



Great Swamp Watershed Association

Meeting of the Board of Trustees

Monday, November 16, 2020

9:00 a.m. – Zoom Video Meeting

Agenda

- New Employee Introduction – Lynne Applebaum, Director of Institutional Relations
- Approval of Board Minutes from 9/14/2020 Meeting
- Board Chair Discussion
- 2021 Trustee Discussion
- Potential New Board Member - David Naidu
- Board Mentorship Program
- Gala Results
- Audit Review (forthcoming)
- Finance Report
- Executive Director Report
- Development Report
- 40th Anniversary 2021
- Capital Campaign – Subcommittee and Consultant
- Other Business
- **Next Board Meeting**
- Adjourn

Upcoming Events

Sun., Nov. 22

Late Fall Hike

1-3 p.m., Jockey Hollow

Sun., Nov. 29

Post Thanksgiving Hike

1-3 p.m., CMA

Sun., Dec. 6

Do It Yourself Kids Workshops

11 a.m., 12:30 p.m., and 2 p.m., GSWA

Sat., Dec. 12

Winter Hike

1-3 p.m., Hedden Park, Randolph



Lynne Applebaum
Director of Institutional Relations

Lynne Applebaum joins us as our new Director of Institutional Relations, after a 13-year tenure at the YMCA, overseeing Wellness. Lynne began her career in the Y at the Westfield Area YMCA, and then moved into a senior management position at the Somerset Hills YMCA in Basking Ridge. During this time, Lynne worked on many initiatives, including programming for people with chronic diseases.

Lynne truly believes the connection between human wellness and the Earth's wellness are clearly linked, and that the more people understand and appreciate the natural world around them, the healthier and happier they will be. She is thrilled to be part of an organization that protects and preserves the waterways that serve this area of New Jersey and that commits to the environmental education of the earth's future stakeholders.

GSWA Board of Trustees Meeting

09.14.2020

Minutes

Sally convened a meeting of the Board of Trustees on Monday, September 14th, 2020 at 9:04 a.m. via ZOOM video conferencing. Board members present included Marilyn Dee, Kate Barry, Lisa Stevens, Guy Piserchia, Jordan Glatt, Clark Wagner, Nic Platt, Debra Apruzzese, Tony DellaPelle, Eric Inglis, Dot Stillinger, Teresa Lane, Matt Krauser, Kevin Sullivan, Reed Auerbach, and Chris Obropta. Absent were Alan Pfeil, Kathy Pfeil, Paul Boudreau, and Yorgi Vlamis. Advisory Council members in attendance were Michael Dee, Jay Delaney and Jeff Grayzel. Staff members included Sally Rubin, Wade Kirby, Sue Levine, Val Thorpe, and Debbie Rice.

Val delivered a report on the outcome of the music festival. She anticipates final net revenue to be between \$15,500 and \$16,000. The securing of sponsorships went well and the bands were terrific. Three days were needed to prepare the field for COVID-19 guidelines. Tables, chairs and pop-up tents were borrowed from the Great Swamp National Wildlife Refuge. There was no onsite storage, thus all facilities needed to come in and go out on the same day. The volunteers were great and the rain was not a complete deterrent from people's enjoyment. Many thanks to Kevin Sullivan and Jordan Glatt for their suggestion of Giralda Farms.

Debbie then gave a status report on the upcoming Virtual Gala which is two and half weeks away and scheduled for October 1 at 7 p.m. An estimated guess of an \$85,000 budget was made prior to June 30th. Underwriter commitments are going well and the advertisements are special this year as they include customer appreciation packages. Debra Apruzzese described the advantages with the packages. Sally endorsed the Virtual Gala concept in general and the extended reach for a viewing audience. Debbie spoke about the trustees who have contributed financially, as opposed to donating silent auction items, some of which may not be possible to acquire this year. She asked that Board members please submit their cork pull money ASAP. Wine may be put into the silent auction to replace items unobtainable. The expectation of the Board is an equal level of financial commitment from last year's Gala, and Michael Dee stated that Board giving should even exceed that of last year. Debbie confirmed that the silent auction which goes live on Saturday, September 26th, will be great!

Sally spoke about the different components of our mission that supporters can buy which include naming opportunities for finite periods of time. Land stewardship options at the CMA:

1. A section of boardwalk plank - \$250 (approx. five years)
2. A birdhouse - \$150
3. A bench - \$1,000 (five years)
4. Name a trail for one year - \$2,500
5. Installation of native plants - \$20, \$50, & \$100

Sue Levine added that labor will be needed to construct and install any, and all, of these options. Sally said that Adam Palmer could do this.

Deb Apruzzese suggested that corporate underwriters be contacted to encourage their employees to watch the Gala. Teresa Lane asked if Board volunteer help is needed to deliver the celebration packages on Tuesday, Wednesday, and Thursday the week of the Gala. Yes, help from the Board would be gratefully appreciated!

Sally then called for approval of the July 31st, 2020 Board Meeting Minutes. Matt Krauser voted in favor and Tony DellaPelle seconded. All in favor. None opposed.

Sue Levine delivered her Finance Report.

Endowment:

Vanguard Endowment is at \$1,272,898.

Vanguard Operational Funds \$174,670.

Total invested: \$1,447,568.

June 30th 4% draw remains invested in the Endowment or \$48,246.36.

July vs. Budget and Comments on August:

August results are incomplete. However, the results are tracking ahead of budget primarily due to the timing of \$10k each from NJ American Water and Valley National. Expenses remain on track to budget, although slightly higher due to timing.

