water Quality Report Card.

Moving into 2020, GSWA will begin our next expansion downstream. This expansion will include drainage basins from the Whippany, Rockaway and Pompton Rivers, three major tributaries along the Passaic as well as protected areas like Great Piece Meadows. The expansion will include four new sampling sites for our quarterly chemistry sampling, two to three visual assessment locations, a minimum of 2 new bacteria sampling locations and site dependent, two new macroinvertebrate sampling sites.

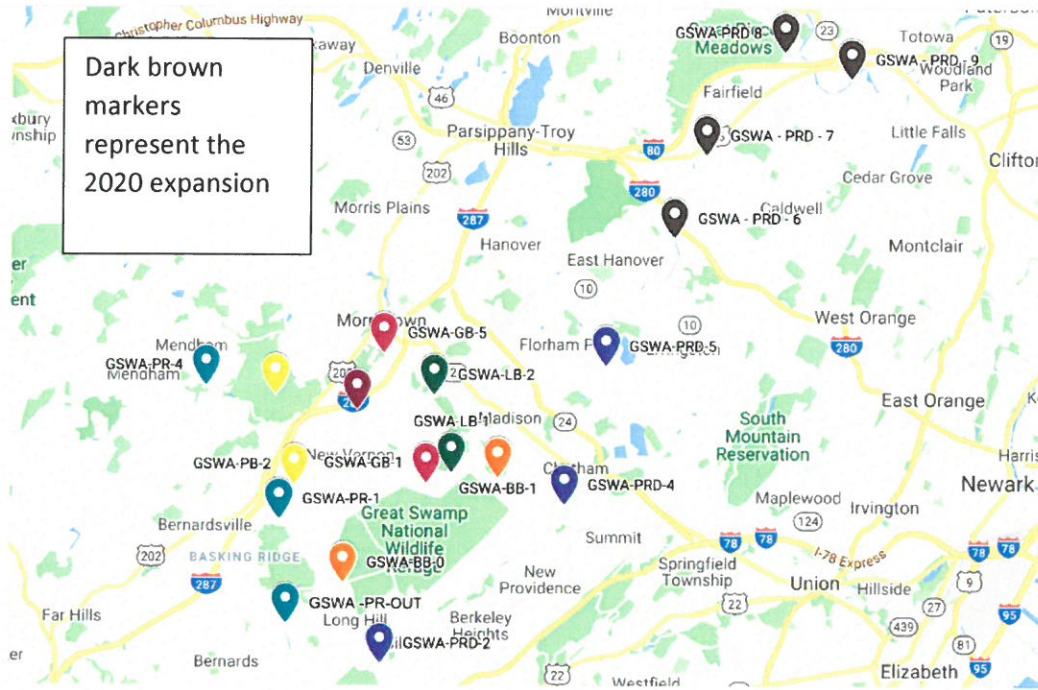
The four chemistry locations are tentatively set for:

GSWA PRD6 – Eagle Rock Ave and Rover Rd in Roseland, NJ. At the Essex Environmental Center. Stream access is good at this location, it would be our baseline site prior to the confluence of any of the central Passaic River tributaries. This historically was a USGS flow gauge location so we will have some historic data (last collect by USGS in 2004) to compare our flow measurements.

GSWA PRD7 – Bloomfield Ave, Fairfield, NJ. This location is downstream of the Rockaway River confluence. It would encompass impacts from both the Whippany River, which converges with the Rockaway River just east of Troy Meadows before the Rockaway converges with the Passaic, and the Rockaway River. This site is located upstream of Great Piece Meadows, a major flood plain and wetland area along the Passaic. Just upstream from a USGS flow monitoring station and historic water quality sampling location. Limited samples were collected at this site through 2011. These will provide a baseline for water quality in this region and help with flow measurements in the area.

GSWA PRD8 – Camp Lane, Fairfield, NJ. This location is immediately downstream of Great Piece Meadows and upstream of the Pompton River confluence. This site should indicate the effects of the preserved open space of Great Piece Meadow on the overall water quality of the river. This site is just up stream from a current USGS flow gauge and a historic USGS water quality sampling location. Water quality samples were last collected at this location in 2005 and will help us with a baseline for what the historic conditions were.

