



Great Swamp Watershed Association

Meeting of the Board of Trustees

Friday, March 26, 2021

9:00 a.m. – Zoom Video Meeting

Agenda

- Approval of Board Minutes from 1/22/2021 Meeting
- Approval of Capital Campaign Discussion Notes and Minutes from 2/5/21 and 2/10/21
- Outstanding Code of Conduct and Conflict of Interest forms
- Review of Modifications on Resolution to Upgrade Vanguard Account to a Brokerage Account
- Finance Report
- Capital Campaign and Strategic Planning Committee Update
- Executive Director Report
- Development Report
- Committee Reports:
 - Finance Committee – Guy Piserchia
 - Development Committee – Jordan Glatt
 - Education and Outreach Committee – Debra Apruzzese
 - Land Preservation and Advocacy Committee – Dot Stillinger
 - Land and Water Stewardship Committee – Lisa Stevens
 - Advisory Council Liaison Report – Michael Dee
 - Trusteeship and Governance Committee
- 40th Anniversary – 40th Interviews and 40 Accomplishments
- Advisory Council Dinner Discussion – Should we have it?
- 2021 Fall Gala Discussion – Should we have it? If so, in-person or virtual ... Honoree?
- Other Business
- **Next Board Meeting – Friday, May 21, 2021**
- Adjourn

Upcoming GSWA Events

<i>Friday, March 26</i>	<i>Vernal Pool Exploration & Night Hike</i>	<i>7 p.m. – CMA</i>
<i>Friday, April 2</i>	<i>Stream Assessment Training</i>	<i>1 p.m. – Zoom</i>
<i>Sunday, April 11</i>	<i>Spring Into Spring Hike</i>	<i>10 a.m. – GSNW Refuge</i>
<i>Saturday, April 17</i>	<i>Green Spring Clean Community Yard Sale (Madison/Chatham Borough/Chatham Township)</i>	<i>9 a.m. – 1 p.m. Tri-Town</i>
<i>Sunday, April 18</i>	<i>Houseplants: Health Benefits & Tending Tips</i>	<i>2 p.m. – Zoom</i>
<i>Sunday, April 25</i>	<i>Perfect Your Flower Arrangement Skills</i>	<i>2 p.m. – Zoom</i>

GSWA Board of Trustees Meeting
01.22.2021
Minutes

Sally convened the meeting at 9:05 a.m. via Zoom video conferencing. Board members included Nic Platt, Debra Apruzzese, Marilyn Dee, Michael Dee, Paul Boudreau, Matt Krauser, Brett Williamson, Clark Wagner, Jordan Glatt, Anthony DellaPelle, Chris Obropta, David Naidu, Dot Stillinger, Yorgi Vlamis, Guy Piserchia, Reed Auerbach, Kate Berry, Kevin Sullivan and Gerry-Jo Cranmer. Staff members attending were Sally Rubin, Sue Levine, Lynne Applebaum and Wade Kirby.

The meeting began with Board member introductions. Sally said that a Zoom Meeting would be set up for the new Board members to meet staff.

Clark Wagner *made a motion to elect new Board members* David Naidu, Michael Dee, and Brett Williamson. Jordan Glatt seconded. The motion was approved unanimously.

Michael Dee nominated Tony DellaPelle as Board Chairman, Debra Apruzzese as Vice Chair, and Guy Piserchia as Treasurer. There were no other nominations. Matt Krauser *motioned to accept the nominations*, seconded by Deb Apruzzese. The motion was unanimously approved.

Tony DellaPelle then presided over the meeting and encouraged Board member engagement. He announced a new Board member mentorship/orientation program. Clark Wagner will serve as Brett Williamson's mentor and Eric Inglis will be a mentor to David Naidu. Michael Dee will be a liaison to the Advisory Council.

Tony spoke about a greater presence downstream and an increased presence in our schools.

Debra Apruzzese *made a motion to approve the Board Meeting Minutes from November 16, 2020*. Clark Wagner seconded. Unanimously approved.

Approval was granted for all Board members who begin their second three-year term of service. Alan Pfeil and Kathy Pfeil move to the Advisory Council. Michael Dee *made a motion to approve all members of the Advisory Council*. The motion was seconded by Paul Boudreau and unanimously approved. Tony then spoke about the value of the Advisory Council. Letters should be sent to both renewing and non-renewing Advisory Council members. He requested that each Board member please sign and return to the office both the Code of Conduct and Conflict of Interest forms.

Tony then spoke about the importance of committee work in 2021. He would like the chairs of each committee to deliver a presentation at each Board meeting regarding the progress of their timely meetings held each quarter. The Strategic Planning Committee will be active this year. Chris Obropta requested inclusion on that committee. Reed Auerbach *made a motion to approve the committee chairs for 2021*, seconded by Michael Dee. All in favor. None opposed. The motion carried. Debra Apruzzese suggested that responsibilities should be tightened up for committee participation.

Sue Levine then explained the need for a resolution to upgrade the Vanguard account to a brokerage account so that we can trade iShares ESG. We will remain in the Admiral Class fee structure. Tony

called for a motion to approve Sue's resolution. Clark proposed and Michael Dee seconded. The motion was approved unanimously.

Tony asked Sue to explain the application for the second round of the forgivable PPP loan, along with the necessary deadline. The GSWA should be eligible to receive approximately \$110,000 or two and a half times the monthly payroll. We have one quarter from July to September that meets the criteria. Debra Apruzzese *made a motion to approve the application* which was then seconded by Michael Dee and unanimously approved.

Sue Levine then delivered the Finance Report.

Clark reviewed investments. Action items were discussed. The Finance Committee will review Clark's recommendations and implement accordingly. See the attached slides which were shared at the presentation. Total investment portfolio as of 12/31 was \$1,602,794 of which \$236,306 is operational reserve. Reviewed December YTD results. We have a very conservative budget and should consider re-forecasting. The Finance Committee will evaluate the benefits. As a result, we remain on track for December YTD. The comments in the financial packet were reviewed. Versus the prior year, the revenue is lower due to the impact of the virtual Gala. The PPP1 forgiveness request to SBA was submitted. Will evaluate ERTC.

Sue then acknowledged Clark's help and dedication. Clark then shared the investment presentation previously sent to Board members via email. Questions ensued. Tony and Sally encouraged additional questions and/or Board service on the Finance Committee. Sue spoke to the achievement of obtaining a \$1 million dollar endowment. Dot heralded Sue for the acquisition of the PPP loan. Sally agreed! Tony deferred to Sally who gave a Capital Campaign Committee report. Sally confirmed the desire to retain Jay Angeletti as campaign consultant and spoke about his reconsideration of the fee we are willing to pay for a feasibility study and a strategic plan. Jay knows **EVERYBODY** and gets rave reviews from all who have worked with him. Tony said we would come back to the Board with a proposal to hire Jay and would like to get started early in 2021.

Sally happily reported the closing of the Kent Property on Wednesday, January 20th. The purchase price was \$2,500 for 10 acres in Chatham, with additional fees for a Phase I and II, title and survey. There are no intentions to do anything with the property at present.

Sally stated that the Rolling Knolls Superfund Site Zoom call went well, but that the EPA needs to be more cooperative.

Lynne Applebaum has provided additional engagement downstream with "Schools That Can" where she has conducted some mock interviews.

Dot asked about the staff's hours. Sally confirmed a status quo there.

Dot asked about the Pilgrim Pipeline Fund. Sally said the Pilgrim Pipeline group thought the funds were not needed and that the fund was being dissolved and remaining balance distributed to several local non-profits.

Tony asked about planning for a fall Gala and whether it would be in person? Sally mentioned consideration of an honoree, but it is still early. However, the 40th Anniversary is *this year* and warrants

attention! Paul Boudreau said we could honor more than one person in conjunction with the 40th Anniversary. Sally spoke about interviewing 40 people regarding their experiences with GSWA and listing 40 accomplishments. She solicited the help of Dot given her long history.

Tony called for any further questions and confirmed the date of the next Board meeting as Friday, March 26th, 2021. He advised that there may be a need to convene regarding a decision about hiring Jay Angeletti.

Tony then called for a *motion to adjourn at 10:45 a.m.* Matt Krauser seconded. The motion carried.

Respectfully submitted,

Wade Kirby
Director of Development

GSWA Board of Trustees Capital Campaign Discussion

02.05.2021

Notes

Attending: Michael Dee, Chris Obropta, Reed Auerbach, Jordan, Glatt, Brett Williamson, Paul Boudreau, Clark Wagner, Tony DellaPelle, Teresa Lane, Eric Inglis, Nic Platt, Dot Stillinger, Yorgi Vlamis, Deb Apruzzese, Marilyn Dee, Gerry-Jo Cranmer, Kevin Sullivan (joined late)
Staff: Sue Levine, Lynne Applebaum, Wade Kirby, Sally Rubin

Sally opened discussion regarding the using Jay Angeletti as our campaign consultant. Four other consultants were considered. Jay is local, known and connected. Discussions occurred on the importance of ensuring we get enough of Jay's attention. Sally, Jordan and Nic agreed to work on securing Jay as the lead and that he assigns his "rising star." We need to first complete a strategic plan and then the feasibility study. It was asked if doing the strategic plan was a strength of TAG. Paul indicated he thought it was a good fit. Paul said Jay won't fumble the ball in his own backyard.

For the feasibility study, specific goals should be included on what and how funding will be used, which needs more Board input, and the study should include feedback from major donors, including capacity and willingness, and timing (COVID-19). Nic, Jordan and Tony endorsed using Jay as well, as he already knows all our donors. Tony spoke about Jay's discerning ability to help decide who can and cannot give, and at what level. *It is important that Jay understands we want HIS attention!* Nic and Jordan volunteered to speak with Jay specifically about that. Deb Apruzzese agreed. Michael Dee added that if someone else was assigned to our case, that person needs to be a, "first stringer."

Tony then raised the subject of Jay's bill and how to pay for it? We can use some of our reserves, but we shouldn't deplete them. Sally said there is a portion of the GSWA Reserve that we can use, as well as part of the bequest from Edward Babbott. Expenses need to be approved by the Board. The total bill for the feasibility and strategic plan is \$56,000 which Jay reduced from \$73,000. Included in the \$56,000 is \$9,000 for the strategic plan. The Board was encouraged to fund the majority of this bill by Board donation with 100% Board participation, and it was discussed to do it as a matching challenge. Nic will reach out to Peter Simon to see if he would do the challenge.

After the strategic plan, we will have clarity on goals for the capital campaign. Capital campaign funds could be used for Real Estate, increasing the Endowment or Operations (like increased land preservation – clarification by Sally via email after the meeting).

Sally then addressed the desire to convert part of the Ferber Property to an educational center and the costs involved. The cinder block building, previously used as a workshop, was identified as a strong possibility. She said that the actual house likely would not need a lot of renovation.