July results were in the Board packet and were essentially breakeven and ahead of budget, due to the timing of funds received for sponsorship of the music festival.

Cashflow:

We have \$361,605 in cash on hand – some is invested in CD's. At this time, we plan to leave the 4% draw invested. If the Virtual Gala doesn't sell sufficient ad packets, we can reconsider selling the 4% draw. Clark asked why the cash on hand was so high. It is related to the PPP Loan and the bequest funds which were invested in a CD, and some were allocated to the budget shortfall for this fiscal year.

Other:

Audit is under way. We should be completed for the November Board meeting.

Finance Committee will schedule a meeting immediately following the Virtual Gala to assess the financials.

HR – we are looking to establish a return-to-work game plan. We will start with everyone coming in one day per week – we will schedule so that no one is in shared spaces at the same time. Masks will be required at all times. We are looking at starting this fall.

We are working on filling the Director of Institutional Relations position. Board members offered their help and Debra Apruzzese asked that the job description, including the salary, be sent to the Board. Sally then delivered her Executive Director's Report and provided details on the EQIP cost-sharing program for restoration at the CMA. The scheduled improvements to our CMA need to happen in October or we could postpone and hope to do it in October 2021. There is the potential for a budget shortfall of between \$10,000 and \$15,000 if we proceed with the project, and discussion ensued as to from what source the difference could be made up. The Board voted unanimously to proceed.

Ultimately, we have options to fund the work from the Babbott bequest, the Board designated funds, or soliciting Board member donations.

Sally explained that we are transitioning to virtual education that was started last spring. Hazel began recording lessons with her cell phone. Several grants have been submitted to acquire necessary technology to deliver our educational programs. Programs may be pre-recorded or delivered live virtually. Debra Apruzzese spoke about marketing these programs to others across the country. She suggested an Education Sub-committee be formed to assist with IP (intellectual property) and franchising educational content.

Sally spoke about GSWA's 40th Anniversary in 2021 and that a capital campaign is still on the radar, but not a high priority right now. Tony DellaPelle asked to re-visit this during the next Board meeting, as well as an evaluation of which Board members serve in what volunteer capacities.

Sally called for the Board to support the Virtual Gala! The meeting adjourned at 10:42 a.m. The next Board meeting will likely be scheduled for early November.

Respectfully submitted,

Wade Kirby
Director of Development



B. David Naidu

**Common Council Member, Ward 1, City of Summit, NJ
Partner, K&L Gates LLP, New York**

David Naidu currently serves as Council President for the Common Council of the City of Summit, as well as a Member of the Summit Planning Board. A graduate of Vassar College, Cornell University and Georgetown Law School, David has practiced environmental and land-use law for over 20 years and is a Partner in a nearly 2000-lawyer, global law firm, K&L Gates in New York City. David's representative experience includes representation of a consortium of companies on the Lower Passaic River concerning sediment contamination. Prior to serving on Council, David served on Summit's Environmental Commission (2006 - 2015) and Planning Board (2010 -2018). He founded the Summit Conservancy, a non-profit organization dedicated to building a permanent free market building and providing environmental education. Prior to joining K&L Gates, David was an environmental associate for a New York law firm and has written several articles on environmental subjects. David lives in Summit with his wife and two sons.

Great Swamp Watershed Association
2020 Annual Gala Event

	Actual	Budget	Variance
Annual Event Income/Expense			
Income			
Underwriting Support	\$37,500		
Advertising	\$12,560		
Cash Contributions	\$40,861		
Guest Wine Packages	\$3,866		
Silent Auction	\$27,150		
Total Income	\$121,937	\$82,625	\$39,312
Expenses			
OneCause Bidding Technology	\$2,195		
Printing - Chatham Print & Design	\$1,966		
Producer - Kristina Gargiulo	\$8,000		
Videographer - Finite Visual	\$1,000		
Web Cast Production - Pulse Stage Lighting	\$2,900		
Webinarjam Technology Platform	\$999		
MC/Host - Salt Tree Art	\$1,000		
Add-on Auction Purchases (liquor)	\$358		
Wine Packages	\$3,684		
Event Planning	\$777		
Bank Card Fees	\$1,359		
Total Expenses	\$24,238	\$24,147	\$91
Net Income	\$97,699	\$58,478	\$39,221

