



Great Swamp Watershed Association

Meeting of the Board of Trustees

Monday, June 8, 2020

8:00 a.m. – Video Conference

Agenda

- Election of New Board Member – Paul Boudreau
- Approval of Board Minutes from 5/11/2020 Meeting
- Vote to Withdraw Election of Board Member for Cause – Robert Carrington
- Finance Report – Fiscal Year 2021 Proposed Budget
- Executive Director Report
- Development Report:
 - Monthly Development Summary
 - Grant Activity
- Review of Kent Phase II and Determination to Proceed
- *Great Swamp Great Music* Festival Update – tentative date Aug. 16, 2020
- Gala Update – tentative date Oct. 1, 2020
- 40th Anniversary 2021
- Other Business
- **Next Board Meeting**
- Adjourn

Upcoming Events

Ongoing Through June 5
Ongoing Through June 15
Ongoing Through June

“Night Time” Quaran-green Photo Challenge
Father's Day DIY Warbler & Owl Box Kits
Virtual Stream Team Training

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Paul Boudreau

**Private Banker, Office of the President, Peapack-Gladstone Bank
Morristown NJ**

Paul Boudreau is a Private Banker with Peapack-Gladstone Bank and serves exclusively through the Bank's private banking program. Paul recently retired as President of the Morris County Chamber of Commerce where he held the position of president for 10 years. He served on the New Jersey Public Employment Relations Commission from 2012-2019, having been nominated to that position by Governor Christie. Paul was also a member of the New Jersey Mental Health Association Board of Directors from 2014-2019 and the Morristown Airport Advisory Board. Paul was on the Board of the Somerset Hills YMCA for eight years and provides volunteer leadership to the Tri-County Scholarship Fund. He has received numerous awards for community leadership from Big Brothers Big Sisters of Northern New Jersey, the Boy Scouts of America, and NewBridge Services, Inc. Prior to his Chamber position, Paul worked at Honeywell for 25 years and retired as Vice President, State and Corporate Relations. He was elected to the Maine House of Representatives in 1976 and 1978.

GSWA Board of Trustees Meeting
05.11.2020
Minutes

A virtual meeting via ZOOM was convened at 8:14 a.m. due to the ongoing impact of the coronavirus and the necessity to follow “shelter at home” guidelines. Participants included Marilyn Dee, Clark Wagner, Yorgi Vlamis, Dot Stillinger, Alan Pfeil, Kathy Pfeil, Lisa Stevens, Guy Piserchia, Matt Krauser, Eric Inglis, Reed Auerbach, Deb Apruzzese, Kevin Sullivan, Kate Barry, Anthony DellaPelle, Chris Obropta and Nic Platt. Advisory Council member Russ Furnari was also present. Absent were Gerry-Jo Cranmer, Jordan Glatt and Teresa Lane. Staff included Sally Rubin, Sue Levine and Wade Kirby.

Sally addressed the election of new Board member Robert C. Carrington, Investors Bank Vice President and District Manager. Robert replaces Nadine Vitro from Investors who has moved to the Advisory Council. Our goal is to retain a strong relationship with Investors. Alan Pfeil *motioned for approval*, seconded by Yorgi Vlamis. All in favor. None opposed.

Alan Pfeil then *motioned to approve the Board Meeting Minutes of March 16, 2020*, seconded by Deb Apruzzese. The vote was unanimously approved with no revisions.

Sue Levine then delivered a Finance Review:

Endowment:

On 5/11 the Endowment and BD funds totaled \$1,298,073, of which \$143,006 are Board-designated funds. The Finance Committee reviewed the portfolio on March 6th and recommend a re-balance at the end of the month. On 04/09, the balances were reviewed and the funds were within the 5% variance, so no rebalancing was needed. The Cashflow was reviewed and it was determined that the balance of the Board-designated funds should remain unchanged, based on cashflow needs based on the 4/13 review. We discussed the timing of moving 5% into the ESG fund and it was agreed to make the move which was previously voted on at the last Board meeting.

Preliminary Forecast FY2020:

The preliminary forecast for the balance of this fiscal year was reviewed. On April 14, we received \$109,500 for the PPP which is currently on the books as a loan. The calculations are still being reviewed in regard to forgiveness. For fiscal year 2020, we will end the year operationally at \$65K plus the bequest received this year. Revenues are anticipated to be lower than budget, due to the music fest postponement and lower individual and educational funds which are impacted by S2S and other education programs. The budgeted educational expenses in FY20 were set too high and the actual expenses lower, due to fewer than expected expenses for S2S supplies and lower travel costs. This is fully offset by lower expenditures in administrative costs. We are expecting to give a bonus comparable to last year which we anticipate will be applied against the PPP Loan, a two-year loan at 1%. It is anticipated that the PPP will be forgiven, but that the forgiveness will occur in next fiscal year, so that is when the income is listed. Until it is forgiven, it is still a liability.

Preliminary Budget FY2021:

The preliminary budget for fiscal year 2021 was discussed. Generally, this pass would go before the Finance Committee, then Executive Board, before the Board would get involved. However, it was agreed we should present earlier to the Board to get more input on the budget this year. The GSWA staff

worked on a bottom-up budget and those numbers were adjusted downward by Sally and Sue to present a very conservative first pass which presents a balanced budget over a two year period. This year is a unique and challenging year to budget and the excess proceeds over operations this fiscal year will offset the tentative negative budget for next fiscal year. It was noted that the EQIP stewardship funds were not included in the preliminary budget which will reduce the proposed loss by \$20k. Discussion ensued on using the Endowment funds for operations (which is not being proposed). Reed noted that our endowment is too small and we should not use those funds for operations but instead have a balanced budget for next year. It was identified that the primary line item that can be adjusted is staffing, and that Sally and Sue reviewed a reduction in staffing by 20% and that would not offer significant benefit. Matt and Tony felt that we should set clear guidelines to use the endowment funds if necessary. There is a policy in place which allows for a loan and Dot suggested that we set a limit on the amount that could be borrowed from the Endowment. It was noted that we have a \$200k line of credit that is also accessible. It was mentioned that those under \$70k in salary do not lose any payroll if furloughed. The human resource impact was noted in regard to the loyalty of the team, should a furlough be necessary. It was also noted that the employees are not paid at for-profit industry standards. It was identified that the Board has \$143k in invested operational funds that would be available to address a shortfall. These funds are not part of the Endowment and are predominantly comprised of the 4% draw that was not needed in some of the prior years for operations which was established as a reserve for more difficult times. Reed agreed to join the Finance Committee.