Architect Bob Russell recommended by Eric has seen the property and will give us a “back of the envelope” idea for costs to turn the workshop into usable space. Nic spoke out against using architect Bob Russell, due to a bad experience he had with him at the Hartley Dodge Memorial. Deb said the analysis of the strategic plan must be very clear.

Paul voiced his concerns regarding Jay’s proposal for post-COVID-19 fundraising, stating that other concerns such as food/housing may take priority. Tony said we just need to keep reminding him to stay on target.

Reed spoke about the actual approval of Jay’s proposal and the Board’s capacity to fund it. Tony said he thought the Board should pay for at least 50% of Jay’s bill. Deb agreed. Teresa Lane said there are foundations that fund strategic plans. Sally suggested the Dodge Foundation and will discuss other possibilities with Jordan. Reed stated the Board needs to be “all in,” depending on their individual capacity to give. Nic said this is “not that kind of board” where financial support is of the highest priority. He knows a donor about whom he wants to speak with Sally and Jordan; Peter Simon could offer a challenge grant. Some donors want to give money to help raise money. Deb said that, by early next week, Board members should decide whether they can ALL participate.

Dot Stillinger said this is not the right time to conduct a capital campaign. We should wait until PSE&G gives us a confirmed commitment that we have the building. Then we will have something for which to raise money. She also thinks we can do it ourselves. Nic said there is never a “right” time. Consensus was we can’t do it ourselves. Need professional assistance. Some donors would prefer to be asked by a third party.

Tony confirmed that a new strategic plan is needed NOW. It is a good time to evaluate what our future needs really are and to get our house in order. It takes time to raise money. He endorsed implementing Jay’s plan. The Board should think about it...but make a decision soon, while Jay is available and his price holds.

Deb suggested breaking the campaign up into phases, thereby making it more affordable. Paul agrees with both Dot and Tony. Paul said we already got a great price from Jay and we shouldn’t go back and now say we only want one phase. Michael says do it now. Teresa said TAG could instruct us as to the timing, gather our resources and make a plan. Sue Levine confirmed the timeline needed to implement a capital campaign is multiple years. Tony said on the next call we should confirm full Board participation.

Deb said there is a current awareness on behalf of many potential donors and an appreciation for the environment, and she will ask people she knows regarding their interest and support of our campaign. Gerry-Jo Cranmer asked whether Jay’s proposal could be paid in stages?

Tony encouraged the Board to reconvene and vote to move forward. He asked for another call during the week of Monday, February 8th. Sally will send around an email inquiry to determine the best time.

Prior to the meeting's conclusion, Sally received a total of \$20,000 in pledges toward the fee assessed from The Angeletti Group.

GSWA Board of Trustees Capital Campaign Discussion
02.10.2021
Minutes

Attendees: Brett Williamson, Paul Boudreau, Tony DellaPelle, Jordan Glatt, Michael Dee, Marilyn Dee, David Naidu, Dot Stillinger, Guy Piserchia, Debra Apruzzese, Eric Inglis, Clark Wagner, Reed Auerbach, Nic Platt and Kate Barry
Staff: Sally Rubin, Lynne Applebaum, and Wade Kirby

Tony opened with a recap of the meeting on Friday, February 5th. We would like to authorize Jay Angeletti as campaign consultant based upon the glowing recommendations he (Jay) has received. Jay has submitted an all-inclusive quote of \$56,000 for a strategic plan, a feasibility study, and a database assessment. Tony asked, 'now...how to pay for it?' He explained that every member of the board should contribute something which would total 50% of Jay's fee. The remainder can come from the GSWA board reserve and a portion of the bequest from Edward Babbott. Tony encouraged conducting all parts of the capital campaign/strategic plan at one time to save money, a new strategic plan is important and we can get guidance on how to move forward. He asked if we should do it now? The majority felt that now is a good time. Tony then asked any board members to speak now if they did not feel comfortable contributing anything. Sally clarified that campaign pledges are *not part* of the board's annual giving for FY2021. We had raised \$26,250 from 13 board pledges by the end of the previous meeting.

Reed spoke about the lack of board support to date and that their participation is key. He felt the board needs to not only participate but play a leadership role. Nic questioned the board's understanding of the significance.

More board members committed throughout the meeting.

Paul said we will all be interviewed by Jay Angeletti and asked who each of us can speak with to help with the campaign.

Sally said, "it's up to you guys."

Tony said we are close, and we should really confirm that the board is "all in." Deb said that experience was the criteria for her when she joined the board and confirmed the participation of 18 members out of 22. The feasibility study will establish what we need to do and if we can do it. Deb endorsed the timing of beginning the campaign now.

David Naidu spoke about the full board commitment and establishing the clarity of priorities for raising money before he approaches his friends with an ask. He understands that there is a financial commitment as a board member. The pandemic is a difficult time, but this is important.

Sally reiterated her explanation to board members that your church and your school may be your first giving priorities, but we hope that GSWA would be #3. If not, this may not be the right board for you.

Tony and Reed moved the conversation forward by asking for a \$28,000 commitment from the board. If we fall short, Tony offered to make up the difference. Sally thought the remaining board members not on the call would commit.

Nic said Peter Simon wants to know the total ask. (Nic later received a \$5000 pledge from Peter Simon.)

Marilyn Dee asked about the number of board members allowed in our by-laws. Sally said up to 25. Michael said it's good to do the strategic plan now so we're ready to move ahead.

Tony asked for a motion to approve Jay's bill of \$56,000 and for the capital campaign and strategic plan to begin. *Reed made the motion which was seconded by Michael Dee and unanimously approved.*

Sally suggested that Jay Angeletti begin his work on April 1.

Sally commented that we are applying for a second PPP loan which would be used for salaries and rent, but that we didn't budget for it so it will be a big help to the bottom line. Our acquisition of a second PPP loan could be a great psychological start for the campaign, but Paul confirmed that those additional funds should not be used for the campaign.

Wade read the current roster of the Capital Campaign Sub Committee consisting of Tony DellaPelle, Deb Apruzzese, Teresa Lane, Reed Auerbach, Eric Inglis and Jordan Glatt.

Dot would like to participate in the strategic planning. Clark confirmed that the strategic planning should be separate from the Capital Campaign Committee. Deb and Michael would like to serve on the Strategic Planning Committee. Tony asked that the Strategic planning and Capital Campaign Committees meet before the next board meeting. Paul advised approaching Jay Angeletti with only **one group** from the GSWA Board. Sally will ask Jay.

Tony thanked everyone's participation and the decision to move forward saying, "we'll see you at the next board meeting in March!"

Total pledges from the board are \$28,400 toward the fee assessed from The Angeletti Group.

Great Swamp Watershed Association
Conflict of Interest Policy and Procedures
Adopted 03/31/2016; Amended 03/16/2017

ANNUAL CONFLICT OF INTEREST DISCLOSURE FORM

The conflict of interest policy applies to all of the following insiders: 1) board members, 2) staff members, 3) substantial contributors, 4) parties related to board members, staff members, and substantial contributors, 5) those who have the ability to influence decisions, and 6) volunteers and those with access to information not available to the general public.

Please initial each statement that applies to you:

<p>_____ I have read and am familiar with the Conflict of Interest Policy.</p>
<p>_____ I am not aware of any direct or indirect financial or other material interest or co-investment interest that is required to be disclosed under the Conflict of Interest Policy.</p> <p>OR</p> <p>_____ I have completed in the form below every direct and indirect financial or other material interest or co-investment interest that is required to be disclosed under the Conflict of Interest Policy. (Please complete the Declaration Form below).</p>

I agree to report promptly any future situation that might involve or appear to involve me or any of my relatives in any potential conflict of interest with GS WA.

I am completing this disclosure statement based on the definitions from the Conflict of Interest Policy.

Signature: _____ Date: _____

Print Name: _____

Please return this statement no later than January 31 of each calendar year or as identified

Great Swamp Watershed Association
Conflict of Interest Policy and Procedures
Adopted 03/31/2016; Amended 03/16/2017

CONFLICT OF INTEREST DECLARATION

I hereby acknowledge that I have a potential conflict of interest with the following organizations that may have a relationship with GSWA:

Organization	Relationship
_____	_____
_____	_____
_____	_____
_____	_____
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Great Swamp Watershed Association

Code of Business Conduct and Ethics (1D)

In cases where it would be inappropriate or uncomfortable to discuss an issue with a supervisor, or where you believe your supervisor has given you an inappropriate answer, express your concerns to another GSWA officer or Trustee.

If you are unsure of what to do, seek guidance before you act.

Accountability for Violations

If any GSWA Trustee believes that this Code has been violated, either directly, by failure to report a violation, or by withholding information related to a violation, the incident shall be referred to the Chair, who shall convene a meeting of the Executive Committee to gather information and discuss the incident(s), interview the party or parties involved, and issue a report on its findings to the Board of Trustees, along with recommendations for follow-up actions. All Covered Parties are expected to cooperate fully with internal investigations of misconduct. Depending on the decision of the Board, the offending Covered Party may be disciplined for non-compliance with penalties up to and including removal from office. Violations of this Code may also constitute violations of law and may result in criminal penalties and civil liabilities for the offending Covered Party and GSWA.

Agreement by Board Member, Executive Director and Director of Finance:

Each Board member, Executive Director and Director of Finance will acknowledge this policy upon joining the organization and will be obligated by way of signature indicating agreement to adhere to the policy in acting in the capacity as a Trustee, Executive Director and Finance Director of the organization.

Approved and Adopted by the Board of Trustees on the ____31st_ day of __March____, 2016.

Trustee Acknowledgment

“As a duly elected member of the Board of Trustees, Executive Director or Director of Finance of Great Swamp Watershed Association, I have read this policy and hereby agree to abide by it in all of its terms.”

Trustee Name

Trustee Signature

Date



Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate

P.O. Box 300 • New Vernon, NJ 07976

(973) 538-3500 • GreatSwamp.org

Board of Trustees

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 Matthew Krauser
 Teresa Lane
 David Naidu
 Chris Obropta, Ph.D., P.E.
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 Dorothea Stillinger
 Kevin Sullivan
 Giorgios Vlamis
 Clark Wagner
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 Jeff Webb

Executive Director

Sally S. Rubin

Director of Development

Wade H.O. Kirby

RESOLUTION OF THE BOARD OF TRUSTEES OF GREAT SWAMP WATERSHED ASSOCIATION

For Clarification as requested by Vanguard on March 1, 2021,

I, Anthony DellaPelle, Chairman of Great Swamp Watershed Association (GSWA) Board of Trustees, do hereby certify that at a meeting of the Board of Trustees of GSWA, held electronically, on the 22nd day of January 2021, at which a quorum was present, the following resolution was adopted: WHEREAS, GSWA desires to authorize certain persons to act on the organization's Vanguard mutual fund accounts or Vanguard Brokerage Accounts.