Great Swamp Watershed Association Profit & Loss Budget Performance

October 2020

	Oct 20	Budget	% of Budget	Jul - Oct 20	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
2020 PPP Loan Forgiveness	0	0	0%	0	0	0%	109,500
4% Fund Transfer Draw	0	0	0%	48,246	40,000	121%	40,000
401K Operational Reserve BD	0	0	0%	0	0	0%	15,920
Advocacy Operational Reserve BD	0	0	0%	0	0	0%	10,000
Annual Event	75,505	42,350	178%	119,574 ¹	82,625	145%	82,625
Corporate	20,177	113	17,935%	34,874 ²	450	7,750%	85,350
Foundation Support	25,000	0	100%	60,000 ³	50,000	120%	235,000
Hudson River Foundation	2,500			2,500			
Individual - Membership	2,846	1,300	219%	14,573 ⁴	8,600	169%	50,000
Individual Major Donors	14,198	4,000	355%	32,398 ⁵	14,000	231%	150,000
Individual Trustee Giving	191	2,000	10%	1,862	2,500	74%	30,000
Music Fest Event	0	0	0%	21,461	16,500	130%	56,200
Other incomes misc	30	67	45%	161	267	60%	800
Programs - Education & Outreach	117	95	123%	1,274	190	671%	12,000
Restricted Individual Donations	15,000	0	100%	15,315	15,000	102%	15,000
Total Income	155,564	49,924	312%	352,238	230,132	153%	892,395
Gross Profit	155,564	49,924	312%	352,238	230,132	153%	892,395
Expense							
Administrative Expense	10,272	6,912	149%	33,175	29,127	114%	105,670
Administrative Payroll Total	51,890	48,818	106%	179,264 ⁶	187,583	96%	605,944
Advocacy / CAGs / Other	0	833	0%	426	3,333	13%	10,000
Annual Event Expenses	15,535	18,706	83%	22,879	22,947	100%	24,147
Development Expense	93	681	14%	390	2,659	15%	9,252
Education and Outreach	2,450	371	660%	3,900 ⁷	1,004	388%	4,850
Mailing	0	165	0%	0	660	0%	8,604
Membership	64	600	11%	5,015	6,050	83%	15,000
Music Fest	308	0	100%	13,387	15,000	89%	30,000
Stewardship	28,635	50	57,271%	40,110 ⁸	20,550	195%	25,950
Stewardship Land Acquisition	0	1,000	0%	0	11,000	0%	11,000
Water Quality	2,256	4,439	51%	4,659	15,829	29%	45,750
Water Testing - Well	0	0	0%	0	0	0%	2,000
Total Expense	111,504	82,576	135%	303,206	315,743	96%	898,167
Net Ordinary Income	44,060	-32,652	-135%	49,032	-85,612	-57%	-5,772
Other Income/Expense							
Other Income							
Bequests	0	583	0%	0	2,333	0%	7,000
Dividends Received	0	0	0%	7,220	0	100%	0
Total Other Income	0	583	0%	7,220	2,333	309%	7,000
Other Expense							
Pilgrim Pipeline Restricted Fun	0	0	0%	150	0	100%	0
Total Other Expense	0	0	0%	150	0	100%	0
Net Other Income	0	583	0%	7,070	2,333	303%	7,000
Net Income	44,060	-32,069	-137%	56,102	-83,278	-67%	1,228

11:00 AM

11/09/20

Accrual Basis

**Great Swamp Watershed Association
Profit & Loss Budget Performance**

October 2020

1. The Virtual Gala was tremendous and will be modified to be used for education and programs going forward.
2. Bristol Meyers \$10k not in budget.
Novartis \$10k vs a budget of \$5k.
Valley \$12k vs a budget of \$5k.
3. Victoria \$25k - timing
4. Timing -
5. Timing and upsides over a conservative budget.
6. Devo position filled end of October. Please welcome Lynne Applebaum.
7. Finite Visual - education program video clip
8. EQIP Grant - Project is predominantly completed \$36,375.

Executive Director report November 16, 2020

September was predominantly taken up with Gala preparation. As much work as an in-person event is, this was harder because we've never done a virtual event before. Although it was great not having to do the table seating! All in all, I think it was a huge success. (See Gala results in Board packet.)

Additionally, I have been reviewing the landlord's new proposed lease (37 pages of government legalese). The biggest change is that the landlord is proposing that we have them authorize certain repairs or improvements and then do them ourselves and offset rent. I am amenable to the idea as it should expedite work and save money, since we don't have to use government contractors. There are several other items that are still being discussed.

I conducted several more Director of Institutional Relations interviews and am very pleased to report that we have hired Lynne Applebaum full time as our new Director. See Lynne's intro, and Lynne will join the Board meeting, so you can meet her virtually.

We've continued to hold virtual staff meetings bi-weekly as well as fall programming discussions. Although several of us work in the office periodically (Wade works in the office every day), we are not ready to bring everyone back on any regular basis, especially in light of the pandemic increases recently. Although not ideal, we have all adapted to the new routine. We have started to have some in-person events and hikes.

I participated in a site visit with one of our long-term funders, FM Kirby. It was a pleasure to show them the CMA and discuss how we are implementing our mission.

I reviewed additional documents on the Rolling Knolls Superfund and held a meeting with a subcommittee of the Community Advisory Group, the Refuge, and the consultants.

I prepared and held a Trusteeship Committee meeting to discuss next year's Board chair, new Board candidates, and a potential capital campaign.

I continue to follow up on the Kent acquisition. The hold up is that the widow and all five children have to sign the deed.

I submitted grants to The Watershed Institute for PFAS water quality testing, an update to Bayer on how our education aligns with STEM initiatives, Tyler Foundation and Stackhouse Foundation.

We have recently received funding from Victoria Foundation, Novartis, Bristol Myers Squibb, and Hyde & Watson. We also received funding from Valley Bank which was partially for Gala underwriting and partially for an education grant. Sandra obtained a grant from the Hudson River Foundation for doing some culvert capacity analysis. There are still several grants outstanding.

I am happy to turn over my grant writing duties to our new Director. As an FYI, I discussed with Nic receiving a bonus for being the grant writer since July. If anyone would like to discuss this, please feel free to reach out to either Nic or me and thank you for my bonus acknowledging my additional work.

GSWA Water Quality Programs

Board Meeting Report

November 2020

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

Water Quality Monitoring

Chemistry Monitoring

Chemistry monitoring is proceeding as planned. We received the results of our third round of sampling earlier this week and I am currently reviewing them. Our fourth and final round of chemistry sampling for 2020 is scheduled for the week of 11/23. This will conclude our first year of sampling in the Livingston to Little Falls region. The full results will be presented in our annual report card which will be published in early 2021.