The rating by Charity Navigator was discussed. The potential risk of a negative budget is a concern that needs further investigation this year. It was speculated that this year will be a unique year for many nonprofits. Note that the proposed negative budget does not borrow from the Endowment. There is a projection for a positive year-end this year that can be used to offset next year's projected shortfall without borrowing from the Endowment. Additionally, the Trustee Reserve of \$143,000 could also be available before borrowing from the Endowment. Alternatives will be identified with parameters, such as if the Gala is postponed, if the music fest is further postponed, or if other revenues are impacted in order that actions must be identified regarding staffing and cost reduction plans.

Sue offered special thanks to Clark Wagner for joining the Board. Clark reiterated the need to move 5% of the total portfolio out of the S&P and into a pre-designated ESG Fund.

Sue then praised the staff for working together to submit a preliminary budget for next year. Office expenses are reduced and budgeted expenses for the Fall's educational programs are lower, as students will need to catch up on an academic regimen compromised by the virus. The PPP Forgivable Loan received on April 15th covers up to two months of salary and bonuses, and up to 25% can be spent on rent and utilities. If it is not all spent, the balance needs to be returned. Sue indicated that, currently, next year's budget is very conservative. Additional funds may be needed for Rick's replacement. Our water quality analysis will continue or be enhanced. We are solvent for the remainder of this fiscal year, but are projecting a negative budget with a \$50,000 loss for next year. Sally asked the landlord to forgive our rent, but they said we could just pay it late. Matt Krauser suggested that we borrow from the endowment if needed. We have a very clear policy regarding borrowing funds, and there are "triggers" that are discussed with the Finance Committee. Discussion ensued.

Deb Apruzzese asked that Kristina and Val email her regarding a time for a conversation about sponsorship of educational programs. Sue reiterated that hands-on educational programs may not be possible this Fall, as teachers are behind, but will hopefully resume in Spring 2021. Virtual opportunities with students may be possible in the meantime.

Kathy Pfeil asked if the trustees could pitch in, due to Rick Porter's imminent departure. Sally said no, explaining the importance of having a professional grants writer.

Sally then elaborated on her Executive Director's Report previously sent. The Kent Property's closing cost is approximately \$15,000. Phase 1 analysis is completed, and Phase 2 is underway to determine what is in the historic fill. Estimates for Title Work and a survey are anticipated shortly. The property will hopefully be conveyed to the Refuge after wetlands restoration, and the location is contiguous to the Great Swamp. Alternatively, GSWA would be happy to own this property.

Sally then said how sorry she is that Kevin Sullivan's speaker for the Advisory Council Dinner has to be rescheduled.

Great Swamp Great Music is tentatively scheduled for Sunday, August 16th, 2020 from 12 Noon to 5 p.m. on the Hartley Farms Polo Field. Expenses to produce it are minimal, so it won't be a tragedy if it cannot be held, but we are hopeful.

For our final FY2020 Chairman's Appeal, Wade proposed that each Board member provide a contribution towards a Matching Gift Challenge. The total will appear in the letter coming from Board Chairman, Nic Platt. The key is **100% Board participation** to which everyone agreed.

Fall ideas for the Gala are being submitted and considered. We would need to recognize a substantial modification of the number of people if the event were held at the Brooklake Country Club. A "blue jean barbeque" in the barn at Upton Pyne on Bernardsville Mountain is a target of opportunity in a very viable location. Space heaters may need to be rented. The Gala is currently scheduled for October 1st. Regardless of whether we have an event or not, past records indicate that Board and Advisory Council commitments to the Gala normally total \$83,000. If the Board and Advisory Council contribute similar amounts, we will be able to meet the conservative number put in the budget.

GSWA's 40th Year Anniversary is in 2021.

Any capital campaign is currently on hold.

Sally is very confident that we will get the Ferber Property in two or three years.

Request for Board members to please **LIKE** and **SHARE** the photo contest idea with as many people as possible, i.e. your friends on Facebook, Twitter, etc.

There being no further business, the meeting adjourned at 10:02 a.m.

