



# Great Swamp Watershed Association

## Meeting of the Board of Trustees

Monday, May 11, 2020

8:00 a.m. – GSWA Headquarters

### Agenda

- Election of New Board Member – Robert Carrington, Investors Bank
- Approval of Board Minutes from 3/16/2020 Meeting
- Finance Report – Forecast FY20 and Preliminary FY21 Budget
- Executive Director Report
- Development Report:
  - Monthly Development Summary
  - Grant Activity
- Update on Kent Acquisition (10 Acres in Chatham)
- Advisory Council Dinner Update – cancelled
- *Great Swamp Great Music* Festival Update – tentative date Aug. 16, 2020
- Gala Discussion and Board Gala Giving
- Capital Campaign Discussion – on hold for now due to circumstances
- 40<sup>th</sup> Anniversary 2021
- Other Business
- **Next Board Meeting - June 8**
- Adjourn

### Upcoming Events

*Ongoing Through May*  
*Ongoing Through June*

*Quaran-green Photo Challenge*  
*Virtual Stream Assessment Training*

*Online*  
*Online*



**Robert C. Carrington**

**Vice President & District Manager, Investors Bank**

An international banking executive, Robert was named Vice President and Retail District Manager for Investors Bank in March 2018, coming to the Short Hills from the North Jersey Federal Credit Union, where he served as Director of Retail Banking. Robert also serves on the Board of Directors for the Madison Area YMCA. Previously, Robert served for nearly five years in Dubai as Executive Vice President of Wealth Management for Energy International-JMS. Before that assignment, Robert served as regional vice president at HSBC Private Banking and Vice President at Chase Manhattan Bank, both in New York City. Robert is also a member of the New York City Chamber of Commerce and Columbus Avenue Historical Society, and serves on the board of a Philipppians hospital in Pampanga, Philippines.

Robert earned his Bachelor's Degree in Criminal Justice at Lackawanna College and holds certifications in Banking, Corporate Finance and Securities Law. Before joining the banking industry, Robert served for 12 years as a law enforcement officer, and earlier served five years in the US Army.

GSWA Board of Trustees Meeting  
03.16.2020  
Minutes

The meeting convened at 8:01 a.m. and was held strictly via conference call with Kevin Sullivan the only exception who was present. Participants included Yorgi Vlamis, Debra Apruzzese, Lisa Stevens, Matt Krauser, Kathy Pfeil, Alan Pfeil, Kate Barry, Tony DellaPelle, Kevin Sullivan, Teresa Lane, Reed Auerbach, Nic Platt, Guy Piserchia, Dot Stillinger, Jordan Glatt, Eric Inglis, and Clark Wagner. Absent were Gerry-Jo Cranmer, Chris Obropta, and Marilyn Dee. The GSWA conference call system realized a limit of ten callers, with any additional callers receiving a busy signal. Tony DellaPelle generously offered his conference call number which provided the increased capacity for all board members to participate.

Sally addressed the election of new board member Clark Wagner. Clark previously delivered a full review of the GSWA's endowment at the January 2020 Board Meeting. Kevin Sullivan *proposed Clark's election to the board*, and Alan Pfeil seconded. The vote was unanimously approved.

Nic Platt suggested James Weichert, Jr., the son of Jim Weichert, as a new, young member of the board. Sally then spoke about our current realtor board membership that includes Gerry-Jo Cranmer and Mary Horn (now Advisory Council.) Nic recommended that James' candidacy be examined by the Trusteeship Committee. Debra Apruzzese asked to join the Trusteeship Committee.

Sally then spoke about Fran Schultz, professional geologist and New Jersey Licensed Site Remediation Professional. Fran works for the company we hired for our Rolling Knolls advisor. As a member of the Advisory Council, Fran will have no fiduciary responsibilities and will not have or cause any conflicts of interest. Fran was solicited and agreed to serve on the Advisory Council before her firm was considered for Rolling Knolls. Her election was deferred until after the interview and hiring decision. Fran lives downstream in Little Falls and has a strong engineering background. Dot Stillinger *motioned to elect FrancSchultz as a member of the Advisory Council*, and Guy Piserchia seconded.

The vote was unanimously approved.

Alan Pfeil *motioned to approve the Board Meeting Minutes of January 13, 2020*, seconded by Reed Auerbach. The vote was unanimously approved with no revisions.

Sally then spoke about the impact of the coronavirus on our meetings and programs. A majority of public institutions in our vicinity are closing. Debra Apruzzese recommended that we terminate our indoor programs but maintain our outdoor programming, and even ramp it up! Sue Levine suggested that we take this one month at a time and close all programming for the remainder of March and re-evaluate every two weeks. Some board members suggested

that we see what the state is doing regarding closures. Proposed was a possible “virtual tour” of our CMA in which members could participate online.

Sally then asked what we should do regarding our staff and our office. Lisa Stevens said that the staff be given the option to come in, or not. Sue Levine then read a guideline of suggestions for continued office operations that would include additional weekly cleaning. Dot Stillinger said that Sally is the Executive Director and should make the ultimate decision.

Sally then spoke about asking Atlantic Health System to be our Gala 2020 honoree. Nic Platt supported this idea. Atlantic Health is very environmentally friendly; anti plastic, etc. Finn Wentworth, one of our major donors serves on their board, and is wholeheartedly in favor. All board members calling in endorsed this recommendation. Sally suggested that we wait to ask them until the situation with the virus is substantially reduced or mitigated. Nic will follow up appropriately.

The Kent Property is now under contract and Sally has engaged a firm to perform the Phase I environmental assessment.

PSE&G paid \$3.25 million for the Ferber Property which closed in December 2019. They are going to use it as office space for a period of time and continued optimistic conversation ensues regarding their ultimate conveyance to the Refuge and GSWA.

Sue Levine then delivered the Human Resources and Finance Committee Reports:

**HR:**

Coronavirus –

Staff: We will review with staff the following:

If you are sick or someone in your home is sick you should stay home. Every employee should take their laptop and power cord home each evening. Employees should be prepared to work from home when necessary and bring support paperwork as needed. Work hours will be a staggered schedule as needed. Employees at high risk will be accommodated. Within the workplace we have asked that each employee clean before and after they use their workspace with Lysol and Clorox wipes to ensure a safer work environment and practice social distancing. We have increased the cleaning of the office with a focus on keeping surfaces and heavy traffic areas clean.