Visual Monitoring

In October, we hosted a virtual stream assessment training combining the slides created for the self-paced version in the spring and live presentation. The training was well received, and attendees participated from as far away as CO and upper NY State. Local participants also participated and two have already become new Stream Team volunteers for GSWA.

Our fall visual assessments are currently being collected by our stream team members. Due to COVID, we are continuing our practice of having our volunteers only collect flow data if they have their own equipment. Visual assessment data is collected through the end of November. We expect to monitor 28 sites.

Macroinvertebrate sampling –

The 2020 macroinvertebrate sampling has been completed. We sampled 16 sites including sites within the historic 10 towns area, new downstream sites along the Passaic. We also did some follow-up sampling along Loantaka Brook downstream of the restoration/wetland project we completed with Seaton Hackney Stables in 2015 to monitor the success of our efforts. Finally we added three sites along the Silver Brook to collect preliminary data on the macroinvertebrate population prior to work starting on the EQIP restoration project in that area. Samples will be delivered to Normandeau labs for identification and inclusion in the report card.

Bacteria sampling –

The 2020 bacteria sampling project was completed on August 4th. I would like to thank all of our volunteers for their hard work and diligence. Bacteria results showed improvement on almost all of our sites including the areas along Loantaka Brook downstream of the Seaton Hackney Stables. However, elevated levels are still being detected in Spring Garden Brook and Silver Brook. To that end we are working with a company to do source tracking along both these sites. We have been given four test kits to work with free of charge and look forward to the results showing some light on these ongoing trouble spots.

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.

Our storm flow microplastics samples have been collected and preserved in the GSWA lab. We are waiting for the reopening of the NJCU campus to drop them off and finish up this important project.

Culvert Sampling –

GSWA has been participating in the NAACC Culvert sampling program. Working with Adam and some of our interns we have completed sampling all the culverts in the Passaic Headwaters sub-watershed. This program helps to determine the status of the culvert crossings (bridges, pipes or other structures) for ecologic connectivity for both aquatic and terrestrial organisms. Through a series of observations, not unlike the visual stream assessments, we can offer data on the stream connectivity through the culvert crossings. This helps to determine if a crossing needs to be upgraded or altered in some way to help with the over health of the local ecosystem. We share this data with both the NAACC and the NY/NJ HEP.

Remote Education –

As we move into the fall we are continuing to work with teachers and schools to provide virtual water quality programming to the students in our area. Hazel England, Adam Palmer and I are all working on re-writing our curriculum offerings so that we are ready to provide a wide range of programming live streamed directly to the students in classrooms or at home. Many of the schools we work with already have sent their sincere thanks that we were able to connect with them during the end of the school year. Letting us know that our live stream programs got a much better response than just lecturing or having the students watch a pre taped program on the subject.

We have been working with both established schools as well as new schools. Our new programs include “streaming from the Stream” a program where we work virtual with students right from a local stream. During this program, GSWA staff work through our SWaMP sampling protocols with the students, gathering data on nutrients and stream health. Our “Macro Mystery” program uses live macros, collected from a local stream, to teach students about how to identify macroinvertebrates and how we can use them to tell us about stream and ecosystem health.

Overview:

This certainly continues to be a trying time for us as educators! We have continued to offer public programs through fall, including hikes- though with some disappointments in participation. We have offered some well attended virtual zoom presentations, and a combination of live in-person and remote learning for more than 250 students over the last two months.

Though the numbers of students taught may sound much smaller than a typical bustling fall, we are teaching in smaller groups, with shortened school days and time periods. We have found that many teachers were feeling totally overwhelmed in September and early October adjusting to yet a new learning modality. The restoration at the CMA in October has occupied much of our time in October, and now that is complete, we can again prioritize supporting teachers, and working directly with students through these challenging times through distanced and in person education.

We have spent some energy benchmarking with others on how best to present our educational content, including attending the outdoor, hands on ANJEE conference for environmental Educators at Duke Farms, and several virtual presentations and conferences. We have come away from that process with a sense of confidence that our content and approach are sound. The problems we are facing in adjusting our hands-on content to these new teaching formats are felt similarly by many other environmental educators, and we have learned we have been quite inventive in some of our workarounds!

We have heard back from several new funders that we have received funding support to underwrite our time to work with urban schools, and provide support to enable us to purchase the new technology to make that happen. Over the next weeks we will be purchasing cameras and tripods, iPad and other technology that will enable us to both create content and teach from anywhere.



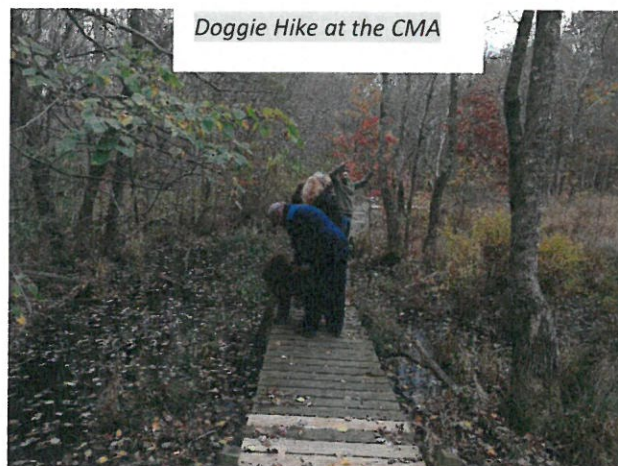
Adam teaching a Water Quality program to Madison High School- in person and via zoom at the

Some highlights:

During the outdoor Environmental Education conference, we worked on creating a simple activity that used GIS mapping, accessible to students via their smart phones, to collect data and information on what's going on in their neighborhood and report it back in the form of a map. We foresee using this simple tool two ways: to have students map stormwater features, and Non-point source pollutants they discover in their neighborhoods and map any green infrastructure they see. Results are shared directly to us, allowing our interactions with students to build on observations and discuss solutions that build on student's individual observations.