Respectfully submitted,

Wade Kirby/Director of Development

Great Swamp Watershed Association
Fiscal Year 2021 Proposed Budget

	TOTAL		TOTAL		Comments/Notes:	Upsides	Downsides	Explanation
	Jul '19 - Jun 20	Annual Budget	Jul '20 - Jun 21	Jul '20 - Jun 21				
Ordinary Income/Expense								
Income								
4% Fund Transfer Draw	49,143	40,000	40,000	109,500	c/be upside of addl \$4k - \$6k	6,203		Market Remains in Recovery
PPP Loan					Forgiveness risk -\$35k		35,000	SBA limits bonus and oil
Total Annual Event	217,431	200,200	82,625		Assumes 100 attending at \$200/pp and no VIP tickets; reduced silent Auction to \$15k; no live auction; advertising \$5k; Donations \$10k; underwriting \$30k	20,000		100 add'l guests
Corporate					Note, if the event is canceled, the Board and Advisory donations in PY totaled \$83K			
Total Restricted	43,250	66,500	50,000		New Corp Relationship with Bristol Meyer and GlazoSmith; PSEG back in budget after omitted last year		20,000	Change in Corporate giving priorities and new Director of Institutional Relations
Stewardship Restricted	3,650	9,300	22,500		Includes \$20k EQIP; remainder - reduction in stewardship funding	6,000		GS okay with Stewardship in Spring
Total Unrestricted	12,697	12,125	10,000		includes higher BASF ask		1,500	
Total Corporate	59,597	87,925	83,850					
Foundation Support								
Restricted Foundation	85,665	100,700	101,500		Increases request from Meerwarth \$5k; Community Foundation 2.5k; Sweetie Pig - new upside; Stackhouse vis PGB \$5; WI 8.5K; Plus Garden Club award of \$10k	10,000	35,500	Cestone will not fund this year -20k replaced with tbd Upside \$5k Sweetie Pig Overdeck \$5k; Downside Maria Helfin \$5k risk; Mazer \$2k, NJCF \$2.5k, Meerwarth \$5k, Stackhouse \$5k, Tyler \$5k, WI \$8.5k, Community Foundation
Unrestricted Foundation	153,000	107,000	133,500		Increase from FMKirby \$5k; Wallace was received early in 19/20 at \$35 and late in 18/19 at \$25		6,500	Downside FMKirby \$5k; Fatter \$1.5k
Total Foundation Support	249,315	207,700	235,000					
Total Individual - Membership	68,702	75,400	50,000		recessionary impact	15,000		Quick Economic Recovery
Individual Major Donors	197,115	187,200	150,000		recessionary impact	35,000		Quick Economic Recovery
Individual Trustee Giving	27,086	30,000	30,000		as per 5 year agreement			
Restricted Individual Giving	20,000	20,000	15,000			5,000		Kellogg could be approached if we are unable to fund 401K through donations
Total Music Fest Event	8,040	44,900	56,200		Sunday, August 16, 2020 - no beverages; low attendees; will do a larger scale in June 2021		25,000	Social Distancing continues
Education & Outreach	15,284	20,700	1,500		Reduced in class programs in the fall; reduced S2S in fall and spring;	2,600		S2S starts in spring
Total Other incomes misc	1,843	1,400	800		Interest			
401K Operational Reserve BD	-	8,000	15,920		Operational Reserve to fund board 401k obligation			
Advocacy Ops Reserve BD	-	10,000	10,000		Operational Reserve to fund out of pocket advocacy			
Total Water Testing - Well	-	2,500	2,500					
Gross Profit	913,556	935,925	882,895			99,803	123,500	
Expense								
Total Administrative Expense	97,887	122,083	98,650		lower oil prices; Flat rent; higher insurance; offset by Covid rewiring			
Total Administrative Payroll	613,590	594,282	602,964		6% match continues; 2% COLA mid year; fill DD+\$15k	20060		No mid year COLA; No Salary Increase for New Hire - DD
Total Advocacy / CAGs / Other	2,265	16,600	10,000		Operational Reserve BD Fund	10000		No out of pocket advocacy
Total Annual Event Expenses	48,509	58,000	24,147		No printed program; emailed invites; same venue costs as PY		13564	100 more attendees; sound system
Total Development Expense	8,452	16,500	9,252					
Total Education and Outreach	5,233	21,800	4,850		Lower due to reduced S2S programming and downstream expenses \$9k; lower travel \$4K			
Total Mailing	8,061	10,550	8,604		An add'l mailing downstream - Acq mailing			
Total Membership	13,683	14,210	15,000		Aug - low profile event; June 2021 - posters, lawn signs, sponsor signage			
Music Fest	1,614	17,000	30,000		Fewer Workdays; Complete EQIP grant			3000 GS workdays
Total Stewardship	8,929	17,000	25,950		phase 2 costs for kent property; kent title; kent purchase			
Stewardship Land Acquisition	6,045	-	11,000		includes 15 sites down from 21 at higher cost per site; addl #k chem testing samples; higher lab costs; sWamp kit			
Total Water Quality	26,553	43,690	45,750		replenishment; more downstream travel			
Total Water Testing - Well	-	2,500	2,800					
Total Expense	840,821	942,215	888,967			30,060	10,564	
Net Ordinary Income	72,735	(6,290)	(6,072)			129,863	134,064	
Bequests	51,407	-	7,000		Babbott bequest \$51k in FY20 of which we will use \$7k in FY21			
Other *	(35,000)	-	-		Wallace Donation Received in Fy 20 \$35k moved to Operation Fy21			
Total Other Income	33224	21000	7000					
Total Other Expense	30	0	0					
Net Other Income	33,194	21,000	7,000					
Net Income	105,929	14,710	928					

* Excludes Dividends earned year to date 2020 of \$16,817

Alternative Plans to Budget Downsides:

After Musicfest (Aug) and Gala (fall):

1. Use FY20 Income of \$105K to address downside risks
2. Use the remaining Babbott bequest \$45K
3. Or Draw from the remaining Operational reserve currently \$143K
4. Or, Should we hit all the downsides and no upsides, we could go to a 4 day work week

Executive Director Report May 29, 2020

In the past three weeks, here are the highlights of what I've been up to:

Spoke with the ED, Paul Winslow, at Students 2 Science about potential plans for the fall. Paul indicated that the schools with whom he's spoken will not be doing any field trips in the fall. We discussed working on virtual programming and Paul will keep in touch as he makes plans with schools.

I wrote our second grant report for the EPA Technical Advisor Grant.

I worked on grants and grant reports with Rick and brainstormed ways to phrase our asks in light of the current situation. FYI, I have not addressed replacing Rick since the initial round of interviews in early March. If at all possible, I would prefer to wait until we can return to the office.

We have held weekly, and more frequent, full, staff and group Zoom meetings to discuss programming, budget, fundraising, etc.

Worked on the chairman's appeal letter with Val, which you should all be receiving. Thank you all so much for everyone committing to making a full Board match of over \$17,000. I hope that really motivates people to donate!

I attended the Phase II environmental assessment at the Kent property in Chatham and reviewed the report. I forwarded the report to the Refuge contamination specialist. He did not think there were any serious issues, but I am waiting to have a conversation with him to confirm before we decide to proceed.

Yet again, I participated in several PPP webinars on the forgiveness application. I am hoping by the time of the Board meeting that Congress will have modified the rules, once again, which I anticipate to be more favorable to us. It would help GS if they extend the period of use for more than 8 weeks.

I participated in the Newark Superfund CAG Zoom meeting.

I have continued to work with Sue on forecasting and budgeting, trying to be both realistic and conservative in our assumptions.

I have had many discussions internally and with other non-profits about galas and potential options.

I spoke with people from Investors and Nadine Vitro regarding Robert Carrington. Robert is no longer employed at Investors and has not returned any of my calls or emails. Nadine reached out to him and he has still not replied. I am proposing that we make a motion to remove Robert for cause. He was elected to represent Investors which is no longer applicable. Investors has indicated that they will try to find a replacement for Robert on our Board.

After discussions with the Trusteeship Committee, we determined that we would like another bank representative on our Board. After Nic spoke with Paul Boudreau, former ED of Morris County Chamber of Commerce and currently in business development at Peapack-Gladstone Bank, I spoke with Paul and he has agreed to join our Board.