NOW THEREFORE BE IT RESOLVED, that Sue Levine, Director of Finance is authorized to act on behalf of the organization in connection with any Vanguard mutual fund account and/or Vanguard Brokerage Accounts owned by the organization. The Director of Finance is authorized to handle and transact on financial accounts and handle financial matters such as invest the assets of the organization; obtain information and give instructions for the purchase, sale, exchange, or transfer of securities; engage in margin and option trading if available on the Vanguard Brokerage Accounts owned by the organization; and execute any necessary documents in connection with those securities and/or the Vanguard mutual fund accounts and Vanguard Brokerage Accounts owned by the organization.

NOW THEREFORE BE IT RESOLVED, Sally Rubin, Executive Director is authorized to act on behalf of the organization in connection with any Vanguard mutual fund account and/or Vanguard Brokerage Accounts owned by the organization. The Executive Director is authorized to handle and transact on financial accounts and handle financial matters such as invest the assets of the organization; obtain information and give instructions for the purchase, sale, exchange, or transfer of securities; engage in margin and option trading if available on the Vanguard Brokerage Accounts owned by the organization; and execute any necessary documents in connection with those securities and/or the Vanguard mutual fund accounts and Vanguard Brokerage Accounts owned by the organization.

IN WITNESS WHEREOF, I have set my hand this ____ first ____ day of March, 2021.

Anthony DellaPelle, Chairman, Great Swamp Watershed Association



Protecting our water and land for 40 years



5:16 PM

03/01/21

Accrual Basis

Great Swamp Watershed Association
Balance Sheet
As of February 28, 2021

	<u>Feb 28, 21</u>
ASSETS	
Current Assets	
Checking/Savings	421,093.14
Other Current Assets	1,651,040.66
Total Current Assets	<u>2,072,133.80</u>
Fixed Assets	
Equipment	30,381.00
Land-Lamorgese Tiger Lily Lane	155,000.00
Land - Kent Property	10,925.38
Land Twp. of Chatham	179,100.00
Total Fixed Assets	<u>375,406.38</u>
Other Assets	
Authorize.net Escrow Account	14,267.08
Prepaid insurance	12,588.39
Total Other Assets	<u>26,855.47</u>
TOTAL ASSETS	<u><u>2,474,395.65</u></u>
LIABILITIES & EQUITY	
Liabilities	21,207.87
Equity	<u>2,453,187.78</u>
TOTAL LIABILITIES & EQUITY	<u><u>2,474,395.65</u></u>

Great Swamp Watershed Association
Profit & Loss YTD Comparison
 July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	% Change	Jul '20 - Feb 21
Ordinary Income/Expense				
Income				
Annual Event	122,143	217,431	-44%	122,143
Corporate	77,006	47,846	61%	77,006
Foundation Support	147,000	167,175	-12%	147,000
Government Grants	11,408	0	100%	11,408
Handling Income as Agent	1,183	0	100%	1,183
Individual - Membership	49,984	45,628	10%	49,984
Individual Major Donors	113,958	161,900	-30%	113,958
Individual Trustee Giving	10,747	6,400	68%	10,747
Music Fest Event	21,461	290	7,300%	21,461
Other incomes misc	3,469	2,851	22%	3,469
Programs - Education & Outreach	3,653	15,812	-77%	3,653
Restricted Individual Donations	19,815	20,000	-1%	19,815
Total Income	581,826	685,333	-15%	581,826
Gross Profit	581,826	685,333	-15%	581,826
Expense				
Administrative Expense	64,725	66,114	-2%	64,725
Administrative Payroll Total	368,570	383,535	-4%	368,570
Advocacy / CAGs / Other	6,024	2,013	199%	6,024
Annual Event Expenses	22,999	44,886	-49%	22,999
Development Expense	1,130	7,725	-85%	1,130
Education and Outreach	6,056	4,248	43%	6,056
Mailing	4,304	3,162	36%	4,304
Membership	8,456	8,423	0%	8,456
Merchandise	741	0	100%	741
Music Fest	14,468	563	2,472%	14,468
Stewardship				
Accreditation	0	1,750	-100%	0
Conservation Mgmt Area Related	6,627	4,095	62%	6,627
EQIP Grant	43,946	0	100%	43,946
Land Use Travel	173	422	-59%	173
Roots to River	0	2,270	-100%	0
Total Stewardship	50,746	8,537	494%	50,746
Stewardship Land Acquisition	5,925	0	100%	5,925
Uncategorized Expenses	72	0	100%	72
Water Quality	4,659	9,298	-50%	4,659
Total Expense	558,876	538,506	4%	558,876
Net Ordinary Income	22,950	146,828	-84%	22,950
Other Income/Expense				
Other Income				
4% Fund Transfer Draw	48,246	49,143	-2%	48,246
Bequests	0	51,407	-100%	0
Dividends Received	16,160	16,818	-4%	16,160
In-Kind Professional Services	3,000	0	100%	3,000
Save Noe Pond	24,489	0	100%	24,489

5:04 PM

03/01/21

Accrual Basis

Great Swamp Watershed Association
Profit & Loss YTD Comparison
July 2020 through February 2021

	<u>Jul '20 - Feb 21</u>	<u>Jul '19 - Feb 20</u>	<u>% Change</u>	<u>Jul '20 - Feb 21</u>
UNREALIZED GAIN ON SEC	212,512	20,475	938%	212,512
Total Other Income	304,407	137,843	121%	304,407
Other Expense				
In-Kind Professional Services E	3,000	0	100%	3,000
Pilgrim Pipeline Restricted Fun	16,631	30	55,336%	16,631
Save Noe Pond Expense	5,000	0	100%	5,000
Total Other Expense	24,631	30	82,003%	24,631
Net Other Income	279,777	137,813	103%	279,777
Net Income	<u>302,727</u>	<u>284,640</u>	<u>6%</u>	<u>302,727</u>

Great Swamp Watershed Association Profit & Loss Budget Performance

Accrual Basis

February 2021

	Feb 21	Budget	% of Budget	Jul '20 - Feb 21	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
2020 PPP Loan Forgiveness	0			0	109,500	0%	109,500
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	0	0	0%	122,143	82,625	148%	82,625
Corporate	2,257	5,113	44%	77,006	18,400	419%	65,350
Foundation Support	23,500	0	100%	147,000	147,000	100%	235,000
Government Grants	11,408	0	100%	11,408	0	100%	20,000
Handling Income as Agent	50	0	100%	1,183	0	100%	0
Individual - Membership	4,149	5,300	78%	49,984	27,700	180%	50,000
Individual Major Donors	13,125	5,000	263%	113,958	112,000	102%	150,000
Individual Trustee Giving	1,150	0	100%	10,747	9,500	113%	30,000
Music Fest Event	0	0	0%	21,461	16,500	130%	56,200
Other incomes misc	708	67	1,061%	3,469	533	651%	800
Programs - Education & Outreach	978	95	1,029%	3,653	820	446%	12,000
Restricted Individual Donations	0			19,815	15,000	132%	15,000
Total Income	57,325	15,574	368%	581,826	539,578	108%	852,395
Gross Profit	57,325	15,574	368%	581,826	539,578	108%	852,395
Expense							
Administrative Expense	6,051	8,517	71%	64,725	68,935	94%	105,670
Administrative Payroll Total	47,653	51,787	92%	368,570	398,794	92%	605,944
Advocacy / CAGs / Other	0	833	0%	6,024	6,667	90%	10,000
Annual Event Expenses	0	0	0%	22,999	22,947	100%	24,147
Development Expense	510	681	75%	1,130	5,385	21%	9,252
Education and Outreach	0	413	0%	6,056	2,623	231%	4,850
Mailing	0	715	0%	4,304	4,994	86%	8,604
Membership	693	100	693%	8,456	9,850	86%	15,000
Merchandise	588			741			
Music Fest	333	0	100%	14,468	15,000	96%	30,000
Stewardship							
Accreditation	0	0	0%	0	400	0%	2,400
Conservation Mgmt Area Related	2,725	0	100%	6,627	50	13,253%	3,050
EQIP Grant	0			43,946	20,000	220%	20,000
Land Use Travel	0	50	0%	173	300	58%	500
Total Stewardship	2,725	50	5,450%	50,746	20,750	245%	25,950
Stewardship Land Acquisition	0	0	0%	5,925	11,000	54%	11,000
Uncategorized Expenses	0			72			
Water Quality	0	2,323	0%	4,659	32,157	14%	45,750
Water Testing - Well	0	0	0%	0	0	0%	2,000
Total Expense	58,552	65,421	90%	558,876	599,102	93%	898,167
Net Ordinary Income	-1,227	-49,846	2%	22,950	-59,523	-39%	-45,772
Other Income/Expense							
Other Income							
4% Fund Transfer Draw	0	0	0%	48,246	40,000	121%	40,000
Bequests	0	583	0%	0	4,667	0%	7,000
Dividends Received	0	0	0%	16,160	0	100%	0
In-Kind Professional Services	0			3,000			
Save Noe Pond	1,053			24,489			
UNREALIZED GAIN ON SEC	0	0	0%	212,512	0	100%	0
Total Other Income	1,053	583	181%	304,407	44,667	682%	47,000
Other Expense							
In-Kind Professional Services E	0			3,000			
Pilgrim Pipeline Restricted Fun	0	0	0%	16,631	0	100%	0
Save Noe Pond Expense	0			5,000			
Total Other Expense	0	0	0%	24,631	0	100%	0
Net Other Income	1,053	583	181%	279,777	44,667	626%	47,000
Net Income	-174	-49,263	0%	302,727	-14,857	-2,038%	1,228

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

February 2021

1. Bayer +3k and PSEG +5k came in higher than budgeted. Valley is +7k over budget, Novartis +5k and new corporation Bristol Meyer +10k not in budget. Tracking \$30k above prior year to date.
2. Cornell Douglas +\$15k was not budgeted and WI 8.5K timing
3. US Fish & Wildlife \$11k for EQIP project at the CMA. This project was not budgeted but board approved after the budget had been finalized.
4. Tracking 10% above Prior Year of \$46k. Budget was set too low.
5. Finite Visual costs to convert Lorax clips to educational for remote learning.
6. Payroll lower than anticipated due to open position filled at the end of Oct.
7. Refocused efforts, timing and additional support from Steve Gruber
8. EQUIP grant
9. PFAS testing is postponed until April, Microplastics was on hold but will start moving forward with JC Univ; and ECM invoice timing

Executive Director Report for March 26, 2021 Board of Trustees Meeting

Happy Spring everyone!

I hope you enjoyed reading our recent spring/summer newsletter. It was filled with great articles and lots of upcoming programs.

We have some great new programs this spring, most of which were described in the newsletter. Some additions include partnering with the Chathams and Madison on their upcoming yard sale, which will be a mini fundraiser for us.

We are also partnering with a regional Environmental Commission working group on pollinator plants to host a native plant sale in April. This ties in perfectly with our Watershed Friendly Living program and will increase people's awareness of us. The program will be promoted in more than 10 municipalities, several of which are downstream.