Selling out our Programs! With COVID and the nature of minimal in-person/community interaction, we have seen a reduction in the attendance at our typically sold out programs. After checking with other area organizations to see how they were handling programming during this time, we are understanding that attendance is down, and programming has been hit or miss for other groups also. We have taken a couple steps to address this.

We modified our program pricing and increased our publicity. We have made sure to increase our presence virtually not only program-wise but also in our advertising of these programs. We are making more frequent posts to social media, and advertising events multiple times. We are tying in programs to the e-news content more directly, and further advertising the programs through the weekly e-news. Making the most of our social media platforms such as Facebook, Instagram and twitter helps us to maximize our outreach and participation in programs when we are not able to encourage attendance directly- for example through friend raisers or outreach events, and means we are able to conduct programs in person as well as virtually. Having had disappointing attendance at our September and early October hikes, using this new strategy we have sold out hike this Sunday, and signups for future hikes are increased as well. Ensuring that we are advertising well in advance for our programs appears key to reducing “posting fatigue” and culminates in higher participation for our programs.



Upcoming programs include:

[DIY Nature-inspired Wreath making workshop](#) Nov. 14, 12-1 1:30-2:30- 3-4PM

[Late Fall Hike at Jockey Hollow](#) November 22 at 1:00 pm - 3:00 pm

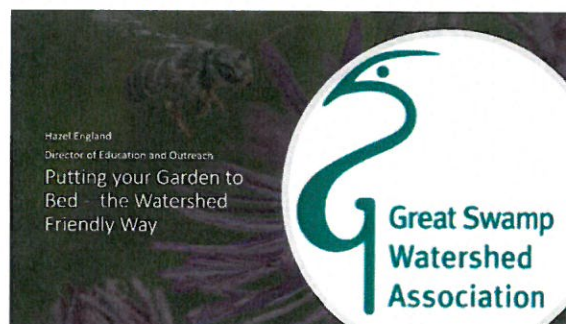
[Post-Thanksgiving Hike](#) November 29 at 1:00 pm - 3:00 pm

[Kids' Outdoor Holiday Crafting: 11 AM – 12 PM](#) December 6 at 11:00 am - 12:00 pm

More information on the Greatswamp.org/events page- please spread the word about our programming, and share with friends and family- more than ever we need your support on this.

CMA Day: Our new member generation event, held at the CMA on October 18, ended up being a great way to show off the restoration work that was underway at the site. We created signage to place around the trails that used QR codes on the signs to give more information to self-guiding hikers. Although the signage – on a variety of ecological, restoration and natural history topics was intended for the day, we are now looking at making a brochure and more permanent interpretive signage around the site using the materials we invested time creating.

Virtual Programming: We now have a professional Zoom account, allowing us to host virtual webinars and record them, control, and share more easily and manage participation. We hosted a putting your garden to bed talk, and a watershed friendly living talk to 30 plus participants and will host an environmental cleaning products program next week.



Intern Education: One aspect of our educational programming which often flies under the radar, is the work we do in training our many high school and college interns (Currently Chris Coultas, from Drew University and Racheal Freundlich from St Lawrence College).

We help them hone their writing- both style and content for newsletter and other articles, work with them on communication as they help us with programming, and help bolster their leadership skills in the stewardship tasks they help us lead. Our two current interns are both seniors, contemplating graduation into a very difficult job market- the work they are doing writing for our e- news and in helping us lead a variety of hikes and programs is gaining them marketable job skills they can use to step into jobs after graduation. Please read our e- news to see their writing in this week and next week's issues!



EQUIP Restoration:

After all the planning, the waiting, and the nail biting over funding, the restoration of the Silver Brook, creation of 360,000 Square feet of Vernal habitat and plugging of 350' of drainage ditch has almost been completed, during 5 frenetic weeks at the Conservation Management Area.

Extreme dry conditions at the end of September allowed the contractors, Indigenous Ingenuity to get an early start digging out the vernal pool habitat and plugging the ditches. The dry conditions meant that their machines made little damage to the soils or trail system where we had most concern, they might have impact. Immediately after completing the work at the Cul-de-sac, we received a drenching



3" rainstorm, and got to see the pools fill, and the increased water holding at the site firsthand! Several of our trails, including the Blue trail near the trail entrance are now much wetter, and we will need to build around 140' boardwalk to allow access year-round.

While this increased water holding at the site was not unexpected and is the intended consequence of filling drainage ditches - it does cause some disruption to our existing trail structure and layout. Ace volunteer and recent lifetime volunteer award winner, Steve Gruber made a generous \$3,000 restricted donation to allow us to undertake the boardwalk construction that we need to complete to allow hikers to remain dry as they access the trails. The wood was delivered and carried into place at the Community service day held 11/6 and will be gradually built over the wettest spots in the coming weeks. One unfortunate consequence of COVID-19 is that lumber has more than doubled in price since the spring. This is due to increased demand and decreased production. We will build simple 'bog'

boardwalk and can convert it to more uniform and durable plank boardwalk in the spring if our Corporate volunteers are able to return (along with their funding!)

