



# Great Swamp Watershed Association

## Meeting of the Board of Trustees

Monday, September 13, 2021

9:00 a.m. – Zoom Video Meeting

### Agenda

- Approval of Board Minutes from 6/18/2021 Meeting
- Elect Ralph Jones and Stacey Valentine to board of trustees
- Elect Thelma Achenbach to advisory council
- Finance Report
- Letter of Credit update
- New employee update
- Executive Director Report
- Board and executive director evaluations
- Cyber security insurance
- Development Report
  
- Board human resource liaison
- 2021 Fall Gala Update
- Other Business
- **Next Board Meeting and holiday party November 29 5:30 IN PERSON!**
- Adjourn

GSWA Board of Trustees Meeting  
Minutes  
06.18.2021

Tony DellaPelle opened the meeting at 9:04 a.m. Board members included:

Anthony DellaPelle, Debra Apruzzese, Marilyn Dee, Reed Auerbach, Brett Williamson, Matt Krauser, Guy Piserchia, David Naidu, Paul Boudreau, Clark Wagner, Yorgi Vlamis, Eric Inglis, Jay DeLaney (Advisory Council), Dot Stillinger, Chris Obropta, Kate Barry, Lisa Stevens, Nic Platt, Kevin Sullivan, Gerry-Jo Cranmer, and Michael Dee

Staff members included: Sally Rubin, Sandra LaVigne, Val Thorpe, Sue Levine and Wade Kirby

Tony is in Florida on vacation and it has rained all week! He called for a motion to approve the Board Meeting Minutes dated Friday, March 26<sup>th</sup>, 2021. *Reed motioned that the Minutes be approved, seconded by Deb Apruzzese. The Minutes were unanimously approved.* Tony then spoke about adding two new candidates to our Advisory Council: Sally Glick and Jose Barquin. Sally Rubin endorsed the very diverse credentials and knowledge of non-profits on behalf of Sally Glick who works for Sobel & Company, an accounting firm in Livingston. Tony supported Sally Glick's credentials and professional connections and added that Sobel is a well known and respected firm. Jose Barquin is a capital campaign consultant who works for CSS, lives nearby, and wants to get involved. He proposed adding Sally and Jose to the Advisory Council, and everyone agreed. Guy Piserchia moved to invite Sally Glick and Jose Barquin to the advisory council. Seconded by Paul Boudreau. Motion passed unanimously.

Sandra LaVigne then spoke about a river clean-up in four locations on Saturday, July 10<sup>th</sup> from 10 a.m. – 1 p.m. to bring awareness back to the plastics issue. People will be assigned shifts and tally all of the single use plastic items that they pick-up. GSWA has received a \$500 grant to buy supplies and support the event. Sally said reusable bags and tumblers have been ordered which could be given to volunteers. Board members will receive a link to sign-up and help.

Val then spoke about how hot it was on the day of the music festival. It was a great day with 700 attendees - our largest attendance yet! But some people were still not comfortable coming out. We were fortunate to have a cadre of volunteers helping with the set-up, execution and break down. Nineteen individual and corporate sponsors contributed to the \$51,000 gross which also set record earnings for this event. The 50/50 Raffle yielded \$1,280, half of which will be used to purchase kayaks, and the winner returned \$100 to GSWA. People congregated under the shade trees. Wade Kirby gifted radio advertising that ran two weeks prior to the event on two different radio stations. Kevin and Cindy Sullivan were enormously helpful. Tony said we now "own" the event! There were some young people in attendance, but Tony thought we should build upon that in years to come. He suggested that we find a band that might appeal to that demographic next year.

Sally confirmed the retirement of Debbie Rice, as well as Adam Palmer's departure for another position; both leaving on June 30. Kristina Necovska has accepted a new job and her last day is June 25<sup>th</sup>. Sally has offered Kristina's position to Nancy Rago who will train with Kristina next week. Sally has asked Val to now run the Membership and Administration Dept., and Sandra will be in charge of Programming.

Sue Levine then delivered the Finance Committee report. GSWA has done very well during the pandemic. Major successful events include the Native Plant Sale, Equip project at the CMA, two music festivals within one fiscal year, and a Gala via Zoom.

1. April YTD results there were no triggers. During the pandemic both the community and the GSWA staff out did themselves.
  - Two music fests – rain and shine
  - An incredible plant sale
  - Corporate and foundation support above prior year and budget
  - Major Donors, membership and trustee giving above prior year and budget
  - EQIP project was largely completed with successful results in retaining more water at the CMA
  - And even the Zoom gala was a home runIncome April YTD @ \$868K; Expenses @ \$702K with net operations at \$166K.

Other income impacted by the strong stock market; donations of land and legal services plus the Save Noe Pond sub-agreement.

Net Income adjusted for unrealized gains/losses and donated land @ \$233K of which we will move \$67K of temporarily restricted funds into the next fiscal year for budgeting purposes. This will not impact the audit report or 990.

2. For the balance of FY 2021 – Income is projected to be \$1.2M; Expenses 1.0M for Net Operating of \$0.2M when you include Other income and Expense adjusted for the temporarily restricted funds being transferred to the next fiscal year in the budget, we will end the year at \$279K.
3. For the FY 2022 budget it is essentially a break even budget. It is also the first time we are presenting a budget with income over \$1 Million. The presented budget has been approved by the finance and executive committee on June 4<sup>th</sup>.
  - a. Each line item was reviewed
  - b. Discussion on the details
  - c. Board voted to approve as submitted.
4. Other financial news:
  - d. We were forgiven the first round of PPP; secured the second round of PPP which is on the balance sheet as a liability until forgiven and also submitted for the ERC.
  - e. We will seek a Line of Credit of \$500k from Peapack Gladstone, Valley, Investors or possibly Columbia
  - f. Clark lead the review of the investments and shared the Endowment appreciation is at 8.6% for the year and the Operational Reserve is at 5.9% for the year.
  - g. The Investment account balance at 5.28.21 was at \$1,728,291
  - h. We are now invested in the IShares ESG Aware MSCI USA Eft at 5% holdings for the Endowment and Operational Accounts
  - i. No need to rebalance the accounts at this time. Going forward the Finance Committee is comfortable to remain in the current portfolio mix.

A 4% draw will continue as usual. The capacity limit for the Gala has been increased, but the revenue numbers will remain the same for the budget. There is growth projected for major donors, trustee giving, and membership. Education revenue in FY2022 will include \$2S. There will be one music festival this year. There may be payroll and staffing changes. Some hours may be increased in the area of education. Additional spending for the capital campaign is built into the budget but may, or may not, be

needed. Expenses will include mailings and a new computer for Sue (included in grant funding). Work continues at the CMA. Lumber prices have increased substantially! The land trust re-certification will be due next year. There is revenue temporarily restricted in the budget for next year.

Tony asked about the first PPP loan. Employee retention credit revenue is included. Funds from the second PPP loan have not yet been forgiven. Tony spoke about reserving some of the PPP loan money for other reasons, and Sue stated it will go into an operational reserve. Tony called for a motion to approve the budget as presented. *Clark motioned that the budget be approved as submitted, seconded by Reed. The budget was approved unanimously.* The Finance Committee and the Executive Committee had previously reviewed the budget. Jordan Glatt in absentia had emailed his approval, *however approval is still needed from Teresa Lane. Teresa subsequently emailed her approval.*

Tony then spoke about the status of the capital campaign. The updated Strategic Plan and Mission Statement are both completed and need of approval. A Task Force needs to examine a possible name change for the organization. Please let Sally know if you would like to be on that committee. Sally read the updated Mission Statement. The Vision Statement warrants discussion as well. Deb Apruzzese endorsed the Mission Statement as “actionable,” until we take another look at branding. Tony and Reed supported the Mission Statement as written, but Reed felt we should change our name. Therefore, a slightly different version of the Mission Statement may be presented if we decide to change our name. Tony then asked for a motion to approve the Strategic Plan and Mission Statement. *Deb motioned that the Strategic Plan and Mission Statement be approved, seconded by Dot Stillinger. Those documents were approved unanimously.* Lisa Stevens abstained until she is able to read everything.

Sally gave a brief report on the Equip Project. Last September Sally advised the board that the project may come in as much as \$15,000 over projected and the board approved moving forward. Possible sources of the \$15,000 were the Babbott bequest, board reserves, or board contributions. Fortunately, the project expenses came in only \$3,000 over revenue and we were able to fund that out of general operating revenue.

Nancy Rago, who will be replacing Kristina as the Membership and Social Media Manager, will be starting on June 23 and will be joining us at the Advisory Council Dinner on Wednesday, June 23<sup>rd</sup>.

Chris Obropta is conducting exit interviews with Adam, Debbie, and Kristina. There will be a need to confer on results with Sally and Tony, but the general consensus is that GSWA does not pay enough. Tony said to consider salaries moving forward with new hires. The lack of health insurance does not seem to be an issue. Reed asked about comparisons with other non-profits. Sally explained that \$20 per hour is adequate, but people may not stay long as these are generally entry level positions. Sally would like the staff to return to the office four days a week beginning in September. Air conditioners are new and the HEPA filters are a big help.