**Events:** Discussion – mixed opinions. Cancel through March. Evaluate every two weeks. Board acknowledged that the ultimate decisions on programming and closing of the office belongs to Sally as the Executive Director.

**Investments:**

The financial committee reviewed our position as of March 1 and we will continue to remain as is and will rebalance the portfolio at the end of the quarter. We benefited by the committee recommendation on 1/27 to reduce equity risk from the Small-Cap Index to a Mid-Cap Index and transferred \$257 on that date. We will review the proposed bond changes at a later date as the market has already reacted to lower anticipated interest rates. The committee is reviewing EGS funds and have agreed on iShares ESG MSCI USA EFT so far for up to an agreed 5% portfolio position.

**Balances as of 02/28/2020:**

Endowment: \$1,189,805 as of Friday 03/12 the fund was down \$151K

Board Designated Operational Funds: \$144,930 as of Friday 03/12 the fund was down \$10K

**Financials:**

We continue to be ahead of budget. Expenses are lower than budget by \$68k. Much is timing however some expenses will not occur. Operational income is ahead of budget by \$16k. We are at risk on individual donations based on the current market conditions and on the Music Fest for a net income of \$28k. Sally and Sue both reiterated that the coronavirus may have a substantial impact on our income.

Wade encouraged all board members to examine what their financial commitments can be between now and the end of June 2020.

Sally then spoke about Kevin Sullivan's recommendation and acquisition of a most interesting Advisory Council Dinner speaker in May; Allianz Global Investors and the Allianz GI Global Water Fund to speak about investing in ESGs and water infrastructure in particular. We will invite some major donors and charge \$60 per person for those interested in attending beyond our board and advisory council. This should be a particularly interesting presentation.

Sally explained that she is in negotiations with our landlord regarding some extensive office improvements. We may contract out to local vendors and have the landlord reduce our rent.

Rick Porter's retirement is pending as of the end of April. Interviews have been held with candidates, but no offer has been made yet. Rick has agreed to write a few grants post retirement if necessary.

Sally then asked if any board members have a contact at Glaxo Smith Kline? None did.

Sally proposed a couple of future board meeting dates, May 11 and June 8. She will keep the board informed regarding staff decisions and procedures in light of the coronavirus.

The meeting adjourned at 9:14 a.m.

Respectfully submitted,

Wade Kirby  
Director of Development

Great Swamp Watershed Association  
Profit & Loss Budget Performance  
April 2020

	Apr 20	Budget	% of Budget	Jul '19 - Apr 20	YTD Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4% Fund Transfer Draw	0	0	0%	49,143	40,000	123%	40,000
Annual Event	0	0	0%	217,431	200,200	109%	200,200
Corporate	500	331	151%	48,446	62,225	78%	85,325
Foundation Support	11,490	0	100%	178,665	189,700	94%	207,700
Individual - Membership	11,450	4,033	284%	60,001	57,933	104%	75,400
Individual Major Donors	1,500	10,000	15%	164,915	148,500	111%	187,200
Individual Trustee Giving	5,150	150	3,433%	15,536	8,900	175%	30,000
Music Fest Event	4,750	11,000	43%	8,040	32,000	25%	44,900
Other incomes misc	168	117	144%	1,838	1,167	157%	1,400
Programs - Education & Outreach	519	50	1,038%	16,502	14,500	114%	25,800
Restricted Individual Donations	0	0	0%	20,000	20,000	100%	20,000
<b>Total Income</b>	<b>35,527</b>	<b>25,681</b>	<b>138%</b>	<b>780,517</b>	<b>775,125</b>	<b>101%</b>	<b>917,925</b>
<b>Gross Profit</b>	<b>35,527</b>	<b>25,681</b>	<b>138%</b>	<b>780,517</b>	<b>775,125</b>	<b>101%</b>	<b>917,925</b>
<b>Expense</b>							
<b>Administrative Expense</b>							
Accounting	0	0	0%	6,256	6,400	98%	6,400
Bank Service Charges	50	10	500%	497	80	621%	100
<b>Computer related</b>							
computer Purchase	0	0	0%	84	0	100%	0
Computer Repairs	0	0	0%	0	2,500	0%	2,500
Dreamhost	90	0	0%	90	0	0%	0
Internet Domain	0	0	0%	62	0	0%	0
Internet Service	110	110	100%	1,100	1,100	100%	1,320
Prepaid email marketing	0	0	0%	516	500	103%	500
Software	0	1,000	0%	2,212	2,100	105%	3,100
Website Host	0	0	0%	420	500	84%	500
Website Redesign	0	0	0%	1,875	4,000	47%	4,000
Computer related - Other	0	0	0%	150	8,500	2%	15,000
<b>Total Computer related</b>	<b>200</b>	<b>1,110</b>	<b>18%</b>	<b>6,509</b>	<b>19,200</b>	<b>34%</b>	<b>26,920</b>
Dues and Subscriptions	90	540	17%	901	800	113%	800
Finance Committee Mtg	0	0	0%	20	0	0%	0
Insurance	1,162	1,184	98%	11,028	11,841	93%	14,209
Licenses and Permits	0	0	0%	0	500	0%	500
Meetings	147	500	29%	2,897	5,000	58%	6,000
<b>Office Overhead</b>							
Office Cleaning	0	187	0%	1,467	1,867	79%	2,240
Repairs	0	700	0%	10	700	1%	700
Telephone	288	300	96%	2,416	3,000	81%	3,600
Utilities	0	1,169	0%	5,639	7,887	73%	8,024
<b>Total Office Overhead</b>	<b>288</b>	<b>2,356</b>	<b>12%</b>	<b>9,532</b>	<b>13,254</b>	<b>72%</b>	<b>14,564</b>
Office Supplies	101	365	28%	2,031	6,020	34%	7,750
Other	0	100	0%	0	1,000	0%	1,200
Payroll Service	154	190	81%	2,122	1,900	112%	2,280
Postage and Del	0	267	0%	1,465	2,667	55%	3,200
Rent	2,702	2,869	94%	27,024	27,972	97%	33,710
Seminars & Training	0	100	0%	1,141	1,950	59%	2,600
Staff Support	0	120	0%	0	960	0%	1,200
Travel / Meals - General Office	0	54	0%	623	542	115%	650
<b>Total Administrative Expense</b>	<b>4,894</b>	<b>9,765</b>	<b>50%</b>	<b>72,046</b>	<b>100,086</b>	<b>72%</b>	<b>122,083</b>
<b>Administrative Payroll Total</b>	<b>48,801</b>	<b>48,024</b>	<b>102%</b>	<b>485,666</b>	<b>488,735</b>	<b>99%</b>	<b>594,282</b>
Advocacy / CAGs / Other	34	550	6%	2,116	5,500	38%	16,600
Annual Event Expenses	37	0	100%	44,945	58,000	77%	58,000
Development Expense	164	1,363	12%	7,897	11,473	69%	16,500
Education and Outreach	176	2,140	8%	5,051	17,420	29%	21,800
Hyde and Watson Grant Exp	0	0	0%	0	8,000	0%	8,000
Mailing	1,800	2,387	75%	4,962	8,078	61%	10,550
Membership	164	500	33%	13,098	13,500	97%	14,210
Music Fest	51	0	100%	665	0	100%	17,000
Stewardship	359	2,283	16%	9,009	5,075	178%	17,000
Stewardship Land Acquisition	3,350	0	100%	4,350	0	100%	0
Water Quality	0	597	0%	11,052	27,580	40%	43,690
Water Testing - Well	0	0	0%	0	0	0%	2,500
<b>Total Expense</b>	<b>59,830</b>	<b>67,609</b>	<b>88%</b>	<b>660,857</b>	<b>743,445</b>	<b>89%</b>	<b>942,215</b>
<b>Net Ordinary Income</b>	<b>-24,303</b>	<b>-41,928</b>	<b>58%</b>	<b>119,660</b>	<b>31,680</b>	<b>378%</b>	<b>-24,290</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
Bequests	0	0	0%	51,407	0	0%	0
Deferred Inc. -accrual reversal	0	0	0%	0	21,000	0%	21,000
Dividends Received	0	0	0%	23,097	0	0%	0
Dreesen 401k BD Fund	0	0	0%	0	0	0%	8,000
Dreesen Advocacy Fund	0	0	0%	0	0	0%	10,000
<b>Total Other Income</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>74,504</b>	<b>21,000</b>	<b>355%</b>	<b>39,000</b>
<b>Other Expense</b>							
Pilgrim Pipeline Restricted Fun	0	0	0%	30	0	100%	0
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>30</b>	<b>0</b>	<b>100%</b>	<b>0</b>
<b>Net Other Income</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>74,474</b>	<b>21,000</b>	<b>355%</b>	<b>39,000</b>
<b>Net Income</b>	<b>-24,303</b>	<b>-41,928</b>	<b>58%</b>	<b>194,134</b>	<b>52,680</b>	<b>369%</b>	<b>14,710</b>