GSWA PRD9 – Union Ave, Little Falls. This location will encompass the impacts of the Wayne area both industrial and residential. This is a major area of flooding along the Passaic River impacting many local residents. The site is downstream of the Pompton River confluence, which includes the Wanaque River, the Ramapo River (the most northern of the Passaic tributaries) and the Pequannock River, all of which merge forming the greater Pompton River. This is the site of a current USGS flow gauge which will be helpful in calculating our data.



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

Visual Monitoring

Spring assessments went well though, due to the weather we expanded the date to complete them. Fall visual assessments will run from early October through the end of November. 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. Our next visual assessment training will take place on October 26th. Please check the GSWA website for further details.

Bacteria Sampling

GSWA's bacteria sampling program ran from July 9th through August 6th, with samples collected every Tues morning. Most samples were within the normal limits though as expected higher on the days when there was rainfall. One exception was our location along Spring Garden Brook in Madison. Levels at this location were elevated well above normal limits on all sampling dates. We are working with Madison town council and engineering department to track possible sources along the stream.

GSWA partnered again 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. Sampling was conducted during the same period as the GSWA sampling. Results from the NJDEP sampling will be available to GSWA later in the year.

Macroinvertebrate Sampling

In 2019, macroinvertebrate sampling was expanded to include sites along the Silver Brook to collect baseline data prior to our stream restoration project being conducted through the EQUIP grant. Follow-up sampling was also conducted along Loantaka to assess the continued efficacy of the restoration project at Seaton Hackney Stables.



Microplastic sampling

Microplastic sampling is currently being conducted. Samples will be collected from 15 to 17 locations depending on in stream conditions. Samples will be processed through Jersey City university lab thanks to generous support from The Watershed Institute and the Leavens Foundation. This expanded sampling will help GSWA to narrow down the amounts and types of plastics in our streams. This data can help to identify the common sources and inputs for plastics into our waterways. With this data GSWA hopes to support more local communities to adopt ordinances to reduce single use plastic usage.

Education

SWaMP

Our SWaMP calendar is filling up for the fall season already. Many of our schools are returning with some adding additional dates so that multiple classes can attend. We will once again be working with S2S to bring students from Newark and the surrounding towns to the CMA and Great Swamp Refuge for outdoor classroom experiences.

Overview:

As school programming wound down in mid-June, our summer public programming and stewardship picked up. Given the extraordinary wet conditions, it was amazing more programs were not cancelled for bad weather, but we dodged the raindrops mostly to host a variety of public programming. We met with our partner S2S to get ready for a fall slate of urban school field trips and readied our trails with a huge amount of infrastructure improvement geared toward making our trails more resilient to wetter weather. As our fiscal year ended, so to our educational year, and we start the tally of participants in programming fresh in July. See attached 2019 numbers. It will be hard to compare with the volume of students taught in 2018-19 school year, and we are proud of our numbers for the year, but we are still more proud that the content we are teaching is hands on, experiential and STEM focused, science programming, held in class and out of doors upstream and down, with new schools and those we have partnered with for over a decade.

General Public Programming

We have held a steady stream of programs this summer, some old favorites such as pollinator building workshops, others new venues or topics, including a program held jointly with Newark nonprofits on Climate change, several hikes both upstream at the CMA and Great Swamp Refuge and downstream in Paterson, and some members only programs. Our new fall slate of programs is now finalized and is live on our website. Some highlights from the summer include:

Given Education staffer Adam Palmers interest in Mushrooms, and with what is shaping up to be likely the second wettest summer in recent history, our fungal foray in late May was a huge success. Hikers enjoyed walking through the freshly mulched CMA trails to search for and learn about the many species of fungus emerging in the swamp and the role they play in ecosystems as decomposers, symbiotes and parasites.



Crepidotus sp. A type of slipper fungus growing from moss at the CMA

As always, our full moon hikes are always sellouts. Like the May event held at the CMA, This June's hike at Jockey Hollow- had participants enjoying a beautiful night of hiking and owl



calling, and hikers were excited to hear multiple Screech Owls calling to them. The hike was followed by some colonial campfire stories delivered by NPS Interpreter Eric Olson.

