



Great Swamp Watershed Association

Meeting of the Board of Trustees

Monday, March 16, 2020

8:00 a.m. – GSWA Headquarters

Agenda

- Election of New Board Member(s): Clark Wagner
James Weichert (proposed by Nic Platt)
- Election of New Advisory Council Member – Fran Schultz
- Approval of Board Minutes from 1/13/2020 Meeting
- Finance Report – February Budget Performance
- Executive Director Report
- Development Report:
 - Monthly Development Summary
 - Grant Activity
- Update on Kent Acquisition (10 Acres in Chatham)
- Update on Ferber Property – Potential Office
- Advisory Council Dinner – Guest Speaker Allianz Global Investors
- *Great Swamp Great Music Festival June 7th*
- Gala Honoree Recommendation for 2020
- Capital Campaign Discussion
- 40th Anniversary 2021
- SWOT (strengths, weaknesses, opportunities, threats) Analysis
- Other Business
- Potential Board Meeting Dates – May 11 and June 8
- Adjourn

Upcoming Events

<i>March 20</i>	<i>8 AM</i>	<i>24th Annual NJ Land Conservation Rally</i>	<i>Palace at Somerset Park, Somerset</i>
<i>March 15</i>	<i>1 PM</i>	<i>Sunday Series Hike at Rifle Camp Park</i>	<i>Garrett Mountain, Woodland Park</i>
<i>March 27</i>	<i>7 PM</i>	<i>Vernal Pool After Dark Exploration Hike</i>	<i>CMA, Harding Twp.</i>
<i>March 28</i>	<i>2 PM</i>	<i>Green Your Closet</i>	<i>Livingston Public Library</i>
<i>March 31</i>	<i>5:30 PM</i>	<i>DIY: Build a Warbler Bird Box</i>	<i>GSWA Headquarters, Morristown</i>



Clark Wagner

Chief Investment Officer, Foresters Financial

Clark joined GSWA's Finance Committee in early 2017 and has been indispensable with his sound and prudent guidance of our investment strategy and policies.

Clark has 30 years of experience in the fixed income markets and is Chief Investment Officer at Foresters. He leads the U.S. investment, research and strategy and fund accounting teams, and oversees management of more than \$15 billion in assets. Clark previously worked at General Electric Investment Corporation, American Express, and National Westminster Bank USA. Clark is a member of the Pension Investment Association of Canada, Municipal Analysts Group of New York, and Municipal Bond Buyers Conference where he served as past Chairman

Clark received a Masters degree in International Affairs from Columbia University in New York and a Bachelor's degree in History from Williams College in Massachusetts. He is actively involved with the Great Swamp Watershed Association and Nantucket Conservation Foundation.



James Weichert, Jr.
President, Weichert Realtors

James Weichert, Jr. serves as President of Weichert Realtors, one of the largest family-owned-and-operated real estate companies in the nation. He also serves as co-president of the Weichert Companies organization, a family of more than 15 real estate, financial services, workforce mobility, and affiliated service businesses.

James began his career as a sales associate at the Jersey City/Exchange Place office of Weichert Realtors and subsequently directed business development at Weichert New Homes. He then was promoted to the critical role of regional vice president, overseeing the management and sales operations of several longstanding Weichert sales offices. After that, he worked closely with the chief financial officer to gain financial insight across the Weichert Companies.

Prior to joining Weichert, James graduated magna cum laude from Harvard University.



Frances Schultz, PG, LSRP

Senior Professional, GEI Consultants
Bloomfield, New Jersey

Fran is a Professional Geologist (PG) and New Jersey Licensed Site Remediation Professional (LSRP) with over 25 years of experience managing projects and project teams in site remediation and brownfield development/construction projects throughout the New York metropolitan area and the Northeast. Her projects include combined environmental/geotechnical projects, management of state and federal superfund projects, environmental projects in a variety of industries, and close coordination with public agencies. One of Fran's highlights is her work on the investigation and remediation of properties for inclusion into the Great Falls National Historic Park.

Fran has a M.S. in Geology from the University of South Carolina and a B.A. in Geology from Bryn Mawr College.

GSWA Board of Trustees Meeting
01.13.2020
Minutes

The meeting convened at 8:14 a.m.

Attending:

Debra Apruzzese P	Reed Auerbach P	Caitlin Barry P	Gerry-Jo Cranmer P	Marilyn Dee S
Anthony DellaPelle P	Jordan Glatt P	Eric Inglis A	Matt Krauser P	Teresa Lane T
Chris Obropta T	Alan Pfeil P	Kathy Pfeil P	Guy Piserchia T	Nicolas Platt P
Lisa Stevens T	Dot Stillinger P	Kevin Sullivan P	Giorgios Vlamis P	

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

Staff: Sally Rubin, Wake Kirby, Sue Levine

Other: Clark Wagner, a member of the Finance Committee, was invited to make a presentation.

- Election of New Board Member – Marilyn Dee:
 - *Motion to approve: Deb Apruzzese;*
 - *2nd: Gerry-Jo Cranmer;*
 - Unanimously approved.

- Approval of Board Minutes from 11/22/19 Meeting:
 - *Motion to approve: Yorgi Vlamis;*
 - *2nd: Tony DellaPelle;*
 - Unanimously approved.

- Election of Second Three-Year Board Terms – Chris Obropta; Kevin Sullivan; Yorgi Vlamis:
 - *Motion to approve: Alan Pfeil;*
 - *2nd: Debra Apruzzese;*
 - Unanimously approved.

- Election of 2020 Officers – Nicolas Platt, Chairman; Guy Piserchia, Treasurer:
 - *Motion to approve: Matt Krauser;*
 - *2nd: Alan Pfeil;*
 - Unanimously approved.

- Thank You to Trustees Rotating Off Board:
 - Michael Dee;
 - Jay DeLaney, Jr.;
 - Cathy Lee;
 - Anthony Sblendorio;
 - Nadine Vitro.

- Election of New 2020 Advisory Council Members – Michael Dee; Andrew DeLaney; Jay DeLaney, Jr.; Jeffrey Grayzel; Cathy Lee; Nadine Vitro:
 - *Motion to approve: Nicolas Platt;*
 - *2nd: Alan Pfeil;*
 - Unanimously approved.

- Discussion was held regarding electing Fran Schultz to the Advisory Council; her firm submitted a proposal to be hired as a consultant for Rolling Knolls. Decision was made to defer her election until after a decision is made on consultant.

- Election of Chris Sanchez to the 2020 Advisory Council:
 - *Motion to approve: Anthony DellaPelle;*
 - *2nd: Alan Pfeil;*
 - Unanimously approved.

- Renewal of Current Advisory Council Members for 2020:
 - Kathy Abbott
 - John Donofrio
 - Jon Rafalowski
 - Chris Allyn
 - Russ Furnari
 - Gerry Scully
 - Astri Baillie
 - Claire Griffin Miller
 - Alden Siegel
 - Len Berkowitz
 - Pam Harding
 - Julia Somers
 - Peter Birnbaum
 - Mary Horn
 - Frank Stillinger
 - David Budd
 - Jane Kendall
 - Kit Stinson
 - Brenda Curnin
 - Drew Maldonado
 - Alex Vitro
 - Susan Deeks
 - John Neale
 - Jeff Webb
 - Dr. William Diehl
 - Adam Psichos
 - *Motion to approve: Gerry-Jo Cranmer;*
 - *2nd: Jay DeLaney, Jr.;*
 - Unanimously approved.

- Thank You to Non-reviewing Advisory Council Members – Phyllis Fast; Jay Graham III; Lois Olmstead.

- Trustee Signature Forms for 2020 were distributed for signature – Annual Conflict of Interest Disclosure and Code of Conduct and Ethics.

- Election of 2020 Committee Chairs:
 - Finance Committee (same as Treasurer): Guy Piserchia
 - Development Committee: (to be determined)
 - Education & Outreach Committee: Debra Apruzzese
 - Land Preservation & Advocacy: Dot Stillinger
 - Land & Water Stewardship: Lisa Stevens
 - *Motion to approve: Nicolas Platt;*
 - *2nd: Anthony DellaPelle;*
 - Unanimously approved.

- Discussion ensued about the role of the Advisory Council and how to get them more engaged. Council members might serve on a committee, or assist with the capital campaign.

- Nic Platt then spoke about our choice of a Gala honoree. A major figure in the environmental movement would help our cause, or perhaps a Hollywood celebrity. Deb Apruzzese endorsed companies with a strong environmental footprint. Tony DellaPelle suggested a corporate honoree to help fill the seats. Gerry-Jo Cranmer suggested a physician. The general consensus was to move away from politicians this year and move

toward thought leaders tied to New Jersey - thought provoking speakers. Deb Apruzzese then suggested Sir David King, the world's foremost authority on "Climate Repair." (She subsequently emailed Wade a video of his presentation.)

- Sue Levine then welcomed Clark Wagner who serves on the Finance Committee. Clark presented a review of the investments comprising the endowment. (See PDF document attached.) Clark Wagner has 30 years' experience in the fixed income markets and is Chief Investment Officer at Foresters™. He leads the U.S. investment, research and strategy, and fund accounting teams and oversees management of more than \$15 billion in assets. Clark joined the Finance Committee in early 2017 and has been indispensable on the Finance Committee with his sound and prudent guidance of our investment strategy and policies.

Vanguard Endowment as of 12/31/2019 was at \$1,259,567 and the Invested Operational funds at \$147,904. Total account value is at \$1,407,472. The following recommendations were made and will be reviewed by the Finance Committee.

1. Re-Balance the Operational reserve – the approximately \$40K in the MM should be invested.
 2. The Operational reserve is invested in Small Cap which is more volatile. Recommendation to change to Mid-Cap which is a little less volatile.
 3. Bonds are in an Intermediate Fund which is mostly Corporate bonds. Recommendation is to replace with Core Bond Index Fund to include more treasury.
 4. We should consider Environmental Social Governance (ESG) funds in a limited manner since they do not have a big track record. Recommendation is to go with 5-10%. We can review the options and go with either a very focused position like water infrastructure funds or more general like climate sustainability.
- Policies: The Donor Privacy Policy was reviewed and changes recommend to continue to protect donor privacy and stay ahead of potential privacy regulations, such as recently implemented in California.

Motion to approve revisions: _Reed Auerbach; 2nd_Alan Pfeil; approved unanimously.

- Results YTD: Actual results were reviewed – we continue to be ahead of budget and tracking well for the first half of the fiscal year. Board Donations continue to be lackluster versus budget. Unfortunately, we didn't get the PSEG grant; however, we have been advised that it was just an oversight as the relationship is strong. We also didn't get Watershed Institute this year which we believe is related to reduced funding from the Dodge Foundation, however we will need to review further. This was offset by higher than budgeted grant awards from Bauer and Tyler.

Versus last year revenue is off by \$10k primarily due to Foundation grants.

- Sue Levine then presented a Monthly Development Summary and current Grant Activity.
- Paterson SMART: Although we will begin to transition out of Paterson SMART facilitation, we continue to find incredible new opportunities to increase green infrastructure there. We met with PS30 and are reviewing a new education program and rain garden. We hope to roll out another 40 Adopt a Catch Basin kits at the 6th Ward Community Meeting on February 20th. We are seeking funding to source the kits. Our work in Paterson will focus on programming in the schools as opposed to the city which is difficult.
- Sally then addressed the prospect of a capital campaign and the several consultants who have been solicited. She passed around the proposal received from Jay Angeletti of The Angeletti Group, LLC. She would like to hire another program staff person for which capital campaign funds could be used. Reed Auerbach feels the endowment needs to be increased. Other suggestions included the establishment of a scholarship for a worthy student, or improvements to the Ferber Property if conveyed to the GSWA by PSE&G. PSE&G bought the property and closed in December 2019. They plan to use it as their office space for four (4) years. We are waiting to see if, indeed, they will commit to convey it to the GSWA. There are great possibilities for the use of these facilities to which we could move our office and create a center for education. Reed said that a building is the easiest thing to raise money for in a capital campaign. Tony DellaPelle said that we should pick a consultant and then figure out how we're going to pay for it. We need to evaluate carefully the reason for initiating a capital campaign. Tony DellaPelle, Reed Auerbach, Gerry-Jo Cranmer, Kevin Sullivan and Sally Rubin will meet with Jay Angeletti when he is in New Jersey this Spring.
- Sally reviewed polling the staff regarding their "blue sky" ambitions for the future. She distributed a Wish List as well as a SWOT (Strengths/Weaknesses/Opportunities/Threats) Analysis which is attached.
- Sally updated the board on the status of the ten-acre Kent Property acquisition which is subject to an environmental study.
- Many GSWA events are coming up. Please review our calendar and attend!

The meeting adjourned at 10 a.m.