**GSWA Preliminary Board  
Review of FY20 and FY21  
Budget 05/11/ 20**

	<u>Jul '19 - Jun 20</u>	<u>FY20 Budget</u>	<u>Jul '20 - Jun 21</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4% Fund Transfer Draw	49,143	40,000	40,000
PPP Loan			109,000
Annual Event			
Total Annual Event	217,431	200,200	82,625
Total Corporate	56,997	85,325	67,850
Total Foundation Support	211,715	207,700	225,000
Total Individual - Membership	68,702	75,400	50,000
Individual Major Donors	197,115	187,200	150,000
Individual Trustee Giving	27,086	30,000	30,000
Total Music Fest Event	8,040	44,900	56,200
Total Other incomes misc	1,843	1,400	800
Total Programs - Education & Outreach	17,884	25,800	0
Restricted Individual Donations	20,000	20,000	15,000
<b>Total Income</b>	<u>875,956</u>	<u>917,925</u>	<u>826,475</u>
<b>Gross Profit</b>	875,956	917,925	826,475
<b>Expense</b>			
Total Administrative Expense	92,887	122,083	95,350
Total Administrative Payroll Total	589,225	594,282	602,964
Total Advocacy / CAGs / Other	2,265	16,600	10,000
Total Annual Event Expenses	48,509	58,000	24,147
Total Development Expense	8,452	16,500	9,252
Total Education and Outreach	5,233	21,800	4,850
Hyde and Watson Grant Exp	0	8,000	0
Total Mailing	8,061	10,550	8,604
Total Membership	13,683	14,210	15,000
Music Fest	1,614	17,000	30,000
Total Stewardship	8,929	17,000	25,950
Total Stewardship Land Acquisition	6,045	0	11,000
Total Water Quality	26,553	43,690	45,750
Total Water Testing - Well	0	2,500	0
<b>Total Expense</b>	<u>811,456</u>	<u>942,215</u>	<u>882,867</u>
<b>Net Ordinary Income</b>	64,500	-24,290	-56,392
<b>Other Income/Expense</b>			
Total Other Income	68,224	39,000	0
Total Other Expense	30	0	0
<b>Net Other Income</b>	<u>68,194</u>	<u>39,000</u>	<u>0</u>
	<u><b>132,694</b></u>	<u><b>14,710</b></u>	<u><b>-56,392</b></u>

## Executive Director Report May, 2020

Well, life is certainly different than it was at our meeting in March.

We have all been adjusting to working at home and creating virtual education programs and events. I hope you all read our recent Earth Day Appeal. Our focus was the importance of clean water and open space, now more than ever.

Thanks to Deb Apruzzese for a great suggestion for promoting scavenger hunts with small prizes, and thanks to those board members who contributed to the prize pool. May's virtual programming is weekly photo contests. Please check out our website and participate in the photo contests. Most importantly, please share our programs and emails with your friends and acquaintances. This is how we make things go viral (forgive the unintended pun).

I participated in many calls and video conferences leading up to applying for and receiving a Paycheck Protection Program forgivable loan. We are so appreciative of this crucial funding.

I have participated in many calls and video conferences about development, fundraising, and events during this crisis. Needless to say, the consensus is it's going to be a bumpy road.

We have held lengthy (!! ) staff meetings weekly and sometimes more frequently discussing programming and fundraising and generally trying to keep our spirits up.