I met with two different IT consultants to discuss technology to allow for social distancing (better internet on the first floor) when we return to work in the office.

Although it is certainly challenging for us all to work at home and much more difficult to manage, the staff has continued to be very productive. Remote teaching has reached almost as many students as we anticipated for in-person education, and stewardship has resumed with some house bound, stir crazy interns.

GSWA Water Quality Programs

Board Meeting Report

May 2020 – update

As we continue to navigate the challenges of remote working/teaching I will once again thank you all for your continuing support 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.

Last week I was out completing our spring round of chemistry sampling. Due to social distancing rules I completed the sampling solo in two days. A few bumps along the way but overall not too bad- 2 sites out of 21 were not able to be sampled. I was unable to access our Jockey Hollow site (our upstream site on Primrose Brook), even though parts of the park are open the only way to get to my site was to hike in. Since I was working alone and have to carry in the equipment, that wasn't a feasible option. The other site was one of our new downstream sites, PRD7 - which is along Boonton Ave in Fairfield. This was a tricky site to start with and only had questionable access when I first visited it last fall and during winter sampling in Feb. However, now that water levels are lower, I was unable to safely get to the main flow of the stream. I am looking into other nearby options for the future.

Visual Monitoring

On April 27th 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 microplastics sampling, which is to be performed during storm flow conditions, will be performed as soon as weather conditions and safety allow.

We are proceeding with macroinvertebrate sampling which is scheduled to occur the week of June 15th. Bacteria sampling will also occur as scheduled for five consecutive weeks starting with June 30th.

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. All three sections covering the NJDEP Stream Habitat Assessment are now up and available on the GSWA web site. There will be one final section to cover measuring flow which will be a video lesson.

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. The first of these for water quality was a “Meet the scientist” with Far Hills 4th graders. Students met with me in a virtual classroom and I shared what we do at GSWA and what it is to be a water quality scientist. The students then proceeded to ask a wide range of questions from how I got to be a water quality scientist to what does a normal day in my job look like.

With the continuation of remote learning for all our local schools we have been unable to have any field trips which would normally be the bulk of our educational programming in May and June. However, I reached out to a number of schools that were scheduled to see if they would be interested in a virtual macroinvertebrate lesson. Our macro mystery lessons have been a great success. I am able to sample a stream close to my home and set up in my kitchen with live macroinvertebrates for the students to learn to identify. We also discuss how macros are used to tell a story about the stream and inform us about the water quality where we sampled.

We are now extending the lesson to summer camps that will also be working remotely.

Far hills April 14th and 16th – 2 classes – 15 & 18 = 30 total students

Chatham HS – May 27th – 1 class – 20 students

Gov Liv HS – May 28th – 1 class – 8 students

Union County VoTech – June 2 – 2 classes - est 45 students

Morristown HS – June 3rd and 4th – 3 classes - Est 50 – 60 total students

Overview

It is only three weeks since my last report, but all May, Adam, Sandra and myself have been busy creating new virtual content, developing engaging contests to keep our members involved, and have even begun live remote teaching from our backyards, living rooms, and even our own Conservation Management Area! We have presented through livestream to rotary clubs, and spent time benchmarking with other New Jersey watershed groups, environmental education organizations and schools to share how we are pivoting to meet the changing needs of a constituency that must of necessity be remote, socially distanced but still be educated by the work we do.

General Public Programming

Our new photography challenge kicked off on May 1st and has been a great way to interact with our followers—more than 100 individuals have submitted photographs on the twice weekly themes, and staff have enjoyed picking our favorites every week. The contest has been advertised across all our social media platforms and encouraged schools to also use the photo contest to encourage students to take part and get outside to participate. runs through the end of the month. Simple to enter, individuals simply took a picture on their interpretation of a theme and submitted the phot to us. We are finalizing our contest for June and July, which will be a modified flat Stanley type selfie contest, where participants will take a photo using our GSWA logo



along a specific theme. For July we will be creating a family friendly get out and about activity-based scavenger hunt, using many of the scavenger hunt clues we have previously created over the years for our annual scavenger hunt event.

We hope this will encourage families to safely get out and explore the region as they participate. Please visit our social media pages to see the great photo submissions we have received.

Civic, Community and Outreach Events.

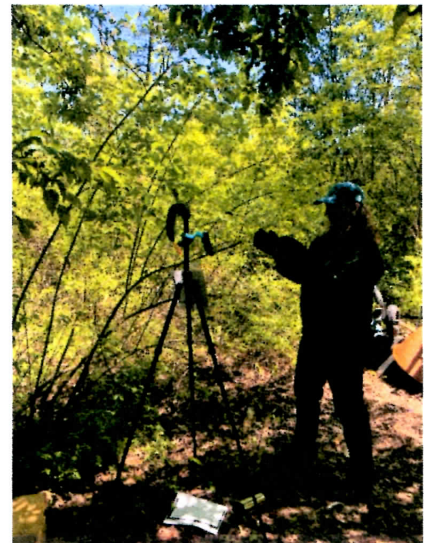
GSWA has participated in several webinars in collaboration with ANJEE- (the Association of NJ environmental Educators). Organizations such as Somerset, Essex and Morris County Park Commissions, The Watershed Institute, Raritan Headwaters and many other environmental Not for profit organizations shared how they have been responding to the pandemic and how they are attempting to pivot their experiential, hands on programming, during this time. I was proud of what GSWA has accomplished during the last three months and how we have been quicker to develop more interactive content and even begin to teach virtually, and connect in other ways than many of the other similar organization who may have to move more slowly in making changes.



K-12 School Programs:

We have begun to take our existing water quality programming and develop parts of it to present virtually. Working with teachers and schools we had pre-existing relationships with, we trialed live teaching, starting early in May. To date we have taught 6th and 7th grade students from PS28 in Paterson, Hillside School, Bridgewater, and 2nd grade students in Millington. By the end of May, we will have taught 410 students, by the end of the first week of June 570 students. We feel proud of the work we are doing to establish real, meaningful links for students to science educators, and provide some external contact for students during their remote learning experience this spring.