Our members-only hike at GSNWR Bluebird Parking Lot- offered members unique access to Great Swamp wildlife and participants even got to see juvenile Bald Eagles flying from their nest across the swamp. Another surprise sighting of a Box Turtle on top of her nest laying eggs.

A second Garrett Mountain hike was held in cool and sunny conditions, exposing another 20 participants to a unique geological and biological downstream gem. The learning continued after the hike at Libby's lunch!

Upcoming events:, Breakfast Briefing: Recycling - Straight from the Source Sept 17 at 8:00 am
New Moon Hike at the Refuge Sept 27 at 7:00 pm

Civic, Community and Outreach Events.



Sandra and Adam on our members only hike at Great Swamp National Wildlife Refuge

As part of Paterson SMART, Education staff participated in the August Paterson Adopt-a-Catch Basin BBQ?? There as a resource to those asking questions about CSO's and other water related questions. Hazel has been asked to participate in the New York-New Jersey harbor estuary program advisory board, strengthening our downstream ties. In early August we headed downstream to the Trust for Public Land National Night Out in Jesse Allen Park. GSWA staff met and spoke with members of the community and using the Passaic basin topographic map explained water quality issues and the importance of protecting

the Passaic River as a resource for every community along its path. It was a fantastic evening full of fun, dancing, singing and community engagement. It has also led to GSWA being asked to lead a field trip and in class experience for the newly selected TPL school from Newark. GSWA will host students learning more about the importance of forest ecosystems, before they use that knowledge to design a playground for their school that TPL will implement

We will as always participate in the Great Swamp Refuges fall fest on Saturday, September 14, and on



National Night Out in Newark

the same date the Chatham Sustainability Fair, where staff will give a presentation on the various macroinvertebrates that call the Great Swamp streams home, how we use them in our water quality monitoring efforts and how to identify them. Given the heavy load of school programming this fall, outreach event participation will be limited, with a focus of resources on school programming.

K-12 School Programs:

GSWA has been selected by the Garden Club of Madison as the non profit organization to put forward to the national Founders Club award. If selected, GSWA will receive \$30,000 to work with two Paterson schools in the education surrounding a rain garden implementation on their school grounds. We will be touring member of the garden club around the three schools we have successfully worked with on rain garden education in mid september. WE will find out if we are selected to receive these funds in late spring next year.

We have several new schools we will be working with this fall, including Waldwick school and a New Newark charter school. We will again host Chatham HS AP Environmental Science students for two days of hands on ecology at the CMA, and work with Watchung Regional HS, Madison HS as well as offering ten dates for S2S partner programming. Come join us for a morning or a full day on one of our many field experiences thi fall. Call Hazel for dates we are teaching in the field.



Overview

We are still in the midst of our stewardship field season, which typically runs through the end of November. Although we have achieved a tremendous amount this year at the CMA, with over 1000 shrubs and trees planted at the site and almost 7 acres of invasives cleared, along with around 250' of boardwalk built, there is much more to be done at the site to keep up with the inordinately wet conditions we are experiencing. We have finished the invasive removal called for in our EQIP grant, and will have the work inspected in September, and we have a restoration ecologist on standby to conduct the restoration needed at the site once the permitting for it comes in from the DEP. We continue to receive interest from potential donors regarding other properties around the headwaters region and are strengthening our knowledge of the pros and cons to each parcel presented to us.



We had the opportunity to work over two weeks with a group of summer interns and employees from Groundwork Elizabeth. Groundwork Elizabeth gives skills training and stewardship experience to urban youth 16-24. It is part education program and part task force. We were able to remove approximately 1.05 acres of invasive plants inside critical riparian zones along the Silver brook stream despite challenging conditions. We also replanted the area with native plants. Replanting will be finished this fall, as we focus on tubing those plants outside our deer exclosure fence along these stream corridors with deer-proof tubing. This is part of our Nature Conservancy Roots for Rivers grant fulfilment. As a reward for all their hard

work, GSWA staff led a paddle on the Passaic river with the Groundwork Elizabeth staff and volunteers to give them paddling skills prior to their next task of water chestnut pulling from boats!