Nic Platt asked about mandatory COVID vaccinations for staff. Chris Obropta said Rutgers is requiring students to be vaccinated, but not faculty. Sally said she would prefer that all staff be vaccinated, but she is not requiring it. Discussion ensued on behalf of many different board members. Tony suggested we revisit this issue at the next board meeting. The following options were proposed during the interim:

1. Get vaccinated
2. If not vaccinated then wear a mask in the office except when working at your own desk
3. Verify a negative COVID test once a week (verbally)

*Michael Dee motioned that these options be adopted as policy, seconded by Reed. The motion carried unanimously.*

Sally then delivered an update on the Ferber Property. PSE&G needs a business reason to convey the property to us that includes a quantity of land and comparable value. The house and approximately 2 acres that PSEG is willing to convey appraised at a conservative \$600,000, the 10 acre Kent property which we discussed swapping with PSEG appraised at \$200,000, leaving us approximately \$400,000 short on a value exchange. We also have a three acre parcel in Chatham, known as the Hoag Property, which is assessed at \$386,000 and assessed value is usually higher than an appraisal. PSE&G is now going to appraise Hoag and see if Kent plus Hoag will be enough to swap for Ferber. I also mentioned that we can probably come up with a cash difference if there is one. PSE&G said the option is to go to the Board of Public Utilities and ask permission, but they would prefer not having to do that. Dot said that PSE&G wants to do this, and Tony agreed.

The Chairman's Appeal letter is going out this week with a \$5,000 matching challenge. Our 40<sup>th</sup> Anniversary is emphasized. There is also an outreach letter being sent to people who have participated in our recent events such as the Native Plant Sale, the yard sale in Chatham/Madison, and the music fest. This letter will solicit individual membership and will include reusable bags and reusable tumblers when joining at the \$75 and \$150 levels.

Development reports were previously sent. Lynne Applebaum is doing very well with corporations and foundations. A special thanks to Brett Williamson for helping us to secure a new grant from Wells Fargo!

Tony said we need to examine the composition of the board and Advisory Council. We are still awaiting RSVP's for the Advisory Council Dinner next week. Board members have been appointed as mentors to certain Advisory Council members. Tony would like engagement with each mentee prior to each board meeting. Mentors/mentees are: Brett Williamson with Andrew DeLaney, Dot Stillingier with John Donofrio, Nic Platt with Jeff Grayzel, Jordan Glatt with Drew Maldonado, Kevin Sullivan with Adam Psichos, Lisa Stevens with Jon Rafalowski, Chris Obropta with Fran Schultz, Deb Apruzzese with Sally Glick, and Teresa Lane with Jose Barquin.

In reference to a Gala speaker, Sally and Nic attended a dinner where Tricia O'Keefe, President of the Morristown Medical Center, was the speaker. Her remarks were lengthy and had an appeal toward humanity, but no direct tie to the environment. Sally Glick suggested two different people. Other suggestions have come in. Sally called for the choice of a speaker very soon as we need to book a date at the Brooklake Country Club. It was decided to ask either Sean LaTourette, head of the DEP in New Jersey or Dave Robinson, a key climatologist at Rutgers University. **Follow up: Sally secured Dave Robinson on October 7 for the gala.**

Sally will send out a date for the next board meeting to be held in September. Tony encouraged everyone's attendance at the upcoming Advisory Council Dinner. Dot endorsed either of the two Gala speaker candidates. Tony adjourned the meeting at 11 a.m.

Respectfully submitted,

Ralph Jones, a retired insurance executive (including Chubb Insurance) and President of the Mars Essex Horse Trials, would like to be considered for board membership. Ralph and his wife Lynn live in Tewksbury. They have many ties to our area and belong to the Somerset Hills Country Club and the Morristown Club. They are avid equestrians and supporters of the environment and preservation of open space. Nic Platt, Brett Williamson, and Wade Kirby all know and support Ralph, and I have volunteered for Ralph at the Essex Horse Trials for several years and wholeheartedly endorse his membership on the board.



## Stacey M. Valentine



**S**tacey M. Valentine is a partner at Avelino Law, LLP, working with A. Jude Avelino to lead the Trusts and Estates practice group. A graduate of Colgate University (magna cum laude) and Washington & Lee University School of Law (cum laude), Ms. Valentine leverages her extensive experience in analyzing, structuring and administering sophisticated estate plans to assist individuals and families in achieving their wealth planning goals. In an intricate and ever-changing complex area of the law, clients not only appreciate her vast knowledge, but also her unique ability to communicate clearly and plainly, avoiding overwhelming jargon. She makes the estate planning process straightforward and works tirelessly to make sure that her clients understand the implications of the plans they set in place.

Ms. Valentine's practice encompasses all aspects of trusts and estates law. She handles income, estate, inheritance, gift, and generation-skipping transfer tax issues, and helps clients maximize the benefits of charitable giving. As a valued advisor and empathetic counselor, she is often entrusted by her clients with the fiduciary duties of executor or trustee. She also assists estate and trust beneficiaries and fiduciaries to enforce their rights and adhere to their obligations in the event of a dispute. As legal counsel to numerous financial institutions and corporate trustees, Ms. Valentine has assisted those entities in the implementation of their fiduciary duty while addressing the risks inherent to the role of executor or trustee.

In addition to providing estate planning services, Ms. Valentine assists clients with the administration of estates following the death of a loved one. During this challenging time, she streamlines the process and guides her clients through the difficult and trying responsibilities of probating wills, collecting assets, paying final debts and expenses, filing appropriate tax returns, making distributions

and generally completing the administrative tasks required to protect the interests of the fiduciaries and/or beneficiaries of an estate.

More broadly, Ms. Valentine advises clients in general corporate matters arising in closely-held family businesses and works closely with members of the firm's real estate department to assist clients purchasing, selling or investing in real estate. She also has experience working with individuals with special needs, with an emphasis on providing guidance to families and representing individuals in guardianship matters. A member of New Jersey State Bar Association, the New York State Bar Association, and the Morris County Bar Association, she serves on the Board of the Estate Planning Council of Northern New Jersey, the Board of the Women's Association for the Morristown Medical Center, and the Young Professionals Board of Eva's Village. Ms. Valentine has been honored by Thomson Reuters as a New Jersey Super Lawyers™ Rising Star in 2016, 2018 and 2019.



Thelma Achenbach would like to join our Advisory Council. See bio attached. Both Matt and Tony know her.



**PROFESSIONAL QUALIFICATIONS  
OF  
THELMA K. ACHENBACH, SRA**

**EXPERIENCE:** Principal in the real estate valuation and consulting firm of ACHENBACH & ASSOCIATES LLC located in Morristown, New Jersey.

Engaged in real estate valuation, consulting and project management assignments including acquisitions and dispositions, conservation and preservation efforts, estate planning and tax management, and residential developments.

Appraisal experience includes vacant land for open space or proposed development, conservation and preservation easements, rural properties, luxury residences and large estate properties.

Recognized as an expert in the appraisal of easements for conservation, agriculture and historic preservation purposes.

Clients include private individuals, law firms, land trust organizations, banks and government bodies.

Qualified as expert witness in New Jersey Superior Court and New Jersey Tax Court.

Formerly Principal in the real estate advisory services firm of Integra Krauser & Cirz in Morristown, New Jersey.

**PROFESSIONAL  
ACTIVITIES:**

**Licensed:** New Jersey General Real Estate Appraiser  
New Jersey Real Estate Referral Agent

**Member:** Appraisal Institute: Designated Residential Member

**Author:** "What kind of real estate appraisal do you really need?" Tri-State Real Estate Journal. April 1995.  
"How much is a conservation easement worth?" Lamington Conservancy Open Spaces. Spring 2010.

**Lecturer:** Periodic speaker to various groups and organizations on land conservation and preservation.

**EDUCATION:** B.A. in Mathematics and Economics, Hood College, Frederick, Maryland.

Successfully completed numerous real estate appraisal courses and seminars sponsored by the Appraisal Institute.

Attended various courses, lectures and seminars regarding land conservation and historic preservation.

Graduate of Leadership Morris.