Respectfully submitted,

Wade Kirby
Director of Development



GSWA

**ENDOWMENT AND OPERATIONAL
RESERVE**

2019 RESULTS

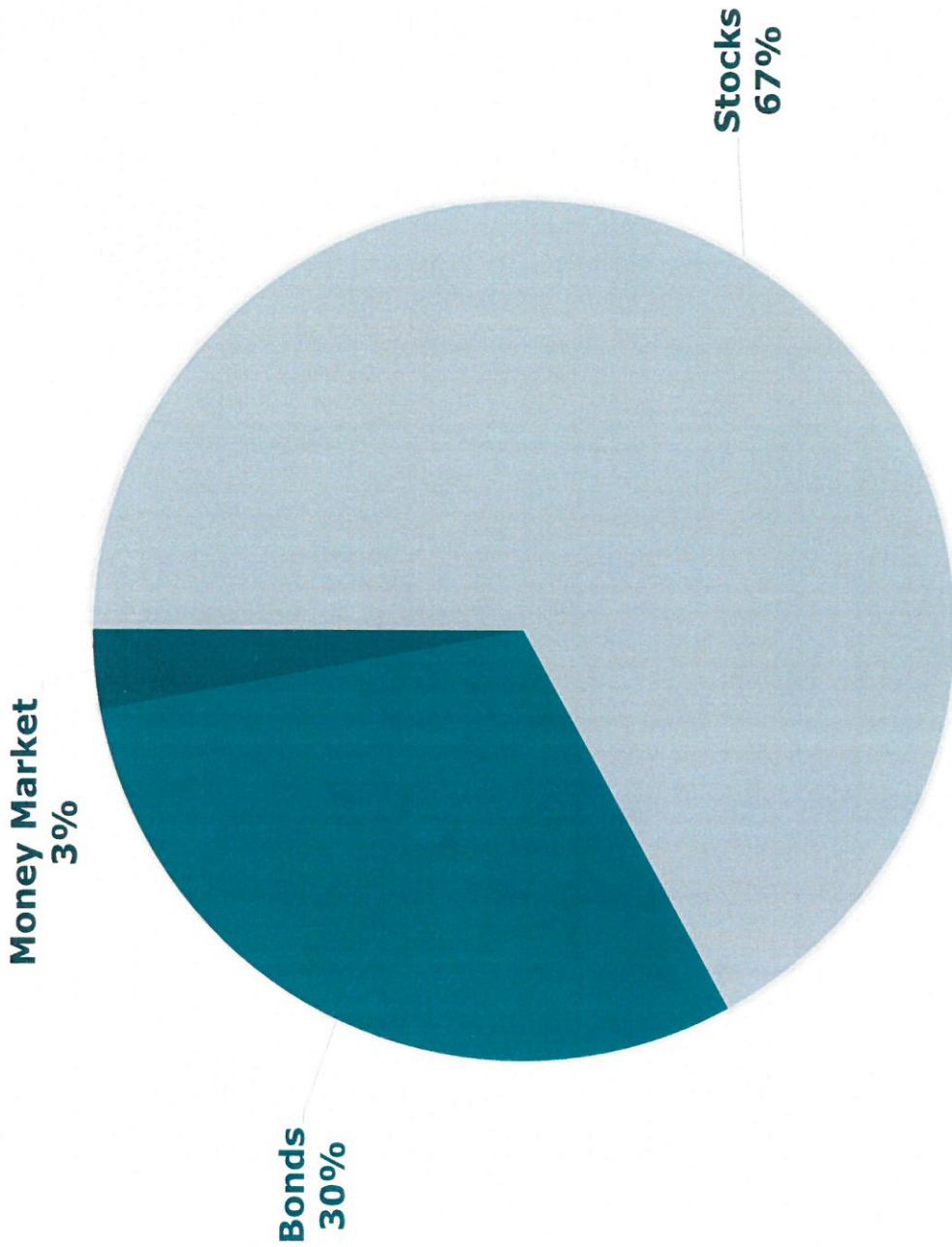
January 13, 2020

Clark Wagner

OVERVIEW

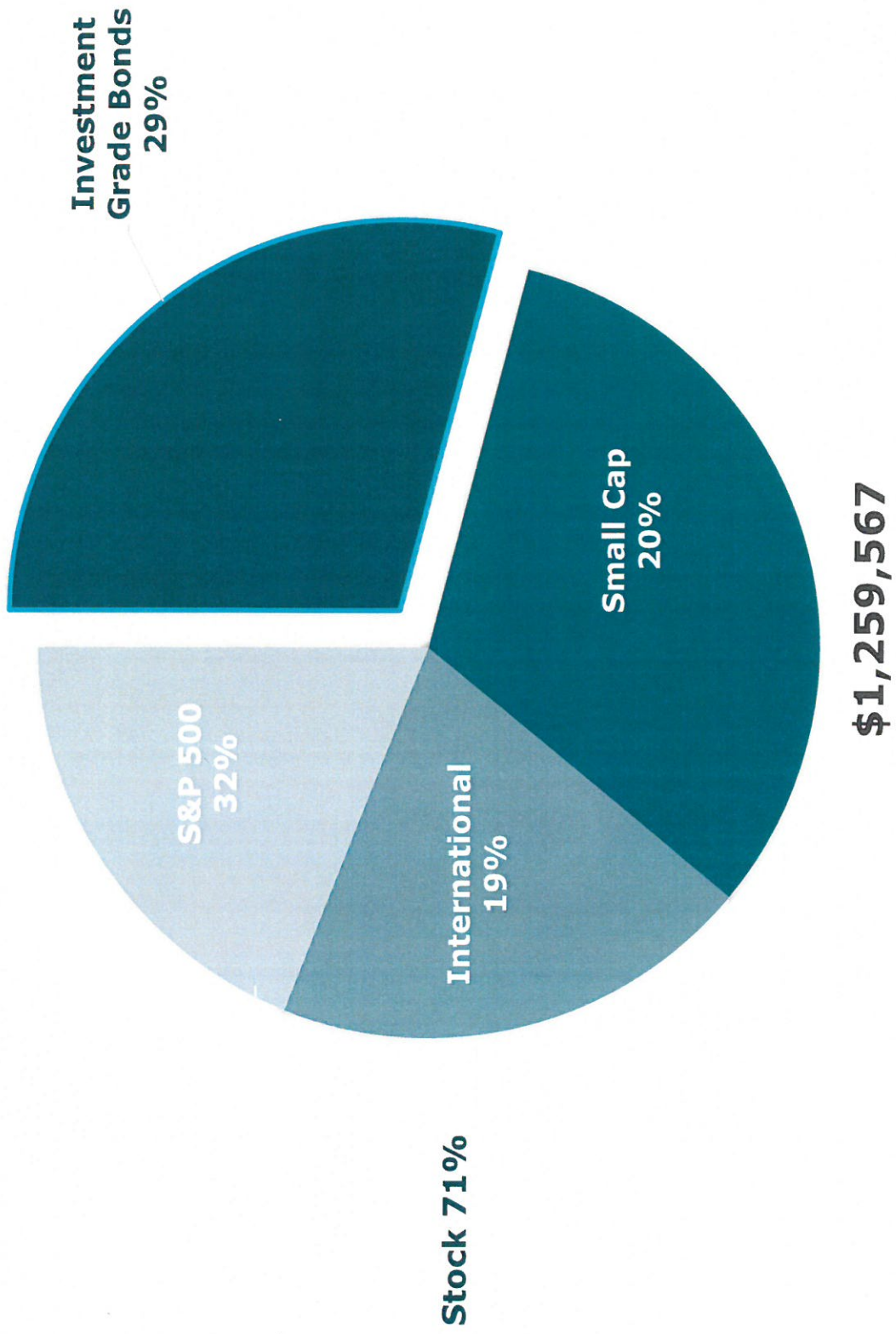
- **Investment Philosophy**
 - Seek long-term total return with acceptable risk
 - Set target asset allocation to provide broad market exposure
 - Invest in low cost index funds
 - Rebalance when allocation is 5% off target allocation
- **Endowment**
 - Moderately aggressive target allocation: 70% stocks/30% bonds
 - Stocks include small cap and international allocations
- **Operational Reserve**
 - Moderate target allocation: 50% stocks/45% bonds/5% money market