Using our new GPS unit, we were also able to accurately measure the total amount of invasive removal and native replanting that has occurred this summer along with an area of wisteria removed last year. As part of our NRCS EQIP federal grant we are contracted to remove 8 acres of woody invasives from the project site, which includes Harding Land Trust acres. As you can see from the map below (appended) it was quite a significant area, totaling approximately 7.2 acres of our 72-acre property.



Starting in early July our summer volunteer/community workdays now fondly dubbed "Forest Fridays" began, with our solid crew of core volunteers and some new faces showing up to put in a few hours every Friday morning to battle against the invasives and keep the trails in good shape- tough work given such a warm and wet summer. These workdays just concluded at the end of August.

Part of our Friday stewardship work involved removing red maples and invasive European buckthorn at the marsh at the rear of the property.



This area is utilized extensively for school and public programs, and has become choked by red maples over time, which shade out the herbaceous vegetation. Since the area is important as the only full sun, wet area in

the property, we are now following up our invasive removal with the construction of a small 12'x12' platform for gathering groups to more fully enjoy this marsh area. This platform, extending into the marsh, will be a major help for large groups gathering along the lengthy boardwalk so that all can easily participate and hear what is being said by educators and hike leaders. It will also serve as an excellent spot to take students and school groups to conduct dip-net collection of macroinvertebrates as we discuss and explore why they are so vital to water quality and monitoring. Thanks especially to the hard work of GSWA volunteers Steve Gruber and Wes Boyce for their carpentry, and John Kramer for his unflagging attack on invasive species!

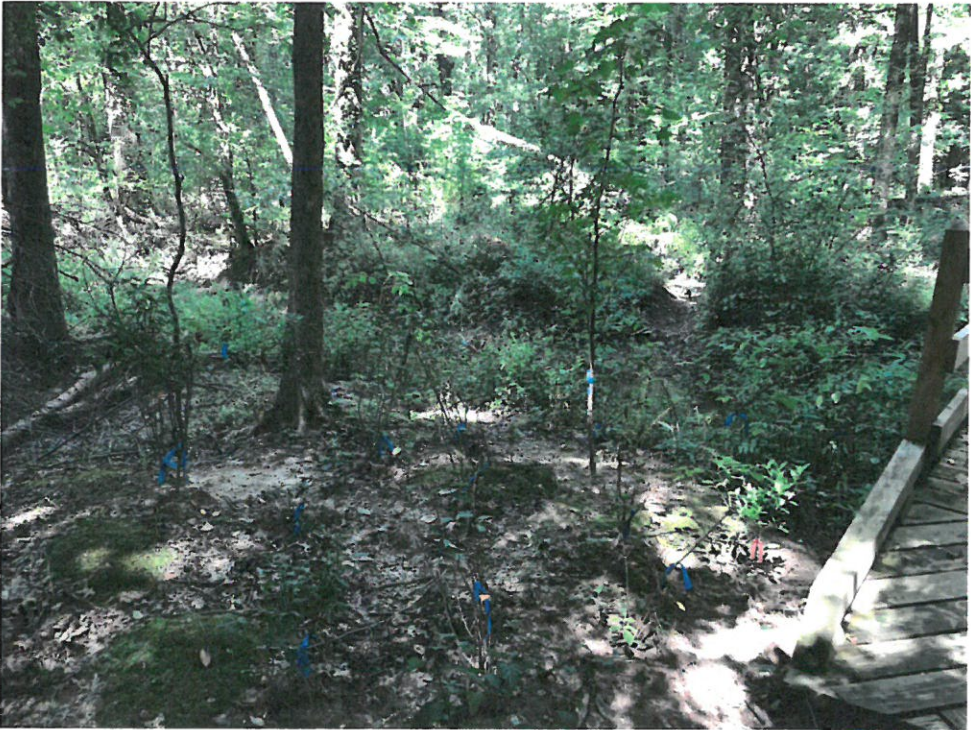


A new Red Cedar screening along the parking area of the Cul de Sac by the entrance to the CMA was installed in August. Using old wire deer fencing, GSWA staff and volunteers refurbished and upcycled this fence into cages to dissuade any hungry deer from snacking on our newly planted screen. This screen as it grows will shield the group gathering area from the road noise of route 287, which is loud. On our wish list for the CMA over the next 12-18 months is a new pavilion covered area in which students can gather for programs. This will need a permit to be built and cannot utilize typical volunteers. We are investigating costs and constraints.