The restoration total costs and reimbursement are

still being finalized. Our

reimbursement once the completed work is certified is based on the square footage and other deliverables "as built". Our contractor has overbuilt in as many areas as possible, and we are hopeful that our reimbursement may exceed the initial estimate. We will have full knowledge of this after the final site inspection 11/9. We were also grateful to receive an increase in the amount of funds that we will receive from the US F and Wildlife service Great Swamp budget. We initially expected \$7,000 but have been told we will instead receive \$11,000. This will go some way to closing the gap between what the restoration has cost and what we are being reimbursed. I will present the final restoration budget in the next stewardship report.

As with any project, there were several changes made from the design phase to the actual installation. Some modifications, such as changing the location of some of the vernal pools we created, were made to minimize the disturbance of very sensitive areas of the property. Some changes occurred because we saw how water was moving on site once the drainage ditches were plugged, or they were what



made the most sense from an ecological or hydrological perspective.



Extremely wet conditions in the latter part of October meant that much of the woody

debris installation had to be carried

out by hand rather than with machines, as the machines could not make it to the stream bank with out huge destructive impact. This slowed the process a little, but we are very happy with the final restoration, and feel that we have exceeded the initial goals and acreage impacted by the project.

One unexpected addition was the removal of the 20' long 6' wide culvert that created a bridge over the silver brook on the Lamorgese section of the CMA property. This cost an additional \$1000 to complete, netted us an additional \$400 in reimbursement, but will have a massive impact on improved water quality and reduced velocity over time.

Attached some pictures of the process taken over the last weeks.



Same Vernal pool as just created two days earlier pictured above, now filled with water!



Removal of this culvert will now allow water to flow more naturally along this section of silver Brook, and will reduce scouring caused by the constriction of the pipe.



Instream woody debris being placed, cabled into the banks and additional woody material added to ensure sediment gets trapped at high and low water levels



Community Service: After the return of students to school in September, our intern stewardship activities paused. However, we finished the season with a real live, in person workday and service project on Election Week Friday from 25 students and their parents from the Pingry school! We usually host more than 60 students in late October for a workday, and although this was cancelled, the group of freshmen wanted to be part of their own giveback project. Typically, at the end of a work season we would be approaching 2,000 hours of volunteer work, and up to \$15,000 in Corporate stewardship funding. Obviously, this has taken a severe hit this year, and we will approach only 800 hours of volunteering at the site, and that primarily with our internal volunteers and summer interns. We hope 2021 brings the return of Corporate groups as their will be a huge volume of work to undertake to make the required adjustments to the property after the changes the restoration will make to the trails and the need for increased planting at the newly created vernal habitats.