GSWA Total Portfolio

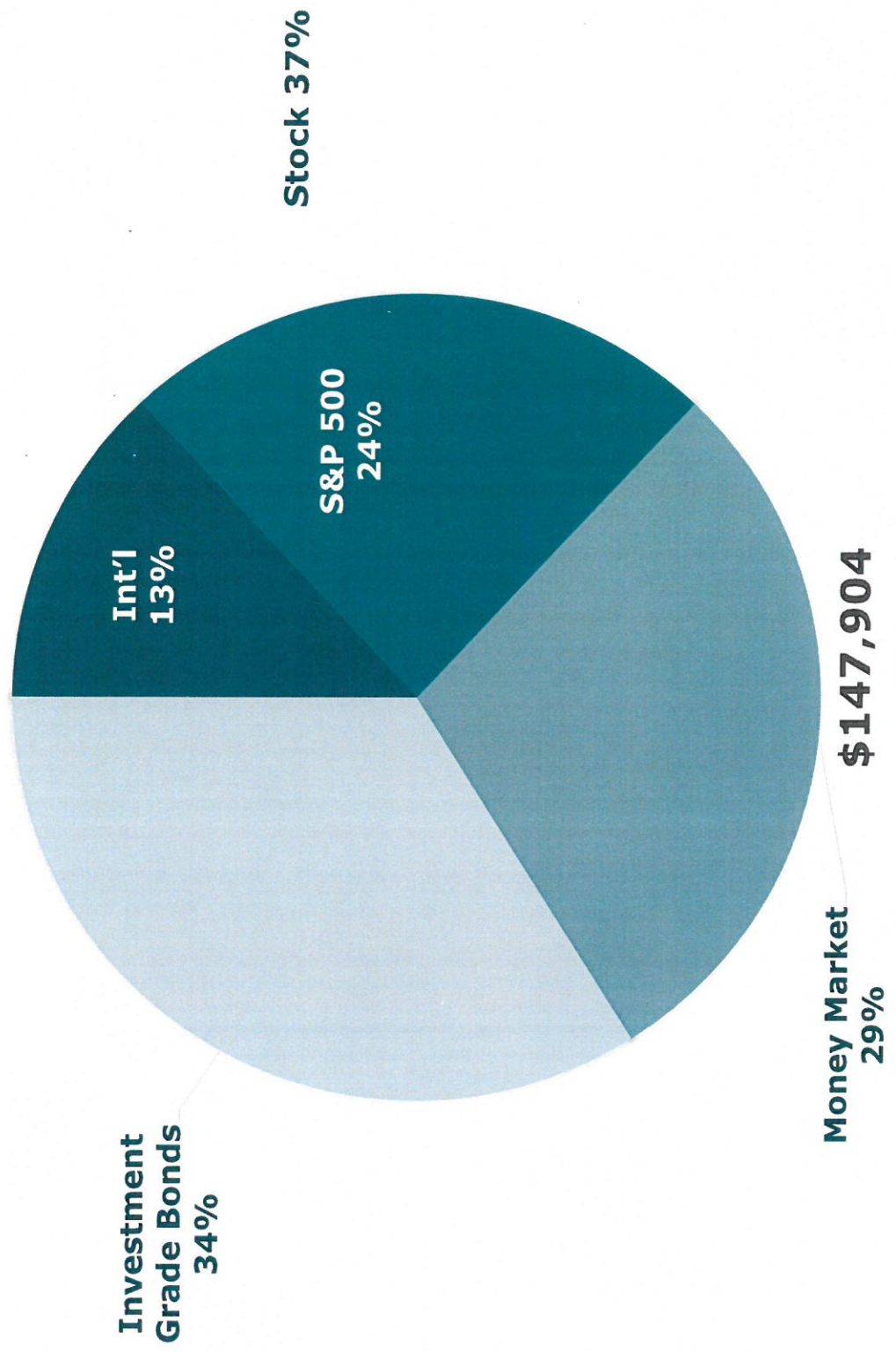


\$1,407,472

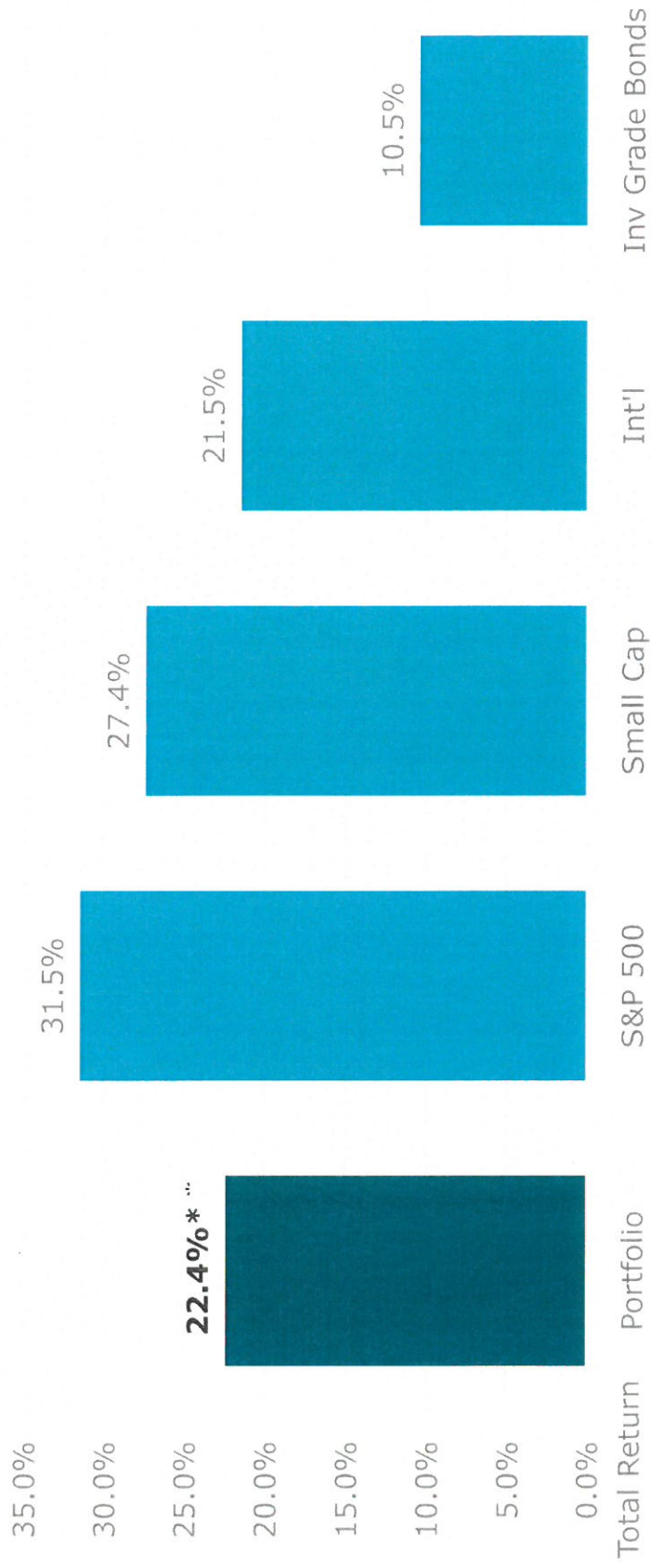
GSWA Endowment



GSWA Operational Reserve

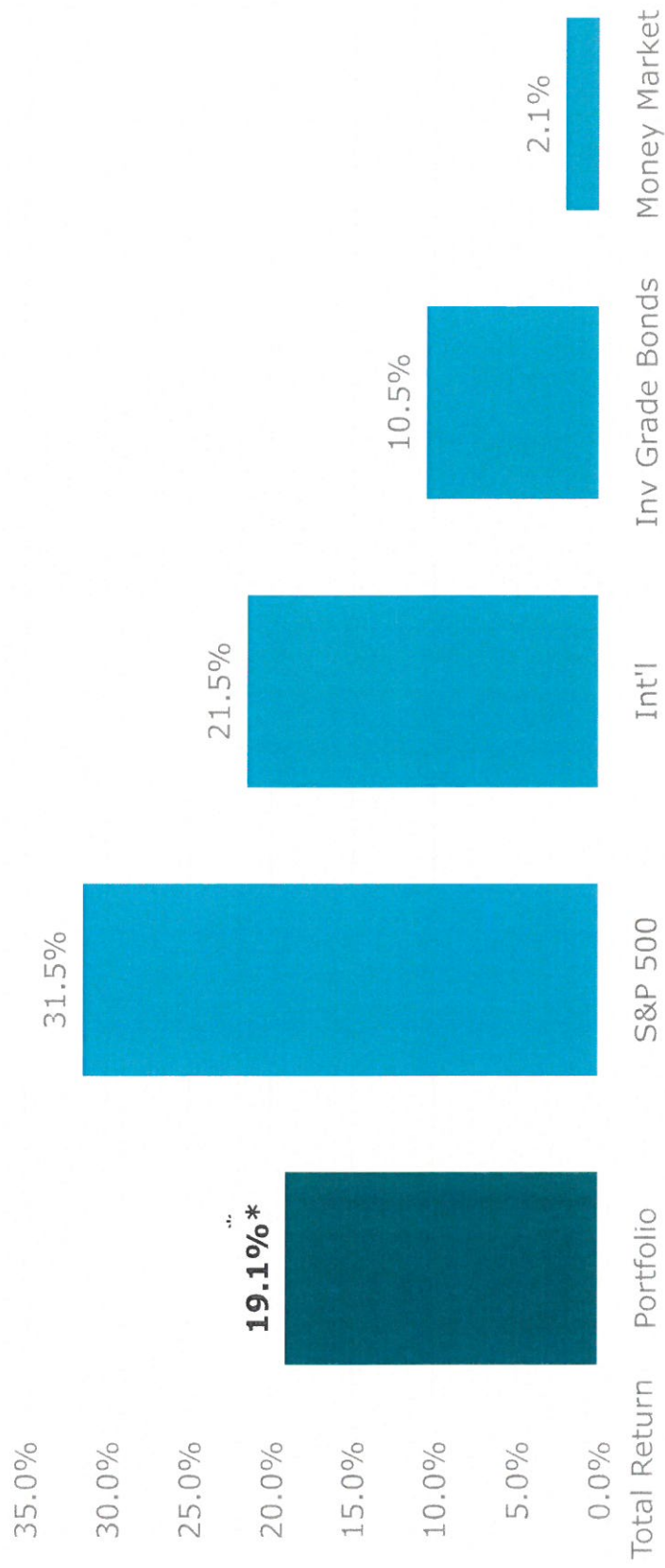


GSWA Endowment Returns



* Based on target allocation

GSWA Operational Reserve Returns



* Based on target allocation

Expenses

<u>Fund</u>	<u>Expenses</u>
Vanguard 500 Index	0.04%
Vanguard Small Cap Index	0.05%
Vanguard Total International Stock Index	0.11%
Vanguard Intermediate Term Inv. Grade	0.10%
Vanguard Federal Money Market	0.11%
Endowment	0.06%
Operational Reserve	0.06%

GSWA Staff Wish List & SWOT Analysis - December 2019

WISHLIST		
GSWA staff agreed by unanimous vote, our #1 Priority: HIRE ADDITIONAL PROGRAM STAFF		
Additional staff top priorities (9 is the highest # of votes possible)		
# of votes	Suggestion	Category
8	Structure at the CMA - roof, floor, removable sides (pavillion) w/power and water	Stewardship
9	Increase size of education staff	Education
9	Another full time WQ staff member- take over SWAMP and educational component of WQ. Input data & do more sampling	Water Quality
8	Evaluate and identify properties to preserve, priority targeting, focus, create mapping	Land Preservation
9	more competitive salaries for staff	Other
9	More full time staff positions w/benefits	Other
9	Board/leaders more responsive & participatory w/strong financial commitment	Other
9	Create scholarship fund to encourage kids to study environmental science	Other
8	No more plastics- zero waste, recycling/composting- walk the walk	Other

SWOT ANALYSIS

Strengths

Knowledgeable staff

Environment is a strong mission right now

Diversity of programs

We're pro-active

Staff flexibility

Staff/board/donors

Weaknesses

Entire board not involved

Connections to people in mid-stream area

Isolated from downstream, not in a hub area

Not enough boots on the ground

Opportunities

Connecting with entire river

Expansion

Being more visible and better advocate

Ability to tap into more financial resources

Threats

Over-extended

Economic turmoil

Commercial development

Political rollbacks

Losing focus



GSWA

**ENDOWMENT AND OPERATIONAL
RESERVE**

2019 RESULTS

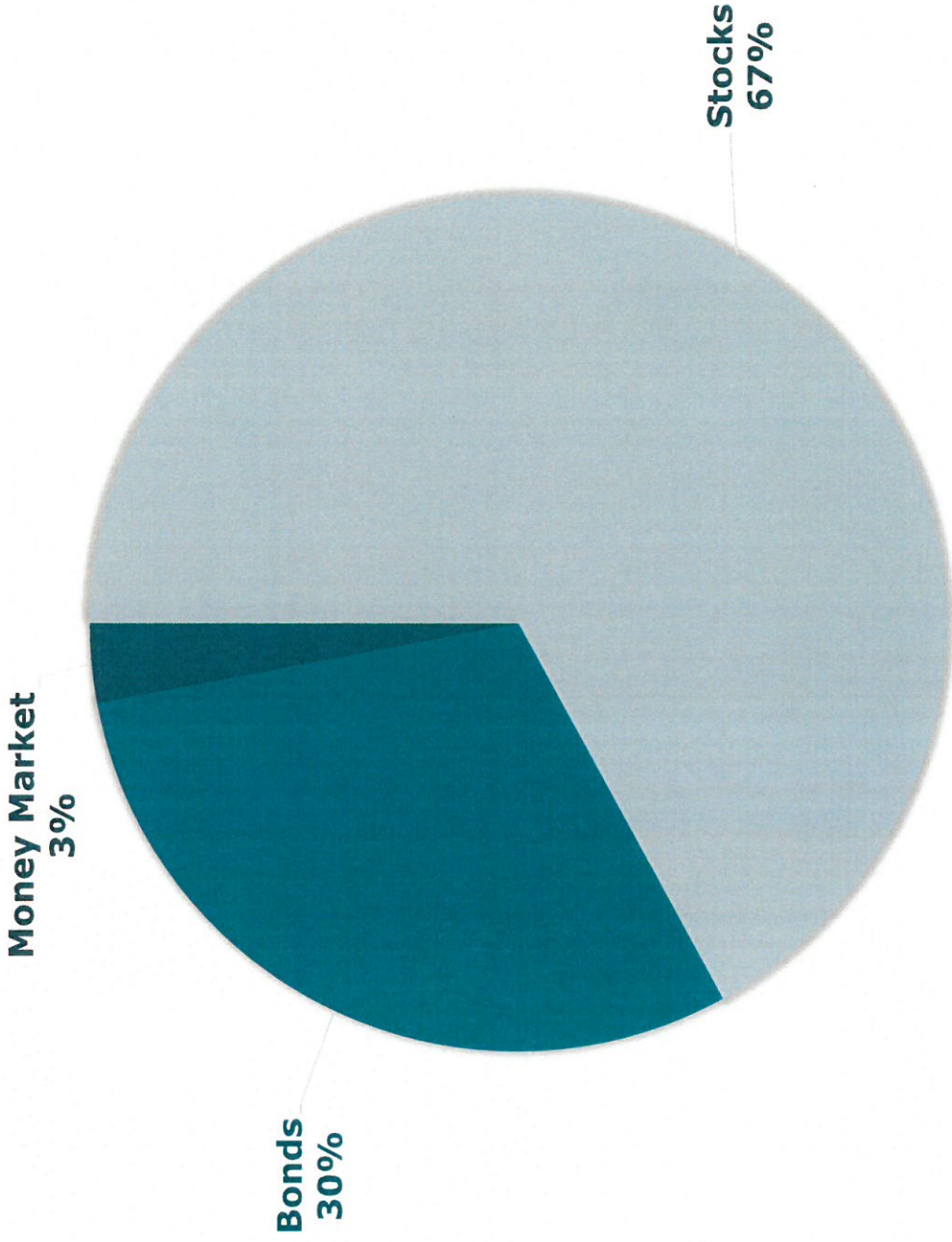
January 13, 2020

Clark Wagner

OVERVIEW

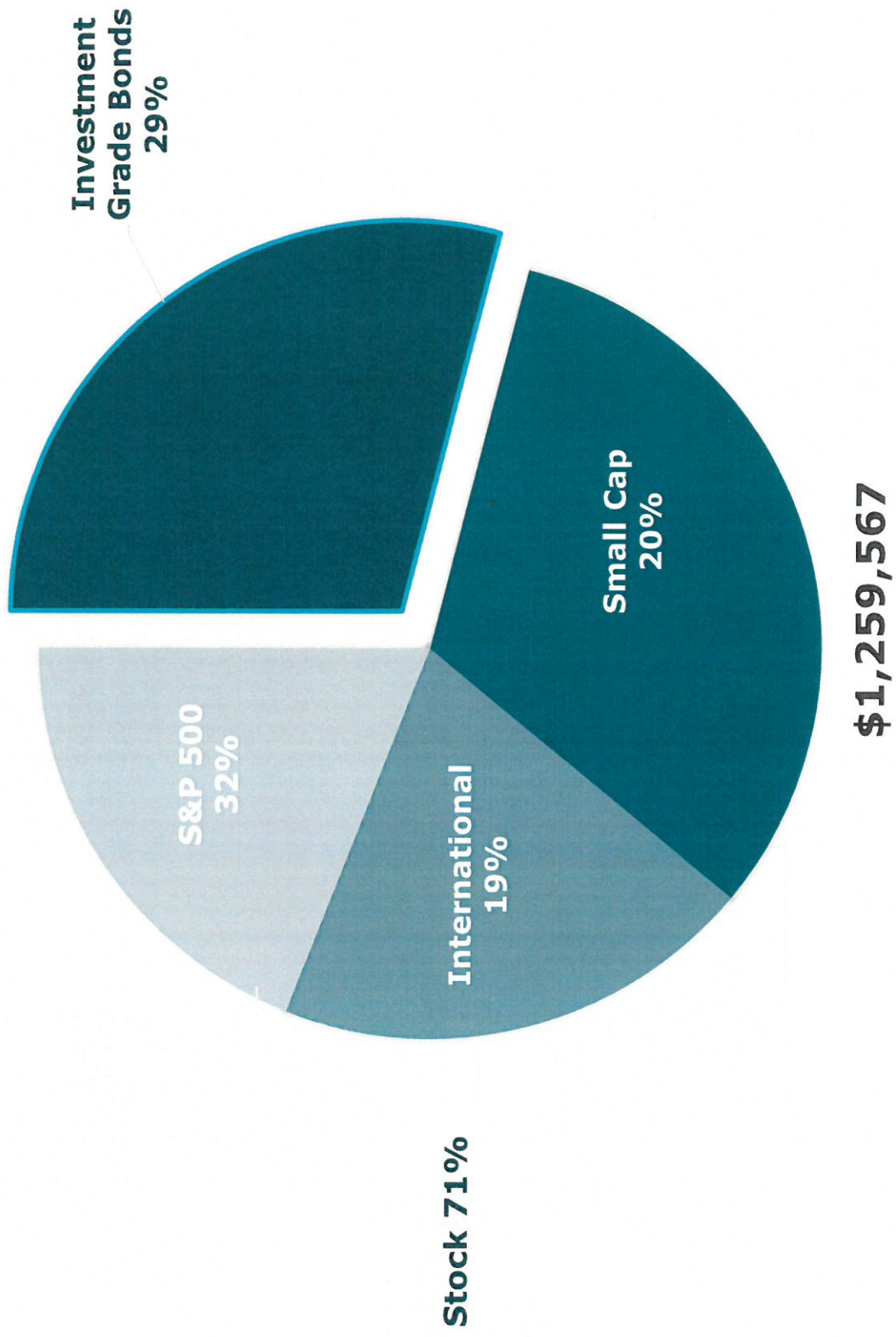
- **Investment Philosophy**
 - Seek long-term total return with acceptable risk
 - Set target asset allocation to provide broad market exposure
 - Invest in low cost index funds
 - Rebalance when allocation is 5% off target allocation
- **Endowment**
 - Moderately aggressive target allocation: 70% stocks/30% bonds
 - Stocks include small cap and international allocations
- **Operational Reserve**
 - Moderate target allocation: 50% stocks/45% bonds/5% money market

