

Development Committee Meeting Minutes
06.02.2021

Lynne opened the meeting at 11:02 a.m. Attendees included Jordan Glatt, Dot Stillinger, Brett Williamson, Kate Barry, Tony DellaPelle, Reed Auerbach and Nic Platt. Staff included Sally Rubin, Lynne Applebaum, Wade Kirby and Val Thorpe.

Lynne began with a discussion of the Advisory Council Dinner to be held on Wednesday, June 23rd, 2021 outside the Hunt Room at The Grain House Restaurant. Sally has asked Kevin Sullivan if he can secure a speaker who will address sustainable investing and infrastructure. This was scheduled for last year's dinner which was cancelled due to COVID. We believe there is a limit of 45 attendees, but we will double check now that restrictions have been lifted. *Invitations need to go out now.* Lynne called for additional speaker recommendations from committee members. Due to space limitations should Advisory Council members be encouraged to bring their spouse or significant other? Brett Williamson said yes.

Lynne then segued to a discussion about the Fall Gala, which will hopefully be held at the Brooklake Country Club in Florham Park. This year, Sally and Val will "own" the Gala with whomever is hired to take over Debbie Rice's position. In recognition of GSWA's 40th Anniversary, should the per person ticket price be raised to \$250? Sally and Sue have budgeted 250 people at \$250 pp with gross revenues of \$136,000 and \$38,000 in expenses. We had previously discussed honoring Senlac Partners. Sally spoke with Yorgi who said this is not the year because Finn spent so much time fundraising for the pandemic that he is burnt out. Who might be the honoree...Atlantic Health System? Sally suggested they be the speaker but not an honoree. The President of the Morristown Medical Center will speak in a few weeks and Sally will go to hear her. Tony DellaPelle suggested the Commissioner of the DEP, Shawn LaTourette. (We do not have to have an honoree.) Lynne is hoping to finalize the Gala details soon. Dot said she thought the \$250 ticket price was good. A sit-down dinner at Brooklake is a given for now. Brooklake is offering outdoor under a tent for 250 people, but that may also change now that restrictions have been lifted. However indoor vs. outdoor dining is not a decision we need to make right now.

Val then opened her report about the music festival. With 700 people, we enjoyed the largest attendance to date in four years. \$39,700 gross was budgeted, we grossed \$51,000 and netted \$35,000. The number of sponsorships was high, as were in person and advance ticket sales. A 60 second radio spot was included multiple times two weeks prior to the event on WDHA and WMTR. We were so *happy* to have sunshine and no rain! Reed asked if next year we could move the stage forward? He also wanted to know if the vendors were happy with their sales? Some did well, but the pizza guy was not happy. The merchandise vendors were all very happy with their sales. Val said that at the last minute on Friday night a decision was made to include a couple of additional food vendors. Reed asked whether advertising for food and merchant vendors could be included on our promotional materials. Reed also suggested perhaps we could increase the bar price by \$1 and offer a \$1 coupon for food vendors. He suggested that we improve the signage at the entrances, perhaps by using A Frame signs. Also, we could improve what is printed on the small signs, emphasizing the date and location instead of the frog. Tony emphasized the draw of a younger audience, and how that could help us. How about

getting a “name band “ that we would pay? Kate Barry suggested a band that might play for a reduced rate. Val said that our Sound Engineer Tom Cheyne has contacts with bands. Sally added the intangible benefits of the festival were substantial, i.e. a greater name recognition and awareness of GSWA. The 50/50 Raffle raised \$1,200. \$640 went to the winner who donated \$100 back to us. This money will be used to purchase kayaks. Reed suggested next year that the raffle tickets be sold at the bar.

We currently have a \$200,000 line of credit with Investors Bank which renews this summer in July. The Finance Committee would like to increase the line of credit, but our support from Investors is decreasing, although we hope to have it return to a pre-pandemic support this year. Should we pursue the line of credit with Peapack-Gladstone Bank and/or Valley Bank? Dot suggested to explore other options while we have the time. Columbia Bank was suggested by Brett Williamson for a line of credit and he will reach out to his contact there and let us know.

Lynne then asked about the long-term goals of the Development Committee. Reed said he thinks we are accomplishing our goals by helping to raise money in whatever ways possible, i.e. through fundraising events, etc.

Dot agreed but asked about membership:

Categories

Rewards

Sally said we have had a great year getting new members/emails due to several events. 420 people bought plants at the Plant Sale. On average, people bought \$50 worth of plants and many then made a donation. Our recent Rain Garden Webinar in Summit with over 50 participants created awareness. We captured over 100 new email addresses from the Chatham and Madison Yard Sale, and Noe Pond Advocacy. A letter will be sent asking participants from these events to become members. Perhaps an enticement for a \$50 membership will be the blue reusable bags...and for a \$100 membership a GSWA travel mug.

Lynne asked if there were any other priorities needing attention. The next meeting will include a discussion of the Capital Campaign on a date TBD in early August.

Sally asked if Jordan would follow-up with Mike Gambro from Summit who has played at the music fest for two years. Both Jordan and Reed know Mike.

The meeting was adjourned at 12:05 p.m.

Respectfully submitted,

Wade Kirby

Director of Development