**CERTIFICATION:** Appraisal Institute's voluntary program of continuing education for its designated members.  
State of New Jersey – Appraisal Board

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08/30/21

Accrual Basis

**Great Swamp Watershed Association**  
**Profit & Loss Budget Performance**  
 July 2020 through June 2021

	Jul '20 - Jun 21	Budget	% of Budget	Jul '20 - Jun 21
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4% Fund Transfer Draw	0	40,000	0%	0
401K Operational Reserve BD	0	15,920	0%	0
Advocacy Operational Reserve BD	0	10,000	0%	0
Annual Event	122,143	82,625	148%	122,143
<b>Bequests</b>	0	7,000	0%	0
Corporate	81,892	60,000	136%	81,892
<b>Covid Based Assistance PPP ERTC</b>	51,134	109,500	47%	51,134
Foundation Support	188,417	235,000	80%	188,417
<b>Government Grants</b>	68,098	20,000	340%	68,098
<b>Handling Income as Agent</b>	1,632	0	100%	1,632
Individual - Membership	88,903	51,350	173%	88,903
<b>Individual Major Donors</b>	218,688	150,000	146%	218,688
Individual Trustee Giving	37,367	30,000	125%	37,367
Music Fest Event	72,589	56,200	129%	72,589
<b>Other incomes misc</b>	54,295	800	6,787%	54,295
<b>Programs - Education &amp; Outreach</b>	5,362	12,000	45%	5,362
<b>Restricted Individual Donations</b>	19,815	15,000	132%	19,815
<b>Stewardship Restricted</b>	3,700	4,000	93%	3,700
<b>Total Income</b>	1,014,035	899,395	113%	1,014,035
<b>Gross Profit</b>	1,014,035	899,395	113%	1,014,035
<b>Expense</b>				
Administrative Expense	100,009	105,670	95%	100,009
Administrative Payroll Total	582,297	605,944	96%	582,297
Advocacy / CAGs / Other	34,370	10,000	344%	34,370
Annual Event Expenses	24,052	24,147	100%	24,052
Development Expense	46,814	9,252	506%	46,814
Education and Outreach	14,262	4,850	294%	14,262
Hyde and Watson Grant Exp	8,123	0	100%	8,123
Mailing	10,165	8,604	118%	10,165
Membership	17,490	15,000	117%	17,490
Merchandise	17,037	0	100%	17,037
Music Fest	30,415	30,000	101%	30,415
Stewardship	58,706	25,950	226%	58,706
Stewardship Land Acquisition	6,316	11,000	57%	6,316
Water Quality	29,294	45,750	64%	29,294
Water Testing - Well	0	2,000	0%	0
<b>Total Expense</b>	979,350	898,167	109%	979,350
<b>Net Ordinary Income</b>	34,685	1,228	2,824%	34,685

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08/30/21

Accrual Basis

**Great Swamp Watershed Association**  
**Profit & Loss Budget Performance**  
July 2020 through June 2021

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	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>% of Budget</u>	<u>Jul '20 - Jun 21</u>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
Dividends Received	30,140	0	100%	30,140
in-Kind Donation	86,720			86,720
In-Kind Professional Services	29,270			29,270
Save Noe Pond	26,390	0	100%	26,390
UNREALIZED GAIN ON SEC	331,755	0	100%	331,755
<b>Total Other Income</b>	<u>504,275</u>	<u>0</u>	<u>100%</u>	<u>504,275</u>
<b>Other Expense</b>				
In-Kind Professional Services E	35,890			35,890
Pilgrim Pipeline Restricted Fun	16,631	0	100%	16,631
Save Noe Pond Expense	7,499	0	100%	7,499
<b>Total Other Expense</b>	<u>60,020</u>	<u>0</u>	<u>100%</u>	<u>60,020</u>
<b>Net Other Income</b>	<u>444,255</u>	<u>0</u>	<u>100%</u>	<u>444,255</u>
<b>Net Income</b>	<u><u>478,940</u></u>	<u><u>1,228</u></u>	<u><u>38,995%</u></u>	<u><u>478,940</u></u>

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**Great Swamp Watershed Association**  
**Profit & Loss Budget Performance**  
 July 2020 through June 2021

08/30/21

Accrual Basis

	YTD Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4% Fund Transfer Draw	40,000	0%	40,000
401K Operational Reserve BD	15,920	0%	15,920
Advocacy Operational Reserve BD	10,000	0%	10,000
Annual Event	82,625	148%	82,625
<b>Bequests</b>	7,000	0%	7,000
Corporate	60,000	136%	60,000
<b>Covid Based Assistance PPP ERTC</b>	109,500	47%	109,500
Foundation Support	235,000	80%	235,000
<b>Government Grants</b>	20,000	340%	20,000
<b>Handling Income as Agent</b>	0	100%	0
Individual - Membership	51,350	173%	51,350
<b>Individual Major Donors</b>	150,000	146%	150,000
Individual Trustee Giving	30,000	125%	30,000
Music Fest Event	56,200	129%	56,200
<b>Other incomes misc</b>	800	6,787%	800
<b>Programs - Education &amp; Outreach</b>	12,000	45%	12,000
<b>Restricted Individual Donations</b>	15,000	132%	15,000
<b>Stewardship Restricted</b>	4,000	93%	4,000
<b>Total Income</b>	899,395	113%	899,395
<b>Gross Profit</b>	899,395	113%	899,395
<b>Expense</b>			
Administrative Expense	105,670	95%	105,670
Administrative Payroll Total	605,944	96%	605,944
Advocacy / CAGs / Other	10,000	344%	10,000
Annual Event Expenses	24,147	100%	24,147
Development Expense	9,252	506%	9,252
Education and Outreach	4,850	294%	4,850
Hyde and Watson Grant Exp	0	100%	0
Mailing	8,604	118%	8,604
Membership	15,000	117%	15,000
Merchandise	0	100%	0
Music Fest	30,000	101%	30,000
Stewardship	25,950	226%	25,950
Stewardship Land Acquisition	11,000	57%	11,000
Water Quality	45,750	64%	45,750
Water Testing - Well	2,000	0%	2,000
<b>Total Expense</b>	898,167	109%	898,167
<b>Net Ordinary Income</b>	1,228	2,824%	1,228

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08/30/21

Accrual Basis

**Great Swamp Watershed Association**  
**Profit & Loss Budget Performance**  
July 2020 through June 2021

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	<u>YTD Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
Dividends Received	0	100%	0
in-Kind Donation			
In-Kind Professional Services			
Save Noe Pond	0	100%	0
UNREALIZED GAIN ON SEC	0	100%	0
<b>Total Other Income</b>	<u>0</u>	<u>100%</u>	<u>0</u>
<b>Other Expense</b>			
In-Kind Professional Services E			
Pilgrim Pipeline Restricted Fun	0	100%	0
Save Noe Pond Expense	0	100%	0
<b>Total Other Expense</b>	<u>0</u>	<u>100%</u>	<u>0</u>
<b>Net Other Income</b>	<u>0</u>	<u>100%</u>	<u>0</u>
<b>Net Income</b>	<u><u>1,228</u></u>	<u><u>38,995%</u></u>	<u><u>1,228</u></u>

My accounts

# Balances and holdings

Customize this page

Current balances Balances compared to year-end Balances by date

Text size: [A](#) [A](#) [A](#)

\$1,799,507.87 Total assets

Data as of 8/30/2021 12:08 p.m.

<b>Nasdaq</b>	15,251.65	122.15	0.81%	<b>S&amp;P 500</b>	4,534.01	24.64	0.55%
<b>10-year T-note</b>	1.29%	-0.03	-1.91%	<b>DJIA</b>	35,496.97	41.17	0.12%

Great Swamp Watershed Association—Brokerage Account—37512647\* [Registration details](#) \$257,397.05

Buy and sell Order status Transaction history Cost basis Corp actions More account information Account balance detail

Available balance: \$42,098.99

Transfer money			
Vanguard Federal Money Market Fund (Settlement fund)	\$42,098.99	<b>Funds available to trade</b>	\$42,098.99
Total credits and debits	\$0.00	<b>Funds available to withdraw</b>	\$42,098.99
<b>Available balance</b>	<b>\$42,098.99</b>		

Symbol	Name	Expense ratio	Quantity	Price as of 08/30/2021 11:48 a.m., ET	Change	Current balance			
Mutual funds									
VFIAX	Vanguard 500 Index Fund Admiral Shares	0.04%	179.110	\$417.09	\$3.65 0.88%	\$74,704.99	Buy	Sell	Exchange
VFIDX	Vanguard Intermediate-Term Investment-Grade Fund Admiral Shares	0.10%	7,204.281	\$10.25	\$0.02 0.20%	\$73,843.88	Buy	Sell	Exchange
VTIAX	Vanguard Total International Stock Index Fund Admiral Shares	0.11%	1,061.345	\$35.20	\$0.35 1.00%	\$37,359.34	Buy	Sell	Exchange
ETFs									
ESGU	ISHARES ESG AWARE MSCI USA ETF	0.15%	282.554	\$104.015	\$0.64 0.61%	\$29,389.85	Buy	Sell	
<b>Total</b>						<b>\$257,397.05</b>			

Great Swamp Watershed Association—Brokerage Account—31806230\* [Registration details](#) \$1,542,110.82

Buy and sell Order status Transaction history Cost basis Corp actions More account information Account balance detail

Available balance: \$0.02

Transfer money			
Vanguard Federal Money Market Fund (Settlement fund)	\$0.02	<b>Funds available to trade</b>	\$0.02
Total credits and debits	\$0.00	<b>Funds available to withdraw</b>	\$0.02
<b>Available balance</b>	<b>\$0.02</b>		