GSWA Total Portfolio

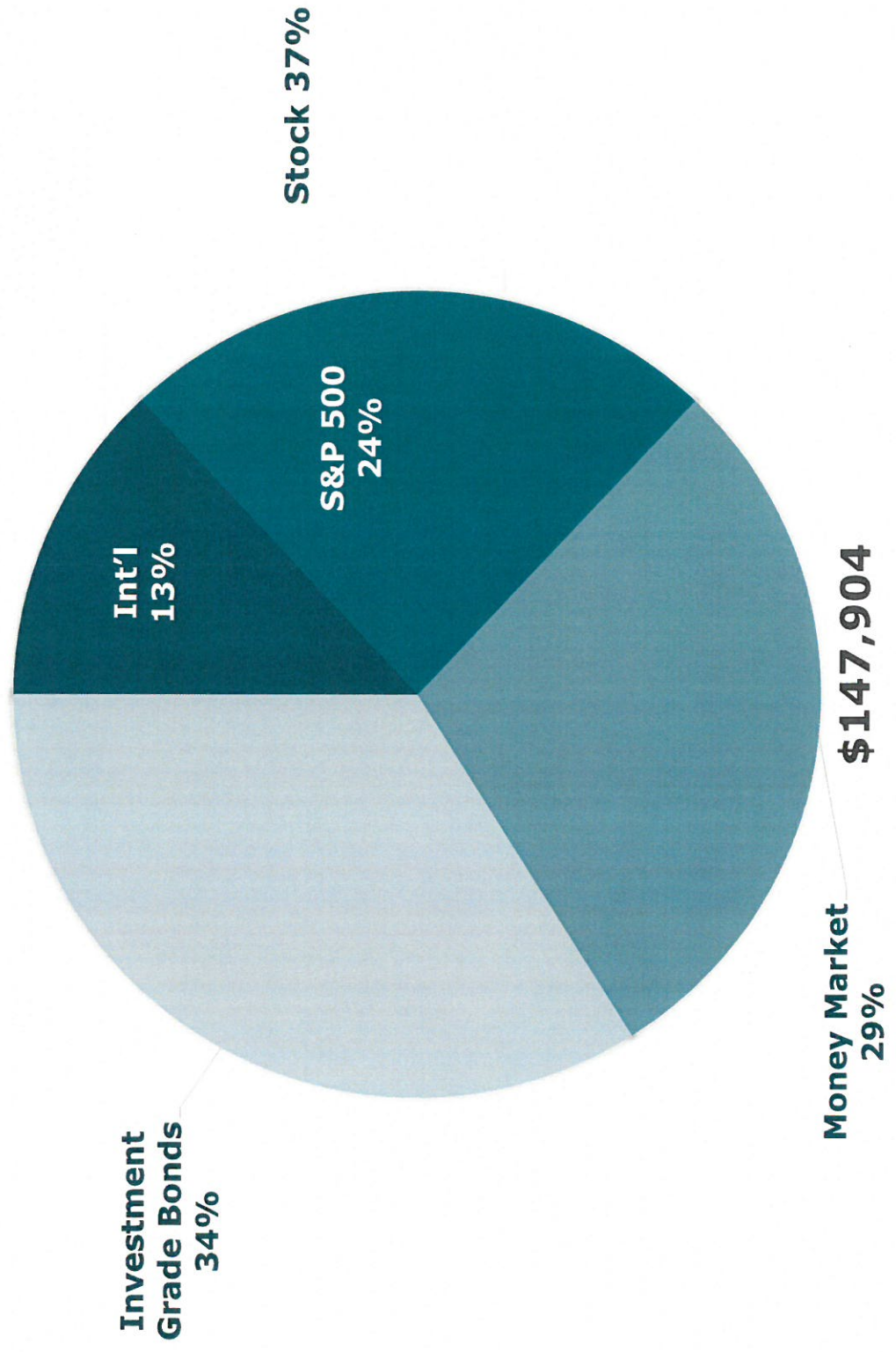


\$1,407,472

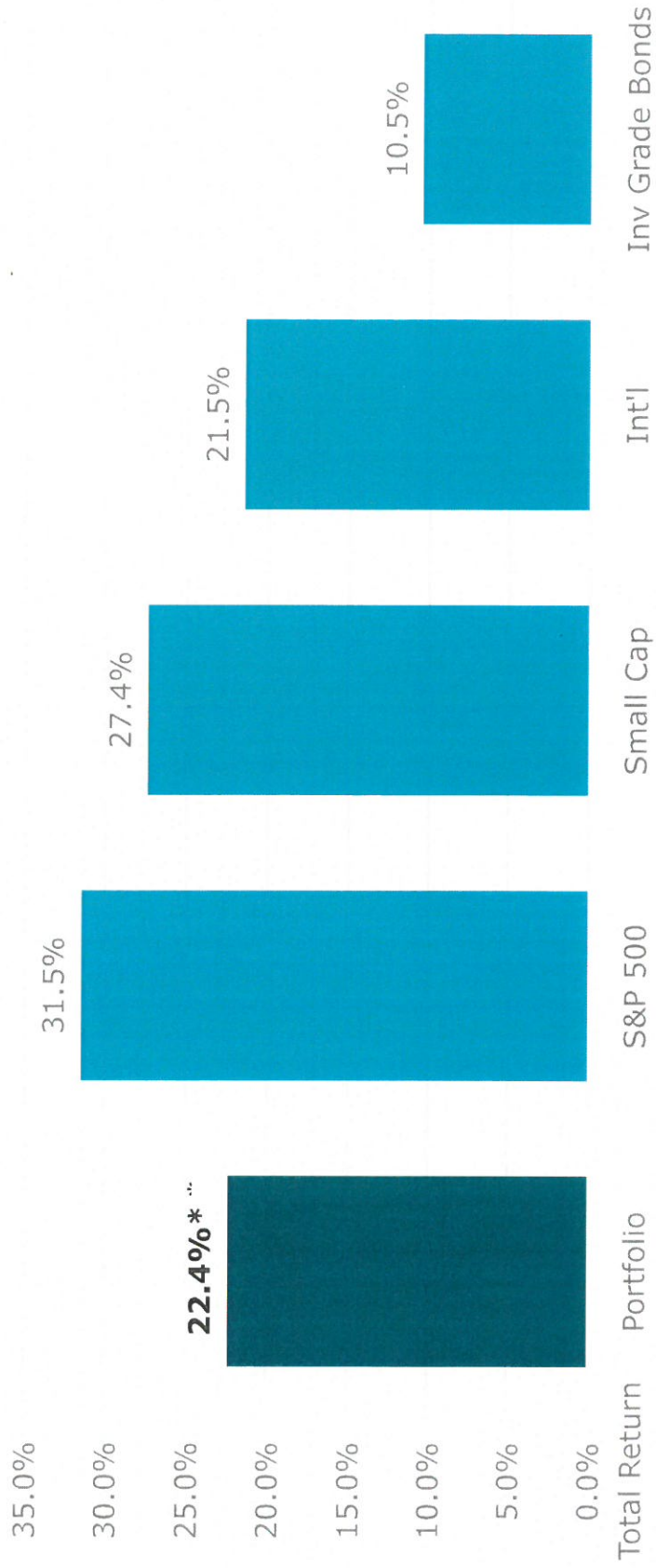
GSWA Endowment



GSWA Operational Reserve

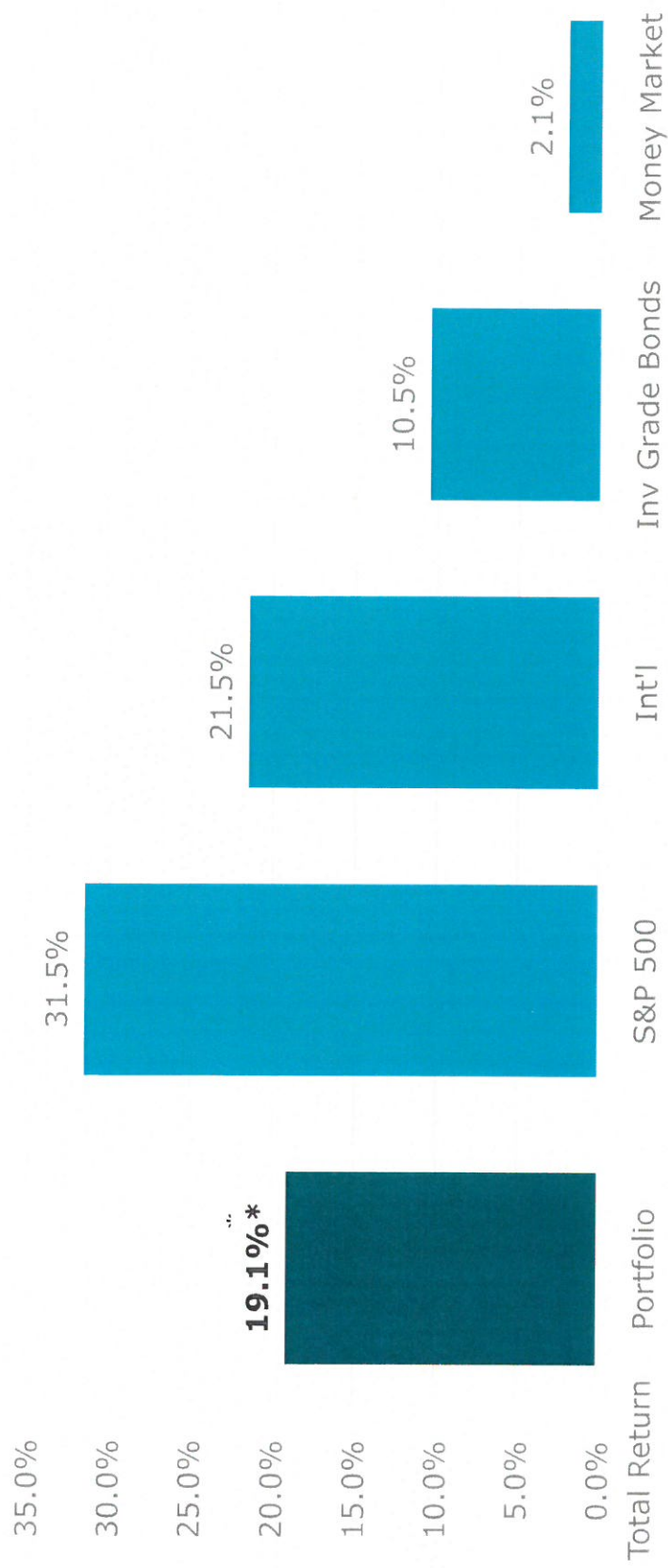


GSWA Endowment Returns



* Based on target allocation

GSWA Operational Reserve Returns



* Based on target allocation

Expenses

<u>Fund</u>	<u>Expenses</u>
Vanguard 500 Index	0.04%
Vanguard Small Cap Index	0.05%
Vanguard Total International Stock Index	0.11%
Vanguard Intermediate Term Inv. Grade	0.10%
Vanguard Federal Money Market	0.11%
Endowment	0.06%
Operational Reserve	0.06%

SWOT ANALYSIS

Strengths	Knowledgeable staff
	Environment is a strong mission right now
	Diversity of programs
	We're pro-active
	Staff flexibility
	Staff/board/donors
Weaknesses	Entire board not involved
	Connections to people in mid-stream area
	Isolated from downstream, not in a hub area
	Not enough boots on the ground
Opportunities	Connecting with entire river
	Expansion
	Being more visible and better advocate
	Ability to tap into more financial resources
Threats	Over-extended
	Economic turmoil
	Commercial development
	Political rollbacks
	Losing focus

GSWA Staff Wish List & SWOT Analysis - December 2019

WISHLIST		
GSWA staff agreed by unanimous vote, our #1 Priority: HIRE ADDITIONAL PROGRAM STAFF		
Additional staff top priorities (9 is the highest # of votes possible)		
# of votes	Suggestion	Category
8	Structure at the CMA - roof, floor, removable sides (pavillion) w/power and water	Stewardship
9	Increase size of education staff	Education
9	Another full time WQ staff member- take over SWAMP and educational component of WQ. Input data & do more sampling	Water Quality
8	Evaluate and identify properties to preserve, priority targeting, focus, create mapping	Land Preservation
9	more competitive salaries for staff	Other
9	More full time staff positions w/benefits	Other
9	Board/leaders more responsive & participatory w/strong financial commitment	Other
9	Create scholarship fund to encourage kids to study environmental science	Other
8	No more plastics- zero waste, recycling/composting- walk the walk	Other