The process used was that students first wrote questions on a shared document on the topic, then connected with us via Google Meet, where we could answer their questions and teach around the content. After perfecting the process from WIFI connected backyards- using a laptop, we have even trialed teaching, using an iPhone on a tripod live from the woods. These baby steps into live stream teaching have highlighted what technological equipment would make this process easier and work more smoothly. As we prepare for the prospect of the continuance of distance learning for the fall, we are feeling more comfortable with how to proceed to develop this type of content.



Overview

It is only three weeks since the last board report, but we are pleased to report that there have been several positive changes in stewardship over the last weeks. After developing a rigorous written protocol (appended) for conducting outdoor, field-based stewardship, on May 21st we began formal group stewardship using our volunteers, college students and eventually high school interns.

All participants must wear a mask,

sign an agreement on behaviors and practices they will undertake to remain socially distanced as they work, and agree to abide by the sanitizing practices for using tools etc. Since many college interns are looking at a summer without their usual jobs and internships, several students have been excited to finally be out, and in the field, conducting stewardship work and developing field skills. We mulched trails, carried out invasive species removal, carried out lumber and built boardwalk over wet areas. Workdays will run 9-1pm twice a week(weather dependent).

We are also feeling our way toward how we could host small in person corporate workdays safely over the summer and fall and developing possible protocols for those days.

More than 95' of boardwalk built during the lockdown by hardy volunteer Steve Gruber, Wes Boyce and Joel Slade working in a socially distant way have allowed the wettest parts of the trail system to become more passable. Steve Gruber has generously donated over \$1,000 towards lumber purchases at the CMA this spring.



Not an album cover from an obscure 1980s pop group, but a start of day stewardship work picture in social distancing times!



Great Swamp Watershed Association Stewardship Day Protocol

Expectations: For the safety of our staff and our other volunteers, individuals wishing to participate in our stewardship days **MUST** follow all protocols as outlined and agreed upon below. Failure to meet any of these guidelines will result in the individual being asked immediately to return home, and to no longer participate in our stewardship day. **No exceptions.**

What to Bring: A tight fitting , double layer face mask (preferably non-disposable), appropriate stewardship day clothing (jeans, long t-shirt, waterproof boots). Water and snacks. Personal size purell if you have it.

What We Provide: Non-disposable nitrile-palmed work gloves, spray bottle with disinfecting solution, clean towel to wipe off tools and surfaces.

Workday Details: Workdays will begin at 9am and run until 1pm, volunteers and staff working stewardship days will be limited to 10 or fewer individuals, all individuals practice social distancing- remaining 6ft apart during the extent of the day.

Start of Day Protocol: At the beginning of the day we will meet out on the cul de sac of Tiger Lily Lane, all tools and materials needed for the day will have been brought out onto the pavement or benches by GSWA staff to limit the amount of people using/inside our shed. We will discuss the tasks we will be working on for that day and split into smaller groups from there. Grab the appropriate tools you will need for your task, and using the provided disinfectant bottle, wipe down your tools thoroughly when you pick them up. (When picking up any new tools, assume that they are dirty and wipe them down before extended use.)

End of Day Protocol: At the end of the day, wipe down any tools you were using and replace them on the benches or pavement. Remove work gloves, and purell your hands. After cleaning hands, remove your mask and nitrile gloves only when you are away from the group.

Bathroom Protocol: A porta-john will be onsite for use by volunteers only. Porta-john will remain locked at all times except during designated workdays to avoid unwanted use and potential contamination. Masks must be worn during use. After use, using the spray bottle with disinfectant provided to you, please wipe down all surfaces you came into contact with including the seat, and parts of the door you touched.

I have read the above protocol and agree to the guidelines it lays out. I understand that failure to follow any of these guidelines will result in me being asked to leave the stewardship day.

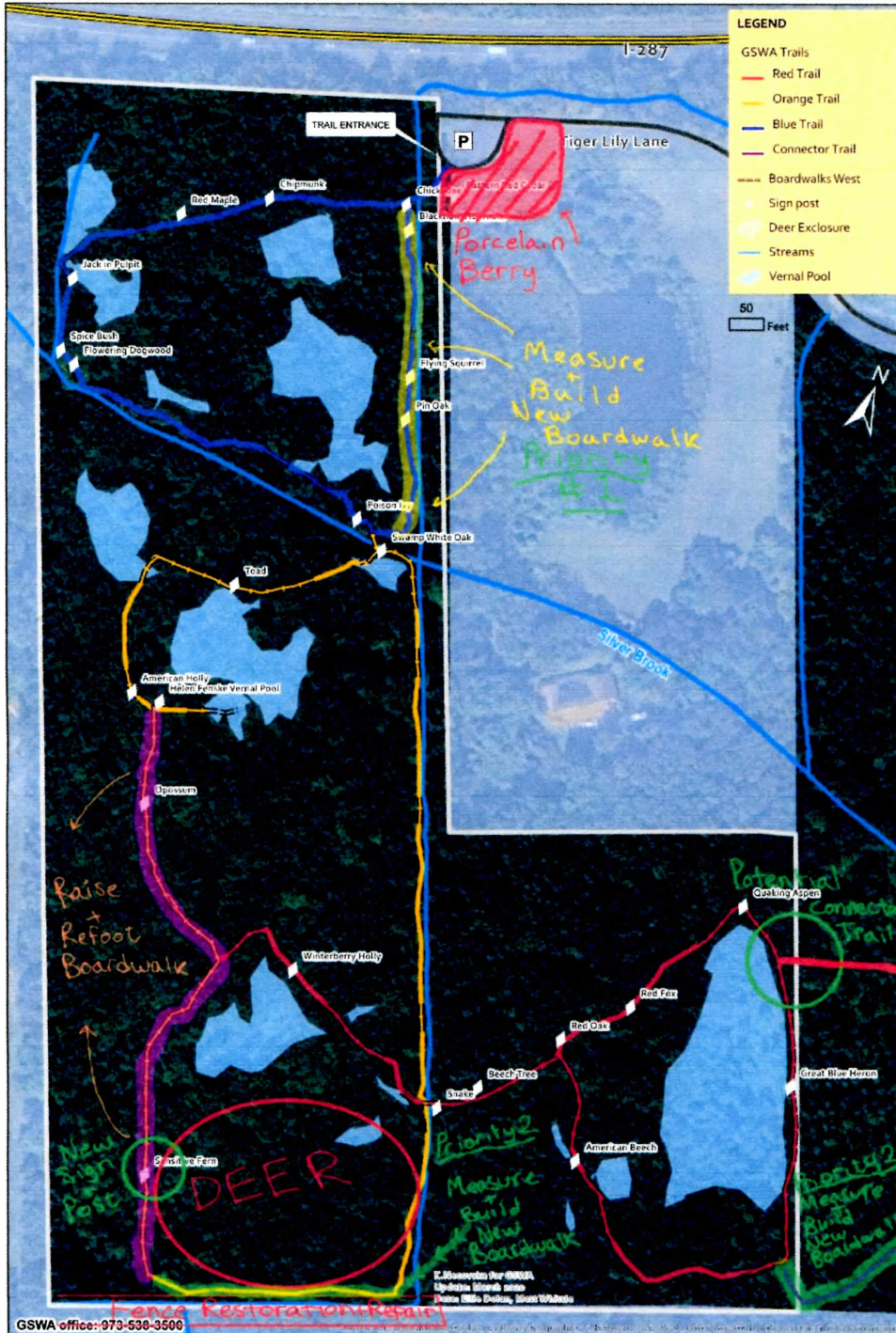
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Date: _____