Val and I worked on the Earth Day Appeal.

I spoke with Robert Carrington, Vice President and District Manager at Investors Bank. He was Nadine Vitro's boss. Robert has graciously agreed to join our board now that Nadine has retired.

I have had several meetings regarding the Rolling Knolls Superfund. We hired our technical advisor and have had conversations with them about our issues of concern. I have also spoken with the attorney for the responsible parties and recently received another report from them (it's posted on our website for anyone who wants to review it). There is still no release date for the Feasibility Study.

I have worked on the acquisition of the 10-acre parcel in Chatham (Kent property). We hired a consultant for the Phase I environmental assessment. The assessment came back showing approximately 5 acres of historic fill (which we know is very common in our area). We are now proceeding with a Phase II analysis. I have had several discussions with the Refuge about this since our goal is to ultimately convey the property to them.

I have spent a lot of time with individual staff and with Sue working on remainder of '19-'20 fiscal year budget forecast and next year's budget.

I have also been working with staff on creating a return to the office protocol. Someday!!



# GSWA Water Quality Programs

## *Board Meeting Report*

May 2020

I will start this report noting that we are currently in the middle of the CORVID19 virus epidemic. I hope that you and your families are all well. Thank you all for your support of the GSWA staff as we navigate through this time of reimagining our work and the importance of our organization.

## Water Quality Reporting

The 2019 GSWA Water Quality report card is now complete. Due to current circumstances I presented a condensed version of the report to the public via a live facebook and Instagram feed. The recording of which is available on our web page as well as on our social media pages.

The 2020 Watershed Congress which was to be held in PA was postponed until September due to the virus. A second conference, organized by NY/NJ Baykeeper was to be held in March and has also been postponed, the new date has not been released. I will be presenting at both on Microplastics and Bacteria sampling respectively.

## Water Quality Monitoring

### *Chemistry Monitoring*

Results from our first round of chemistry monitoring were received early in May and will be reviewed shortly. This includes our first round of sampling at our new downstream locations between Livingston and Little Falls. Our second round of sampling is scheduled for the week of May 18<sup>th</sup> and will continue as scheduled. We have confirmed with the lab that they will be accepting samples and I will be working with a family member to maintain safe social distancing protocols while conducting the sampling.

### *Visual Monitoring*

On April 27<sup>th</sup> I held a virtual Stream Team Meeting. We discussed our plans for monitoring moving forward. Teams that are comfortable with going out and have their own equipment will conduct their spring visual assessments if possible. We discussed safety protocols as well as the importance of following guidelines set out by the State as far as park access if their sites are within park property.

I will assess how we are progressing with that moving forward and if needed GSWA staff will gather visual assessments at some locations as needed.

Our spring college interns both ended their internships early due to the virus. They finished up working with us remotely and both were able to complete enough hours for the internships to count toward their college credits. All but one of our planned spring high school internships has been canceled. We do however, have one student who will be working with us on an independent project as an internship. She will be conducting a number of visual stream assessments along the Silver Brook on both GSWA property as well as Harding Land Trust Property. We developed this idea together and she was able to learn the methods of the visual assessment through the presentations on the GSWA web site as well as a number of virtual meetings with me. This project will help us get a full baseline of the Silver Brook prior to our breaking ground on the restoration project EQIP grant.

### Microplastics –

We received our preliminary raw data from New Jersey City University (NJCU) before the university closed down due to the virus. The data compiles the plastics quantitative data from our 2019 round of sampling, 15 samples in all. Ten of these samples were due to have extended follow up testing done to determine the chemical make up of the particles that were discovered. However, the shutdown of NJCU campus occurred before this final level of testing could be completed. They have assured me that the samples have been preserved and the chemistry testing will be performed as soon as they are allowed back on campus.

The final round of follow up sampling, which is to be performed during storm flow conditions, will be performed as soon as weather conditions and safety allow.

### Remote Education –

A new category for our board reports. As we have switched to working remotely and our school and adult educational programming has been curtailed due to the COVID19 virus we have begun to create remote learning opportunities for use in both formal and informal educational settings. When it was necessary to cancel the Stream Assessment training class scheduled for early April I began to create a self guided class to cover the material. The first two sections of this are posted to the GSWA web site with the final instalments to be presented shortly.

We have also been working with schools to do virtual “in-class” presentations covering what we at GSWA do and what students can do to protect their water. We are currently working on putting together short videos for schools to use covering the different types of sampling we do in streams.

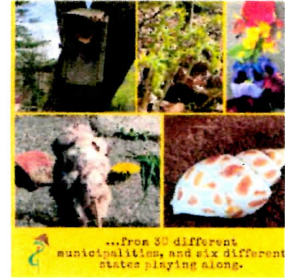


**GSWA'S STAY-AT-HOME SCAVENGER HUNT**  
 Fridays all April long

...your submission  
 by 3 pm each Friday for  
 a chance to win a prize

Week 1 - April 3 - 10  
 Week 2 - April 10 - 17  
 Week 3 - April 17 - 24  
 Week 4 - April 24 - May 1

Collage submitted by Week 1's  
 winner Sophia S. of Warren NJ



## Overview:

What a difference two months make!!

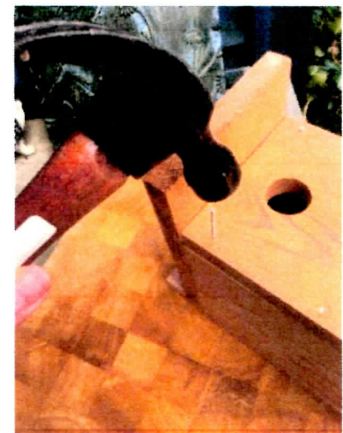
In my last report, I spoke about how our calendar was filling up, with 26 field days, myriad classroom programs and multiple earth day events. As of now, all those face to face programs have been cancelled, due to the Coronavirus state of emergency- likely through the fall. Governor Murphy just announced schools will remain closed though the end of the school year.

Our first (and likely last) field trip of Spring, 2020 took place on March 12<sup>th</sup>, just as the scale of the pandemic was becoming apparent in NJ. Our Newark middle school students rolled off the bus wearing disposable bright blue gloves and brandishing bottle of Purell everywhere, we in turn lysoled clipboards, binoculars, and pencils, before and after programs. The kids were concerned about touching dirt and whether it would give them the Corona virus. We spent the day talking about disease transmission at the same time as teaching about water quality, trying to explain that they were far safer out in the woods than they were in their congested school...There is a lot of education on a lot of fronts that has had to happen over the last two months.