Great Swamp Watershed Association
Profit & Loss Budget Performance
 February 2020

12:45 PM
 03/06/20
 Accrual Basis

	Feb 20	Budget	% of Budget	Jul '19 - Feb 20	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
4% Fund Transfer Draw	0	0	0%	49,143 ¹	40,000	123%	40,000
Annual Event	0	0	0%	217,431 ²	200,200	109%	200,200
Corporate	984	300	328%	49,596 ³	61,594	81%	85,325
Foundation Support	0	0	0%	167,175 ⁴	186,200	90%	207,700
Individual - Membership	3,995	4,533	88%	44,748	47,367	94%	75,400
Individual Major Donors	10,500	52,000	20%	160,400	134,500	119%	187,200
Individual Trustee Giving	2,650	2,000	133%	6,500	7,250	90%	30,000
Music Fest Event	0	6,000	0%	514	6,000	9%	44,900
Other incomes misc	169	117	145%	1,491	933	160%	1,400
Programs - Education & Outreach	507	50	1,013%	14,013	11,400	123%	25,800
Restricted Individual Donations	0			20,000	20,000	100%	20,000
Total Income	18,805	65,000	29%	731,012	715,444	102%	917,925
Gross Profit	18,805	65,000	29%	731,012	715,444	102%	917,925
Expense							
Administrative Expense	5,152	7,524	68%	60,501 ⁵	81,096	75%	122,083
Administrative Payroll Total	47,002	47,774	98%	389,225	392,938	99%	594,282
Advocacy / CAGs / Other	0	550	0%	2,013	4,400	46%	16,600
Annual Event Expenses	37	0	100%	44,886	58,000	77%	58,000
Development Expense	1,307	1,763	74%	7,649	9,797	78%	16,500
Education and Outreach	2,064	2,040	101%	4,199 ⁶	13,140	32%	21,800
Hyde and Watson Grant Exp	0	0	0%	0	8,000	0%	8,000
Mailing	0	387	0%	3,162	5,051	63%	10,550
Membership	129	350	37%	8,553	8,750	98%	14,210
Music Fest	51	0	100%	787	0	100%	17,000
Stewardship	3,718	42	8,923%	8,537 ¹⁰	2,750	310%	17,000
Water Quality	896	3,622	25%	9,298 ⁷	22,435	41%	43,690
Water Testing - Well	0	0	0%	0	0	0%	2,500
Total Expense	60,356	64,053	94%	538,811	606,357	89%	942,215

Great Swamp Watershed Association
Profit & Loss Budget Performance
February 2020

	Feb 20	Budget	% of Budget	Jul '19 - Feb 20	YTD Budget	% of Budget	Annual Budget
Net Ordinary Income	-41,550	947	-4,385%	192,201	109,087	176%	-24,290
Other Income/Expense							
Other Income							
Bequests	0			51,407 ^B			21,000
Deferred Inc. -accrual reversal	0	0	0%	0	21,000	0%	21,000
Dividends Received	0			16,818 ^B			8,000
Dreesen 401k BD Fund	0	0	0%	0	0	0%	10,000
Dreesen Advocacy Fund	0	0	0%	0	0	0%	0
Total Other Income	0	0	0%	68,225	21,000	325%	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%	68,195	21,000	325%	39,000
Net Income	-41,550	947	-4,385%	260,396	130,087	200%	14,710

Great Swamp Watershed Association
Profit & Loss Budget Performance
February 2020

12:45 PM
03/06/20
Accrual Basis

1. \$9k over budget
2. Includes \$18,150 Vegan Challenge
Advertising was lower than budget and prior year.
Underwriting excludes \$6k from Pfizer which was recorded in the PY.
368 guests served; 242 Vegan Meals; 45 VIP tickets.
3. Unfortunately we didn't get PSEG -\$15k due to a processing error however we are working to get this resolved.
We continue to work closely with PSEG on the Ferber Property.
4. FM Kirby -\$25k - due to timing of Audit report - expect in Q1 2020
We also didn't get approved by Watershed Institute -\$10k
These are offset some by Bauer = \$10k and Tyler +\$5k over budgeted amounts
5. Computer upgrade purchases and website re-design - timing
6. Timimg
7. Timimg
8. Babbott Bequest
9. Pfizer Gala \$6k; Leavens Microplastics \$5k; Rutgers - Paterson SMART \$5k; WI \$5k all booked in the prior ye
10. Timimg - Accreditation \$1750; CAM expenses

Executive Director Report March 16, 2020

First of all, I want to thank the board for allowing me to work remotely for the month of February. Once again, Mike and I spent the month on Sanibel Island in Florida and thoroughly enjoyed ourselves. I even managed to get a lot of work done!

Rolling Knolls: As you know, we received a \$50,000 three-year grant to hire a technical expert to assist the CAG in understanding EPA documents and providing advice. I filed the first quarterly grant report on February 15. As I mentioned, a small subcommittee and I interviewed three consultants and selected GEI as our expert. I drafted and negotiated the contract with GEI and am reviewing the final version to execute. We will be holding our next CAG meeting on March 30 to introduce the consultant to the CAG and give a brief presentation and a Q&A.

Kent: I have been negotiating the contract of sale for this property. The contract terms have been agreed to and I have signed the contract. I am waiting for an executed copy from the seller and we will then conduct our Phase I environmental assessment.

Hopefully you all received your spring newsletter which I edited and reviewed in February.

Unfortunately... I posted an employment ad for Rick's Director of Institutional Relations position. Rick will be retiring at the end of April. So far, I have conducted three candidate interviews and I'm still looking.

I attended a Newark Municipal Action Team (DIG). We hope to work with Newark on a canoeing/water quality program on the Passaic in April.

I attended the Lower Passaic Superfund CAG meeting. They are discussing the timeline for dredging the lower Passaic, the Natural Resources Damage analysis, and another Superfund site called Riverside in Newark.

I held several donor meetings/lunches.

Rick and I have a meeting scheduled with PSEG to discuss the oversight of not receiving a grant and what, if anything, we can do about it.

I also conducted annual staff reviews in January. This year, reviews focused on identifying three attainable goals for 2020.

The Advisory Council dinner is scheduled for May 19. Kevin Sullivan secured a speaker to talk about investing in water infrastructure. A big thank you to Kevin for this! This will be a particularly engaging presentation and we will open the event to major donors as well as our board and advisory council. The event will cost \$60 per person for these additional guests.

I have been working on securing an honoree for the gala.

PSEG closed on the Ferber property in December for \$3,250,000. I have had ongoing conversations with the Refuge about our acquiring the house and barn when PSEG is done with their project. I remain optimistic that this will happen and that we will get at least a verbal commitment from PSEG within the next 12 months (hopefully sooner) which would enable us to conduct a capital campaign at least partially around this initiative.

GSWA Water Quality Programs

Board Meeting Report

March 2020

Water Quality Reporting

All the 2019 water quality data has now been received in the office and the final results are being incorporated into the year's data set. The GSWA Water Quality Report Card for 2019 will be presented at our April Breakfast Briefing (previously scheduled for March but moved due to availability of the Composting presenter). 2019 marked the culmination of our first round of downstream expansion sampling. While the 2019 Report Card will focus on the data collected only in 2019, with three years of data from our new locations between Millington and Livingston, we will also be comparing the full three year data set to gain a better understanding of the issues impacting this area of the Passaic River. This report will be available later in 2020.

In March I will be presenting our Microplastic data and sampling protocols at the 2020 Watershed Congress in PA.

Water Quality Monitoring

Chemistry Monitoring

Our first round of sampling for 2020 began on March 2nd, the two remaining days of sampling were postponed due to weather but are scheduled to take place March 9th and 10th. We have added four new sites along the downstream reach of the Passaic River with our furthest site being located in Little Falls requiring three days (instead of two) for each round of sampling. This will bring our total of sampling sites up to nineteen per sampling event in 2020. Our chemistry sampling occurs quarterly to help us to capture the seasonal changes along the river.

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

Visual Monitoring

Our spring assessment training will be held on April 4, 2020, please check our website for more details and location.

If you are interested in volunteer monitoring, please contact me at sandral@greatswamp.org

Education

SWaMP –

The 2019 – 2020 school year has started strong with many returning schools as well as new schools to the program. In the fall we worked with Watchung High school for the first time, leading a full day program in Watchung Reservation.

As we head into spring we will be working with William Patterson University and four Patterson Schools. The program will connect students with art as well as water quality issues. Students will participate in a SWaMP program along Molly Ann Brook (a Passaic trib) followed by a tour of an ongoing art exhibit titled Living Together: Nurturing Nature in the Built Environment, at William Patterson University. The

overall program goal is to help students make better connections to the environment in their area and the importance of taking part in protecting it.

We will also be working with the Golda Och School in West Orange, this connection is also through the art department of the school, but is allowing us to begin working with their science department for in-class water quality programming and looking at a potential SWaMP outdoor field experience either this spring or in the fall.

Microplastics –

Our primary round of microplastics sampling for 2019 is complete with 17 samples collected from throughout the Passaic River region. Samples are being processed by Jersey City University using the Fenton method to digest off the organic materials collected in the samples leaving only the in-organic materials to sort through. The plastics will be sorted by size and basic type of plastic (film, chip, fiber, ect). Some samples will then be further analyzed to determine the chemical makeup of the plastic polymer. This will help to better understand what the primary source materials for the microplastics in our water are. We expect the final results by the end of March.

We continue to utilize the results from our pilot study in 2018 to help support local efforts in passing ordinances to reduce single use plastics by putting bans and restrictions on plastics bags in retail stores. With the data from our 2019 study we will continue to push for communities to help reduce dependence on single use plastics and keep them out of our streams.



In school presentation in Paterson and Pub Quiz Winners show their prizes

Overview:

Our calendar is lighting up with programs added as we head into the spring and field season, and our first field trip of the year will take place March 12th. To date we have over 23 days of field programming, 9 days of in-class programming, 15 events for the general public and 3 outreach events scheduled, with more likely to be added over coming weeks. We are creating streamlined processes that let us stay sane while we organize logistics for programs. Our education and outreach committee has been reconvened under the chair of trustee Deb Apruzzese, with an updated goal, and short-term working goals that enable the committee to support and enhance the work of the Education staff. A visit to the office may also show a new face or too as our college Interns Alison Cosgrove (Wm Paterson) Chris Coultas (Drew) and Nicky Vanech (Marist) help us in preparing, researching and writing to upgrade or improve our website and other educational content. We have hikes, maker workshops and programs galore in March- please join us at one so you can see how we translate our mission into education.

General Public Programming

Our mild winter meant few schedule changes to our outdoor hikes' series and several 'future biologists' and their families joined us at the Bluebird Parking Lot portion of the GSNWR for a Nature Detectives hike mid Feb. As we trekked, kids enhanced their observation skills seeking clues nature can leave behind. Deer and racoon tracks, coyote scat and feathers from where a bird may have become a meal for another animal were amongst the highlights. Many kids left feeling inspired to search for clues and learn who might be living in their backyards!



Other highlights added new locations to our weekend hikes series with a Hedden County Park Hike. Eight brave hikers explored the rocky, sloping trails of Hedden Park as they followed Jackson Brook en route to the small cascade known as Indian Falls. While more arduous than some locations in Great Swamp, hikers enjoyed the crisp afternoon and saw some unique plant life such as rock

polypody ferns. Expanding our locations takes time, as we scout and prepare historical and cultural background to share with attendees, but it strengthens and deepens our knowledge of the downstream watershed and allows us to share that with a growing audience. New downstream locations upcoming include Essex Environmental Ctr, Boonton library, Rifle Camp Park.

Another winter highlight was our beer and pizza pub quiz, held late February. If you know the name of the book written in response to the USDA's 1957 aerial pesticide spraying campaign to combat fire ant infestations, you too could have been a big winner as that was the final question! Teams with names such as the 3-Legged Frogs and Wise Owls tested their knowledge in environmental and water related trivia for an array of prizes including tickets to our Great Swamp, Great Music fest coming up on June 7th. We provided beer, pizza and lots of great questions that culminated in a fun and friendly competition while promoting some of our mission specific objectives. Many new to GSWA attendees showed up and got a gentle introduction to the work of the organization. We'd love to see a trustee team next year? (BTW Dr. Rachel Carson's *Silent Spring* was the correct answer!)



Upcoming events:

Sunday Hike Series- Rifle Camp Park, Paterson. March 15th 1-3pm Hike around the unusual geology of Rifle Camp, part of the revolutionary war history, great views of Paterson and beyond.

Vernal Pool Frog Hike March 27th 7-9pm. Our annual rite of spring! Come watch and listen to spring peepers as they set up breeding at the CMA.

Maker Workshop- Warbler nest box build workshop 6-7:30pm. Come make your own warbler nesting box ready for these migrants to use it this nesting season. No carpentry skills required!

Civic, Community and Outreach Events.