Eagle Scout Projects

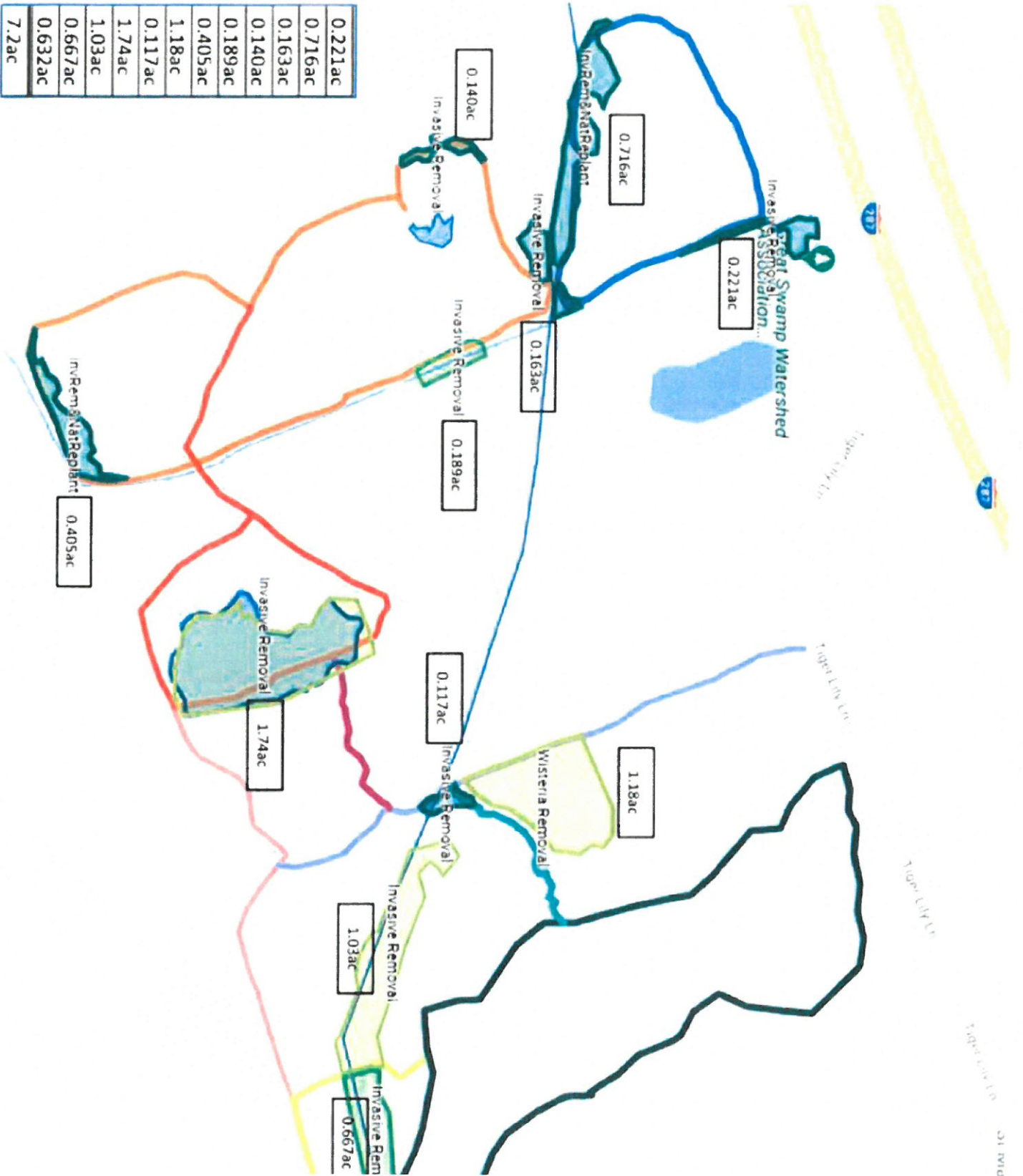


Our two most recent eagle scout projects are now completed.

Taking a hike at the CMA you can see the ten large, black bat houses installed by Ryan Arrazcaeta, and a walk to the Silver Brook on the Horizon Trail will show off the new interpretive sign and stream bank buffer completed as part of a Hornaday award by Lawrenceville Scout Alex Noviello.

Check out the native plantings and the colorful interpretive signage he installed as part of his project. We continue to work with future eagle scouts on project selection and design. If you know of any teenage scouts or even teens looking for community service projects, we can continue to work with them during COVID. Please have them reach out to us.

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 November 2020

EVENTS

Virtual Gala Success!

As of 11/2/20, the Gala has grossed \$120,864, nearly \$40,000 over our revised budget. This is the direct result of an enormous amount of creative thinking and detailed planning. When we took on the challenge of transforming from an in-person to a virtual event, we went about it systematically.



Back in May, we began viewing other organizations' virtual galas and talking with the key people involved in creating them to understand what worked, what didn't, and what processes they followed. A meeting with several Board and Advisory Council members helped solidify the plan to move forward with a virtual event. We then interviewed and hired the right people for the right jobs.

The event was promoted through targeted invitations, steady eNews blasts, a press release, phone calls, and word-of-mouth. Offering

“Celebration Packages” to sponsors, advertisers, and attendees was an innovative promotional effort providing an opportunity to (safely) interact with recipients during deliveries and encouraging a larger viewership. Packages included a flyer listing sponsors and advertisers and promoting GSWA which was an added benefit.

Wine served as door prizes mid-event and at the end to draw and keep viewers. A cash match help encourage additional donations. All generously donated by Michael and Marilyn Dee. Thank you!

On Virtual Gala day, October 1, the full staff embraced their assigned roles helped us over the finish line. In the end, we delivered a professional, entertaining, and well-received (if we do say so ourselves) virtual event.

Video replay can be viewed [HERE](#):
password: greatswamp

Upcoming Events

We have added several events: hikes, a virtual briefing, and outdoor workshops now through the end of the year (and beyond.) Two hikes are aimed at the millennial generation in hopes of encouraging younger people to become engaged with GSWA and the environment. View all upcoming events [HERE](#):

eNews

We have stepped up the regularity of our eNews communications to two times per week. These emails, shorter in length, are intended to keep the readers engaged, share environmental news, and encourage participation in our events. Our emails are sent to approximately 2,700 recipients with an open rate of

26% (11% above the industry average) and a click rate [reader clicks a link in the email] of 12% (3% over the industry rate).

Year-End Appeal/#GivingTuesday

The year-end appeal letter has been written and will be mailed to approximately 1,600 people. Piggybacking on The Lorax theme and featuring a quote from Kim Wentworth, the letter focuses on water quality, education, and open space. This appeal will run in conjunction with #GivingTuesday, a day of giving that takes place annually across the world the Tuesday after Thanksgiving. This will be our fourth year participating in #GivingTuesday, a 100% social media and email driven campaign.

GSWA IN THE NEWS

10/12/20 – [Interpretive Hikes and Major Renovations at CMA](#) (Confirmed: NJ Hills Media and InsiderNJ)

9/24/20 – [GSWA Presents Free Virtual Gala & Silent Auction](#) Confirmed: NJ Hills Media and InsiderNJ)

Coming up – A press release will be written and sent to the news outlets next week promoting GSWA’s participation in Giving Tuesday. Keep an eye out for it!

SOCIAL MEDIA

We continue to engage people in our social media network. Below is a summary to date for 2020:

	FACEBOOK		INSTAGRAM	TWITTER
	Likes	Followers	Followers	Followers
Nov 6	3011	3304	1780	2272
May	2968	3158	1462	2263
Jan	2899	3059	1258	2287

Facebook and Instagram have grown significantly while Twitter fluctuates. Predominately driven by Kristina Necovska, we remain committed to posting important environmental and GSWA related topics to keep the conversations going.

Fun Facebook Facts:

- Our Facebook followers consist of 63% women, 35% men
- Of those who engage in our posts, 77% are women, 21% are men

[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

Development Board Report
11.05.2020

Google Meet Staff Meeting 9.14.2020

Multiple Google Meet Interviews w. potential candidates for the position of Director of Institutional Relations

Attended Virtual Area Networking Group Meetings via Zoom

Attended Two Environmental Fundraisers' Gatherings via Zoom

Delivered 21 wine packages on 9.30.2020 - day before Virtual Gala

Assisted w. Virtual Gala on 10.1.2020

Google Meet Staff Meeting 10.12.2020

Assisted with set-up and take down of display for **CMA DAY** at our Conservation Management Area on 10.18.2020 (acquired three new memberships)

Wrote and sent a plethora of Virtual Gala acknowledgment letters for sponsorships to businesses and individuals that included their itemized list of silent auction purchases.