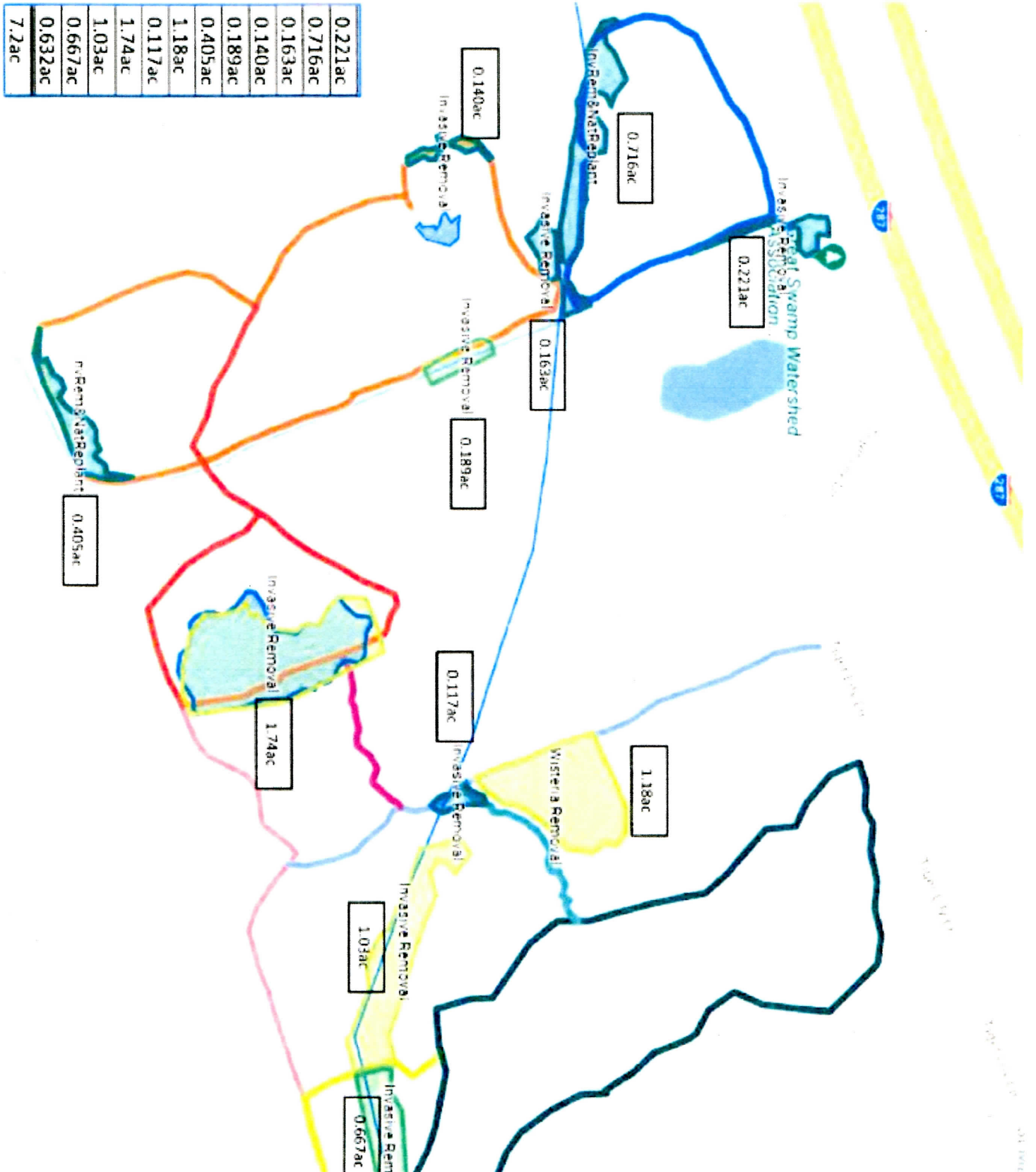
Great Swamp Watershed Association



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.



Communications Board Report – Val Thorpe June 2020

EVENTS



Our May “Quaran-green” Photo Challenge was such a success we extended it one more week. We have seen significant participation growth week-over-week with an abundance of gorgeous and creative photos. The final challenge with the theme of “Nighttime” began Fri, May 29 and ended Friday, June 5. GSWA staff will select the “best in show” overall winner from all photos submitted throughout the challenge. Winner receives \$25 e-gift card and will be announced on GSWA social media.

We are working on a June virtual event to be announced shortly. Stay tuned and please share our events with your friends and family and on your social media. Let’s keep GSWA at the front of everyone’s minds!

COMMUNICATING WITH OUR SUPPORTERS

At the risk of oversaturating our audience, we have dialed back our twice weekly eNews blasts to once per week. As a reminder, our goal is to remind our supporters 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).

GSWA in the News

GSWA appeared twice in the NJ Hills Media papers and electronic editions

- [Great Swamp Photo Contest Underway](#)
- [GSWA Appoints Clark Wagner to Board of Trustees](#)

On June 4, we will receive press on the incredibly successful virtual education programs delivered by Hazel, Adam, and Sandra. (Check out their reports for details.)