Two months on, we are figuring out ways to create and deliver content in a multitude of formats, on the web, over live streams and virtual meetings, to stay connected to overworked and stressed teachers, and offer level headed advice consistent with best science and research to our membership and the public. We have managed to hold two workshops, created multiple 'do at home' learning opportunities, hosted a live streamed event, a month-long scavenger hunt, and are beginning a photo contest. But we know it is not the same as learning that takes place when students and participants receive firsthand natural history, ecology, and water quality concepts. We continue to plan how to modify and expand programming to be most effective in this ever-changing scenario we find ourselves.

## General Public Programming

We had a full and diverse schedule of public programs slated for the spring, and have had to be both resourceful and creative to adapt to the changed conditions we find ourselves in. Luckily, two of our volunteers had already put together materials for bird box building programs we had anticipated as hands-on maker workshops, and with some retooling these two programs went off as build at home programs. 16 people participated in the cavity nesting box program and 7 in the owl box program. After registration, materials were available for pick up in a socially distanced fashion, participants received a PowerPoint showing step



by step how to build and hang the boxes. While more work than the original program, this enabled GSWA to offer hands on programs doing the current situation.

We also created a stay at home scavenger hunt, and weekly had a new bingo board and list filled with items participants could see in their own yards or neighborhoods. Players submitted their results for a chance to win a gift certificate prize. More than 62 participants completed the list, from 30 different municipalities and 6 different states, including California, Maryland, and New York but more impressively, 1,100 people visited the



event page. Several other organizations have asked to share the scavenger hunt format we created for use in their own organizations.

Our new photography challenge kicked off on May 1<sup>st</sup> and runs through the end of the month. Simple to enter, you simply take a picture on your interpretation of a theme and submit to us- the

theme changes twice a week.

**We would love Trustees help in promoting and taking part in this competition to ensure that it is a success and continues to give us presence online.**

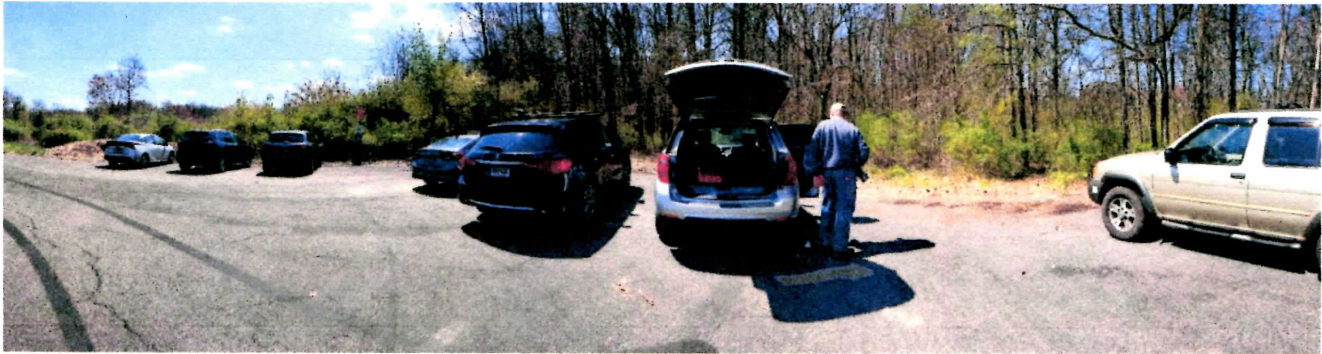
## Civic, Community and Outreach Events.

In response to the pandemic, GSWA created several online resources for those wishing to find out more information about making masks to donate to local hospitals, where to access recreational opportunities in a state where many county and state parks were closed, and several other helpful online resources. . The CMA has remained open to this point and has seen incredibly use by people looking for a local area to recreate. While working from home, we have begun to gather recipes with a view to creating a quarantine cookbook as a fundraiser for the organization. Look for more information regarding this project shortly.

## K-12 School Programs:

We have created additional teacher resources for use in distance learning and have been reaching out to teachers to see how we may support them in their online teaching. Many teachers, especially those in urban districts are not able to conduct synchronous classes with their students but are setting work that the student s complete and submit. In this type of learning it is hard for GSWA to offer up live stream programming, but we are beginning to master the art of the google meet class, and are trialing some different approaches to teach live classes that are distance learning. We feel that even into the fall, this may be the preferred approach and we will continue to work out how we can offer water quality programming while adhering to social distancing rules and safety concerns. All S2S programming was cancelled through the summer, and although we will be g S2S with fall dates, they are unsure of their fall approach to teaching at this point.

Before resuming our previous categories of programming, we will need to plan protocols to effectively address social distancing and develop strategies whereby we can teach effectively and safely. Indoor programs will prove more difficult than outdoor programs, In class, in person teaching being the most high risk and likely the last for us to reintroduce.



A busy Saturday at the CMA – credit Lisa Stevens

## Overview

Instead of a report anticipating the busiest two months of our stewardship year, with corporate workdays and the valuable funds they bring occurring weekly, the CMA will be eerily quiet over the coming weeks.

The trails at the Conservation Management area have remained open during the last two months, and this has attracted a new cadre of local (and not so local ) residents looking for places to hike while state, county and federal lands are closed.

After careful consideration of the health and safety risks of continuing to open the trail system, it was determined that apart from the entry gate, there were few areas where virus transmission could occur, and with appropriate signage, the trails could be used.

GSWA staff had created a list of places that remained open and were available to hike and socially distance, and we signed the CMA entrances with the appropriate behaviors expected of trail users.