Looking forward to the fall, we will be spraying for herbaceous invasives, using small amounts of herbicide on regrowth of previously cut invasives, undertaking the large task of tubing all the native replants outside of our deer enclosure and finishing construction of the boardwalk platform, which is nearing completion. We will be working with several new corporate partners in the fall and several school and college volunteer and community service programs to get the tasks finished that we need to accomplish.

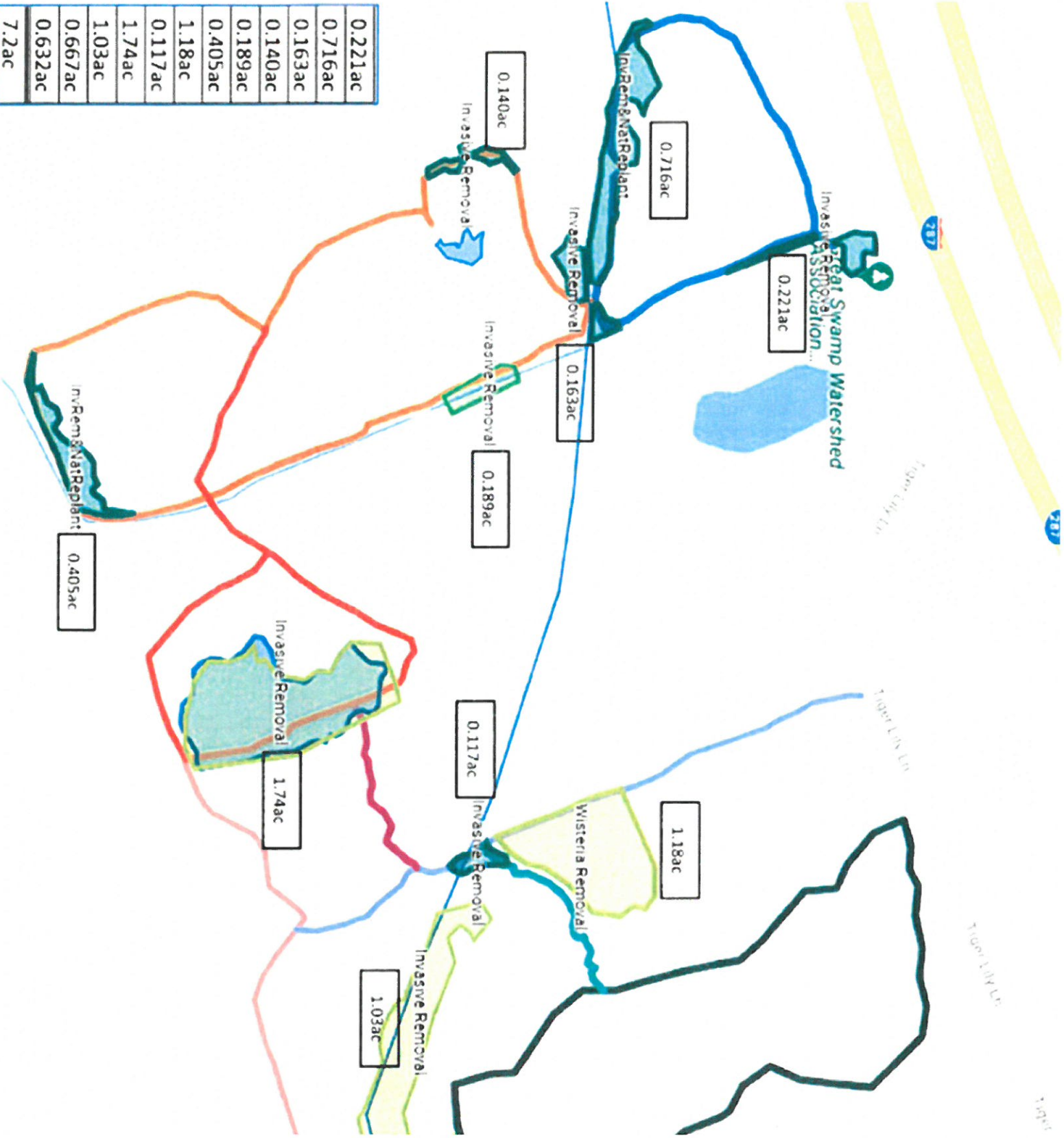
Annual inspections at our easements took place at the beginning of September. All three easements and Fee property inspections went off without any negative impacts observed. However, the violation on the property adjacent to the Hoag parcel, does not appear to have been remediated in a desirable fashion. The illegal road that had been create with dumped fill is still present and has now been mulched and edged with small shrubs and trees that were the mandated replanting's asked for by DEP for the wetlands violation which occurred at