I've had meetings about the Rolling Knolls Superfund, including a conversation with the Chatham Township Administrator, Bob Hoffman, as well as the Responsible Parties' representatives and several discussions with Refuge and Department of Interior staff. I am reviewing another 150 documents received through our Freedom of Information Act request to EPA.

I have reviewed another draft of our office lease and have another conversation scheduled with the National Park Superintendent, Tom Ross.

I am in the process of reviewing the Gala videos to abbreviate them for our website. This is a difficult task as it all seems important!

We are creating 40 interviews and 40 accomplishments to celebrate our 40th anniversary. So far, I have conducted two of the interviews.

We officially closed on the Kent 10-acre property at the end of Evergreen Rd. in Chatham.

I had a lengthy discussion with PSEG and the Refuge manager about the Ferber property in Chatham. We are establishing a business reason for PSEG to subdivide the property and convey a portion to us, including the house and one other building. I have held several site visits to the property to show Board members, an architect, and the Chatham Township planner the property, and to discuss various options.

Sue and I worked on the PPP forgiveness application, the second PPP funding (for which we received \$108,000!!), and we are still working on the Employee Retention Credit with our auditor.

Val and I have been working on a date and venue for the annual music festival. Unfortunately, the date we prefer of June 6 is not available at Giralda Farms and Hartley Farms is also not an option this year. We are now aiming for May 23 and Val is reaching out to all our bands and vendors to see if that date works. Plan B will be to move the event to August again.

I have been working with the Save Noe Pond liaisons. They have raised over \$20,000 for this advocacy effort. We have retained Rob Simon as counsel and Steve Souza as our environmental expert. There is

still no development application filed. I believe, if we can preserve the pond and 20 +/- acres of wetlands and limit the development to perhaps less than 100 townhomes, we will be successful. I have also had several discussions about our upcoming strategic plan and capital campaign initiative.

GSWA Water Quality Programs

Board Meeting Report

March 2021

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

2021 –

For chemistry sampling in 2021, we will continue to sample at the 21 sites sampled in 2020. Our first round of sampling was delayed due to weather and snow cover. However, we did get out to collect samples this past week. Though the air temperatures were warmer, the water was still a chilly 6C. This sampling will capture runoff and snow melt and give a good indication of how all the winter weather we had this year impacted our streams, especially in relation to the levels of salt.

In addition to our regular sampling this year we will also be sampling for PFAS at approximately 12 sites throughout the region. PAFS are a persistent, carcinogenic chemical that has been used in manufacturing a myriad of products ranging from fire retardants used on carpets and furniture to Teflon on pots. These chemicals can persist in surface waters. GSWA will conduct a round of sampling to determine where PFAS are present in the watershed. Sampling for PFAS is scheduled to occur in later March or early April.

Visual Monitoring

Spring visual assessments will be beginning shortly. We have selected 28 sites as a target for this year. We still have a number of sites that will need volunteer teams to adopt them. If you are interested in learning a little more about your local streams this is a great way to do and help out GSWA's efforts at the same time. Our next stream assessment training will be held on April 2nd. This will be a virtual offering but will easily give new volunteers all the tools they need to complete a successful assessment.

We have also begun to work with a group who will be collecting data along the Saddle Brook and Goffels Brook in Ridgewood. This student run group reached out to GSWA and we will be working to train them to collect data. Gathering data on these downstream tributaries will help to give us insight to water quality issues as we progress downstream along the Passaic.

Macroinvertebrate sampling –

The 2020 macroinvertebrate sampling report has been received and is being incorporated into the 2020 GSWA Report Card. 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.

Bacteria sampling –

The 2021 Bacteria sampling is scheduled for the weeks of 7/6 through 8/3. Sampling is conducted over five consecutive Tuesday mornings. If you are interested in helping out please reach out to me at sandral@greatswamp.org. More information on the program will be available as we get closer to the sampling dates.

Culvert Sampling –

In 2020 GSWA participated 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.

In 2021, we hope to continue to collect culvert data, expanding our knowledge on the impacts these crossings have on our water quality and ecosystems.

Remote Education –

We have begun to work with our videographer to compile the shots we will be using as we put together our remote learning videos. These videos will help us to continue to supply our partner schools with the same level of excellent water quality programing even through we are still unable to meet with students in person. As we design the content for the videos we are keeping an eye on the future and have crated a format that will continue to be useful even after current pandemic conditions lift.

Utilizing the grant funding we have now purchased a set of equipment that will be utilized throughout the season for bringing our education lessons, live, into classrooms. We have purchased a Galaxy tablet for connecting through zoom/meet formats from the stream as well as a gopro camera that will be used to capture video and live stream macroinvertebrates for students to identify, and footage from the water on how we collect the samples. To complete the kit we purchased accessories that allow us to attach the new equipment to tripods and cases to protect it from water damage.

Reporting

Please join me for the presentation of our 2020 GSWA Water Quality Report Card on March 19th. The program will be live streamed through a zoom meeting so that participants can ask questions and comment as we go through all the data and findings from our 2020 WQ program.

Water Quality Committee

The Stream Team held our first meeting of the year on Feb 5th. We reviewed the 2020 sampling year briefly and looked at the climate impacts on water quality for the year. We also set out our sampling and meeting schedule for the 2021 year. Attached please see the proposed sampling and meeting schedule.

Overview:

Please also see attached minutes from Education and Outreach meeting 3-12.

Our first two educational video modules are almost finished, and our videographer is hard at work on the remaining videos. We will begin using the completed videos right away as we have several upcoming virtual programs with area schools. Our spring programs are planned through June, and despite still being constrained by limited ability to offer in person programming, those distanced hikes we have offered have been sell outs.

We have conducted more 'cook with GSWA' programs, two successful virtual pub quizzes, night hikes and March has a slew of programs still to come. We are currently booking several programs with schools.

We are finding our classroom educator partners to be overwhelmed after a year of pandemic impacted teaching. Some schools have not met in person for over a year, and teachers are having to create new curriculums to adjust to a challenging and changing learning environment. We too are adjusting and trying to remain upbeat about the quality of our programs, even as we acknowledge that the number of participants, we will likely interact with in 2021 will be reduced.

We are particularly excited to be hosting a "Plants for pollinators" plant sale in April in conjunction with more than 14 partner organizations. We will sell native plant plug kits and individual species which will be easy for beginners to successfully plant to attract native pollinators to their yards. This ties in well with our Watershed Friendly living programs we have been conducting for many years. This type of collaborative work which both furthers our mission - especially with improving residents' backyards for biodiversity, but also builds collaboration with municipalities and partners around the watershed is both exciting and helpful. The plant sale will run 1-22 April with delivery to purchasers the weekend of May 2. If successful, the plant sale will also be an unexpected fundraiser for GSWA but a much larger friend raiser. Hazel will present the kickoff webinar immediately prior to the plant sale beginning



Primrose farm at the Full moon snowy hike in February

Selected Upcoming Public Programs:

please share information – all events are posted at www.greatswamp.org/events. Please try to attend and share with your contacts and groups. We have a lot going on this spring and we'd love your participation and help to ensure our programs continue to be successful.

Frog watch Training 3/19

Cooking with GSWA 3/23

Vernal Pool Program 3/26

Spring into Spring Hike 4/11

Perfect your flower arranging 4/25

Early Morning Birding 5/11

Water Quality Report Card 3/19

Introduction to Rain Gardens 2/25

Stream Assessment Training 4/2

Houseplant's health benefits and tending tips 4/18

Landscape design: Creating Native Habitat 5/4

Attending: *Deb Apruzzese- Chair, Cathy Lee, Missy Holzer, Marilyn Dee, Adam Palmer, Sandra Lavigne, Hazel England.* **A** =Action item

Other Committee members: Margie Ticknor, Peter Birnbaum, Chris Obropta, Karen DeTrolio
We began with brief introductions of the committee members and their background and linkage to GSWA.

Education Committee Draft Mission*

We talked a little about the role of the committee and took a stab at a draft mission for the committee moving forward: **A** Comments and feedback welcomed!

The committee's role is to support and further the work of staff to implement the mission of the organization, both for public and K-College communities. We help those we serve understand the need for protection of our shared water resource through high quality science programming and by creating materials resources and outreach to further the work of the organization.

Deb reiterated that the top line vision is to change the perception of how residents may perceive this densely populated state, and successfully explain the region through the connection to water.

Goal of the Committee:

- Advise and give support and input to support staff in their educational and outreach job functions.
- Help with the tactical execution of the work of the education staff.

2020 versus 2019 by the numbers.

We shared with the committee how we track programming we undertake, including the spreadsheet where we record our programs and the metric data we collect. This enables us to compare the number of students, towns served, number and type of discrete programs etc. year over year. To compare in 2019, we taught 3,652 k-12 students, whereas in 2020 we taught 1,214. More than 30 field trip or in-person programs were cancelled in the first half of the year alone. The pandemic has severely impacted our in-person programming and we shared with the committee the ways we are pivoting to virtual education, including the short video modules we are creating to allow us to continue to teach remotely while we are not able to interact in person with students. There was some discussion as to the duration of the impact on schools of the switch to remote learning- we are looking at fall 2021 as the earliest start of a return to more normal programming. How can we make our remote programming easier for the educators to sign up for?

Cathy suggested connecting with S2S to see how they have been addressing overwhelmed teachers and getting their content scheduled out. We noted that our relationship with S2S is long term, but currently has been on pause since we provide in person field experiences primarily. Possibility of conducting our water chemistry as an S2S Vlab type program. Cathy offered any help with S2S connections or other help we might need.

We shared the first video model which was an introduction to the work we do and the region. Missy suggested when presented to students we include regional maps to allow the students to build their spatial awareness of their own location relative to the Passaic river and allow them

to connect. We have new maps being created for our water quality report card that might prove usual for this.

Missy offered to assist us in better connecting the lessons we offer to schools to NGSS to make them easier for teacher to incorporate into their curriculum planning.

A We will share the list of short program write ups we are offering with her and schedule a further meeting.

We discussed that we have two educational prongs- public education, where we have been successful in switching to virtual formats including pub quizzes, zoom talks, workshops to go etc. **A** We asked for the committee's help in providing new ideas for relevant program ideas or content they come across and new audiences to tap.

We discussed the fact that some people joined us virtually who would not have done otherwise, opening up potentially larger, or different audiences to our programming than in person alone would have allowed.

A Missy will share the list of NJ women's clubs, and we may be able to put together a program and share with multiple chapters. Likewise, Marilyn mentioned how well received Hazel's talk to the garden club of Bernardsville was and will provide the list of other clubs within the region we might reach out to as zoom or hybrid program speaker.

Missy suggested we look back **A** and reflect which programs worked well virtually and might stay as virtual programs even once we are able to return to in person programming and how we might leverage the work we have done over the last year to best end results.

We agreed that we should try to meet every two months initially. Next meeting would occur mid may. Date to be scheduled. **A**

We shared some of our upcoming spring programming which includes:

Planting for pollinators plant sale 1-22 April with a kickoff webinar April 1, in partnership with several area municipalities and other partners.