## Getting outside Safely- Rules to Live By

Hikers hike to enjoy fresh air, connect with nature, to exercise and de-stress. But you need to stay in compliance with NJ Governor Murphy's social distancing directive, follow these guidelines:

### While hiking:

- Do not hike if you are exhibiting symptoms of COVID-19. STAY HOME!
- Hike only with your immediate family, not with those from outside your home
- Leave space for fellow hikers on the trail- give yourself space, and let others know you are on the trail as you round bends.
- Always maintain a 6-foot or more distance from fellow hikers, even if this means stepping off trail to let others pass without invading the 6' distance.
- Restrooms are universally closed in public spaces, so go before you go! Some facilities may have portable restrooms, bring wipes and hand sanitizer if you intend to use these facilities- clean handles and sanitize your hands.
- Avoid busy times of day, and popular gathering locations such as look-outs, blinds, and other spots where gathering is inevitable. Never gather in groups of more than 10.
- Consider hiking seldom used trails, which you may have entirely to yourself!
- Look after the environment as well as yourself- take all trash out, pick up after your pet, and consider keeping a spare plastic glove and bag in your pocket to conduct trash cleanups and leave the site even better than you found it.
- Know current CDC, local, and state current health regulations, as these may change over the coming weeks. Visit [cdc.gov](https://www.cdc.gov) and [covid19.nj.gov](https://www.covid19.nj.gov) for the most up-to-date guidance.

Frequent visits by staff have shown increased visitation, but by and large appropriate usage of the trail system.

Our funds to carry out expected projects at the CMA come predominantly from corporate workday support. It is unlikely that this support will occur this year, and we are considering scaling back the project list for the year, and focus on smaller, simple projects that can be completed with small groups, and few funds.

Longtime volunteer Steve Gruber donated his stimulus monies as funds to purchase essential lumber to build around 100 feet of boardwalk over one of the wettest sections of the trail system, and since he works mostly alone, Steve has continued to build during the shutdown.

We anticipate beginning outdoor stewardship, in the coming weeks, primarily invasive removal- and we are developing safety protocols to allow for student interns to safely work with us and allow us to complete projects effectively.



New boardwalk being built along the connector trail by volunteer Steve Gruber

Based on conditions around the site, it is estimated that we need to install approximately 850' of new boardwalk to cover areas that 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

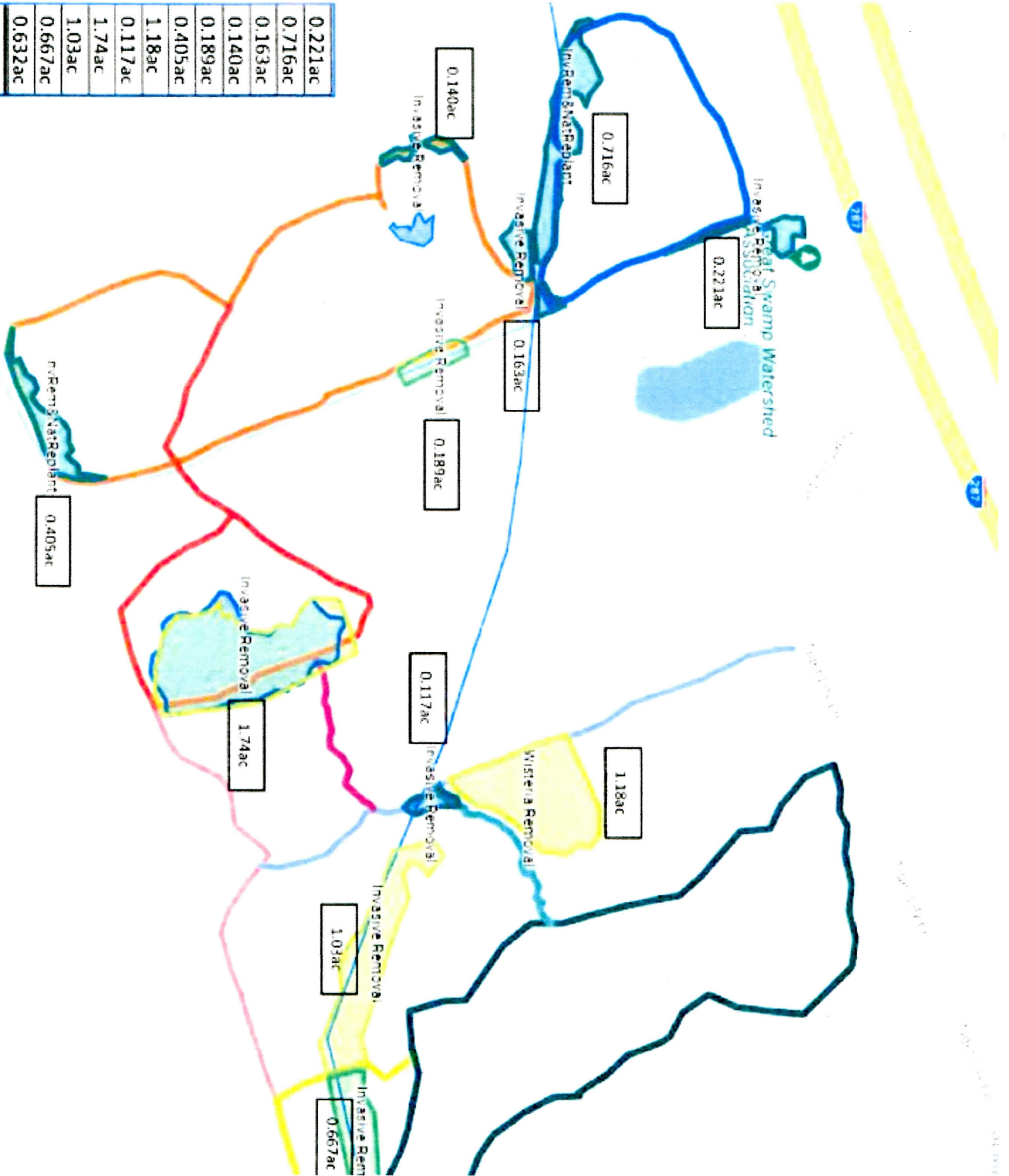
Conservation Management Area - Cul de Sac Entrance - Tiger Lily Lane, Morristown, NJ 07960





CMA Trail Map for orientation, showing area with invasive removal, and native species replanting, and area of work conducted in the fall.

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 May 2020

### **EVENTS - Virtual is the Name of the Game!**

Our thinking caps have been smoking these last several weeks as we have designed and implemented new, educational, mission-based virtual programming for the public enjoy from the safety of their own homes.