the site. GSWA will follow up with both the town and DEP. The soil pile dumped on GSWA s's property is still unfortunately present at the site.



CMA Trail Map showing area with invasive removal, and native species replanting

0.221ac
0.716ac
0.163ac
0.140ac
0.189ac
0.405ac
1.18ac
0.117ac
1.74ac
1.03ac
0.667ac
0.632ac
7.2ac



Communications Board Report – Val Thorpe

September 2019

Events

It's been a busy summer of hikes, workshops, and speaker programs. Of note, we made progress on our expanded mission of moving our presence downstream by holding our first-ever speaker program in Newark at the Greater Newark Conservancy. Several Newark-based organizations helped us promote the event including the Victoria Foundation, Ironbound Community Corporation, and Trust for Public Land, as well as the Greater Newark Conservancy. These contacts will prove to be invaluable to us going forward as we continue to build our presence in the Newark area. As a result of this recent networking, Lower Passaic Urban Waters is now promoting all our events in their electronic news bulletin.

3rd Annual Great Swamp Great Music Festival: mark your calendar for **Sunday, June 7, 2020** – Hartley Farms Polo Field.

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			
Aug	46,000	61,000	99,500
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: Sundays are the highest traffic days for the GSWA website

Press - GSWA in the News

- August 6 the gala press release, featuring honoree, Congresswoman Mikie Sherrill, and the vegan challenge appeared in NJ Hills Media both online and in print on
- A second Gala press release will appear in NJ Hills Media (electronic and hard copy) and other local papers on September 18.

SOCIAL MEDIA

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

Page Likes – 2861 (up 74 since May and also the highest jump we've seen in months)

Followers – 3017 (up 78 since May)

Instagram: Followers – 1180 (up 62 since May, a higher than normal increase)

Twitter: Followers – 2284 (up 8 since May)

***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

Wade's Board Report

09.06.2019

Gala Update:

We are currently at 44% of our overall Gala revenue goal for this year (all things included, i.e. seats sold, support, prizes and donations).

Eight sponsorships sold to date, for a total of \$40,000 against a budget of \$35,000.

We are halfway to our estimated auction prize value goal. We could use a few more high-priced items; if trustees have community connections, please reach out and help.

We are at a shortfall with Gal Program advertising. Please consider placing a business card ad or better, if you have not yet done so (can be for business or congratulatory.) The printing deadline for the Gala Program is September 12th, but your advertisement and/or silent auction items can go into the addendum and still be seen after that date.

There are still a few outstanding Cork Pull contributions from the Board – every dollar counts!

I have sent numerous Gala invitations with personal messages and lately I've been focused primarily on the acquisition of silent auction items.

Led by Hazel England, Sandra LaVigne and Adam Palmer, the staff was given an extraordinary tour of our Conservation Management Area. We saw the accomplishments of scores of dedicated volunteers over the past 18 months that included the installation of boardwalks, the removal of invasive species, and improvements to signage and the holding area.

We have an Eco-Cruise with the Hackensack Riverkeeper scheduled for Friday, September 20th, departing from the Laurel Hill County Park in Secaucus, NJ at 11 a.m. This is a fully narrated 2-½ to 3 hour trip on a pontoon boat down the Passaic River led by a US Coast Guard-licensed captain. The boat comfortably holds 12 people, and we have room for a few more. Just let me know!