Symbol	Name	Expense ratio	Quantity	Price as of 08/30/2021 11:48 a.m., ET	Change	Current balance			
Mutual funds									
VFIAX	Vanguard 500 Index Fund Admiral Shares	0.04%	1,072.287	\$417.09	\$3.65 0.88%	\$447,240.18	Buy	Sell	Exchange
VMFXX	Vanguard Federal Money Market Fund	0.11%	501.670	\$1.00	— —	\$501.67	Buy	Sell	Exchange
VFIDX	Vanguard Intermediate-Term Investment-Grade Fund Admiral Shares	0.10%	38,150.627	\$10.25	\$0.02 0.20%	\$391,043.93	Buy	Sell	Exchange
VIMAX	Vanguard Mid-Cap Index Fund Admiral Shares	0.05%	1,128.543	\$306.91	\$3.52 1.16%	\$346,361.13	Buy	Sell	Exchange
VTIAX	Vanguard Total International Stock Index Fund Admiral Shares	0.11%	7,845.060	\$35.20	\$0.35 1.00%	\$276,146.11	Buy	Sell	Exchange
ETFs									

8/30/2021

Balances and holdings

ESGU	ISHARES ESG AWARE MSCI USA ETF	0.15%	776.982	\$104.015	\$0.64	0.61%	\$80,817.78	Buy	Sell
<b>Total</b>							<b>\$1,542,110.82</b>		

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Meet our new employees!



Membership and Social Media Manager, Nancy Rago

Nancy joined the staff this summer. She brings her advertising agency experience from her previous company she ran for 25 years, Brigham & Rago, as well as other agency and client-side positions throughout her career. Her most recent position was as the Content Design and Production Manager for Korn Hynes Advertising in Morristown. A graduate of Kean University, Nancy holds a Bachelor of Arts in Visual Communications with a specialization in Graphic Design. At GSWA, Nancy oversees membership, social media, and website management. Nancy designed our gala invitation. She tries to live the minimalist, simple life incorporating the three R's of Reduce, Reuse, Recycle into all she does. Nancy's hobbies also include family genealogy and birding.

We have also hired two new land steward, water quality, and education associates, Angela Oviedo and Ginger VanRyzin. Both young women are enthusiastic, passionate, and extraordinary and we are lucky to have them!



Education, Land Steward and Water Quality Associate

Angela Oviedo, joined GSWA this summer and is an environmental biologist with a passion for better understanding how environments influence local human communities. Angela graduated from Kean University in 2017. During her time at Kean she performed Ethnobiological research in the rain forest of Northern Costa Rica as well as, published a case study to teach students about Bioprospecting. After graduating, she spent time as an intern for the Great Swamp NWR as part of a partnership between Groundwork Elizabeth, USFWS and Friends of Great Swamp. She later went on to work for the environmental lab industry gaining knowledge which she used in her following environmental consulting career. As a consultant she was part of EPA's region 2 START team, responsible for both the identification of superfund sites and environmental disaster response. As part of the Great Swamp Watershed Association, she strives to gain the skills necessary to bring awareness to communities in her home State of New Jersey.



#### Education, Land Steward and Water Quality Associate

Ginger VanRyzin joined GSWA in the summer of 2021. Before to that, she was an invasive strike team member at another environmental non-profit organization, located in the heart of Ramapo Mountain State Forest. Ginger graduated *summa cumme laude* from Ramapo College with a degree in Environmental Science in 2020. While attending Ramapo College, her passion for land stewardship led her to volunteer with the GSWA as well as the New Jersey Conservation Foundation. At GSWA, Ginger assists in environmental education programs as well as stewardship of our Conservation Management Area (CMA).

Executive Director report for September 13, 2021

First of all, as an update from a lengthy discussion at our last meeting, all employees are vaccinated!

Regarding our acquisition of the Ferber property in Chatham, we had an appraiser review PSEG's appraisal of the Hoag property which came in at \$100,000. This is one of the properties we hope to exchange with PSEG for the Ferber property. I was hopeful that our appraisal could come in higher since the property is assessed over \$300,000. Unfortunately, it does not appear to be developable or worth more than the \$100,000. I have not spoken further with PSEG about the property. I did speak with Jay Angeletti just to see if he had any suggestions. He had a colleague join our call and one of the suggestions is to see if PSEG can convey the property to its own Foundation and then the Foundation could convey it to us without any strings. I will follow up with PSEG to see if this is at all viable.

As you can see from the attached documents, we have hired three new employees. Nancy Rago started June 23 and attended our Advisory Council dinner the same evening. She is working full time and replaced Kristina as our Membership and Social Media Manager. We replaced Adam (who worked 40 hours) with two young women who each work 30 hours. I had been planning to add a half time person so this worked out well. Ginger VanRyzin and Angie Oviedo are fabulous additions and I hope you all get to meet them soon! Angie is bi-lingual and we are excited about the prospect of teaching in Spanish as well as translating written materials. They bring different but complimentary skills to GSWA.

Unfortunately, I had hired a replacement for Debbie Rice who retired on June 30, but she did not work out. Her name is Diane Lioudis and she was terminated on August 6. She misrepresented her computer skills and she just couldn't keep up with our pace. I think she may have reached out to some of you. If anyone spoke with her, I'd appreciate hearing from you if you don't mind. Val and I decided to wait until after the gala to bring in someone new. We just don't have time to train someone right now. Fortunately, Val's daughter Sarah is temping for us and soliciting auction items. I'm sure many of you have heard from her!

My work on Rolling Knolls continues. I have submitted reports to the EPA, reviewed FOIA documents and had meetings with the Refuge and our consultants. We are currently reviewing other landfill superfunds in EPA Region 2 for similar remediations to what we are advocating. Additionally, a meeting was held in early June with the Refuge, the owners of the landfill (Miele Trust), Chatham Township and GSWA. A Memorandum of Understanding was created and signed expressing our mutual desire for public use of the currently privately owned portion of the site with a goal of passive recreation use. This should change EPA's reasonably anticipated future use of the site and hopefully change (improve) their proposed remedy. I hope to hold a CAG meeting in October to review this information as well as having a presentation from the Refuge on the results of their data gathering and analysis. I also need to apply for an increase in grant funding from the EPA.

The capital campaign is primarily on hold until we know the status of the acquisition of the Ferber property. I provided the consultant with a brief summary case statement for the acquisition (attached). We are currently working on putting together the donor data they have requested. I was recently at an event for another environmental group and had a discussion with one of our donors about our status with acquiring Ferber and starting a capital campaign. By the time I got home from the event, the donor had sent me an email and pledged between \$15,000 and \$25,000 to the campaign (and I wasn't even asking for money!). I hope all our solicitations go so smoothly!

I have continued to write and edit grants with Lynne.

We held a trusteeship committee meeting in July. As you see from the attached documents, we are proposing to add Ralph Jones and Stacey Valentine to our board. They will join this year, but their full six year terms will start in January 2022. We are also proposing to invite Thelma Achenbach to join the Advisory Council.

I am currently editing the fall newsletter which I hope you will have in your mailboxes shortly!

We still do not have a final lease. The landlord told me I was so persistent on the insurance provision that they are changing their leases nationally to reflect my comments! If you recall, they wanted their cake and to eat it too. They wanted both a replacement cost policy which would rebuild and alternatively the ability to get cash and walk away at the same value, which our insurance company said is not possible. The landlord had me shop around for other insurance brokers and it just didn't work and they finally acknowledged it! I am now waiting for the landlord to do a final review on all of our discussions and send me a lease for review and execution.

Finally, it's all about the gala, gala, gala!! You all should have received (or will shortly receive) your invitations. I spent a lot of time with the theme, the invitations and soliciting auction items. Please remember to invite your friends and colleagues to join us. We cannot do this without your support! We are so excited to be holding this event in person. We have several options for spreading out for social distancing. The Brooklake ballroom holds approximately 450 people. They have expanded the patio and tented it and it can seat 225. We could decide to be completely outside if we have a smaller group. We could split between inside and outside if there is concern about the virus. And/or we can have fewer larger tables with fewer people at each table if we stay inside but don't fill 450 seats. Fortunately, we can make these decisions a day before the event. People can wear masks while looking at the auction items. I'm confident that people will self-select whether they are comfortable attending an in-person event and I look forward to seeing people in person!



## Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate

P.O. Box 300 • New Vernon, NJ 07976

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### Executive Director

Sally S. Rubin

### Director of Development

Wade H.O. Kirby

## Chatham property acquisition, July, 2021

Acquisition of the Ferber property in Green Village (Chatham), NJ, will offer a variety of opportunities as Great Swamp Watershed Association continues to grow our staff and our reach. It will allow us to own our office space in lieu of paying rent. We look forward to the ability to make modifications to a building and property to suit our specific needs for the long term.

The property will be approximately 2 acres and will be the hole in the donut of a larger tract to be owned by the Great Swamp National Wildlife Refuge. This will enable GSWA to work even more closely together with the Refuge.