**Stay-at-home Scavenger Hunt (Sponsored by you, our generous board members – thank you!):** The Education Department created four week-long games for the month of April that prompted people to get outside in search of specific nature items. Each week someone was randomly selected to win a cash prize. This event sparked over 1500 GSWA website views and game sheet downloads, engaging participants from New Jersey, New York, Maryland, and as far away as California! Parents expressed their gratitude for this opportunity to offer their children something fun and educational to do while getting them excited about nature and the environment.

**DIY Workshops - Build a Warbler Bird Box & Build a Screech Owl Box:** These two make-at-home projects were in the works prior to COVID-19. The kits, created by volunteers, were pre-cut, pre-drilled, and packaged up with all necessary hardware. Workshop participants received instructions to safely pick up their kits at the GSWA office and how to assemble the boxes once they registered and paid. (The warbler bird box workshop was sponsored by Investor’s Bank.)

**Spring “Quaran-green” Photo Challenge:** This is the current program we are offering the public – a twice-weekly photo contest through the month of May with cash prizes (again, sponsored by the GSWA Board members.) Participants submit their photos based on specific pre-deemed theme. We are promoting this on Facebook, Instagram, via eNews, and on our website. Please be sure to share this challenge with your family and friends.

### **Great Swamp Great Music festival update:**

- New tentative date: Sunday, August 16, 2020
- Planning is currently in a holding pattern. Bands, food/merch vendors, the town (permits) etc. are on standby until further notice. We look forward to sharing solid info at some point, hopefully soon!
- **The music festival is our second-largest fundraiser of the year.** We continue to move forward in pursuing sponsorships promoting August 16 as our target date. This effort is led by Wade Kirby. **As our typical donations take a hit due to COVID-19 we could really use the help of our dedicated board members.** Each of you bringing in just one sponsor would go a long way towards helping us recoup some financial losses. If you have a potential organization in mind but are not comfortable making the ask, please reach out to Wade. He will be happy to help: [WKirby@GreatSwamp.org](mailto:WKirby@GreatSwamp.org).



## **COMMUNICATING WITH OUR SUPPORTERS**

You may have noticed a pretty big increase in emails from GSWA the last several weeks. These twice weekly eblasts were a concerted effort to stay out in front of our supporters. Our goal - stress to the public that although our office is closed, GSWA is very much open for business as we continue to protect our water and environment, offer virtual programming, and provide the public with open space and a much-needed dose of nature at our Conservation Management Area (CMA).

## **SPRING/EARTH DAY APPEAL**

Our Spring appeal was sent via US mail (signed by the staff) and email (under Nic Platt's GSWA account). It was timed to coincide with Earth Day with the focus on clean water and open space – two very timely and important components of what we do. We are hopeful that this appeal will do well. More to follow.

## **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. We believe the decrease of followers on Twitter is still linked to the behind-the-scene change made by Twitter that caused our account to become inactive temporarily.

<b>Facebook:</b>	Page likes – 2968 (up 35) Followers – 3158 (up 59 – significant increase)
<b>Instagram:</b>	Followers – 1462 (up 138 – significant increase)
<b>Twitter:</b>	Followers – 2263 (down 10)

## **WEBSITE – AT-A-GLANCE**

In the past 30 days:

- **Sessions** are up 104% (User interactions with our website - a single session can contain multiple page views, events, social interactions, and ecommerce transactions.)
- **Page views** are up 100% (Total number of pages viewed on our website including repeated views of a single page.)

### **Top 3 most viewed posts in April 2020**

Scavenger Hunt - 2291 page views

GSWA home page - 1027 page views

Can I fill in wetlands? - 500 page views

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[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](http://www.GreatSwamp.org)

Wade's Development Board Report  
05.04.2020

Following the board meeting on Monday, March 16, 2020, I and several staff members reviewed finance collecting and documenting procedures from the daily mail.

During office closure, I have retrieved mail every two days and implemented procedures as decided upon, including a report of all funds received.

Viewed Not-for-Profit Webinar re. Fundraising/Coronavirus

Viewed Information Sharing Session Webinar re. COVID-19 courtesy of The Angeletti Group (campaign consultant)

**Multiple video conference calls w. GSWA Staff throughout six weeks re. updates, discussion, and project decisions.**

Viewed COVID-19's Impact on Grantseekers Webinar re. Concerns in Grantmaking (synopsis to Sally)

Called all board members encouraging fulfillment of pledges sooner than later due to uncertain fundraising horizon between now and the end of June - FY2020.

Calling all Advisory Council members encouraging maximum donations under same time and circumstance restrictions.

Following-up on music festival sponsorships with tentative date rescheduled to Sunday, August 16, 2020 in presumably the same location.

Worked with Rick on budget numbers for last quarter of FY2020 and all of FY2021 - submitted to Sue

Set- up bird (warbler) box assembly pick-up for purchasers on Saturday, April 11<sup>th</sup>

Viewed two Environmental Fundraisers' Gatherings via ZOOM

Viewed Nonprofit Fundraising Group Webinar: Giving Donors Hope

Viewed Atlantic Health System progress report re. coping with COVID-19 (synopsis to Sally)