Discussion w. Sally re. major donors and began solicitation for their year-end giving in conjunction with letter of GSWA accomplishments during the pandemic previously sent by Val and Sally.

Google Meet Staff Meeting 10.26.2020

Trusteeship Committee Meeting 10.28.2020

Participated in site visit from the F.M. Kirby Foundation, Inc. at the CMA on 10.28.2020

Wade Kirby
Director of Development

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

	Sept Actual	Sept Goal	YTD Actual (July - Sept)	Goals YTD (July - Sept)	Percent of Goal Through Sept	Goals July '20- June '21	Progress to FY2021 Goals	Sept 2019 Actual	July '19 - June '20 Actual
Individuals									
Trustees	150	0	671	500	134%	30,000	2%	150	29,756
Major Gifts	15,000	1,000	26,000	10,000	260%	150,000	17%	2,500	193,415
Membership	3,668	1,300	11,401	7,300	156%	50,000	23%	3,925	72,226
Total Individuals	18,818	2,300	38,072	17,800	214%	230,000	17%	6,575	295,397
Institutions									
Corporations Restricted	0	0	0	0	#DIV/0!	50,000	0%	17,500	42,250
Corporations Stewardship Re	0	0	0	0	#DIV/0!	24,000	0%	0	4,345
Corporations Unrestricted	2,600	113	2,698	338	798%	11,350	24%	0	12,839
Foundations Restricted	0	15,000	25,000	30,000	83%	101,500	25%	0	86,415
Foundations Unrestricted	0	0	29,000	20,000	145%	133,500	22%	25,000	153,000
Total Institutions	2,600	15,113	56,698	50,338	113%	320,350	18%	42,500	294,504
Events									
Programs / Events	122	95	398	95		12,000	3%	600	18,306
Gala	49,428	40,275	63,702	40,275	158%	82,625	77%	85,736	217,621
Music Festival	1,815	0	29,741	16,500	180%	56,200	53%	0	46,743
Total Events	51,365	40,275	93,841	56,775	165%	138,825	68%	86,336	282,670
Misc - Income									
	0	-	0	-		-	-	-	-
Total	72,783	57,688	188,610	124,913	151%	689,175	27%	135,411	872,571

*includes bequest

- Anyone who has donated in the last 12 months + 2 month grace period is considered a member. Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
- Restricted gifts are contributions designated by the donor for a specific purpose.
- Includes corporate matching gifts.
- Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance, will appear here and not under the Major Donor category.

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

	Oct Actual	Oct Goal	YTD Actual (July - Oct)	Goals YTD (July - Oct)	Percent of Goal Through Oct	Goals July '20- June '21	Progress to FY2021 Goals	Oct 2019 Actual	July '19 - June '20 Actual
Individuals									
Trustees	191	2000	862	2,500	34%	30,000	3%	150	29,756
Major Gifts	7,198	4,000	33,198	14,000	237%	150,000	22%	4,100	193,415
Membership	2,950	1,300	14,351	8,600	167%	50,000	29%	1,917	72,226
Total Individuals	10,339	7,300	48,411	25,100	193%	230,000	21%	6,167	295,397
Institutions									
Corporations Restricted	0	0	0	0	#DIV/0!	50,000	0%	0	42,250
Corporations Stewardship Re	0	0	0	0	#DIV/0!	24,000	0%	0	4,345
Corporations Unrestricted	10,276	113	12,974	450	2883%	11,350	114%	272	12,839
Foundations Restricted	12,500	0	37,500	30,000	125%	101,500	37%	0	86,415
Foundations Unrestricted	25,000	0	54,000	20,000	270%	133,500	40%	0	153,000
Total Institutions	47,776	113	104,474	50,450	207%	320,350	33%	272	294,504
Events									
Programs / Events	127	95	525	190		12,000	4%	220	18,306
Gala	57,354	42,350	121,056	82,625	147%	82,625	147%	84,826	217,621
Music Festival	0	0	29,741	16,500	180%	56,200	53%	0	46,743
Total Events	57,481	42,350	151,322	99,125	153%	138,825	109%	85,046	282,670
Misc - Income									
	0	-	0	-		-	-	-	-
Total	115,596	49,763	304,207	174,675	174%	689,175	44%	91,485	872,571

*includes bequest

- Anyone who has donated in the last 12 months + 2 month grace period is considered a member. Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
- Restricted gifts are contributions designated by the donor for a specific purpose.
- Includes corporate matching gifts.
- Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance, will appear here and not under the Major Donor category.

Institutional Relations and Grants Report
October 5, 2020

As of my start date on October 26th, I have been working on the following:

- Reviewing of existing files of foundations and organizations who have supported us in the past and present, and getting familiar with who they are and their giving history.
- Searching for new corporations and foundations to create new relationships with and to find new grant opportunities.
- Hoping to be invited to apply for a local grant with the REI Foundation. REI is a well-known outdoor gear and clothing company. The REI Foundation is dedicated to the health of natural environments, as well as connecting underrepresented groups to nature.
- Studying family foundations already connected with us, seeking new grantors as well.

Any recommendations or assistance is greatly appreciated!

Lynne Applebaum

Director of Institutional Relations