The property offers slightly larger office space for a growing staff. It provides significantly more and improved parking for visitors.

The barn on the property can be renovated, with a potential addition, to be a community education center. This will enable us to use the space for larger education and group programs, probably triple what our current public program capacity is.

The property offers outdoor programming opportunities on site as well as a pond for educational water quality programming. We plan to build a water quality lab on site for education purposes to give students improved hands on environmental science programming. This will facilitate more experiential learning opportunities directly at our office for school trips.

It will also be available for general community use as a local meeting space. Additionally, we look forward to creating permanent interactive displays for students and the public.

By renovating and building a community education center, we will have the opportunity to create handicap accessible space to serve both a special needs and elderly population.

The location in Green Village is more convenient for our members and is much more visible than our current more remote location near Jockey Hollow. This is even more important as we expand our mission further east along the Passaic and want to be convenient for our expanded service area, giving us the opportunity to connect our communities upstream and downstream.



*Protecting our water and land for 40 years*



Wade's Development Board Report  
09.01.2021

Prepared for and attended the Advisory Council Dinner at the Grain House Restaurant on June 23<sup>rd</sup>

Participated in a virtual networking group over multiple weeks

Delivered a verbal GSWA orientation to a prospective board member

Google Meet discussion re. major donors considered for the capital campaign

Staff Meeting re. Gala via Google Meet

Observed the SWaMp Program at the CMA with students

Lunch at The Morristown Club with prospective board member Stacey Valentine (Sally, Jordan Glatt and me)

GSWA Staff Meeting

Participated in Gala Planning discussion w. staff

Recorded Minutes for Trusteeship Committee Meeting

Gala Kickoff Planning Meeting

ongoing solicitation of Gala sponsorships, advertisers and silent auction donations - end of July and throughout August

Viewed Environmental Fundraisers' Gathering presentation on membership recruitment and retention

Lunch with Sally and board member Brett Williamson

Attended in person networking group reunion at Burnt Mills Cider in Bedminster

Working with Stacey Valentine on Planned Giving presentation scheduled on Wednesday, October 20<sup>th</sup> at the GSWA Office

Made gift acknowledgment phone calls and sent letters to major donors for all gifts received.

Grant Recap September 2021

		BUDGET	ACTUAL	VARIANCE	NOTES
<b>Corporate Restricted</b>					
<b>Corporate Unrestricted</b>					
	Wells Fargo	\$0.00	\$ 15,000.00	\$15,000.00	General Operating Support - awarded in July
<b>Foundation Restricted</b>					
	Marta Heffin Foundation	\$ 5,000.00	\$ 6,200.00	\$1,200.00	CMA Stewardship - awarded in July
	New Jersey				
	Future		\$ 625.00	\$625.00	Adopt-A-Catch Basin in Paterson, awarded in July
<b>Unrestricted Foundation Support</b>					
	Bauer Foundation	\$ 20,000.00	\$ 20,000.00	\$0.00	General Operating Support - awarded in July
	Mazer Foundation	\$ 7,000.00	\$ 8,000.00	\$1,000.00	General Operating Support - awarded in July
	Guilford Foundation	\$ 3,500.00	\$ 15,000.00	\$11,500.00	General Operating Support - awarded in July
	Victoria Foundation	\$ 25,000.00	\$ 25,000.00	\$0.00	General Operating Support - awarded in August
		<b>\$60,500.00</b>	<b>\$89,825.00</b>	<b>\$29,325.00</b>	
<b>Other</b>					
	PSEG			\$ 25,000.00	Applied in June, pending
	Watershed Institute			\$ 8,500.00	Sent LOI in August, pending
	Bayer Fund			\$ 30,000.00	Applied in August, pending
	Bristol-Myers Squibb			\$ 15,000.00	Applying in September
	Valley Bank			\$ 8,000.00	Applied in July, pending
	Hyde & Watson			\$ 13,982.00	Applied in August, office equipment - pending
	Thomas Glasser Foundation			\$ 9,610.00	Applied in August for new kayaks & trailer - pending



**Great Swamp Watershed Association  
Monthly Development Summary  
as of July 31 2021**

	Prior YTD Actual (July - July)	July Actual	July Goal	YTD Actual (July - July)	Goals YTD (July - July)	Percent of Goal Through July	Goals July '21 - June '22	Progress to FY2022 Goals	July 2020 Actual	July '20 - June '21 Actual
	<b>Individuals</b>									
Trustees	\$171	\$5,360	\$150	\$5,360	\$150	3573%	\$32,000	17%	\$171	\$30,792
- Capital Campaign	\$0	\$6,025	\$0	\$6,025	\$0		\$0		\$0	\$5,500
Major Gifts	\$5,500	\$21,715	\$15,500	\$21,715	\$15,500	140%	\$200,000	11%	\$5,500	\$218,688
Membership	\$6,126	\$7,255	\$5,250	\$7,255	\$5,250	138%	\$89,280	8%	\$6,126	\$84,317
<b>Total Individuals</b>	<b>\$11,797</b>	<b>\$40,355</b>	<b>\$20,900</b>	<b>\$40,355</b>	<b>\$20,900</b>	<b>193%</b>	<b>\$321,280</b>	<b>13%</b>	<b>\$11,797</b>	<b>\$339,297</b>
<b>Institutions</b>										
Corporations Restricted	\$0	\$0	\$0	\$0	\$0		\$57,000	0%	\$0	\$49,500
Corporations Stewardship Rest.	\$0	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$2,000
Corporations Unrestricted	\$0	\$15,000	\$15,000	\$15,000	\$15,000	100%	\$39,500	38%	\$0	\$32,100
Foundations Restricted	\$5,000	\$6,825	\$0	\$6,825	\$0		\$20,000	34%	\$5,000	\$109,375
Foundations Unrestricted	\$0	\$28,000	\$20,000	\$28,000	\$20,000	140%	\$123,000	23%	\$0	\$123,000
<b>Total Institutions</b>	<b>\$5,000</b>	<b>\$49,825</b>	<b>\$35,000</b>	<b>\$49,825</b>	<b>\$35,000</b>	<b>142%</b>	<b>\$239,500</b>	<b>21%</b>	<b>\$5,000</b>	<b>\$315,975</b>
<b>Events/Merchandise</b>										
Programs / Events	\$265	\$122	\$0	\$122	\$0		\$17,600	1%	\$265	\$8,238
Gala	\$0	\$0	\$0	\$0	\$0		\$136,250	0%	\$0	\$122,071
Music Festival	\$7,848	\$0	\$0	\$0	\$0		\$47,810	0%	\$7,848	\$72,544
Plant Sale	\$0	\$52	\$0	\$0	\$0		\$37,950	0%	\$0	\$36,571
Merchandise	\$0	\$0	\$0	\$0	\$0		\$0	0%	\$0	\$2,569
<b>Total Events/Merchandise</b>	<b>\$8,113</b>	<b>\$173</b>	<b>\$0</b>	<b>\$122</b>	<b>\$0</b>		<b>\$239,610</b>	<b>0%</b>	<b>\$8,113</b>	<b>\$241,993</b>
<b>Sub Total</b>	<b>\$24,910</b>	<b>\$90,353</b>	<b>\$55,900</b>	<b>\$90,302</b>	<b>\$55,900</b>	<b>162%</b>	<b>\$800,390</b>	<b>11%</b>	<b>\$24,910</b>	<b>\$897,265</b>
<b>Other</b>										
Advocacy	\$0	\$0	\$0	\$0	\$0					
Corp - Onetime/Other	\$0	\$0	\$0	\$0	\$0					
Gov Grants	\$0	\$0	\$0	\$0	\$0					
Restricted Individual Grants	\$0	\$400	\$0	\$0	\$0					
<b>Other Total</b>	<b>\$0</b>	<b>\$400</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>					
<b>Grand Total</b>	<b>\$24,910</b>	<b>\$91,153</b>	<b>\$55,900</b>	<b>\$90,302</b>	<b>\$55,900</b>					

Note 6

Note 5

Note 2

Note 3

Note 4

Note 1

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. Per accounting requirement, some funds received in FY20 carried to FY21. Allergan \$2500 Corp-Restricted was moved into FY2021. Summit Foundation (Fnd-Restricted) \$6000, and Ogdan Foundation - Major Gift \$6000 was moved into FY2021. The above report is only a reflection of those funds received in FY21.
5. Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance, will appear here and not under the Major Donor category.
6. Corporate Gifts like Whole Foods Market Community Giving.

Nancy Rago  
Board Meeting Report: Membership and Social Media  
September 1, 2021

## Membership FY2021

- Donor Count: 1737 Constituents.
- Gift Frequency Analysis: 1,202 gave 1 Gift, 336 gave 2 Gifts, 96 gave 3 Gifts, 38 gave 4 Gifts, 13 gave 5 Gifts, 8 gave 6 Gifts, 8 gave 7 Gifts, 7 gave 8 Gifts, 4 gave 9 Gifts, 2 gave 10 Gifts, 4 gave 11 Gifts, 9 gave 12 & More Gifts.
- General Members-New: 118.