We will again participate in some outreach events to both upstream and downstream communities, including Madison Earth day event, Bristol Myers Squibs Earth day volunteer event- where the goal will be to solicit new volunteers to programs, Presentations to rotary clubs, Harding Community association groups, the Garden clubs of New Jerseys conference and Paterson's Earth day event- where every year we reach over 300 students in 6-12th grade along with many members of the general public Our expanded school educational programing means that these outreach events happen less frequently as we do not have staffing to attend them on weekends.

Education and Outreach Committee

As mentioned above, the role of the Education and Outreach (EO) committee has changed greatly over the last few years as the organization has grown and hired more program staff, with the role of Trustees as hands on volunteer/trustees having shifted to more strategic, less hands on. Originally, the EO committee staffed and organized events and programs because there were no staff fulfilling these roles. More recently the committee has given suggestion for programs but lacked an incisive role. A new meaningful role for the committee is desirable, The role of the committee is to offer guidance to help improve efficiencies and develop practices that enable Educational programs to become even more successful.

Draft Goal: To Engage and Empower the Educational mission of the organization to the community.

Short Term Working Goals:

1. To build understanding of breadth, depth, content and range of educational programs.
2. Help with developing and improving both quantitative and qualitative metrics for evaluation and impact of our programs- a program scorecard of what we do, how we measure its impact and use it to drive our future decision making in programming. We currently measure number of students served, but what more effective metrics might we use to measure impact? I.e. How many students deepened their way of thinking as an outcome of our programming. How can we measure that.
3. We can use the committee to help determine capacity for programs and staff, and to focus on how to meet increased need.

K-12 School Programs:

As mentioned, we are getting ready to jump back into field programming and have many classroom visits lined up. Over the last month alone we have been into schools in Dover, Paterson, Newark, Berkeley Heights, Harding and Chatham! We are excited to begin discussions to also work with several new partner schools this Spring. PS 30 in Paterson is a potential location for installation of a rain garden along with the education programming which surrounds that. We will hear in the upcoming months if we are the first-place winner of the National Garden Club of America Founders Award, which will fund this work (\$30,000). We already know we are at least a top three finisher (\$10,000). Please see last two pages of this document for the fantastic write up of our program in this nationally distributed journal. We are also looking to build relationships with the boys and Girls Club of Paterson which attracts 500 students from Paterson schools every day to programming at their state-of-the-art facility.

We have created forms which allow us to input information regarding programming while out in the field. This allows real time tracking of the number of students served, the communities that we are working with and the intensity of programming that we are conducting with those schools. It will also allow communications and grant staff to access information on programs for reports and social media posts Below are some screen grabs and background of the type of information we are collecting, and the ability this provides us to track and parse the data of who we reach.

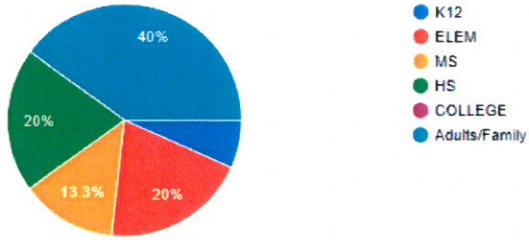
Timestamp	Date	Program Name	Type of Program	Staff	Location of Program	# of people	Age	Town Served	New or Existing	How Long has the Program Been There
1/7/2020 11:03:17	1/5/2020	New Years Hike @ CMAA	Public Edu. Event (Hike)	AP	CMAA	16	Adult/Family	Harding	Existing	1 Photos T
1/23/2020 11:33:28	1/29/2020	MLK Day program	Public Edu. Event (Schol AP. HE. Other. Pingry rot Pingry school banking ride)	HE	Pingry rot Pingry school banking ride	150	K-12	Basking ridge	New	2 Photos T
1/23/2020 11:36:46	1/21/2020	Malaria awareness walk the Public Edu. Event (Walk)	AP. HE. SL. Int.&Vol. Su GSWA	HE. Int.&Vol. Nicosy Louise A Spencer school	45	MS	Paterson	New	2 Photos T	
1/23/2020 11:38:30	1/21/2020	in-class water quality	In-School (In-class)	AP. HE. Int.&Vol. Nicosy Louise A Spencer school	16	Adult/Family	Multiple	Existing	2 No Photo	
1/23/2020 11:38:47	1/19/2020	Cross Estate Gardens Hi Public Edu. Event (Hike)	AP	HE. Int.&Vol. Alison Louise A Spencer School	45	ELEM	Newark	New	2 Photos T	
2/4/2020 13:39:37	1/29/2020	Playground Exploration L In-School (In-class)	AP. HE. Int.&Vol. Alison Louise A Spencer School	44	ELEM	Paterson	Existing	2 No Photo		
2/4/2020 13:42:56	1/31/2020	PS26 In-Class Water Quality In-School (In-class)	HE	HE. Int.&Vol. Alison Louise A Spencer School	25	ELEM	Newark	New	1 Photos T	
2/4/2020 13:44:15	1/31/2020	Playground Exploration L In-School (In-class)	AP. HE. Int.&Vol. Alison Louise A Spencer School	23	Adult/Family	Multiple	Existing	1 Photos T		
2/18/2020 13:57:50	2/18/2020	Nature Detectives Hike	Public Edu. Event (Hike)	AP. HE. Int.&Vol. Alison Louise A Spencer School	16	Adult/Family	Multiple	Existing	1 No Photo	
2/18/2020 13:58:13	2/9/2020	Dog Hike @ CMAA	Public Edu. Event (Hike)	AP	CMAA	16	Adult/Family	Multiple	Existing	1 No Photo
2/21/2020 11:15:59	2/21/2020	American history high school In-School (In-class)	HE. Int.&Vol. Alison Louise A Spencer School	34	HS	Newark	Existing	2 No Photo		
2/21/2020 11:15:06	2/14/2020	Here our reach on GSWA Outreach (Meeting)	HE	HE. Int.&Vol. Alison Louise A Spencer School	5	MS	Paterson	New	1 No Photo	
2/21/2020 12:08:43	2/13/2020	St. Benedict prep Outreach (Meeting)	HE	HE. Int.&Vol. Alison Louise A Spencer School	5	HS	Newark	New	1 No Photo	
2/23/2020 21:19:16	2/23/2020	Pub. educ.	Public Edu. Event (Workshop)	HE. SL. Int.&Vol. Alison Louise A Spencer School	20	Adult/Family	Multiple	Existing	2 Photos T	
2/24/2020 12:11:04	3/4/2020	Art and Water	In-School (In-class)	SL	Goetz Och Academy	29	HS	West Orange	New	2

Below a link with EDIT permission for a COPY of the 2020 Program sheet. This is not a live sheet and shows 2020 programming through 2/24

<https://docs.google.com/spreadsheets/d/1ftRx2yj-1T5saUuwLNlYlkidpsqxJ9Kcjj2MiQx670/edit?usp=sharing>

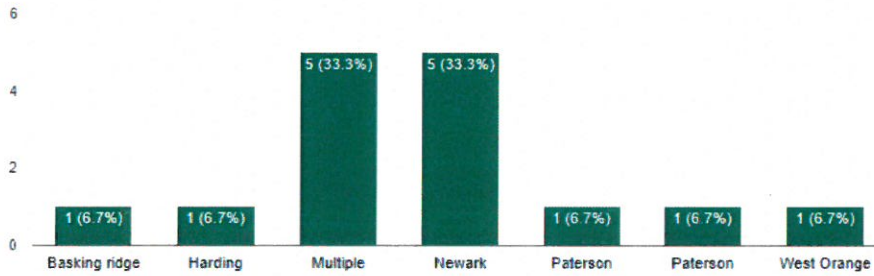
Age

15 responses



Town Served

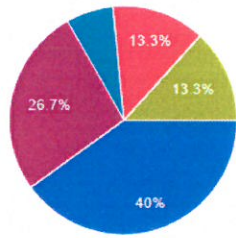
15 responses



This chart shows the type of simple data analysis we can instantly undertake while using google forms to enter details about our programming. This is based on only 6 weeks of 2020 programming data.

Type of Program

15 responses



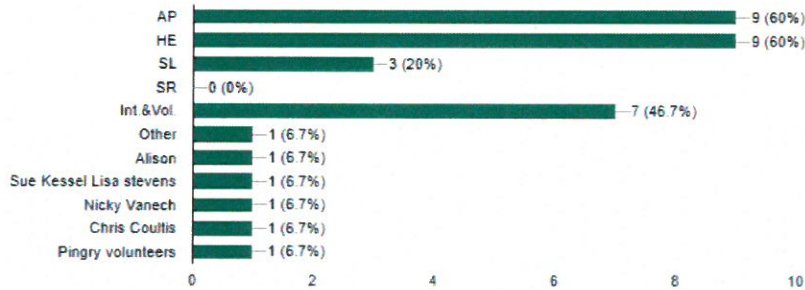
- In-School (In-class)
- GI (Follow-up)
- GI (Lesson)
- GI (Planting)
- Public Edu. Event (Hike)
- Public Edu. Event (School)
- Public Edu. Event (Workshop)
- Outdoor Learning Exp. (GI)

1/2 ▼

This allows us to break down all our educational programming by type, see how that breakdown varies by location or time of year, give us accurate numbers and see how staff are allocated to programming.

Staff

15 responses



Program Name *

Your answer

Type of Program *

Choose

Staff

- AP
- HE
- SL
- SR
- Int.&Vol.
- Other
- Other:

Location of Program *

Your answer

of people *

Your answer

Age *

A screen-shot of the google forms which GSWA staff members can access from anywhere (including on mobile devices while out in field or at schools) to enter program details after completing a program. By ensuring we update this form in as timely a way as possible we reduce the backlog of tracking program information and ultimately staff time spent on processing all of the programs we conduct over the course of a year.

Program Name *

Your answer

Type of Program *

Choose

Staff

AP

HE

SL

SR

Int.&Vol.

Other

Other:

Location of Program *

Your answer

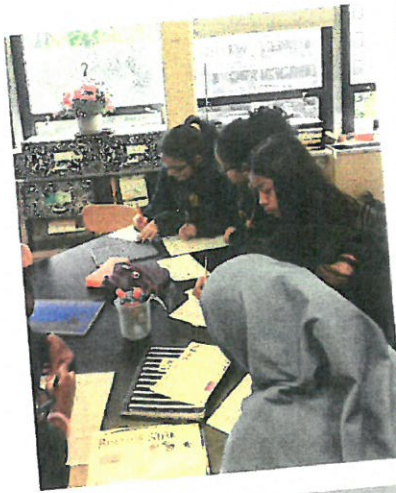
of people *

Your answer

Age *

Growing It Green in Paterson, NJ:

Public School Rain Garden Project



Paterson, New Jersey, with nearly 150,000 residents, is the second most densely populated large city in the US. Almost 90 percent of the 25,000+ school students receive free or reduced-price meals. In 2010, more than 26 percent of the population lived below the federal poverty level versus 10.4 percent statewide.

The city is one of 21 municipalities in New Jersey that has a combined sewer overflow system (CSOS). With just light rainfall, Paterson's CSOS, which combines stormwater runoff in the same pipes as untreated sewage, easily exceeds load capacity, sending huge volumes of untreated sewage directly into the Passaic River. The overflows are truly devastating to the health and quality

of life in Paterson and areas downstream on the Passaic.

Great Swamp Watershed Association (GSWA) is currently the facilitator of Paterson SMART (Stormwater Management and Resource Training), which focuses on reducing negative stormwater impacts to the city and the Passaic River through the use of green infrastructure (GI) projects. Public schools in Paterson are leading the charge in stormwater management solutions through the implementation of GI projects like school rain gardens. GSWA and its engineering partner, Rutgers University, have already successfully completed three rain garden projects in Paterson. School resource reports state that the three rain garden

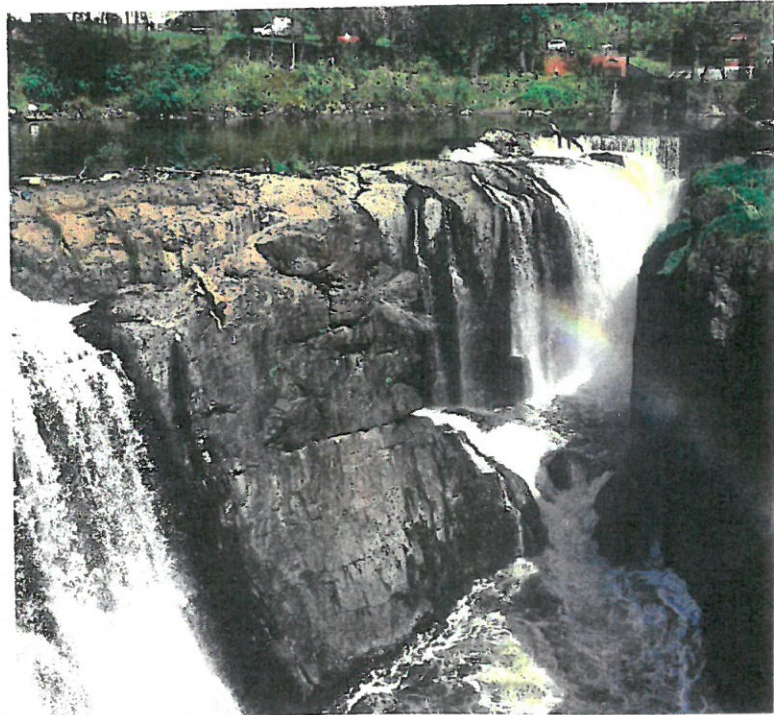
Science

Name	Blown	Moisture	Sunlight	Color
Swamp Grass	June	000	☀ ☀ ☀	
New England Aster	September - October	0	☀ ☀ ☀	Purple Orange
Sea Side Columbine	August - October	00	☀ ☀ ☀	White
Columbine	April - May	0	☀ ☀ ☀	Red Yellow
Blue Flag Iris	May - June	000	☀ ☀ ☀	Blue Yellow
Wild Blue Yarrow	May - June	0	☀ ☀ ☀	Blue Yellow
Swamp Milkweed	July - August	0-0	☀ ☀ ☀	White

Above: This student's chart indicates which plants they have personally selected. The most popular plants were ordered for installation. In this way students have ownership of the project and understand that through good science their voices can be heard.