Frog watch Training 3/19

Water Quality Report Card 3/19

Cooking with GSWA 3/23

Introduction to Rain Gardens 2/25

Vernal Pool Program 3/26

Stream Assessment Training 4/2

Spring into Spring Hike 4/11

Houseplant's health benefits and tending tips 4/18

Perfect your flower arranging 4/25

Landscape design: Creating Native Habitat 5/4

Early Morning Birding 5/11

We would appreciate all support on sharing widely the public programming the organization is involved with in the coming months.

Kent property

Please also see attached minutes from the stewardship board meeting, held March 12.

As the pandemic continues to impact current and future planning decisions in all aspects of our lives, we are managing our expectations for this upcoming stewardship season at the CMA. Schools we work with for community partner days at the CMA are not in person learning currently, corporations are still having their employees work from home. This will impact the level of projects we are able to accomplish at the CMA this year.

Luckily, after the huge restoration which took place last fall, much of what we need to do is wait and see how the trails and wetlands of the 73-acre property will change as the new pools and ditch plugs settle in.

We have set out our priorities for the year (and see stewardship meeting notes), but we are realistic in what is achievable with our potentially restricted pool of volunteers. We are likely to have a small intern crew again this year, but have not yet begun to select interns.

We hope to install new educational signage around the site, contingent on funding, and will work to create trail around the Lamorgese tract now that the restoration is complete. With potentially restricted funds and labor, we must accomplish the tasks that build access and maintain the invasive species gains we have made over the past years.

We completed the acquisition of the ten-acre Kent tract in Chatham township and will assess what immediate stewardship needs, if any need to be undertaken at this property. All the acquisition paperwork must be scanned and documented in compliance with our Land Trust Accreditations standards and that may take a while to complete. Some stewardship at the Hoag parcel to remove invasive bamboo will occur in late spring.

Our main management goals for 2021 include:

- Monitor restoration and create additional boardwalk as necessary dependent on water levels at property.
- Revegetate new ditch plug areas with shrubs and herbaceous vegetation.
- Install 15 engraved ceremonial planks, 6 birdhouses and benches purchased during gala as part of new boardwalk area.
- Overhaul deer fence, now 16 years old. Replace damaged supports and strengthen and elevate.
- Plant wetland plants into and around 10 newly created vernal pools totaling more than 360,000 square feet of new wetland.
- Create new bridge crossing for silver brook to replace stream impacting culvert bridge removed during restoration.
- Lay out new trail linkage to Harding Land Trust trails.



Communications Board Report – Val Thorpe

January 2021

Events

We have added several events since the newsletter was printed, and there have been some changes...

GSWA 4th Annual Great Swamp Great Music Festival

Due to an unforeseen scheduling conflict with Giralda Farms in Chatham Twp. and the unavailability of Hartley Farms, we had to change the date of year's music festival from Sunday, June 6, 1-7 PM to **Sunday, May 23, 1-7 PM**. The stage and sound technicians are confirmed for that date and we are in the process of confirming the change with the bands and vendors. In addition, we continue to monitor the pandemic protocols for outdoor events and will act accordingly.

Our Zoom programs are taking off!

GSWA Zoom programs have been very well received and our upcoming events are seeing a major uptick in registration. We've really gotten the hang of how to present on this platform and keep participants interested and interactive. I thought I'd share this beautiful note from long-time GSWA supporter, Sue Kessel:

"I miss seeing people and doing things. GSWA events are some of the things I miss most and was so excited to see all the events planned for this year. Some are even in person!! You guys are really uplifting and make the members feel special and appreciated. There is just not enough of that in the world today."

Two new fundraisers – five exciting new partnership “watershed-friendly living” programs

Intro to Rain Gardens on Zoom – March 25

GSWA is co-hosting this program with Chris Obropta/Rutgers Cooperative Extension via Zoom. Participants will learn the about importance of rain gardens and the basics on how to build one in their own yard. Bonus: Summit and Summit area residents who attend are eligible for a free 30-minute consultation with design engineers, paid for by a grant from the Stackhouse Foundation.

*Native Pollinator Plant Sale – April 1-22 (fundraiser)**

In partnership with 18 (and counting) towns and organizations, we will offer kits and individual plants at discounted prices. GSWA will host the sale on our website; we will receive \$1/plant. It's an opportunity to help get hundreds of native plants in the ground in the Great Swamp watershed. An April 1 *Gardening for Pollinators* Zoom call with Hazel kicks off the sale, stressing the importance of native pollinator gardens and promoting the sale. Pickups will take place in the participating towns with the help of volunteers.

*Community Yard Sale – April 17 (fundraiser)**

The Chathams and Madison are holding a community-wide yard sale. A \$10/household registration fee will be donated to GSWA. In return, participating residents' addresses and sale items will be listed on an electronic map to be shared in and around surrounding towns. (Back when, people placed an ad in the newspaper for this kind of exposure.) We will co-promote this

event as a great opportunity to keep tons of waste out of our landfills (the third R in “Reduce, Recycle, Reuse”) while getting outside, meeting neighbors, and making some cash. Win, win, win!

Plants and Flowers with Back to Nature Home & Garden – April & July

Back to Nature in Basking Ridge has signed on to host three Zoom calls with GSWA. One will emphasize the benefits of native, indoor houseplants while the other two will focus on native flowers, including wildflowers, and how to create beautiful arrangements for indoor and outdoor enjoyment.

*These new fundraisers have generated a good amount of upfront work us. We view this as a smart investment of our time and effort to raise funds, increase the health of our watershed, gain exposure, increase membership, and grow these events annually.

GSWA in the News

- *GSWA Preserves 10 Acres in Chatham Twp.*
Confirmed: Daily Record (3/3/21 print, front page, top fold!), NJ Hills Media (3/4/21 print and online), InsiderNJ (3/1/21 online) – attached
- *DellaPelle Appointed as GSWA Chairman* (Confirmed: NJ Hills Media print and online, InsiderNJ online – 2/1/21) – attached

Spring Appeal

2021 marks Great Swamp Watershed Association’s 40th year as an association! Our staff members have been busy interviewing key people from GSWA’s rich history and collecting important information about the organization from it’s early beginnings to today. Our spring appeal will focus on 40 accomplishments over 40 years. This is an exciting anniversary. If you have anything you would like to share, please call or email me ASAP! (VThorpe@GreatSwamp.org / 908-872-0344.)

As always... please follow, like, and share us on Social Media

Use the links below to join GSWA’s social media, then copy/paste the info below and share with your families, friends, and colleagues:

- Facebook: <https://www.facebook.com/GreatSwamp/>
- Instagram: <https://www.instagram.com/greatswampnj/>
- Twitter: <https://twitter.com/Greatswampnj>
- Learn more about GSWA at: www.GreatSwamp.org



FOR IMMEDIATE RELEASE

Anthony DellaPelle Elected to Lead Great Swamp Watershed Association as New Board Chairperson

New members appointed to the Board of Trustees

MORRISTOWN, NEW JERSEY (February 1, 2021) — The Great Swamp Watershed Association (GSWA) is proud to announce that established, local property rights attorney, Anthony DellaPelle, was elected as Board Chairperson on January 22, 2021. DellaPelle joined the GSWA board in 2017 after the completion of a volunteer commitment with his undergraduate alma mater, Franklin & Marshall College.

“As a property rights attorney with experience in land preservation and a 30-year resident of Morris Township, I was aware of GSWA and its important work for many years,” stated DellaPelle. “When I was looking to get involved in a local organization, I felt this would be a great fit. I look forward to helping GSWA continue in its efforts, both on its own and in cooperation with other organizations, to preserve more land in the watershed in the coming years.”

DellaPelle is a partner with the law firm of McKirdy, Riskin, Olson & DellaPelle, located in Morris Plains. He has practiced eminent domain, redevelopment, and real estate tax appeal law for over 30 years. DellaPelle is a Certified Civil Trial Attorney by the NJ Supreme Court and is a member and officer of the Counselors of Real Estate, an international organization of real estate advisors and consultants who are recognized as thought leaders in the industry, with about 1,000 members around the world.

“Tony’s genuine enthusiasm in taking on the role of board chair is energizing,” said Sally Rubin, Executive Director of GSWA. “He is already rolling up his sleeves and delving deep into the inner workings of the organization. We look forward to seeing where his leadership and vision will take us.”

“My main objective while serving as Chair is to have GSWA continue its essential work in protecting the watershed,” DellaPelle stated. “I want to increase awareness of the importance of our goals and efforts not only within the Great Swamp region and headwaters, but also in the downstream areas of the Passaic River as a result of the recent expansion of our mission to extend our geographic reach.”

DellaPelle succeeds **Nicolas W. Platt**, Former Mayor of Harding Township, and current Township Committee Person of the Township of Harding. Platt served as Chairperson for three years and will remain on the Board of Directors.

"I am truly thankful to Nic for his support and guidance over the last three years," said Rubin. "His lifelong commitment to conservation and open space is apparent and inspiring. It has been my great pleasure to work with him."

Also new to the GSWA Board of Trustees are **David Naidu**, and **Brett Williams**. David Naidu is current Council President for the city of Summit and a partner at K&L Gates, a global law firm. He has over 20 years of experience advising clients on environmental and land-use issues and has written several environmental-focused articles. Naidu lives in Summit with his wife and two sons. Brett Williams is Vice President of Wells Fargo Bank, N.A. in New York managing the financial crime and operational risks associated with the Commercial Banking Group's merger, acquisition, and divestiture activity. He resides with his wife and new baby in Morristown, NJ.

Rejoining the board is **Michael Dee**, Executive Vice President of Smarties Candy Company. Dee joined the GSWA board in the 1990s and is a prior board chair. He and his wife, Marilyn, who also sits on the board, are long-time supporters of the organization and the environment.

This news follows an impressive 2020 for GSWA, who pushed through the extraordinary circumstances of the pandemic to continue providing online environmental education, public programming, and water quality monitoring in the Great Swamp watershed and the Passaic River Region. Additionally, they proceeded with two successful annual fundraisers: in August, the *Great Swamp Great Music* festival took place in the wide-open spaces of Giralda Farms in Chatham Township, and in October, they transformed their typically in-person Gala and Silent Auction into a robust online event.

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About the Great Swamp Watershed Association

Now in its 40th year, the Great Swamp Watershed Association (GSWA) is a non-profit organization dedicated to protecting and improving the water resources of the Passaic River region, from the Great Swamp headwaters to Newark Bay, for present and future generations. Through education, advocacy, science, land preservation, and stewardship, in collaboration with partners, we work to instill our communities with an awareness of water's effect on health and the beauty of the environment, from source to sea. The organization educates over 3,000 school children, monitors over 30 stream locations, and holds approximately 40 public events each year.

For more information about the Great Swamp Watershed Association, visit www.GreatSwamp.org.



