



# Great Swamp Watershed Association

## Meeting of the Board of Trustees

April 11, 2022

9:00 a.m. – Zoom Video Meeting

### Agenda

- Introduction new board member, Dave Robinson
- Approval of Board Minutes from January 24, 2022, Meeting
- Executive Director Report
  - Ferber status (see subdivision plan attached to board package)
  - Rolling Knolls status
  - Virtual run challenge (over 150 participants in our inaugural year and approximately \$6000 net revenue!)
  - Plant sale (over \$39,000 gross revenue and over 350 participants in the first 3 days!)
- Land Accreditation resolution
- Mt. Kemble advocacy issue
- Finance Report
- Development Report
- Conflict of Interest Forms!!
  
- Other Business
- Next meeting dates: **June 27 8AM in person**, Friday June 17 8AM in person executive and finance committee budget review
- Other important dates:
  - Music festival May 22
  - Advisory dinner June 2
  - Volunteer picnic June 23
- Adjourn

Executive Director report for GSWA board meeting April 11, 2022

Wow, what a busy couple of months it has been. I know this report will not accurately reflect how busy we are!

We are very excited to announce that our new four + minute video about GSWA is live on our website. Please check it out!

<https://www.greatswamp.org/onerivervideo/>

After much agonizing, we have switched our IT support company to TeamLogicIT. Our previous company, CATS, raised our prices significantly.

The landlord has agreed to pay to paint the exterior of the house and garage. We have a new arrangement with them where we will pay for certain approved improvements and then reduce our rent. The landlord is also paying for a new refrigerator!

We held a new board member lunch and "learn about us" for our new trustee Dave Robinson.

Val and I continued to interview several potential candidates for the Office Manager/Event Coordinator position. I am very happy to announce that we hired Rosa Martinez and she will start on April 18 for 20 hours per week.

Sandra and Hazel narrowed down their choice for the Education/Water Quality Associate and I interviewed and hired Sarah Hunt. Sarah started on March 1 and fits in well with the program department. We increased Ginger's hours to full time and hired Sarah at 20 hours per week.

Hazel increased her hours from 22 to 30 hours per week beginning April 1.

Sue and I have been dealing with a personnel issue relating to salary overpayment that we hope will be resolved shortly.

We held a predictive modeling meeting with the capital campaign consultants and our development staff and a few development committee members. It was a fascinating look at the data of our donors in preparation for an anticipated capital campaign. We have already received some positive feedback from a couple of foundations and a major donor about the capital campaign.

Speaking of the capital campaign, I have had a few discussions about the Ferber property and finally have something on paper that indicates PSEG is moving ahead. As part of your board packet, there is a preliminary subdivision plan prepared by PSEG showing a 3+ acre rectangle in the middle of the property which consists of the house and barn. PSEG hopes to apply for subdivision before the end of June. After the subdivision is approved, they need to obtain approval from the Board of Public Utilities. I had a preliminary conversation with an attorney I know that does BPU work who indicated that he thought it should not be a problem to get BPU approval for the conveyance from PSEG to us.

Hazel and Ginger have been working on re-accreditation with Land Trust Alliance and we just found out that the properties LTA has selected for review are the Kent and LaMorgese acquisitions. Those files are in great shape and we should sail through the accreditation process.

I conducted all staff annual reviews in January. I used a 123 model this year. Staff was asked to select one thing they wish they had gotten done in 2021, two things they are proud to have accomplished, and three things they hope to accomplish this year.

I continue to work with Lynne on grant writing and reporting.

I met with various board members and potential board members.

We held a trusteeship meeting and discussed our focus on soliciting board and/or advisory council members from downstream, especially Paterson. To that end, I have reached out to several people and have had no response at all so far. I am in conversations with Ilyse Goldman, Interpretation, Education, and Volunteer Division Leader at the Great Falls National Historical Park, to join our Advisory Council.

David Naidu and I had lunch with Todd Hyde, a retired environmental attorney recommended by Deb Apruzzese. We are hopeful that Todd will join the board.

Lynne and I are having lunch with Roger Jones from Valley Bank to discuss his joining the Advisory Council. Wade and I will follow up with Judith Hazlewood to gauge her interest in the Advisory Council as well.