We continue to submit press releases and news articles to local media outlets to remind the public of our significance, our contributions, and our mission.

CHAIRMAN’S APPEAL

Our Chairman’s appeal was sent via US mail to ~1200 recipients on May 29, 2020. The theme, “action without history” was linked to GSWA’s mission. We were pleased to offer donors a match of \$17,450 as an incentive to give. Big thanks to the entire board for your generosity that made this possible.

SOCIAL MEDIA

GSWA's Facebook and Instagram experienced significant increases in May 2020. Our scavenger hunt and photo challenge were excellent opportunities to drive traffic to our social media and website, exposing us to hundreds of new potential supporters.

Facebook: Page likes – 3178 (up 12 in one month – this is our average increase)
Followers – 3178 (up 20 in just one month – significant increase)
Instagram: Followers – 1566 (up 104 in just one month – significant increase)
Twitter: Followers – 2272 (up 9)

WEBSITE – AT-A-GLANCE

We are driving big numbers to our website. We hit a record number of users in April 2020 since our website launched in April 2017! May 2020 is shaping up to be our third highest number of users.

- April 2020: 4100 users as compared to April 2019: 2514
- This bested our second-highest number of 3720 users by 370, achieved in June 2019 (attributed to the music festival)
- As of May 29, we are at 3217. Fun fact, 3000 of these users are new which is great news as we are reaching new audiences.

Top 3 most viewed posts in May 2020

- Photo challenge
- GSWA home page
- Can I fill in wetlands? (remains in the top 3 month-over-month)

[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

Wade's Development Board Report
05.29.2020

Ongoing mail collection and documentation every two days submitting report to five staff members

Video conference call with Sally, Debbie and Rick re. Gala Giving Evaluation

Video conference Development Budget discussion with Sally and Rick

Video conference call w. Sally, Rick and Debbie re. virtual wine fundraiser

Numerous other video conference calls with full staff re. updates, discussion, and project decisions.

Contacted all board members re. their participation with the Trustee Match for the FY2020 year-end Chairman's Appeal. 100% participation achieved! **\$17,452 raised.**

Evaluated lists of eligible major donors to solicit following the Chairman's Appeal mailing.

Viewed webinar: Foundant for Grantseekers: "Building a Fundraising Board "

Video ZOOM conference call with environmental organizations comprised of Development and Executive Directors - speaker: Brian Saber

**Great Swamp Watershed Association
Monthly Development Summary
as of May 31, 2020**

	May Actual	May Goal	YTD Actual (July - May)	Goals YTD (July - May)	Percent of Goal Through May	Goals July '19- June '20	Progress to FY2020 Goals	May 2019 Actual	July '18 - June '19 Actual
Individuals									
Trustees	4,299	13,100	23,162	22,000	105%	30,000	77%	13,375	28,675
Major Gifts	16,300	28,200	187,715	176,700	106%	187,200	100%	27,696	184,933
Membership	5,202	12,433	64,650	70,366	92%	75,400	86%	10,069	74,605
Total Individuals	25,801	53,733	275,527	269,066	102%	292,600	94%	51,140	288,213
Institutions									
Corporations Restricted	0	7,500	42,250	57,500	73%	66,500	64%	3,500	59,543
Corporations Stewardship Re	0	0	1,050	700	150%	6,700	16%	n/a	n/a
Corporations Unrestricted	7,643	300	12,839	11,825	109%	12,125	106%	250	12,558
Foundations Unrestricted	35,000	0	153,000	122,000	125%	122,000	125%	0	84,000
Foundations Restricted	750	2,500	86,415	70,200	123%	85,700	101%	3,000	106,475
Total Institutions	43,393	10,300	295,554	262,225	113%	293,025	0%	6,750	262,576
Events									
Gala	0	0	199,621	200,200	100%	200,200	100%	6,400	238,775
Gala - Vegan Match	-	-	18,150	-	-	-	n/a	-	-
Music Festival	1,500	0	8,540	21,000	41%	44,900	19%	6,500	46,953
Total Events	1,500	0	226,311	221,200	102%	245,100	92%	12,900	285,728
Misc - Income									
Bequest	0	-	51,407	-	-	-	-	-	-
Total	44,893	10,300	848,799	752,491	113%	830,725	100%	70,790	836,517

*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
	GSWA Grant Activity	Current Period Results			
	May 05 - June 06, 2020	Actual	Budget	Diff	Comments
3	Corporate Unrest.				
4	BASF	\$7,500	\$7,500	\$0	
5	Sub total	\$7,500	\$7,500	\$0	
6	Corporate Restricted				
7	Sub total				
8	Foundation Restricted				
9	Garden Club of Madison	\$10,000	\$10,000	\$0	Awarded - Education - Paterson Rain Garden Project
10	Garden Club of Somerset Hills	\$750	\$500	\$250	Class equipment - Paterson Rain Garden Project
11	Sub total	\$10,750	\$10,500	\$250	
12	Foundation UnRest.				
13	Helen and William Mazer Fdn	7000	10000	-\$3,000	Awarded - Gen Opt Funds, normally restricted ro Educ.
14	Wallace Foundation	\$35,000	\$35,000	\$0	Gen Opt Funds - responded to our Ask for larger grant
15	Sub total	\$35,000	\$35,000	-\$3,000	
16	Total Grants	\$53,250	\$53,000	-\$2,750	
17		Total O/S			Notes re Grant Requests
18	<p>Applications Submitted Current Month: Marta Heflin \$10k CMA, Bauer Fdn \$25k GOS, Sweetie Pig Fdn \$5K, Educ. Valley Bank \$5k, Educ. Applications Due June - Aug: Bayer Fdn \$20k Educ, Bristol Myers Squibb (new) \$5k Educ, LOI Overdeck Fdn (new) \$5k Educ, Schenck Fdn \$3.5k Educ, Stackhouse Fdn, \$5k GOS, Fatzler Fdn, \$3.5k GOS</p>				

2020 GALA BUDGET

ONLINE GALA AUCTION ONLY

ADVERTISING	
Trustee	\$2,500
Other	\$0
DONATIONS	\$5,000
TICKETS	
Trustee	\$3,000
Other	\$0
TRUSTEE CORK PULL	\$1,275
UNDERWRITING	
Trustee	\$9,000
Other	\$15,000
AUCTION	
Trustee	\$3,000
Other	\$12,000
RAFFLES	\$0
TOTAL INCOME	\$50,775
BID TECHNOLOGY	(\$4,345)
MISC.	(\$1,891)
INVITATIONS	(\$1,250)
VENUE	(\$16,661)
TOTAL EXPENSES	(\$24,147)
PROJECTED NET	\$58,478

Trustee giving to equal 2019 dollars.
 No physical event.
 Online public auction only.
 No live virtual segment.
 Option for brief video intro on landing page.
 Possible loss in donations in lieu of tickets.
 Auction purchase pickups at office.
 No social distancing concerns.