#

Contact: Val Thorpe
Director, Communications & Membership, GSWA
(908) 872-0344
vthorpe@greatswamp.org



FOR IMMEDIATE RELEASE

Great Swamp Watershed Association Preserves Land in Chatham Township

MORRISTOWN, NEW JERSEY (March 1, 2021) — MORRISTOWN, NEW JERSEY (March 1, 2021) — Great Swamp Watershed Association (GSWA) announced today that they have acquired 10 acres of open space in Chatham Township, New Jersey. This acquisition increased the organization’s land holdings to a total of 86.5 preserved acres in the Great Swamp watershed.

The property is located at the end of Evergreen Road in the Black Brook sub-watershed, one of the 5 sub-watersheds of the Great Swamp. It is connected to a large amount of preserved open space that includes the Great Swamp National Wildlife Refuge, and a 3.5-acre tract of land known as the Hoag property that GSWA acquired approximately 20 years ago. In addition, it is adjacent to wildlife travel corridors and a population of endangered Indiana Bats.

“New Jersey is the most developed state in the United States and is on course to be the first state to reach full build-out. At that point, most new development will be redevelopment,” said Hazel England, GSWA’s Director of Education, Outreach, and Land Stewardship. “As an accredited land trust, part of GSWA’s mission is to preserve and steward open space. We are thrilled to add on to that small 3.5-acre parcel, turning it into a 13.5-acre property that we can steward and improve habitat.”

Purchased by the Kent family in 1947, the property at the time was a young deciduous floodplain forest – a mix of young forest and wetlands. It has since grown into a maturing deciduous forest with a heavy understory of invasive species.

“The property is ripe for restoration as a future project for us,” stated Ms. England. “Just knowing this piece of land is preserved and a part of the open space in Chatham Township is very satisfying.”

Sally Rubin, Executive Director of GSWA, expressed gratitude to the Kent family for their generous donation of land. If anyone is interested in preserving property in the region, please reach out to Great Swamp Watershed Association.

The organization also owns and stewards the 73-acre Conservation Management Area (CMA), a wooded, natural area on Tiger Lily Lane in Harding Township. The CMA has nearly 3.5-miles of boardwalk and mulched trails that are open to the public for walking, hiking, and nature study.

Those interested in donating land to GSWA should contact Sally Rubin at srubin@greatswamp.org

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About the Great Swamp Watershed Association

Now in its 40th year, the Great Swamp Watershed Association (GSWA) is a non-profit organization dedicated to protecting and improving the water resources of the Passaic River region, from the Great Swamp headwaters to Newark Bay, for present and future generations. Through education, advocacy, science, land preservation, and stewardship, in collaboration with partners, we work to instill our communities with an awareness of water's effect on health and the beauty of the environment, from source to sea. The organization educates over 3,000 school children, monitors over 30 stream locations, and holds approximately 40 public events each year.

For more information about the Great Swamp Watershed Association, visit www.GreatSwamp.org.



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Contact: Val Thorpe
Director, Communications & Membership, GSWA
(908) 872-0344
vthorpe@greatswamp.org

Wade's Development Board Report
03.15.2021

Survey of Ferber Property w. board members – walk grounds and evaluate out buildings; listen to architect's assessment w. Sally 01.22.2021

Attend Harding Township Planning Board Meeting via Zoom 01.25.2021

View Donor Retention Strategies Presentation w. Gwenn DellaPelle 01.27.2021

Virtual Area Networking Group via Zoom 01.28.2021

Weekly "Touch Base" with Lynne (sharing progress and projects) 01.28.2021

"Across the Watershed" newsletter article submitted 02.05.2021

Virtual Discussion w. board members re. Jay Angeletti/Capital Campaign 02.05.2021

Five Year Development Plan Discussion w. Lynne and Sally via Google Meet 02.05.2021

Staff Meeting via Google Meet 02.08.2021

Virtual Meet & Greet new board members Brett Williamson & David Naidu 02.08.2021

Virtual discussion w. board members via Zoom re. capital campaign 02.10.2021

View Chocolate Tasting Presentation w. The Candy Store of Harding via Zoom 02.12.2021

Attend Harding Township Centennial Planning Meeting at Town Hall (GSWA will be asked to represent itself) 02.16.2021

Development Committee Meeting via Zoom 02.18.2021

Environmental Fundraisers' Gathering re. membership via Zoom 02.18.2021

Attend performance of, "The Holiday Ramblers" at the MAYO Performing Arts Center in Morristown (in consideration for GSWA music festival) 02.20.2021

Staff Meeting via Google Meet 02.22.2021

Attend Sunset & Full Moon Hike @ Primrose Farm w. Adam, Emile and GSWA members 02.26.2021

Submit Standards of Operation Outline to Google Drive 03.01.2021

View staff Web Event Host Training via Google Meet 03.01.2021

Staff Meeting via Google Meet 03.08.2021

Environmental Fundraisers' Gathering re. "Whiny Donors" w. Michael Rosen via Zoom
03.10.2021

40th Anniversary Phone Call w. Scott Morris

40th Anniversary accomplishment added to Google Drive

Ongoing major donor solicitations and acknowledgment letters.

Great Swamp Watershed Association
Monthly Development Summary
as of February 28, 2021

	Feb Actual	Feb Goal	YTD Actual (July - Feb)	Goals YTD (July - Feb)	Percent of Goal Through Feb	Goals July '20- June '21	Progress to FY2021 Goals	Feb 2020 Actual	July '19 - June '20 Actual
Individuals									
Trustees	2,600	0	12,212	9,500	129%	30,000	41%	2,650	29,756
Major Gifts	62,500	5,000	167,458	112,000	150%	150,000	112%	12,000	193,415
Membership	5,327	5,300	51,699	27,700	187%	50,000	103%	3,579	72,226
Total Individuals	70,427	10,300	231,369	149,200	155%	230,000	101%	18,229	295,397
Institutions									
Corporations Restricted	0	12,500	47,000	12,500	376%	50,000	94%	0	42,250
Corporations Stewardship Re	0	0	0	0	#DIV/0!	24,000	0%	0	4,345
Corporations Unrestricted	2,842	113	28,658	900	3184%	11,350	252%	484	12,839
Foundations Restricted	8,500	0	89,000	98,500	90%	101,500	88%	3,000	86,415
Foundations Unrestricted	0	0	58,000	48,500	120%	133,500	43%	0	153,000
Total Institutions	11,342	12,613	222,658	160,400	139%	320,350	70%	3,484	298,849
Events									
Programs / Events	4,628	95	7,267	820	886%	12,000	61%	558	18,306
Gala	0	0	122,070	82,625	148%	82,625	148%		217,621
Music Festival	0	0	21,491	16,500	130%	56,200	38%		46,743
Total Events	4,628	95	150,828	99,945	151%	150,825	100%	558	282,670
Misc - Income									
Merchandise	87	-	2,507	-	-	-	-	0	0
Total	86,484	23,008	607,362	409,545	148%	701,175	87%	22,271	876,916

Note 1

Note 2

Note 3

Note 4

1. 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.
2. Restricted gifts are contributions designated by the donor for a specific purpose.
3. Includes corporate matching gifts.
4. 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.

DEVELOPMENT PLAN 2015-2020
DONATIONS

	2014 -2015 BUDGET	2014 -2015 ACTUAL	2015-2016 BUDGET	2015-2016 ACTUAL	2016-2017 BUDGET	2016-2017 ACTUAL
BOARD OF TRUSTEES	\$23,355.00	\$23,355.00	\$48,620.00	\$48,620.00	\$43,000.00	\$42,767.00
MAJOR DONORS	\$97,688.00	\$97,688.00	\$142,625.00	\$142,625.00	\$165,000.00	\$162,658.00
TOTAL CORPORATE GIVING	\$74,405.00	\$74,451.00	\$66,267.00	\$50,468.00	\$77,560.00	\$64,518.00
FOUNDATION GIVING (REST. & UNREST)	\$138,350.00	\$158,350.00	\$126,900.00	\$142,625.00	\$140,500.00	\$158,580.00
GALA	\$130,866.00	\$130,866.00	\$163,051.00	\$107,448.00	\$156,095.00	\$130,100.00
MEMBERSHIP REVENUE TOTALS	\$85,753.00	\$86,238.00	\$74,397.00	\$74,498.00	\$83,496.00	\$76,528.00
MUSIC FEST(SPRING EVENT)		\$9,720.00		\$13,417.00		\$10,730.00
TOTAL	\$550,417.00	\$580,668.00	\$621,860.00	\$579,701.00	\$665,651.00	\$645,881.00

2017-2018 BUDGET	2017-2018 ACTUAL	2018-2019 BUDGET	2018-2019 ACTUAL	2019-2020 BUDGET	2019-2020 ACTUAL
\$47,300.00	\$31,111.00	\$49,665.00	\$28,175.00	\$54,632.00	\$29,756.00
\$171,600.00	\$182,146.00	\$178,464.00	\$184,932.00	\$185,603.00	\$193,415.00
\$81,438.00	\$60,054.00	\$85,510.00	\$60,420.00	\$89,785.00	\$46,595.00
\$147,525.00	\$141,850.00	\$154,901.00	\$190,475.00	\$162,646.00	\$239,415.00
\$171,204.00	\$204,188.00	\$179,764.00	\$236,276.00	\$188,752.00	\$217,621.00
\$87,671.00	\$74,922.00	\$92,054.00	\$72,522.00	\$96,657.00	\$72,224.00
	\$29,981.00		\$46,743.00		\$18,306.00
\$706,738.00	\$724,252.00	\$740,358.00	\$819,543.00	\$778,075.00	\$817,332.00

2020-2021 BUDGET	2020-2021 ACTUAL
\$60,095.00	
\$193,027.00	
\$94,275.00	
\$170,779.00	
\$198,190.00	
\$101,490.00	
\$817,856.00	

BOARD OF TRUSTEES
MAJOR DONORS
TOTAL CORPORATE GIVING
FOUNDATION GIVING (REST. & UNREST)
GALA
MEMBERSHIP REVENUE TOTALS
MUSIC FEST(SPRING EVENT)