### Membership Acquisition

- GSWA continues to partner with community organization for events and to extend GSWA's reach. Some of these organizations are: Save the Drew Forest, Paterson's 1st Annual Green Fair, Chathams & Madison Yard Sale Benefit, Newark Canoe Festival.
- A Lapsed Member Mailing is planned for Q2 2021 to re-engage lost members between 08/31/2020 to 08/31/2021. Content to possibly include find out why they walk away, reinforce mission of the association and value of membership.

### Chairman Appeal 2021

- Letters were mailed to nearly 1,000 homes with GSWA's 40th anniversary theme. The Gifts to Date (6/12/2021 to 08/31/2021) Yielded a Total Amount of \$12,637.75 to boost our fiscal year end.

## Social Media

### Social Media Analytics as of 08/31/21

- [Facebook.com/GreatSwamp](https://www.facebook.com/GreatSwamp) - 20 new Page Likes (6/23/2021 to 08/31/2021). 3,192 people like this 3,514 people follow this Page.
- [Instagram.com/greatswampnj](https://www.instagram.com/greatswampnj) - 66 new Followers (6/23/2021 to 08/31/2021). 2,270 Followers.
- [Twitter.com/greatswampnj](https://twitter.com/greatswampnj) - 14 new Followers (6/23/2021 to 08/31/2021). 2,284 Followers.
- [Linkedin.com/company/great-swamp-watershed-association](https://www.linkedin.com/company/great-swamp-watershed-association) – 10 new Followers (6/23/2021 to 08/31/2021). 118 Followers.

### Looking Ahead to Social Media Post Content

#### SEPTEMBER

- Evening Briefing: Sept 14 - CMA Restoration Talk
- Community Event: Sept 18 - Paterson's 1st Annual Green Fair
- Infographic: Sept 18 World Water Monitoring Day

- Infographic: Sept 18, 2021 (Third Saturday in Sept) - National Cleanup Day
- Hike: Sept 20 - Harvest Moon Hike
- Community Event: Sept 25 - Yard sale - Chathams & Madison
- Social: Sept 25 - Exercise with Lynne

#### OCTOBER

- Fundraiser: Oct 7 - 40<sup>TH</sup> Anniversary Gala & Silent Auction
- Community Event: Oct 14-16 - Newark Canoe Festival
- Training: Oct 16 - Stream Assessment Training
- Evening Briefing: Oct 19 - Put Your Garden to Bed
- Hike: Oct 23 - Drew Hike
- Outdoor Activity: Oct 28 - Summit Rain Garden
- Hike: Oct 30 - Garrett Mtn Fall Colors and Bird Migration Hike
- Infographic: Oct 31 - Halloween

#### NOVEMBER

- Outdoor Activity: Week of Nov 8 - Summit Rain Garden 1-on-1
- Infographic: Nov 15 - America Recycles Day
- Friend Raiser: Tentative Nov 18 - Burnt Mills Cider Tasting
- Hike: Nov 28 - Post-Thanksgiving Hike & Cleanup
- Infographic/Fundraiser: Nov 30 – Giving Tuesday

#### DECEMBER

- Friend Raiser: Tentative Dec 8 – Wine & Cheese Tasting with Long Valley Creamery
- Infographic: Dec 21 – Winter Solstice

# GSWA Water Quality Programs

## *Board Meeting Report*

September 2021

### Water Quality Monitoring

#### *Chemistry Monitoring*

2021 –

For chemistry sampling in 2021, we continue to sample at the 21 sites sampled in 2020. Our third round of chemistry sampling is underway but has been delayed due to the severe weather we have had over the last few weeks. We completed the sites along the Passaic River, downstream of Millington Gorge on Tuesday 8/30. At that time water levels in the area were well above normal. Due to the heavy rains from the most recent hurricane we have again delayed the remaining sampling until conditions are safe. Continued elevated air temperatures have had an impact on water temperatures and dissolved oxygen levels were low in the downstream areas. This could be due a combination of flooding and unusually warm water temperatures.

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 the second week in October.

Finally, thanks to grant funding through Hyde and Watson, we have purchased and received a digital flow meter. We used the flow meter to collect flow data in our downstream sampling areas. It allowed us to gather data on the flow even in the areas where the water levels were high.

#### *Visual Monitoring*

Our spring monitoring was very successful with data collected at 24 sites. Fall monitoring will begin in October and finish at the end of November. We will be holding our fall Stream Assessment Training on mid-October. It is currently scheduled to take place at the Long Hill Library on Sat Oct 16<sup>th</sup> from 11am – 2pm.

If you are interested in learning more about how we assess water quality please visit the GSWA web site to sign up or reach out to me at [sandral@greatswamp.org](mailto:sandral@greatswamp.org)

#### *Macroinvertebrate sampling –*

Macroinvertebrates sampling was conducted in July at 16 sites. The samples will be analyzed at Normandeau Laboratory for inclusion in our annual report card.

### *Bacteria sampling –*

The 2021 Bacteria sampling was very successful with 10 Stream team volunteers and college interns collecting samples over a five week period. We had a range of weather conditions over the five weeks, which is ideal in looking at differences in bacteria levels. Overall the results were as expected with higher levels of bacteria following rain events.

### Education –

As we prepare for a new school year we have already had many teachers reaching out to us to schedule WQ programming with GSWA staff. We have both virtual and in-person field trips scheduled. As expected many schools are still not allowing full field trips but with the experience we gained over the last year we are well prepared to provide virtual but live experiences from the field.

## Passaic River – City of Water Day Clean Up

Our first Passaic River – City of Water Day clean-up was a great success. I would like to thank all the board members who came out in support of the event. We had 18 volunteers and 11 GSWA staff and board members come out to help.

We cleaned up approximately 1.7 miles of stream bank on the Passaic River and Loantaka Brook combined and collected

- over 450 individual items of single-use plastics
- 2 tires
- over 200 tin cans
- 1 old fire extinguisher
- a dining room chair
- a tiny skeleton
- and many bags of general trash

All that and we covered only 1.7 miles out of 80 miles total of the Passaic River. We did amazing work but multiply those numbers times the length of the river...

If everything was equal, and there was no more trash at any one spot along the river than what we found, that would equal 36,000 pieces of single-use plastic just in the Passaic River alone. But all things are not equal further downstream, in more urban areas the increased population, as well as the increase in impervious surface, means that even more trash finds its way into the water.

We need to keep up the good work, we need to get the word out to our communities about how important it is that we reduce the single-use plastics in our lives. Tell them about the impact these items are having on our streams and as they head out into the ocean, on the whole planet.

Finally, thanks to the proceeds from our 50/50 at the Music Festival we were able to purchase 2 kayaks with life vests and paddles. We will be able to utilize these kayaks moving forward to help assist with WQ sampling and educational programming. And, thanks to a generous grant we will be able to purchase 6 more kayaks and a trailer to transport them.

## 2021 – Sampling dates

- ▶ Feb – Week of the 22<sup>th</sup> – chemical sampling–
  - ▶ Moved to March 8<sup>th</sup> and 9<sup>th</sup> due to weather
- ▶ Week of May 5<sup>th</sup> Stream Team Meeting
  - ▶ Review Visual Assessments and confirm sites
- ▶ April – 4<sup>th</sup> – Virtual Stream Assessment Training
- ▶ April /May – Spring Visual Assessments
- ▶ May – Week of 24<sup>th</sup> PFAS sampling
- ▶ May – Week of the 17<sup>th</sup> 2nd Round Chem sampling
- ▶ June – Week of the 27<sup>th</sup> Stream Team meeting
  - ▶ Review Bacteria sampling
  - ▶ Macroinvertebrate sampling week of the 14<sup>th</sup>
    - ▶ Work with interns and Stream Team as available
- ▶ July – \*\*NEW\*\* – 9<sup>th</sup> through the 11<sup>th</sup> – City of Water day – Stream Clean ups!
- ▶ July –
  - ▶ Bacteria Sampling – Tues mornings
  - ▶ 7/6 through 8/3
- ▶ August – Week of the 23<sup>th</sup> – Stream Team Meeting – Review of Bacteria sampling
  - ▶ Chemical Sampling round 3 Week of the 23<sup>rd</sup>
- ▶ September – Fall stream assessment training
- ▶ October – Week of the 18<sup>th</sup> – Stream Team meeting
- ▶ Oct/Nov – Fall stream Assessments
- ▶ November – Chemical sampling round 4
  - ▶ Week of 15<sup>th</sup>

## Overview

We continue to adapt to the new normal of permanently wetter conditions at the CMA. Since our restoration was completed last November, we have been furiously building boardwalk to maintain trail accessibility around the property. This endeavor has been made more complex by the doubling of the cost of lumber, loss of large corporate work groups to help, COVID restrictions, and wetter than average rainfall conditions this year.