BROOKLAKE 100-PERSON GALA EVENT

ADVERTISING	
Trustee	\$2,500
Other	\$2,500
DONATIONS	\$10,000
TICKETS	
Trustee	\$3,000
Other	\$17,000
TRUSTEE CORK PULL	\$1,275
UNDERWRITING	
Trustee	\$9,000
Other	\$21,000
AUCTION	
Trustee	\$3,000
Other	\$12,000
RAFFLES	\$1,350
TOTAL INCOME	\$82,625
BID TECHNOLOGY	(\$4,345)
MISC.	(\$1,891)
INVITATIONS	(\$1,250)
VENUE *	(\$16,661)
TOTAL EXPENSES	(\$24,147)
PROJECTED NET	\$58,478

Trustee giving to equal 2019 dollars.
 Tickets \$200 x 100 guests.
 Indoor, sit-down or stations.
 Projection screen for ads and sponsor logos.
 Includes public online auction.
 No VIP pre-party.
 No vegan challenge.
 No cash call.
 No live auction/auctioneer.

Presumes social distancing will be relaxed and gatherings of more than 25 allowed.

* Venue expense includes food, beverage, 20% service charge, tips, audio/visual and centerpieces.

OUTDOOR BBQ 100-PERSON GALA EVENT

ADVERTISING	
Trustee	\$2,500
Other	\$2,500
DONATIONS	\$10,000
TICKETS	
Trustee	\$3,000
Other	\$17,000
TRUSTEE CORK PULL	\$1,275
UNDERWRITING	
Trustee	\$9,000
Other	\$21,000
AUCTION	
Trustee	\$3,000
Other	\$12,000
RAFFLES	\$1,350
TOTAL INCOME	\$82,625
BID TECHNOLOGY	(\$4,345)
MISC.	(\$1,891)
INVITATIONS	(\$1,250)
VENUE	(\$19,972)
TOTAL EXPENSES	(\$27,468)
PROJECTED NET	\$55,167

Trustee giving to equal 2019 dollars.
 Tickets \$200 x 100 guests.
 Casual BBQ outdoors with music.
 Sponsor signage at event.
 Includes public online auction.
 No VIP pre-party.
 No vegan challenge.
 No cash call.
 No live auction/auctioneer.

Presumes social distancing will be relaxed and gatherings of more than 25 allowed.

* Venue expense includes food, beverage, servers, bartenders, tips, centerpieces, tenting with lights and heaters, audio/visual, band stage, generator, compostable cutlery, tablecloths, permits, port-a-johns, and washstation.

Does not include a venue rental cost, as we hope to have grounds use donated.

Does not include chairs/tables, as these may be borrowed.

OUTDOOR BBQ 100-PERSON GALA EVENT

ADVERTISING		
Trustee		
Other		
DONATIONS	\$2,500	
TICKETS	\$2,500	
Trustee	\$10,000	
Other	\$3,000	
TRUSTEE CORK PULL	\$17,000	
UNDERWRITING	\$1,275	
Trustee	\$9,000	
Other	\$21,000	
AUCTION	\$3,000	
Trustee		
Other	\$12,000	
RAFFLES	\$1,350	
TOTAL INCOME	\$82,625	
BID TECHNOLOGY	(\$4,345)	
MISC.	(\$1,891)	
INVITATIONS	(\$1,250)	
VENUE	(\$19,972)	
TOTAL EXPENSES	(\$27,458)	

PROJECTED NET \$55,167

Trustee giving to equal 2019 dollars.
 Tickets \$200 x 100 guests.
 Casual BBQ outdoors with music.
 Sponsor signage at event.
 Includes public online auction.
 No VIP pre-party.
 No vegan challenge.
 No cash call.
 No live auction/auctioneer.

Presumes social distancing will be relaxed and gatherings of more than 25 allowed.

* Venue expense includes food, beverage, servers, bartenders, tips, centerpieces, tenting with lights and heaters, audio/visual, band stage, generator, compostable cutlery, tablecloths, permits, port-a-johns, and washstation.

Does not include a venue rental cost, as we hope to have grounds use donated.

Does not include chairs/tables, as these may be borrowed.

OUTDOOR BBQ VENUE EXPENSES BREAKDOWN

venue location	\$0
parking and/or shuttle expense	\$0
tent with globe lighting - big enough to house food, bar, guests and band	\$4,200
propane tent heaters	\$1,400
sound stage, audio, generator	\$5,337
band entertainment	\$0
table and chairs	\$0
tablecloths	\$435
centerpieces / decorations	\$600
bartenders	\$500
service crew tips	\$250
catered food	\$3,750
compostable forks, knives, spoons, drinking cups and napkins	\$125
Gala posters with underwriters and advertisers	\$750
permits for temporary tent structure, fire and electrical	\$350
trash/recycling needs	\$0
port-a-johns	\$375
portable wash stations	\$350
beer, wine and soft drinks	\$1,550
	<hr/>
	\$19,972

donation of Harletry Farms Polo Field or Upton Pyne none anticipated

40 x 100 frame tent @ \$3200 with strands of globe lighting @ \$65/strand 6 ft.

8 heaters @ \$175/each (may require propane)

same as music festival setup

donation of musical entertainment

hoping to borrow

run \$15/ea. 100 guests require 25 six-foot tables for 4 people seated, 2 tables

for bar, 2 tables for food

25 centerpieces plus miscellaneous decorations

two bartenders @ \$250

3 food service, 2 bartenders @ \$50 ea.

average based on estimates received

three (3) posters at \$250/ea.

same as music festival setup

TBD

three (3), plus delivery

two (2) wash stations

200 individual softdrinks, 14 six-packs of beer, 50 bottles of wine