Corporate Restricted	BUDGET	ACTUAL	VARIANCE	NOTES
Bayer Corp	\$7,500.00	\$10,000.00	\$2,500.00	Environmental Education Paterson & Newark
Bristol Meyer Squibb	\$0.00	\$10,000.00	\$10,000.00	Downstream Education
PSE&G	\$20,000.00	\$25,000.00	\$5,000.00	Environmental Education
Corporate Unrestricted				
BASF	\$10,000.00	\$7,500.00	-\$2,500.00	General Operating Support - notification sent, waiting for funds
Investors Bank Foundation	\$7,500.00	\$0.00		General Operating Support - Pending
Valley National Bank	\$0.00	\$10,000.00	\$10,000.00	General Operating Support
Novartis	\$5,000.00	\$10,000.00	\$5,000.00	General Operating Support
Valley National Bank	\$5,000.00	\$2,000.00	-\$3,000.00	\$5000 received, but \$3000 allocated to gala per grantor request
First Energy / JCP&L	\$5,000.00	\$2,000.00	-\$3,000.00	\$5000 received, but \$3000 allocated to gala per grantor request
Foundation Restricted				
Guilford Foundation	\$0.00	\$3,500.00	\$3,500.00	Video Production of Education Videos
Community Foundations NJ	\$7,500.00	\$0.00	-\$7,500.00	Restructured, no grants till 2021
EJ Grassman Foundation	\$0.00	\$7,000.00	\$7,000.00	Technology & WQ Equipment
Garden Club of America	\$10,000.00	\$10,000.00	\$0.00	Downstream Education
Hyde & Watson	\$5,000.00	\$15,000.00	\$10,000.00	Technology & WQ Equipment
Union	\$0.00	\$5,000.00	\$5,000.00	Technology & WQ Equipment
Lillian Schenck	\$3,000.00	\$3,000.00	\$0.00	Environmental Education - pending
Lowell Johnson Foundation	\$5,000.00	\$0.00	-\$5,000.00	Environmental Education
Marta Hefflin Foundation	\$5,000.00	\$5,000.00	\$0.00	CMA Stewardship
Mary Reinhard Stackhouse Found	\$5,000.00	\$15,000.00	\$10,000.00	Green Infrastructure Programming in Summit
Mazer Foundation	\$10,000.00	\$7,000.00	-\$3,000.00	Environmental Education
Meerwarth Foundation	\$15,000.00	\$15,000.00	\$0.00	Environmental Education
NICF / Franklin Parker	\$2,500.00	\$0.00	-\$2,500.00	Paterson Rain Garden
Tyler Foundation	\$25,000.00	\$20,000.00	-\$5,000.00	Environmental Education
Watershed Institute	\$8,500.00	\$8,500.00	\$0.00	WQ Education Programming
Unrestricted Foundation Support				
Cestone	\$25,000.00	\$0.00		General Operating Support - applied in March 2021, pending
FM Kirby	\$30,000.00	\$30,000.00	\$0.00	General Operating Support-
Fred Fatzler				
Foundation	\$3,500.00	\$3,000.00	-\$500.00	General Operating Support
George W Bauer	\$20,000.00	\$20,000.00	\$0.00	General Operating Support
Sweetie Pig				
Foundation	\$0.00	\$500.00	\$500.00	General Operating Support
Victoria Foundation	\$25,000.00	\$25,000.00	\$0.00	General Operating Support
Wallace Foundation	\$35,000.00	\$35,000.00	\$0.00	General Operating Support
	\$300,000.00	\$304,000.00	\$36,500.00	
Other			\$5 Request	
Cornell - Douglas Foundation		\$15,000.00	\$15,000.00	General Operating Support
Cliff Bar Foundation			\$10,000.00	Environmental Education - pending, applied in February
Leavens Foundation			\$10,000.00	Water Quality Monitoring - pending, applied in February
New Jersey American Water			\$10,000.00	Kayaks, trailer, licenses for Water Quality Testing, Clean up projects and programs - submitting in March, pending
Garden Club of Somerset Hills			\$1,000.00	CMA Stewardship - Plant materials- submitting in March, pending
Madison Garden Club			\$1,500.00	Paterson Rain Garden - will apply in April
Summit Foundation			\$20,000.00	General Operating Support - submitting in March, pending
EENJ			\$20,000.00	Paterson Rain Garden - submitted in December, pending

Received

Debbie Rice

From: Sue Levine
Sent: Monday, March 8, 2021 1:13 PM
To: Guy T Piserchia; Kevin Sullivan (sullivankm@hotmail.com); Clark Wagner; Tony DellaPelle; 'Dot Stillinger'; 'Reed Auerbach'
Cc: Sally Rubin; Debbie Rice; Sue Levine
Subject: RE: Finance Committee Meeting March 8th 8:30am

Thank you for joining this morning. It was a productive exchange.

Finance Committee Meeting Attendees - March 8th 8:30am:

All present

Minutes:

Endowment:

- The transition of the account to a brokerage account is still underway. We had to modify our board resolution to use exact verbiage provided by Vanguard and to put Sally as beneficial owner and have increased transactional rights. The documents have been re-signed and submitted and we are waiting for a reply from Vanguard. Once completed we will convert to a brokerage account and finally purchase the ESG iShares.
- Clark shared no rebalancing of the account is required at this time.
- Operational Reserve:
 - We discussed when we have confirmation that we are forgiven we will invest the PPP1 funds. We will also invest the ERC funds of \$84k once we receive them.
- We discussed the bond market but agreed we will remain on policy with bond investments even though we anticipate this will be a more challenging hit to the endowment. We are presently at 70% stocks.
- We discussed the portfolio and discussed the S&P 500 which is invested in 509 largest companies on the S&P which has top 10 stocks at 29% of the total portfolio. Clark proposed we look at the Vanguard US Total Market Index Fund (VTSAX) which is spread to 3600 companies and top 10 stocks at 23% of the total mix. Historical perspective for 5yr and 10 yr are comparable. VTSAX would give slightly more diversification in the portfolio. We presently have 33% of our 70% equity position in S&P 500.
 - We agreed the PPP1 and ERC monies will be invested in the Operational Account at the same balance but will put 50% of the 33% in S&P 500 into the VTSAX.
- We discussed reviewing our emerging markets mix. We currently have 18% in International which addressed the emerging markets. We agreed the % allocated to this area is adequate and we will look to see if there are other funds in the future to ensure a conservative portfolio mix.
- We discussed looking into other ESG funds and can look at others at our next meeting. As per the policy, we will consider ESG funds provided they yield comparable results to non – ESG funds.

LOC:

We renew in early July with Investors for \$200,000. We discussed looking at other banking relationships and will ask development to review :

Provident – Tony has contact
Lakeland– Tony has contact
Valley – currently involved
Peapack Gladstone– currently involved

We agreed we will continue to make sure we exhaust the full opportunity at Investors as they have a strong and supportive community foundation which we need to consider for a more significant appeal for the capital campaign initiative.

We agreed we will request an increase in the LOC to \$400K at Investors. We will also consider another bank as recommended by the Development Committee.

Other Financial Matters:

Feb 2021 YTD vs budget – we remain on track and noted the budget was too conservative. First quarter – we do not anticipate hitting a trigger based on the data and upon receiving the Lackland \$50k in March. So hopefully no meeting in April will be needed.

Feb 2021 YTD vs prior year – the most notable difference is the decline in annual event revenue

We will begin the budget earlier than typical because we anticipate it will be a difficult year to project again on education and stewardship as we are dependent on when schools and companies will reopen and allow for education and stewardship programming.

Capital campaign cannibalization was briefly discussed and the impacts need to be considered further, at a later date.

Meeting ended 9:17am

From: Sue Levine <slevine@greatswamp.org>

Sent: Monday, March 1, 2021 5:29 PM

To: Guy T Piserchia <guy.piserchia@gmail.com>; Kevin Sullivan (sullivankm@hotmail.com) <sullivankm@hotmail.com>; Clark Wagner <cwagner071@gmail.com>; Tony DellaPelle <ADellaPelle@McKirdyRiskin.com>; 'Dot Stillinger' <dkstillinger@gmail.com>; 'Reed Auerbach' <reedauerbach@gmail.com>

Cc: Sue Levine <slevine@greatswamp.org>; Sally Rubin <srubin@greatswamp.org>; Debbie Rice <drice@greatswamp.org>

Subject: Finance Committee Meeting March 8th 8:30am

Hello Finance Committee:

Please let me know if you are available to meet on **Monday March 8th at 8:30am**. If enough are available I will send a zoom link.

Attached is the Feb P&L versus budget and PY and the Balance Sheet for your review.

In addition, we should address at the meeting:

- LOC – renewal
- Endowment – review of board discussion items
- **Looking Forward**
- **! Concerns**
 - Long-term expected returns are likely to be lower, especially for bonds
 - Bonds may not provide their traditional diversification benefit
 - Large cap equity index funds (S&P 500) are less diversified than in the past
- **! Recommendations**
 - Discuss concerns at Finance Committee

- Add ESG (sustainable investment) ETF to endowment
- Maintain higher cash allocation/lower bond allocation in the
- Operational Reserve
- YTD results – no triggers expected for Q1
- Balance Sheet
- PPP2 Secured \$108K; ERC pending
- Budget FY22

Best regards,

Sue Levine

Director of Finance and Human Resources

Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate

(973) 538-3500 x 12

SLevine@greatswamp.org



Development Committee Meeting Minutes 2/18/21

In Attendance: Jordan Glatt, Wade Kirby, Sally Rubin, Lynne Applebaum, Alan Pfeil, Kate Barry, Reed Auerbach, Teresa Lane, Dot Stillinger, Tony DellaPelle, Brett Williamson

Jordan welcomed everyone to the meeting. **Wade** thanked committee for their time and expertise. Mentioned that Tony is looking for committed board members and was planning to go through some previous agenda items.

Lynne asked committee to help connect us with contacts at local foundations and corporations to seek out new funding sources. **Tony** said to send a list of companies to all board members.

Jordan asked what our expectations of success are and what new initiatives are we trying to launch? **Sally** mentioned we would also like to increase the water quality staff with the addition of a part time person but we are very cautious about expanding staff until we are certain we can afford it on an ongoing basis. She also mentioned Sandra needing a boat for WQ as we move downstream and we would like kayaks to hold on water programs. **Jordan** asked what the number for these would be.

Lynne mentioned our focus on expanding downstream.

Reed talked about needing the strategic plan before we add on any new initiatives and instead, focus on immediate needs, the upcoming year, and post-pandemic.

Teresa mentioned that her company's plan is for first year, plus 3 years. They consider the first 100 days of the new administration. She suggested we think about what we want to raise money for in the next 9 months. **Reed** agreed with this and suggested we keep the goal for this year modest, looking to set realistic goals to continue our operation.

Sally mentioned our current development plan which expires with year 2021 and spreadsheet showing forecast v. results and suggested we send these to everyone. Discussed the need for funding the strategic plan and asked the committee for suggestions of possible foundations that fund that initiative. Sally's mention of needing to fund the strategic plan is understood to be a part of Jay Angeletti's consultant fee, from which we have now received pledges from almost 100% of board members, all of whom have collectively agreed to pay half.

Sally also discussed Musicfest and the challenges with the location for this year, as Giralda Farms is possibly committed to another event in June.

Reed suggested we look for other venues to host the event. **Jordan** suggested Foster Fields, **Tony** agreed. **Teresa** asked about a rain date, **Sally** said that would be almost impossible to do.

Tony thought that people will want to do things outdoor and prefers May or June with a different venue rather than waiting till Giralda Farms is available.