Great Swamp Watershed Association
Monthly Development Summary
August 31, 2019

	Aug Actual	Aug Goal	YTD Actual (July - Aug)	Goals YTD (July - Aug)	Percent of Goal Through Aug	Goals July '19- June '20	Progress to FY2019 Goals	Aug 2018 Actual	July '18 - June '19 Actual
Individuals									
Trustees	400	200	500	1,700	29%	30,000	2%	125	28,675
Major Gifts	10,500	1,000	23,000	4,000	575%	187,200	12%	2,000	184,933
Membership	2,031	1,633	4,562	5,066	90%	75,400	6%	1,955	74,605
Total Individuals	12,931	2,833	28,062	10,766	261%	292,600	10%	4,080	288,213
Institutions									
Corporations Restricted	0	32,500	15,000	32,500	46%	66,500	23%	20,000	59,543
Corporations Stewardship Rest.	0	700	700	700	100%	6,700	10%	n/a	n/a
Corporations Unrestricted	2,340	300	2,340	531	441%	12,125	19%	2,168	12,558
Foundations Unrestricted	0	0	65,000	55,000	118%	122,000	53%		84,000
Foundations Restricted	8,000	10,000	15,500	16,500	94%	85,700	18%		106,475
Total Institutions	10,340	43,500	98,540	105,231	94%	293,025	34%	22,168	262,576
Events									
Gala	41,150	10,000	43,750	13,000	337%	200,200	22%	14,175	238,775
Music Festival	80	0	80	0	0%	44,900	0%	0	46,953
Total Events	41,230	10,000	43,830	13,000	337%	245,100	18%	14,175	285,728
Misc - Income									
Bequest	0	-	51,407	-	-	-	-	-	-
Total	64,501	56,333	221,839	128,997	172%	830,725	27%	40,423	836,517

*includes bequest

Notes

Bequest was not expected and is not a regular part of the annual budget.

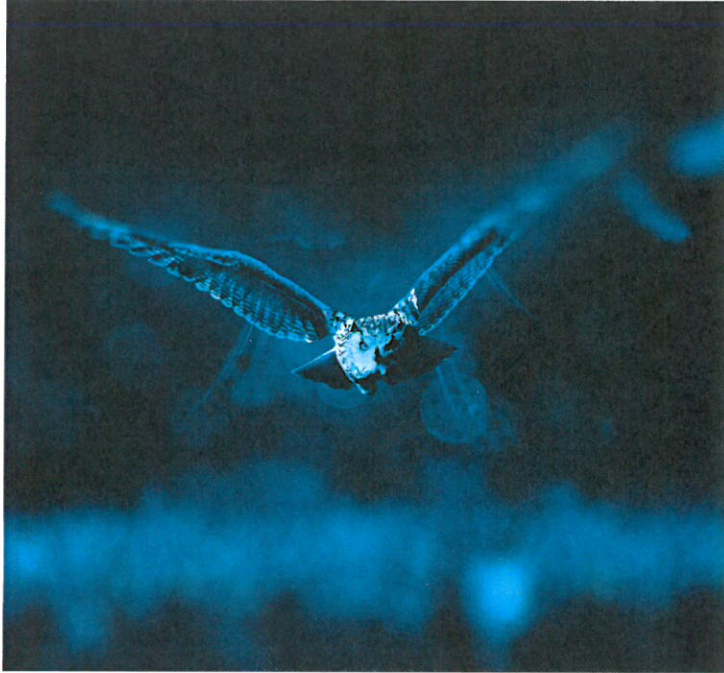
- All individual gifts \$500 and up. Excludes Trustee Giving. In previous years, Major Gifts were included in Membership.
- Anyone who has donated in the last 12 months + 2 month grace period is considered a member. Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, 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