Top left: Students work together to select native plants that meet moisture, sunlight, blooming requirements, and wildlife benefit criteria. Having learned about water quality issues in Paterson, they are now in control of determining a solution through proper plant selection.

Right: The Passaic River rises in the Great Swamp and flows over the Paterson Falls, the second highest falls on the East Coast, and continues its course to Newark Bay.



posed by: Garden Club of Madison, Zone IV

ponsored by: Garden Club of Morristown, Zone IV

ects completed in 2017-18 have had
ge impact on students' understanding
ormwater management issues and
maintenance of the gardens has been
orporated into each school's curriculum.
GSWA and Rutgers wish to expand
program with the development and
llation of two additional rain gardens
lterson as several more schools have
essed strong interest and commitment
e school board to be part of green
structure projects. They plan to start the
phase of the project in fall 2020 and
ate that more than 200 middle school
nts will be involved.
tudents in underserved, urban
nunities such as Paterson do not

normally have access to the unique and
impactful science-based programming
that GSWA provides. The educational
component of the rain garden project is a
three-step program providing both in-class
and in-the-schoolyard teaching sessions that
focus on the need, benefits, design, and plant
material selection for the rain gardens, as well
as actual planting sessions for the students.
It also offers an outdoor experiential
learning opportunity, which takes the
students to either GSWA's Conservation
Management Area in Harding, New Jersey,
or the Great Swamp National Wildlife
Refuge in New Vernon. These opportunities
provide students with an awareness and
understanding of the upstream-downstream

connections of the river and expose them to
wildlife habitats much different from what
they experience in Paterson. It also allows
them to interact with professionals in the
environmental field, which broadens their
understanding of potential career paths.

Students learn the importance of
protecting the environment and the value
of using green infrastructure projects such
as rain gardens to help build healthier,
more vibrant, and safer communities
for the benefit of their generation and
future generations. Studies have proved a
connection to nature positively impacts
physical, academic, social, and psychological
health.



Above: Initial construction of previous school rain gardens, including depaving and excavation, has been done in the summer when schools were not in session. The drainage and permeable surfaces that will hold onto and slowly drain water into the groundwater are installed. The grade has been lowered and the sides sloped to encourage water to gather during active rainfalls.
Left: Students at Great Swamp Wildlife Refuge learn about how creatures living in the stream can be indicators of good or poor water quality and what human actions can be taken to impact water quality. All photos by Hazel England



Corporate workday participants hard at work in conducting invasive removal at the CMA

Overview

We are actively planning our stewardship work for 2020, which will primarily entail managing the NRCS EQUIP grant work, for which we were finally permitted back in late December, and focusing on boardwalk construction to mitigate the effects of more water standing on the property. This will be one result from the stream bank enhancement and vernal pool creation work which form the bulk of the NRCS grant. Boardwalk construction will also harden our trail system against the wetter than average conditions we have experienced over the last two years. As we work to conduct more educational programming at the site, we must ensure that it can serve the field trip participant for the March to November season over which programming now takes place.

We are excited that many institutions of higher learning continue to use the site for teaching and research, including Drew, RVCC, and FDU. We will also host the entire staff of the Endangered species unit of DEP for a winter botany identification and Vernal pool class and will be proud to show the 25 participants the restoration work that has occurred at the site. After a banner year for corporate stewardship group in 2019, we are planning our workdays for the 2020 season, please see a request for trustee introductions to new potential workgroups. We will not be able to undertake the ambitious program of improvements at the site without the help of many volunteers. Progress continues to be made toward acquisition of the 10-acre Kent parcel in Chatham, which is contiguous with the 3.5-acre Hoag parcel already owned by GSWA. We are meshing our education and stewardship work this spring with a focus on programs for the general public which help them to build bird boxes for installation at their own properties or at the CMA. The goal is to reference these programs to CMA volunteers and add volunteers from the program attendees!

Stewardship Committee

Lisa Stevens is the new chair of the land and Water Committee, which includes both Water Quality (Stream Team) and Stewardship sub committees. At a recent meeting of the Stewardship committee, one focus was on ways to broaden the involvement of volunteers who can help us to leverage larger corporate work groups and get the projects completed we have on our work plan for the year. We determined we will write up some specific “job descriptions” for Stewardship volunteers, so that prospective new recruits can understand what is involved in volunteering. Since much of the work with corporate groups is more managing the work details and troubleshooting logistics, and no heavy expertise is required, the feeling was that by detailing the roles more explicitly, new volunteers might step forward! We will also advertise to Stream Team and create a post for our social media urging volunteers to get involved. We also decided to create three vinyl banners for installation at

the entrance to the CMA which highlight our water quality work, ways to get involved, and the uses that the trail are put to when not hosting stewardship days. These weatherproof signs will allow us to spread the word about what we do to volunteers while they are at the site.

We agreed that the Stewardship committee meetings moving forward might be split into two parts, with the more general and corporate workday or general and funding aspects covered at the start of the meeting, and the more detailed, CMA task specific parts covered after a break, allowing for a range of interests to be catered to on the committee!

Corporate and Community Involvement

As has been previously stated, it is imperative for the success of the stewardship at the site that new and diverse volunteers are found to help undertake the aggressive plans for boardwalk construction and trail improvement slated for this year. To date we have workdays confirmed with Madison High school, The Pingry School, J.P Morgan Chase Bank, a possible date with Novartis and a week of work with Groundwork Elizabeth. Goldman Sachs, who form the backbone of our volunteer with their CTW program, have recently announced that due to Corona Virus contingency planning, their CTW season will begin in late June and carry on through December. We are therefore in need of some new corporate prospects. We have updated our mail out documents for interested groups and are happy to share these with Trustees who believe they may have new volunteer partner prospects. Since many of these groups also come with funds that allow us to undertake much of the work at the site, our plans may have to be scaled back for 2020 if we cannot secure the funding that accompanies Corporate Groups.

Dates confirmed are:

5/7 Novartis

5/14 6/9 J.P Morgan Chase Bank

5/22 Madison HS

6/29-7/3 Groundwork Elizabeth

PLEASE, PLEASE!

If you know of any corporation, community, church, scout, or high school or other potential group that might be interested in attending a half or full-day workday at the Conservation Management Area, we could really use your help in facilitating a simple introduction to the group, so that we might follow up and make arrangements. We have a simple document which explains what is involved in having a workday at the site. Please reach out to Hazel at hazele@greatswamp.org with any ideas.

Stewardship

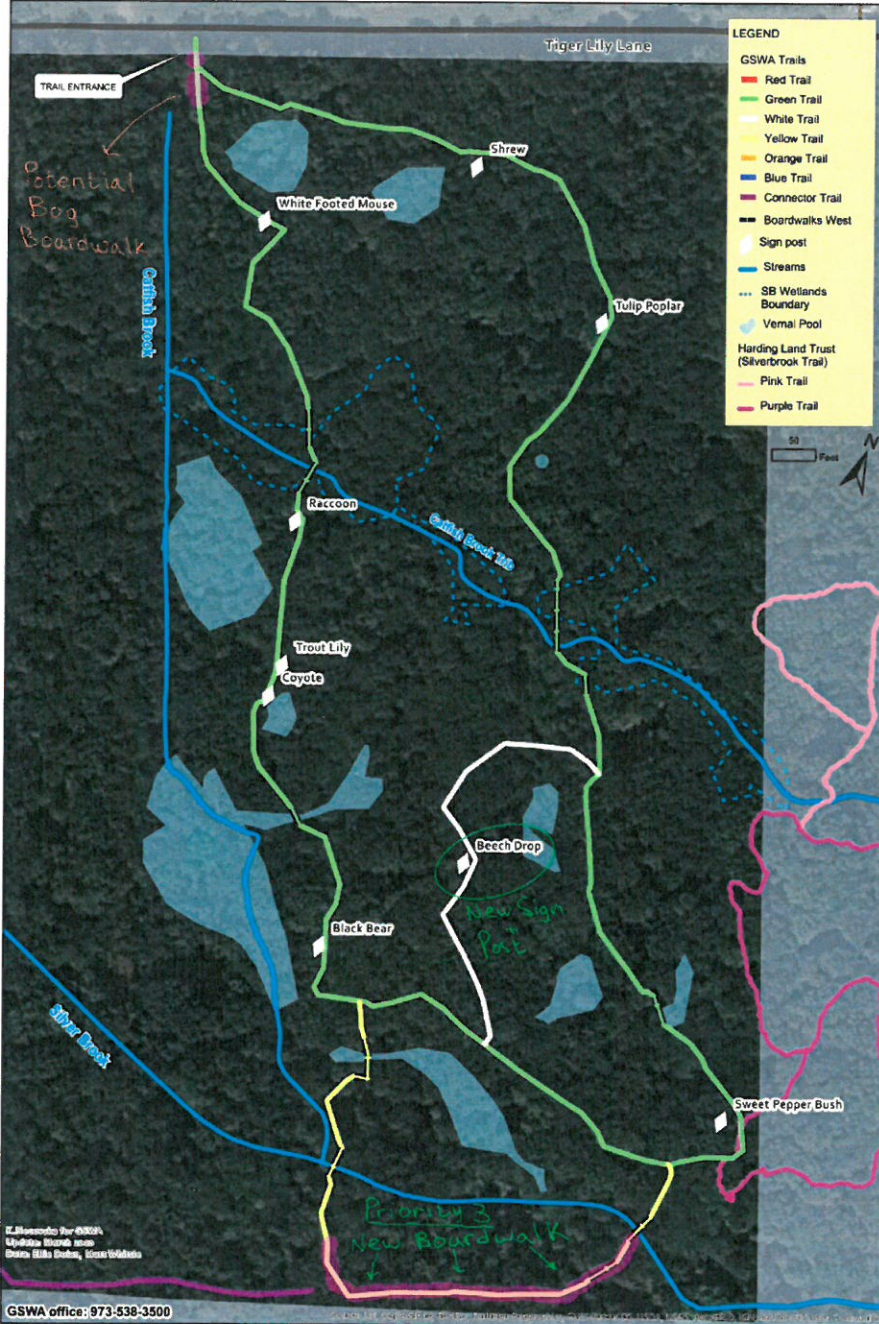
Attached are three maps that show what will be the primary focus of our stewardship this year. We prioritized continuing to follow up the successful invasive species removal work we began in 2017, and which has resulted in 9 acres of invasive control. We have recently been paid the \$3,200 for completing this work from our NRCS EQIP grant. These funds will allow us to carry out spot treatment for regrowth and begin the next phase of invasive removal on the new 20-acre Lamorgese parcel.

The maps were created using our new GPS unit, which allows accurate mapping of the acreage completed. We will continue to use the new unit to lay out new proposed trail routes around the new section of the property, map the location of tree stands installed by the hunting club, and mark all the infrastructure at the site such as benches, nesting boxes and other added components. Please check out the website for the newly updated trail map made with the GPS unit funded by NJCF funds.