Sally asked **Kate** and **Brett** what they would suggest to get more millennials involved. **Kate** thought the millennial cocktail party was a successful event and also suggested that we consider a virtual running challenge that people can track themselves, like "Run the Swamp". People can donate or support a runner. **Jordan** suggested a bumper sticker as a prize – "I Ran the Swamp," and Tony suggested "MAD (Make a difference) for GSWA. **Kate** thought it would be low cost to create, would need design.

Brett thought a cocktail party would be a good way to kick it off. **Kate** also suggested Facebook birthday fundraisers as a popular way to raise money and bring awareness to millennials.

Brett said that Wells Fargo, where he works, has rotated their matching priorities over the years and is now matching employee volunteer hours to a charity/non-profit of their choice. He said he is advocating for GSWA internally.

Wade asked **Alan** about connecting with the chairs of local environmental commissions. **Alan** thought it might be a good opportunity to network with people we aren't familiar with who might have contacts for us. **Sally** suggested a Meet and Greet with these commissions when we can do so but this is more of an education and outreach initiative than a development committee item.

Tony reiterated the need to focus on outdoor opportunities to connect people as it is our strength.

Jordan asked if there is any utility in involving real estate agents in promoting us. **Sally** asked **Wade** and **Lynne** to follow up with Gerry-Jo Cranmer.

Kate suggested guided naturalist hikes, such as one that she went on with Emile DeVito. It was unique in that it included Emile's owl calls and took place at night or behind the scenes tours of the Refuge which people can't do without us. **Brett** mentioned a band contact that he may have for Musicfest, Brasstracks.

Jordan suggested we reconvene based on need in addition to a scheduled quarterly meeting.

Tony suggested late April, though this is subject to an event. If we get Musicfest scheduled in May, we will meet sooner to discuss how to help fundraise for it.

Attending: Lisa Stevens – Chair. Wes Boyce, Steve Gruber, John Kramer, Frank Stillinger, Adam Palmer, Hazel England, Fred Nealon, Jeff Miller.

A Action item

We kicked off with a quick review of the final numbers from the EQIP restoration project at the CMA which finished in late November. There are a few remaining small tasks to do this spring or summer to complete the project and receive the last payment from the NRCS. This involves seeding the basins of the vernal pools created and planting on the tops of some of the ditch plugs.

After initial projections suggested that there might be as much as a \$10,000+ gap between the cost of the work and the expected reimbursement from the federal contract, we are happy that we were able to substantially close this gap to around \$1,500. This came about because we were able to receive some US Fish and Wildlife partners for wildlife support for \$11,400 which was unexpected and had not been part of the initial calculations, and a small increase in the monies from Harding Land Trust to reflect the increased out of pocket expenditure on this final built construction portion of the project. This is a very small GSWA cost to achieve such a large and impactful restoration. We will evaluate the changes to the amount of water on the property and may have to continue to build additional boardwalk as needed.

Steve reported that the blue trail is staying relatively dry, and the emergency boardwalk constructed has been enough to be able to walk the trails with relatively dry feet. The final lumber is in place to construct the last of the blue trail boardwalk. The orange trail is still significantly underwater and may need to have the ditch plug lowered. **A** Hazel will monitor water levels and contact NRCS as necessary to address the ditch plug causing the problem. By NRCS rules no water is allowed to gather off property- if it looks like the group home property is being impacted, we will need to act.

HLT have requested to link their pink and purple trail to the Green trail close to the top of the trail near Tiger Lily lane. We will have site meeting to look at the proposed linkage. Steve mentioned that HLT has built several bridges at the primrose property and he was told they had been contracted out to build **A** Anyone interested will attend Monday 3/15 to discuss the route.

We are unsure of how much corporate support we will get this year from companies such as Goldman Sachs and BASF. **A** Hazel will contact past team captains to see if they have information on the program this year. While we can create a task list for the CMA property, we need to manage expectations of what work can be accomplished with no external volunteer sources. Lisa suggested reaching out to the Geocaching group for a workday. **A**

2021 Priorities:

- Manage and monitor water levels around the property.
- Rehab fence to restore height and replace damaged sections.
- Lay out Lamorgese trail and construct footbridge across Silver Brook if feasible.
- F/up invasive work to maintain control of previously treated sections.
- Mouse protection and restore shed—clear out and ant treatment.
- Continue to construct boardwalk as needed to maintain year-round access.

- Complete plantings to finish out NRCS contract- deadline October 2021.
- Install memorial benches, bird houses and boardwalk at most effective locations.
- Install educational signage on posts trialed at CMA day as temporary signage.

We will hold an internal workday with our own volunteers to ready the trails for spring and begin work on some of the 2021 priorities. Date to be determined in early April. **A** Hazel will circulate options.

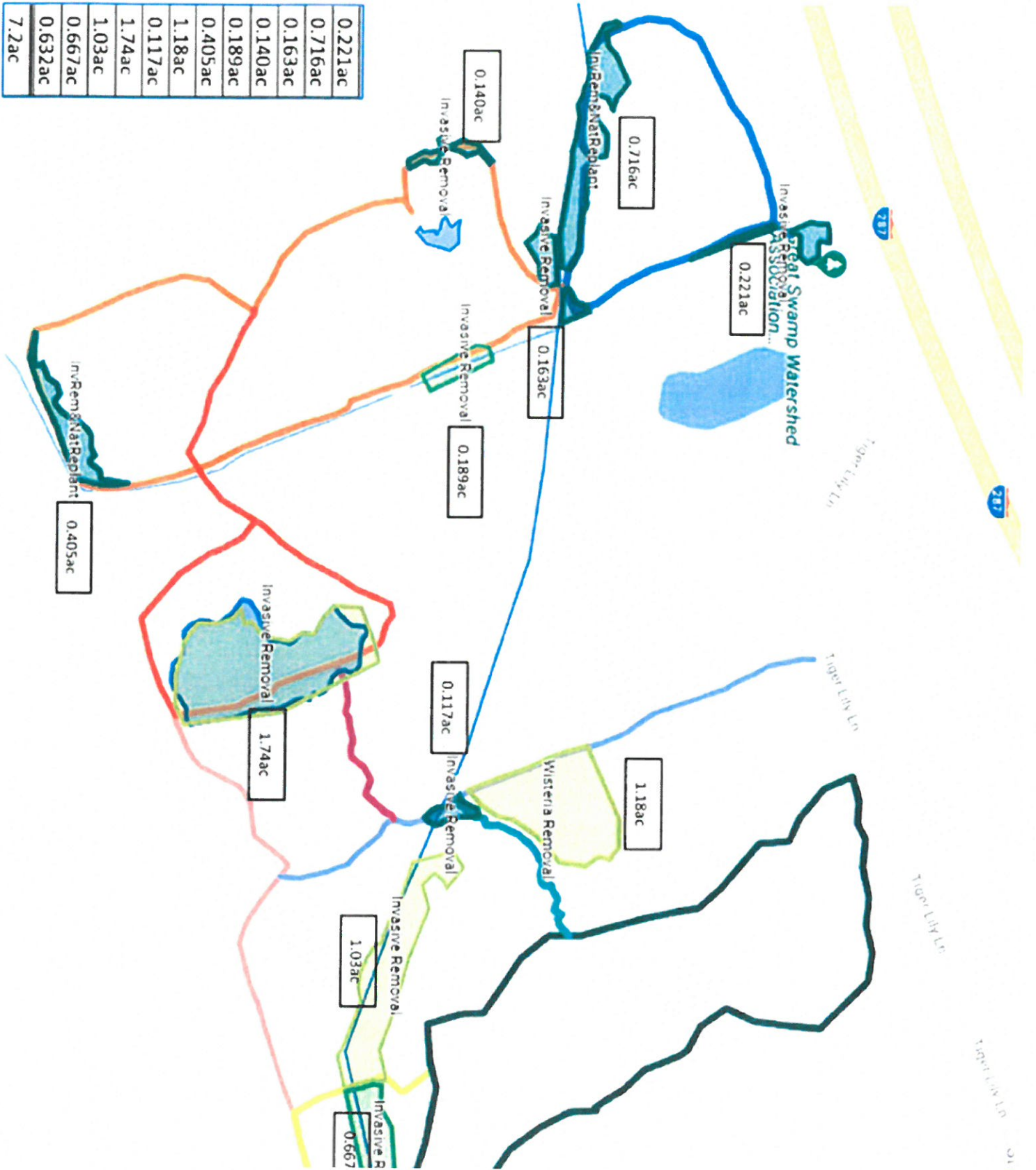
Frank mentioned the new Kent acquisition. This is a ten-acre parcel adjacent to the existing 3.4-acre Hoag parcel in Chatham Township. Frank would like to have a walk through to assess what work might be done. We will determine a workday in April. **A**. This property may be a candidate for restoration by contract then eventual conveyance to the Great Swamp Refuge.

We have received funding to purchase some new tools for the stewardship including a battery-operated chainsaw on a pole and leaf blower- these will be much lighter, quieter tools to use and operate. Other tools needed- herbicide applicators and dye for herbicide. Steve mentioned that we have all the fencing supplies we need. We will possibly need additional lumber for boardwalk.

We discussed the placement of the birdhouses and other memorial planks etc. Lisa suggested the green trail (no longer the Horizon trail) as it is accessible to those who might wish to see planks and less susceptible to flooding, prolonging the life of the boards engraved. Adam shared the look of the engraved boards, which have been painstakingly dremmeled and engraved. We will look to install these items on the internal spring workday. **A** We will look into getting herbicide training for Adam, Hazel and Steve. We will report back with cost and dates if anyone else is interested. While this training is primarily safety focused application training, it will also give us the ability to work with some other herbicides that effect different control.

A Hazel will follow up with John Rafalowski from Tree- tech regarding how much it might cost to deal with the two dangerous trees that are partially down around the property. One is close to the bridge across the Silver brook, the other at the rear of the green trail near the yellow trail intersection.

CMA Trail Map for orientation showing recent work accomplished.



2021 – Sampling dates

- ▶ Feb – Week of the 22nd – chemical sampling
 - ▶ Assess replacement site for Wayne area
- ▶ Week of April 5th Stream Team Meeting
 - ▶ Review Visual Assessments and confirm sites
- ▶ April /May – Spring Visual Assessments
- ▶ April – 4th – Virtual Stream Assessment Training
- ▶ April – Week of 19th PFAS sampling
- ▶ May – Week of the 17th – 2nd Round Chem sampling
- ▶ June – Week of the 7th Stream Team meeting
 - ▶ Review Bacteria sampling
 - ▶ Macroinvertebrate sampling week of the 14th
 - ▶ Work with interns and Stream Team as available
- ▶ July – Bacteria Sampling – Tues mornings
 - ▶ 7/6 through 8/3
- ▶ August – Week of the 9th – Stream Team Meeting – Review of Bacteria sampling
 - ▶ Chemical Sampling round 3 Week of the 23rd
- ▶ September – Fall stream assessment training
- ▶ October – Week of the 4th – Stream Team meeting
- ▶ Oct/Nov – Fall stream Assessments
- ▶ November – Chemical sampling round 4
 - ▶ Week of 15th