The lands of the CMA are a floodplain forest, we know that it is subject to flooding, and it has always had flooding periods where trail access was an issue. Our goal is to maintain trail access in typical weather, there is no way to maintain access in the type of heavy storms we have seen with Henri, Ida and others. Because the water that falls on the property now stays for longer, even smaller rainfall events have been causing trail flooding issues. We have focused on building temporary boardwalk (linear 3 plank boards) to gain the longest distance for the lowest cost. Once additional funds and volunteers are secured, we can convert this boardwalk to the more stable, hiker friendly, and longer lasting plank boardwalk. From November 2020- July 2021, we completed more than one thousand feet of new boardwalk- this is an incredible result, and due in great part to the constant help of our internal volunteers, and the fiscal generosity of Steve Gruber, who has given \$6,666 restricted to lumber purchase in the last year.

We've been hard at work stewarding some other local area properties too, both those we own, and those we helped create. See below for more details. With new staff, we will focus on some timely safety and skill trainings and plan to offer chainsaw, pesticide safety and use, and CPR and first aid training. While the new staff are the focus of the training, we will also open sessions up where relevant to our long-time volunteers as building safe practices is at the core of good stewardship.



## Stewardship Volunteers

Starting in mid-May, we began our summer Friday stewardship using social media to amplify our request for volunteer help. Appeals on Instagram and Facebook have been successful in generating new-to-us volunteers to supplement our regular crew of college kids and stalwart regulars. Our new Education and Stewardship Associate Ginger VanRyzin will be creating a database of all this summer's stewardship volunteers to allow us to continue to contact them regarding upcoming opportunities. This will help us solidify and grow the pool of help. We are thrilled that after more



than eighteen months; we will also have our first corporate volunteer workdays this fall. Three local area corporations- all new to GSWA will host workdays at the site in Sept-Oct. Schindler Elevator is a Morristown area company and will work with us 9/21 and 9/30. Bristol Myers Squibb is a funder for our education programming but has not volunteered at the site before. (10/19). Teva Pharma will have two days on 10/20 and 10/21. While these days will not supplant our well budgeted Goldman Sachs days, we are grateful for the help and the small additional funding they will supply. If you would like to help us on these or other workdays, please reach out to Hazel ([hazele@greatswamp.org](mailto:hazele@greatswamp.org))

## Finalizing NRCS Grant

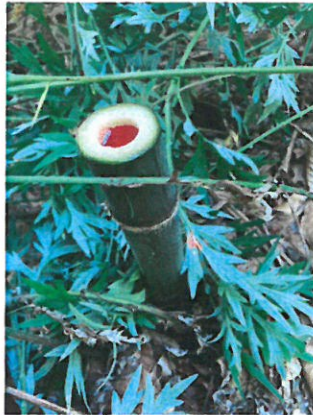
While the NRCS funded restoration work is still taking shape, we have some additional tasks to finish off the matching grant by the end of this fall. We will be planting some shrubs and perennials on ditch plugs around the property (weather and water levels permitting) and need to have another walk through with the staff of the NRCS. We also have additional seed to spread around the vernal pool basins which has been stored by Indigenous Ingenuity. Water levels have remained too high to scatter this seed since installation last fall! We continue to have to monitor raised water levels on the lands around the group home adjacent to the CMA. The work carried out at the property must not result in any change in water level to adjacent property holders and we are a little concerned about increased water standing near the home since the ditches were filled on the south side of the Silver Brook. We dug a small ditch to help with water egress this summer and have elevated 200 feet of the boardwalks on our orange trail which we feel were holding water like a dam and holding it longer on the property. If necessary, we will reach out to NRCS staff for help if a solution beyond our own resources is required.

## HLT/GSWA enhanced trail linkage

As previously mentioned, we have agreed with Harding Land Trust to create additional trail linkage at the top of the green trail on the Horizon section of the trail. Since we focused on boardwalk creation this summer, we will work with HLT to finish the trail linkage this fall as the task of one of our corporate workdays. This will result in even more ways to hike the various trails along the Silver Brook. HLT will pay for any lumber needed in the trail linkage and GSWA will supply the staff and labor.

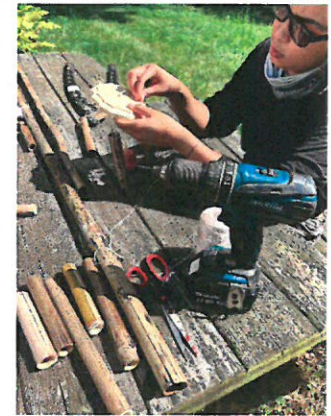


## Fee and Easement Properties.



Last fall, during easement monitoring, we noticed that a small patch of bamboo at the 3.5-acre Hoag parcel had spread. This spring we observed massive growth in the area covered with bamboo and we spent two workdays removing it. The bamboo was cut to ground level, painted with herbicide and where possible roots and runners were removed. Working at the site gave us a great opportunity to meet the various neighbors around the

Hoag parcel, and all were happy to see us there maintaining the land. We may have to go back in 2022 to conduct follow up removal. We stored some of the cut bamboo and in a 'when life gives you lemons' moment used it as the raw material in a fun build your own wind chime workshop in August!! Participants created bamboo wind chimes from Hoag cut bamboo! The Wolkowitz easement has now changed hands and the new owner is still determined to remove the bamboo present on the property and noted in the easement report to Mrs. Wolkowitz.



## Lamorgese Parcel

With funding from Marta Heflin foundation, we will conduct invasive species removal and trail enhancement at the new Lamorgese section of the CMA over the coming months. This parcel has only a simple connector trail at the rear to join the two existing areas of the CMA. Now that the restoration has been finished, we can lay out new trail routings and begin the work to connect these new trails into the existing trail infrastructure. Along with trail improvements the funding will pay for interpretive signage around the property along the lines of the educational signage we installed temporarily during the CMA Day held in October 2020. These signs will focus on stewardship and ecological concepts that can be observed around the trails and will be installed on posts for passive education around the trails.

## Stewardship help around the Watershed

After the success of the spring Plants for Pollinators plant sale, we have been contacted by several of the plant sale partners to give stewardship advice and help with rain garden and native plant garden projects around the watershed. Where it meets our mission and we have capacity, we are happy to offer help or advice. We worked with Madison EC, advertising two rain garden restoration events at the Madison Recreation Complex to the large group of plant sale purchasers from Madison. Over two workdays we have rejuvenated the decade old rain gardens at the site, removing invasive species and educating the EC and



Madison volunteers about invasive identification and replanting suggestions. These types of partnerships where we leverage GSWA's knowledge with community help are a great way to build stewardship capacity. Flooding level permitting, we will carry out a similar weeding at the Paterson rain garden installed in 2017 to enable students to use the garden for educational programming.



# Communications Board Report – Val Thorpe

September 2021

## Events

Last week we held a sold-out [DIY bamboo wind chime workshop](#) outdoors at the GSWA office. It was a lively group where Hazel, Ginger, and Angela had their hands full helping everyone complete their projects. We have several hikes and evening briefings planned for the fall. Of note, GSWA will once again be the beneficiary of the registration fees for the [Chathams and Madison town-wide yard sale](#) taking place on September 25. Last April, we received a donation of over \$1000 from this community event. A nice sum of money for a very low lift.

## [GSWA 40<sup>th</sup> Anniversary Gala and Silent Auction - Thursday, October 7, Brooklake Country Club](#)

We are one month away from the big event! As you know, this is a special year for us as we celebrate 40 years as an organization. After what most of us experienced with Storm Ida, our esteemed guest speaker of the evening, Dave Robinson – NJ State Climatologist, could not be timelier.

On August 30 several staff members and volunteers met at the GSWA headquarters to assemble the ~1700 invitations for mailing. The task was completed in one day, a new record for us! A save-the-date has been emailed to our entire email base (5000-plus recipients) and invitations are in the mail.

[We could use your help obtaining underwriters, advertisers, donations, and attendees.](#) To date, we have ~70 committed donations to our silent auction. We typically offer about 100 items to the public for online bidding, so please follow up on any outstanding items or let us know if you need help reaching out to businesses. Please also remember to encourage your friends to attend this special event!

[Volunteer!](#) With some new staff members in place this year, we've been busy getting everyone up to speed. This means we have several tasks, small and large, that will require extra hands. Please let us know if you, or someone you know, would like to help us with some of the administrative tasks leading up to the Gala and/or setting up at the venue.

## GSWA WEBSITE

**Fun fact #1:** Of the top five most visited pages on our website in the last 28 days, three are blogs:

- 1) 352 Pageviews: "[Is It a Dog, a Wolf, or a Coyote?](#)" an article we published in August 2015 (author not noted)
- 2) 345 Pageviews: "[It's Too Wet Here – Can I Fill in my Wetlands?](#)" typically our top rated blog
- 3) 237 Pageviews: "[Did You Know? – About Red-tailed Hawks](#)"

**Fun fact #2:** Among the top ten most visited pages since our website was launched in 2017 are:

- 1) "It's Too Wet Here..." blog (see above)
- 2) GSWA events
- 3) Native plant sale
- 4) History of Great Swamp

- 5) About the GSWA Staff
- 6) Music Festival
- 7) "Did You Know?..." blog (see above)

**Fun fact #3:** The largest number of pageviews for the last four years is the day of the Music Festival. The days leading up and the day of the event offer a potential opportunity for us to capture the website visitor's attention with other current information we would like to share at that time.