Great Swamp Watershed Association



Conservation Management Area - Horizon Trail Entrance - Tiger Lily Lane, Morristown, NJ 07960



Based on conditions around the

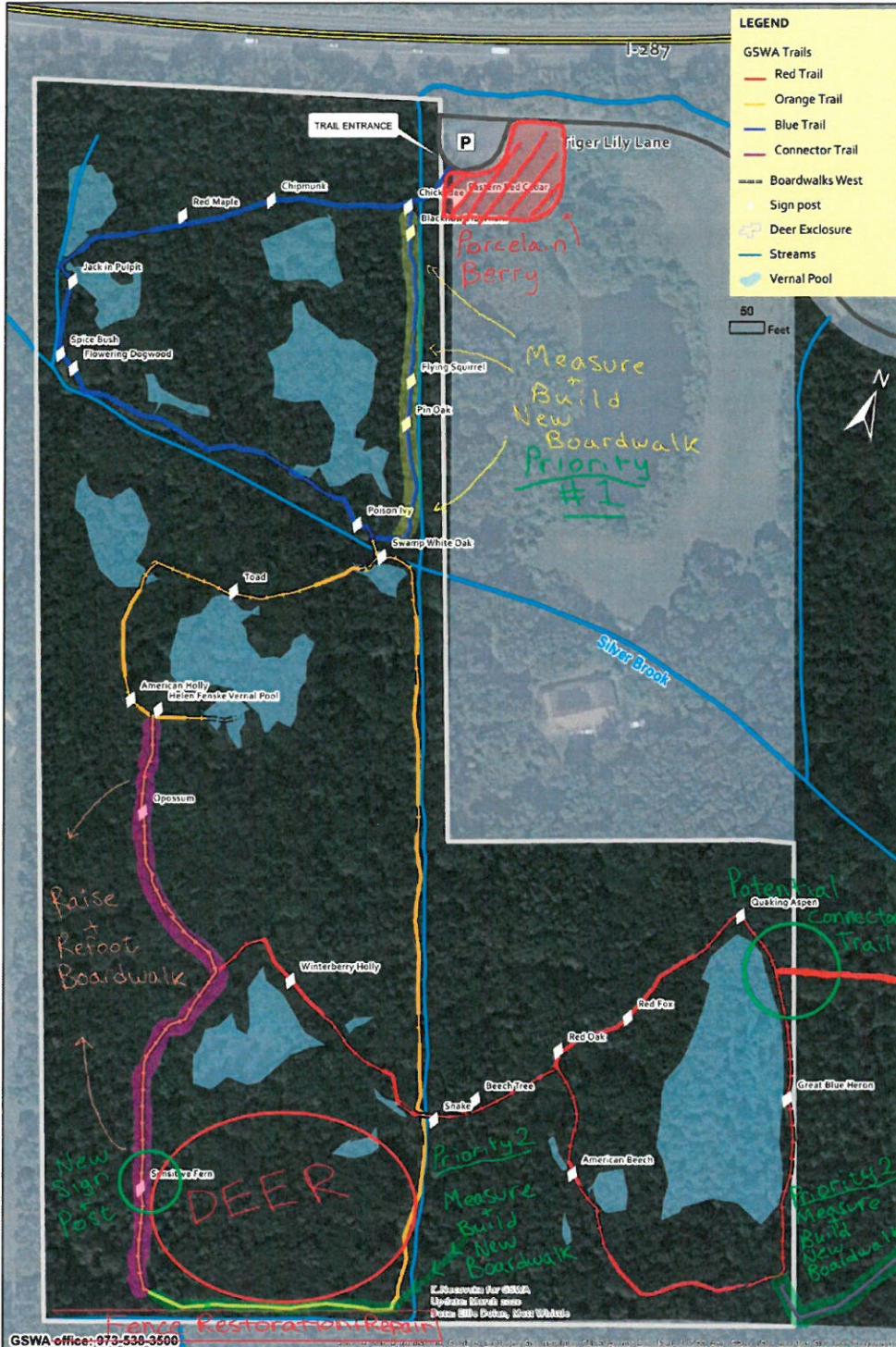
site, it is estimated that we need to install approximately 850' of new boardwalk to cover areas that will were impassable during the spring program season, or will become much wetter after the drainage ditches installed on the property in the 1930s to drain the wetlands are plugged as part of our NRCS grant. We estimated around \$13/boardwalk foot for this work, which means we have a need for funding for \$11,050. We have around \$6,000 on hand from other grants for a portion of this work, but the funding from CTW Goldman Sachs funds at even 50% of last year's levels would allow us to complete this work.

We have prioritized the area that need to be addressed first. (see attached map showing trail system and proposed additional boardwalk.

WE also intend to track the survivorship of the 1000 plants installed last year and use this to drive our needs for additional plantings moving forward. WE hope that you will take a walk through the trails of the CMA this spring to see all of the hard work that has been achieved there over the last couple of years.

Great Swamp Watershed Association

Conservation Management Area - Cul de Sac Entrance - Tiger Lily Lane, Morristown, NJ 07960



Wade's Development Board Report

03.06.2020

Attended a Development Committee Meeting to discuss our fundraising events and a possible capital campaign 01.13.2020

Sally and I met w. major donors Lawrence and Lynn Ross in Madison (acknowledgment) 01.17.2020

Submitted article for *Across the Watershed* newsletter 01.28.2020

Met with Sally for my performance review 01.28.2020

Emailed Lisa Alexander at **Grow It Green Morristown** re. her help w. contact for "Shopping Day" at Kings Food Markets from which the GSWA will receive a % 02.03.2020

Lunch on 02.04.2020 w. Jordan Glatt to discuss enhancement of Summit contacts through guided hike in the CMA – date will be Saturday 04.04.2020

Val and I interviewed four different vendors to shoot a website promotional video later this spring (can also be used for development and education purposes)

Participated remotely in NJ Environmental Fundraisers' Gathering 02.10.2020

Music Festival "Catchup" Meeting w. Val and Rick 02.11.2020

Assisted w. Millennial Cocktail Party 02.11.2020

Assisted w. "Cosmos and Tinis Valentines Tasting" Friendraiser 02.12.2020

Viewed "Reducing Plastic Pollution" Webinar 02.19.2020

Attended Scholarship Committee Meeting 02.24.2020

Attended Bernards Area Networking Group Meetings at the Grain House Restaurant on 01.16, 01.30, & 02.27.2020

Facilitated a connection for Hazel at St. Benedict's Preparatory School in Newark to deliver our in-class presentation to their high school students.

Attended Harding Township School Science Fair w. Adam on 03.04.2020 and followed-up w. faculty member Dr. Michael Gervis re. our in-class presentation in May for their 7th Grade.

Participated in three job interviews for Rick's replacement (Director of Institutional Relations)

Coded Comprehensive Constituent Summaries from 2012 - 2019 as:

Active Major Donors OR

Need to Cultivate OR

Terminate/Inactive (remove from list)

Acknowledged major donors via phone and letters for all gifts received.

Communications Board Report – Val Thorpe

March 2020

Events, Events, Events!

To date, we've held 12 successful events in 2020. Especially popular was our "Ditch the Plastic" workshop where attendees made 3 reusable beeswax food storage covers and 3 reusable produce shopping bags and left with step-by-step instructions. With more and more town-wide single-plastic bag bans going into effect, this workshop was timely and an excellent opportunity for us to talk about single-use plastic.

Visit <https://www.greatswamp.org/events/> for more info and join us!

Our 3rd Annual Great Swamp Great Music festival is heating up! Milestones:

- Date: Sunday, June 7 (mark your calendar!)
- Location: Hartley Farms Polo Field, Morristown, NJ
- Many bands have reached out requesting to play this year – a sign that our reputation precedes us. Three of the five bands are confirmed: Not Enough Jeffs, The Holiday Ramblers (formerly The Gammon Brothers), and The Big Fuss, plus our solo artist, Jeff Webb, who opens, closes, and plays between bands.
- Food and merch vendors from the last two festivals are asking to return and we will add more.



We need your help getting sponsors! Proper funding through personal and corporate sponsorships is the only way we can provide the exceptional experience our festival attendees have come to expect. Please consider asking businesses you frequent to support this event, our second largest fundraiser of the year. You will each receive a sponsorship packet at the board meeting. If each of you finds just one sponsor, we will be in great shape. If you are not comfortable soliciting sponsorships personally, Wade would be more than happy to reach out to them on behalf of GSWA. Please email the name of the business, a line or two about them/your relationship with them, and their contact information to Wade: WKirby@GreatSwamp.org.

SOCIAL MEDIA

Facebook and Instagram have experienced great increases since January 2020. Kristina Necovska continues to research and share excellent content generating this increased activity. The decrease of followers on Twitter is linked to a behind-the-scenes change made by Twitter that caused our account to become inactive temporarily.

Facebook:

Page likes – 2933 (up 34)

Followers – 3099 (up 40)

Instagram: Followers – 1324 (up 66)

Twitter: Followers – 2273 (down 14)

WEBSITE – AT-A-GLANCE

We are experiencing a significant increase in our website traffic. If we continue at our current trajectory, we will realize a nearly 50% increase across the board by the end of 2020 over 2019. We are driving this additional traffic to our website via our electronic eNews, event sharing, social media channels and more.

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 = total number of pages viewed on our website including repeated views of a single page.

MTD from website launch:	Users	Sessions	Page views
Mar 9, 2020	58,500	78,600	134,400
Dec 31, 2019	53,100	71,600	122,500
Dec 31, 2018	28,100	38,500	68,600
Apr 22*-Dec 2017 (*website launch)	9,500	13,400	25,600

Press - GSWA in the News

January 30, 2020 press release “Platt to chair Great Swamp Watershed Association for a third straight year” – appeared in the *NJ Hills Media* papers (print and electronic versions.) Also appeared in *InsiderNJ.com*

As always... please follow us, like us, and share us

Use the links below to join GSWA’s social media, then copy/paste the info below and share with 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 GSWA at: www.GreatSwamp.org

Great Swamp Watershed Association
Monthly Development Summary
January 31, 2020

	Jan Actual	Jan Goal	YTD Actual (July - Jan)	Goals YTD (July - Jan)	Percent of Goal Through Jan	Goals July '19- June '20	Progress to FY2020 Goals	Jan 2019 Actual	July '18 - June '19 Actual
Individuals									
Trustees	150	150	3,750	5,250	71%	30,000	13%	0	28,675
Major Gifts	52,500	11,000	149,900	82,500	182%	187,200	80%	13,000	184,933
Membership	4,793	2,033	42,387	42,833	99%	75,400	56%	2,928	74,605
Total Individuals	57,443	13,183	196,037	130,583	150%	292,600	67%	15,928	288,213
Institutions									
Corporations Restricted	0	0	42,250	50,000	85%	66,500	64%	0	59,543
Corporations Stewardship Rest.	0	0	1,050	700	150%	6,700	16%	n/a	n/a
Corporations Unrestricted	593	7,831	4,062	10,594	38%	12,125	34%	7,823	12,558
Foundations Unrestricted	0	0	93,000	122,000	76%	122,000	76%	0	84,000
Foundations Restricted	3,000	0	74,175	64,200	116%	85,700	87%	0	106,475
Total Institutions	3,593	7,831	214,537	247,494	87%	293,025	73%	7,823	262,576
Events									
Gala	0	0	199,471	200,200	100%	200,200	100%	0	238,775
Gala - Vegan Match	-	-	18,150	-	n/a	-	n/a	-	-
Music Festival	0	0	290	0	0%	44,900	1%	0	46,953
Total Events	0	0	217,911	200,200	109%	245,100	89%	0	285,728
Misc - Income									
Bequest	0	-	51,407	-	-	-	-	-	-
Total	61,036	21,014	679,892	578,277	118%	830,725	82%	23,751	836,517

*includes bequest

Notes

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

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

Great Swamp Watershed Association
 Monthly Development Summary
 February 29, 2020

	Feb Actual	Feb Goal	YTD Actual (July - Feb)	Goals YTD (July - Feb)	Percent of Goal Through Feb	Goals July '19- June '20	Progress to FY2020 Goals	Feb 2019 Actual	July '18 - June '19 Actual
Individuals									
Trustees	2,650	2,000	6,400	7,250	88%	30,000	21%	1,125	28,675
Major Gifts	12,000	52,000	161,900	134,500	120%	187,200	86%	50,500	184,933
Membership	3,572	4,533	45,958	47,366	97%	75,400	61%	3,196	74,605
Total Individuals	18,222	58,533	214,258	189,116	113%	292,600	73%	54,821	288,213
Institutions									
Corporations Restricted	0	0	42,250	50,000	85%	66,500	64%	0	59,543
Corporations Stewardship Rest.	0	0	1,050	700	150%	6,700	16%	n/a	n/a
Corporations Unrestricted	483	300	4,495	10,893	41%	12,125	37%	236	12,558
Foundations Unrestricted	1,000	0	93,000	122,000	76%	122,000	76%	500	84,000
Foundations Restricted	0	0	74,175	64,200	116%	85,700	87%	10,000	106,475
Total Institutions	1,483	300	214,970	247,793	87%	293,025	73%	10,736	262,576
Events									
Gala	0	0	199,471	200,200	100%	200,200	100%	0	238,775
Gala - Vegan Match	-	-	18,150	-	n/a	-	n/a	-	-
Music Festival	0	0	290	0	0%	44,900	1%	0	46,953
Total Events	0	0	217,911	200,200	109%	245,100	89%	0	285,728
Misc - Income									
Bequest	0	-	51,407	-	-	-	-	-	-
Total	19,705	58,833	698,546	637,109	110%	830,725	84%	65,557	836,517

*includes bequest

Notes

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

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

	A	B	C	D	E
1	GSWA Grant Activity	Current Period Results			
2	January 06 - March 10, 2020	Actual	Budget	Diff	Comments
3	Corporate Unrest.				
4	BASF Corporation	\$7,500	\$7,500	\$0	General Operating Support, awarded 02/07
5	Sub total	\$7,500	\$7,500	\$0	
6	Corporate Restricted				
7	Sub total				
8	Foundation Restricted				
9	Lilian Schenck Foundation	\$3,000	\$2,500	\$500	Environmental Education
10	Sub total	\$3,000	\$2,500	\$500	
11	Foundation UnRest.				
12	William E. Simon Foundation	\$1,000	\$0	\$1,000	Sally, Nic and Wade all have solicited Peter Simon for his renewed support
13	Sub total	\$1,000	\$0	\$1,000	from the William EW. Simon Foundation
14	Total Grants	\$11,500	\$10,000	\$1,500	
15	Applications Pending	Total O/S			Notes re Grant Requests
16	PSEG - \$35k Education, F.M. Kirby Fdn, \$25k General Operating Support, FirstEnergy Fdn. \$10k Education, Leavens Fdn. \$10k Water Quality, Garden Club Somerset Hills \$1.0k CMA, Garden Club of America, \$30k - Paterson Rain Gardens & Education	\$96,500			PSEG - Conference Call with PSEG Foundation 03/10, we are proposing funding at \$35K level for fiscal year 19-20, Garden Club of America grant decision due in May - GSWA assured minimum of \$10k as one of 3 finalists for \$30k grant.