	A	B	C	D	G
1	GSWA Grant Activity	Current Period Results			
2	July 01-Sept 09,2019	Actual	Budget	Diff	Comments
3	Corporate Unrest.				
4	BASF	\$1,000	\$1,000	\$0	
5	Sub total	\$1,000	\$1,000	\$0	
6	Corporate Restricted				
7	FirstEnergy/JCPL	\$7,500	\$5,000	\$2,500	Education &WQM
8	PSEG Fdn.	\$0	\$15,000	-\$15,000	Timing -Application Pending
9	Investors Bank Fdn.	\$7,500	\$7,500	\$0	Awarded - Pending Receipt
10	Bayer Corp	\$7,500	\$5,000	\$2,500	Education
11	Sub total	\$22,500	\$32,500	-\$10,000	Timing - PSEG, Investors
12	Foundation Restricted				
13	Marta Hefflin Fdn	\$5,000	\$4,000	\$1,000	Stewardship
14	NJ Conservation Fdn.	\$2,500	\$2,500	\$0	Stewardship
15	Mazer Foundation	\$8,000	\$10,000	-\$2,000	Education
16	Sub total	\$15,500	\$16,500	-\$1,000	
17	Foundation UnRest.				
18	George Bauer Fdn.	\$20,000	\$10,000	\$10,000	
19	Wallace Fdn.	\$25,000	\$25,000	\$0	
20	Cestone Foundation	\$20,000	\$20,000	\$0	
21	Sub total	\$65,000	\$55,000	\$10,000	
22	Total Grants	\$104,000	\$105,000	-\$1,000	
23	Applications Submitted/ Pending				
24	PSEG - \$20k Education, Lillian Schenck Fdn. \$5.0 Education, BASF 2020 Unrestricted Funding \$7.5k, Garden Club of America, \$30k - Paterson Rain Gardens & Education, Hyde& Watson Fdn, \$10k Computer Equip.				For purposes of this report, Actual Amounts include grants awarded in period indicated, but not yet received.

Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate

September New Moon Hike



Date:

Friday, September 27
7:00 - 8:30 pm

Venue:

Great Swamp National Wildlife Refuge
Wildlife Observation Center

Hike Leader:

Hazel England, GSWA Director of
Education and Outreach

Register online at:

Greatswamp.org

or call 973-538-3500

Ticketing: GSWA members: free
Non-members: \$10 (suggested)

Hike the trails of the Wildlife Refuge under a new moon; without the moonlight, stars are at their brightest! On this guided hike, we will take advantage of the quiet, early-autumn air by listening for the nighttime creatures of Harding Township, like owls, as they prepare for the change of season.

Registration is required.

Register online or call 973-538-3500.



Great Swamp
Watershed
Association



WATERKEEPER® ALLIANCE
AFFILIATE

Astronomy Night with North Jersey Astronomical Group



Friday, September 27

8:00 - 10:30 PM

GSWA Headquarters
568 Tempe Wick Rd., Morristown, NJ

— Led by —

North Jersey Astronomical Group

Register online at

GreatSwamp.org

or call 973-538-3500

This event is FREE!

Donations are welcome.

Purchase a discounted family membership through this event.



Explore the night sky. See and learn about constellations visible in the Fall sky. The beautiful stars of the Big and Little Dippers will be visible and the constellations Draco, Cygnus, Pegasus and Hercules will also be on display in the September sky. With the new moon faint objects are easier to see...such as star clusters, nebulae, and perhaps even some galaxies if the weather is clear enough. As the evening darkens, Jupiter and Saturn will become prominent in the south. This event is extremely limited so register soon!

Registration required.

Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate

How it's Really Done Bayshore Recycle Plant Tour



Monday, October 7

10:00 - 11:00 AM

Bayshore Recycling Center
75 Crows Mill Rd., Keasbey, NJ 08832

— Led by —

Gary Sandermeier, VP Operations

Register online at

GreatSwamp.org

or call 973-538-3500

GSWA Members are FREE!

Non-members suggested donation:

Adults 18 and older - \$10

Ages 6-17 - \$5



Have you ever wondered what happens to your recycling once it leaves the end of your driveway? This is your chance to follow its journey with your own eyes, observing how it's sorted, prepped and packaged to get it ready for the next phase. This behind-the-scenes tour is a unique opportunity you won't want to miss. Come gain a better understanding of the importance of recycling, the convenience and drawbacks of single-stream recycling, and how it's all done. You'll also leave with some first-hand do's and don'ts. Must provide your own transportation.

Registration required.