GSWA's website activity trajectory continues to grow steadily in three categories: Sessions, Users, and Page Views. The chart below shows year-over-year traffic since our new website launch on 4/22/17.

**Users** = individuals who visit our website

**Sessions** = user interactions with our website - a single session can contain multiple page views, events, social interactions, and ecommerce transactions

**Page views** = specific pages visited on our website

Month	Users	Sessions	Page views (year-over-year)
2021 (through Aug)	122K	160K	46.1K (73% increase)
2020	87K	114K	33.5K (72% increase)
2019	54K	72K	24.1K (68% increase)
2018	28K	38K	16.3K (46% increase)
2017	9.5K	13K	7,500



Rain Garden at PS 28, Paterson

## Overview:

With New Jersey schools committing to a fully in person fall for students, we are in full flow planning for how to serve our various education communities in these turbulent times. Some (mostly upstream or private) schools have continued with predominantly in person or hybrid education this spring and are ready to book field and class programs as they aim to get students back on track this fall. Our urban and downstream schools, such as those in Paterson and Newark, have not been in person for more than eighteen months, and are tentative about what their fall will look like and whether administrations will want them to focus on basic education or encourage hands on science learning. For example, the 8<sup>th</sup> grade students of Paterson Academy for gifted and talented (PAGT) students, have not been in person since we taught them last as 6<sup>th</sup> graders at the beginning of March 2020. We will be working with them this fall, setting up lessons in playgrounds and larger, or outdoor spaces where possible. The raingarden at PAGT, installed by GSWA and Rutgers in 2017, has also been largely untouched since March 2020, apart from weeding carried out last summer by our volunteers. Partner teachers have retired, principals changed, and the landscape of experiential education is very different as we enter the coming fall. We feel that our ability to modify and change programs quickly from in person, to remote, and the ability to use the new electronic gadgetry we have acquired over the last 18 months will enable us to adapt. We will work with some new partners this fall, including the Boys and Girls Club of Paterson and Passaic- a partnership that was just beginning before COVID closures.

With two new young Education and Stewardship associate Ginger Van Ryzen and Angie Oviedo, we will also have to conduct a substantial amount of training to get them both comfortable teaching the content that comprise our in class and in field programming. They have already helped prepare the bamboo windchime workshop, attended a couple stewardship and education hikes and events and are working on familiarizing themselves with the materials. We will follow up with Experiential programming workshops, CPR and First aid training and safely working with minors training.



New Boots on the ground!!

## K-12 Education.

We have solicited additional funding support from Bayer, who supported our urban education programming in 2019-20. Our goal is to create robust programming with teens of the Boys and Girls

Club of Paterson, and we will begin a pilot six-week program with them this October whether we receive Bayer support or not. Their CEO Wendy McGuire is keen to partner with us, and we feel it will be a stronger connection to Paterson and other potential downstream education. This program will focus on helping students scaffold STEM skills they may have been exposed to ineffectively during remote learning. We will work with them on hands on programs and activities that lead to greater knowledge about local environmental issues facing Paterson, and how students can become advocates for environmental solutions. We will also expose the students to a range of STEM careers and encourage participation in citizen science projects. If funded, this pilot program will expand in spring and fall 2022 and may include the Passaic Boys and girls club. We are excited to work with students from Paterson in new and different ways, especially since need is so great in these communities.

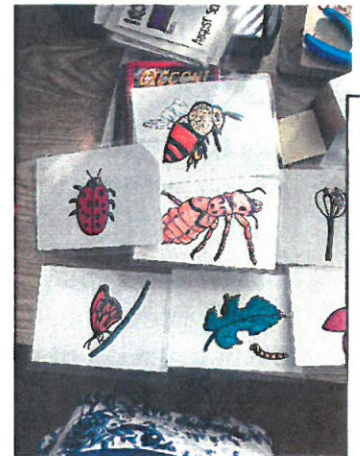
We are reaching out to all our partner teachers and beginning to book some programs for the fall. We are not sure yet if our collaborator Student2Science will be holding in person learning this fall, they may begin field experiences in the spring. We will have a combination of in class, in playground and field programming, and will use our new (finally) finished short videos to supplement our in-person teaching.



### Rain garden work

As mentioned in my stewardship report, we have been offering stewardship programs at various rain gardens around the watershed. These programs count toward our watershed friendly living program as we give homeowners hands on advice about how to recognize and remove invasive species, and what to plant instead. We will be holding the second rain garden workshop for Summit area residents this fall, supported by the Stackhouse foundation. We will give an in person and virtual talk for all, followed by site visits for up to 8 homeowners who might wish to install a rain garden at their property. After a 45-minute site visit, we will follow up with a written plan- the hope is that at our spring plant sale next year we can increase the diversity of plants to include more rain garden friendly plants.

The principal and vice principal at school 30 in Paterson have both changed, so we will be meeting with them next week to solidify plans for the rain garden at that school. Rutgers has prepared initial plans for the rain garden, and our two new staff are helping finalize the plant choice activity cards we will use with the students which will allow them to choose the most appropriate pollinator friendly rain garden appropriate species, that will then be installed in the rain garden. Part of our Stackhouse grant fulfillment is to also work with a Summit school for a rain garden installation.



Plant choice activity cards

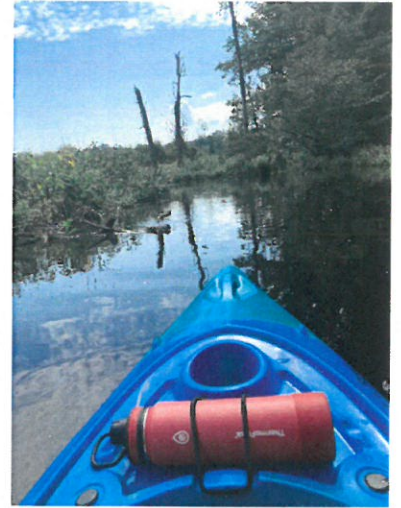
### Public Programs and Hikes

We have offered multiple family hikes and workshops over the last couple of months, several were impacted by excessive heat or rained out, but all were well attended. Our recent wind chime workshop was a sellout with 16 participants enjoying crafting homemade wind chimes from invasive bamboo we removed from our Hoag property. There is strong appetite for in person, but socially distanced programs, and we continue to encourage mask wearing at outdoor programs and mandate it for indoor programs. Since Angie and Ginger will take some time to get up to speed, and Sandra and I will need to



Wind Chime Workshop

first prep and demonstrate most programs we have tried not to overschedule for the fall, to allow time for training We have a full slate of programs, and will include programs and outreach events in Paterson and Newark as part of the programming. We are also beginning to plan for how we will conduct programming using our new and soon to expand fleet of kayaks. We have already purchased (and christened) two kayaks, and staff enjoyed a short kayak trip along the Passaic headwaters near the Lord Stirling Environmental Education Center. Upstream and downstream trips



Essex Environmental Center Canoe Launch - flooded out after Henri.

downstream locations will allow participants to connect with the Passaic from the river and become a valuable way to build awareness of Passaic River issues- there is nothing like seeing the view from the river. We will also be able to use boats for invasive and stream clean-up work, and possibly for some educational programming as well. However, it will be important to think through this type of programming carefully. With additional funding from the Thomas Glasser foundation, we will purchase another 8 kayak spots, and leading a group of kayakers has intrinsic risks. Staff need to be trained in kayak instruction and safety, and we must determine program rules for participants such as age, safety rules and so on. We are excited to begin this type of programming, and are working toward addressing the training necessary to implement it well.

### Plant sale planning

We have already begun planning for our plant sale for 2022. We have been approached by Essex County Native plant society to partner with us for next year, along with several additional environmental commissions and towns who did not participate this spring in the sale. We need to determine at what size is the plant sale as large as we can safely handle and still maintain sanity, and not overwhelm the processes we established this year.

This year we sold around 14,000 plant plugs. Many were sold as kits, which required more work to ready them for sale. We may be able to grow the sale by making larger units of plants available, and we are going to pre-order plants this fall so that we can work with the nurseries with the best stock to insure we will have the plants we require at the best price. We anticipate somewhere around 22,000 plugs as the maximum we could reasonably handle. We also want to expand to provide more shade-loving and rain garden planting species, as this ties in with the work we will be doing in Summit. Our plants for pollinators committee consisting of Lydia chambers, John and Susan Landau, myself and Nancy Rago for GSWA will meet in early September to plan next steps, and to implement the feedback from our end of sale debrief meeting.