**Great Swamp Watershed Association**  
**Monthly Development Summary**  
**as of April 30, 2020**

	April Actual	April Goal	YTD Actual (July - April)	Goals YTD (July - April)	Percent of Goal Through April	Goals July '18- June '19	Progress to FY2020 Goals	April 2019 Actual	July '18 - June '19 Actual
<b>Individuals</b>									
Trustees	8,478	150	18,864	8,900	212%	30,000	63%	125	28,675
Major Gifts	8,000	10,000	173,415	148,500	117%	187,200	93%	10,334	184,933
Membership	10,735	4,033	59,474	57,933	103%	75,400	79%	5,900	74,605
<b>Total Individuals</b>	<b>27,213</b>	<b>14,183</b>	<b>251,753</b>	<b>215,333</b>	<b>117%</b>	<b>292,600</b>	<b>86%</b>	<b>16,359</b>	<b>288,213</b>
<b>Institutions</b>									
Corporations Restricted	0	0	42,250	50,000	85%	66,500	64%	n/a	59,543
Corporations Stewardship Re	0	0	0	700	0%	6,700	0%	n/a	n/a
Corporations Unrestricted	550	331	5,196	11,524	45%	12,125	43%	50	12,558
Foundations Unrestricted	25,000	0	118,000	122,000	97%	122,000	97%	10,000	84,000
Foundations Restricted	11,490	0	85,665	67,700	127%	85,700	100%	10,000	106,475
<b>Total Institutions</b>	<b>37,040</b>	<b>331</b>	<b>251,111</b>	<b>251,924</b>	<b>100%</b>	<b>293,025</b>	<b>0%</b>	<b>10,050</b>	<b>262,576</b>
<b>Events</b>									
Gala	0	0	199,621	200,200	100%	200,200	100%	0	238,775
Gala - Vegan Match	-	-	18,150	-	-	-	n/a	-	-
Music Festival	3,750	15,000	7,040	21,000	34%	44,900	16%	10,540	46,953
<b>Total Events</b>	<b>3,750</b>	<b>15,000</b>	<b>224,811</b>	<b>221,200</b>	<b>102%</b>	<b>245,100</b>	<b>92%</b>	<b>10,540</b>	<b>285,728</b>
<b>Misc - Income</b>									
Bequest	0	-	51,407	-	-	-	-	-	-
<b>Total</b>	<b>40,790</b>	<b>15,331</b>	<b>779,082</b>	<b>688,457</b>	<b>113%</b>	<b>830,725</b>	<b>100%</b>	<b>36,949</b>	<b>836,517</b>

\*includes bequest

2. Anyone who has donated in the last 12 months + 2 month grace period is considered a member. Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
3. Restricted gifts are contributions designated by the donor for a specific purpose.
4. Includes corporate matching gifts.
5. Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance, will appear here and not under the Major Donor category.
6. Update: \$10,000 from Rutgers University (Foundations Restricted) moved to Programs/downstream.

	A	B	C	D	E
		Current Period Results			
		Actual	Budget	Diff	Comments
1	<b>GSWA Grant Activity</b>				
2	<b>Mar 10 - May 04, 2020</b>				
3	Corporate Unrest.				
4					
5	Sub total	\$0	\$0	\$0	
6	Corporate Restricted				
7	Sub total				
8	Foundation Restricted				
9	Leavens Foundation	\$10,000	\$0	\$10,000	Water Quality Monitoring, not budgeted this year.
10	Sub total	\$10,000	\$0	\$10,000	
11	Foundation UnRest.				
12	F.M. Kirby Foundation	\$25,000	\$25,000	\$0	General Operating Support
13	Sub total	\$25,000	\$25,000	\$0	
14	<b>Total Grants</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$10,000</b>	
15	<b>Applications Pending</b>	<b>Total O/S</b>			<b>Notes re Grant Requests</b>
	FirstEnergy Fdn. \$10k Education, Garden Club Somerset Hills \$1.0k CMA, Garden Club of America, \$30k - Paterson Rain Gardens & Education				FirstEnergy Fdn - most likely, we will not see support now as JCPL has advised us they are concentrating on Food Bank support during the pandemic. We were very pleased to have had official statements from both Victoria Foundation and Summit Area Public Foundation that they would be very flexible with their grantees during the pandemic as to how grant funds can be used. We received a total of \$37k restricted and unrestricted funds from them.
16					

## 2020 Gala Poll

<b>Name</b>	<b>Would Attend Gala Event</b>	<b>Would Support Non-event</b>	<b>Suggestions</b>
Michael Dee	no	yes	<b>online event</b> with auction and speakers
Marilyn Dee	no	yes	Oktoberfest or <b>outdoor event</b> at Frelinghuysen Arboretum
Kathy Pfeil	yes	yes	casual <b>outdoor event</b> in Sept. or masquerade
Alan Pfeil	yes	yes	Likes formal <b>Gala event</b> as-is; honoree choice is important; casual event would not generate return
Deb Apruzzese	yes	yes	change up <b>Gala event</b> with only hi-tops and carving stations; casual event not appealing
Claire Griffin Miller	yes	yes	low confidence in casual event; <b>Gala event</b> or dinner cruise or round-robin dinners at upscale homes
Kathy Abbott	yes		nature theme, either indoor <b>Gala event</b> or elegant outdoor event (warm); unifying participant nature sculpture creation or combined bring-your-water bowl with social distancing
Jane Kendall	no		<b>would not attend</b> any event at this time
David Dietz	no		<b>would not attend</b> any event at this time
Len Berkowitz	no		possibly <b>would not attend</b> ; stuck in Florida; total uncertainty
Reed Auerbach	yes	yes	<b>Gala event</b> - would support our choice
Chris Obropta	yes	no	<b>Gala event</b> - would attend any event
Jordan Glatt		yes	either safe to do <b>Gala Event</b> or not, venue does not make a difference; less involved would not give \$ to non-event
Eric Inglis	yes		need larger venue for <b>Gala event</b> social distancing; casual would be fine; financial support "depends"
Jeff Grayzel	yes		<b>outdoor event</b> is the way to go to spread out
Tony DellaPelle	no		<b>online event</b> with no in-person event, creates risk, may not be allowed, and guests will not attend; think of social distancing options
Gwen DellaPelle	yes	yes	<b>outdoor event</b> is probably best bet, nothing crowded, love Blue Jean BBQ; non-event dicey for income
Russ Furnari	yes	yes	<b>Gala event</b> - would support whatever we choose
Lisa Stevens	no	yes	possibly <b>would not attend</b>
Gwenn Packard	yes		prefers <b>outdoor event</b> for social distancing; event will do better than non-event
Mary Horn	no		<b>would not attend</b> any event at this time
Pam Harding	yes	yes	would not attend a crowded event, <b>outdoor event</b> tent okay; would support a non-event
Matt Krauser	no		socializing virtual concert <b>online event</b> ; online auction during concert
Jay DeLaney	yes		<b>Gala event</b> - would attend any event
Clark Wagner	no	yes	<b>online event</b> ; would not attend a group event
Kit Stinson	yes	yes	<b>Gala event</b> with doc's approval; doesn't like virtual; whatever our choice okay
26 people polled	10 wouldn't attend 16 would attend	14 would give \$\$\$ 1 no \$\$\$ 11 TBD	11 like formal Gala type event 6 prefer outdoor distanced event 4 online non-event preferred 5 would not attend any event at this time