I have scheduled our Advisory Council dinner for this year on June 2 at Grain House. Mike Horne, Refuge Manager, will be our speaker. Please mark your calendars!

Music Fest is May 22 and I hope you are all planning to attend and bring friends for another great afternoon at Giralda Farms. Please also reach out to Val and offer to volunteer. We really need your help to make it a success!

The documentary film An American River was shown at MPAC on March 31 to a packed house of over 1000 attendees. Almost all staff were in attendance and we had a kayak on display in the lobby and are raffling off a kayak trip on the Passaic for 8 couples.

Lynne and I took a tour of Paterson with a representative from Habitat for Humanity. Hazel, Ginger, and I had a meeting with the Paterson Superintendent of Schools and Hazel has a follow up meeting scheduled with several principals to discuss providing more education opportunities in Paterson. We are also actively participating in the Paterson Flood Fighters coalition which seems to have evolved from the original Paterson SMART group. Unfortunately, the city itself still does not seem engaged in the environmental/flooding/pollution issues.

Hazel, Sandra, and I have spent a lot of time the past couple of weeks on a development in Harding for 100 townhouses. It is directly upstream from the CMA, but unfortunately, we are more than 200 feet away because 287 intervenes so we were not notified of the application. Harding approved the application, primarily because there was a third-party affordable housing intervenor. However, the development also requires Morris Township approval because access is through the corporate center off 202 in Morris Township. The developer has submitted their permits to DEP but they have not been approved yet. We have hired Steve Souza from Clean Water Consulting (formerly from Princeton Hydro

and a frequent consultant of ours) to review the plans and stormwater plans, and speak with DEP on our behalf. The development will significantly impact the CMA with additional water and diminished water quality. We will be actively opposing this to the best of our ability but we are a little bit behind the 8 ball because we were never notified of the application while it was pending in Harding.

And then there is the ongoing saga of Rolling Knolls. We held CAG meetings in both February and March. The most recent discussions centered on the Refuge additional data gaps analysis. It appears that the Refuge investigation found significantly more contamination than the EPA studies have found. EPA continues to take the position that the Memorandum of Understanding executed between the owner of the private property, the township, the refuge, and GSWA, is only "aspirational" and as such they cannot modify their reasonably anticipated future use to include public access. We continue to disagree! I recently participated in a meeting with the Refuge and Mikie Sherrill's office and I am hopeful that the Congresswoman will take a more active interest in this project and advocate for the remedy the community wants and the ultimate use of the property as open space. As you saw by separate email, there was a great article in the Daily Record on Sunday, April 3, 2022 about Rolling Knolls.

Wade's Development Board Report  
04.01.2022

Interviewed Sally Glick and David Budd (Advisory Council members) for their profile articles in **Across the Watershed**. Submitted articles for Spring-Summer 2022 Issue.

Met with Sally re. year review and strategy/planning for 2022.

Google Meet staff discussion re. scheduling Advisory Council Dinner and Volunteer Appreciation Picnic.

Recorded tag line for completion of GSWA website promotional video.

Attended Rolling Knolls CAG Meeting via ZOOM.

Onsite (in person) solicitation of 13 different potential recreational sponsors (bike stores & athletic wear) for the **Virtual Source to Sea Challenge...**& multiple follow-ups.

Google Meet discussion with Sally & Lynne re. **American River** pre-screening reception - invitees identified.

Sally and I met with the Operations Director at the MAYO Center in Morristown re. GSWA table set-up in lobby for screening.

Attended pre-screening reception and served as a moderator for the Question and Answer Period that followed the film.

Via email, solicited major donors due for timely annual contributions.

Called to thank major donors for contributions and sent formal acknowledgment letter for tax purposes.

Met with networking prospect and attended an in-person networking event.

Recorded Minutes for Trusteeship Committee Meeting via ZOOM.

Attended staff meeting re. transition to new IT provider.

Attended webinars on:

Planned Giving Solicitation for Board Members and Major Donors  
"Building a Board of Fundraising Champions "

Recorded Minutes for Development Committee Meeting via ZOOM.

Attended staff meeting and lunch with new board member Dave Robinson.

Viewed Predictive Modeling Wealth Screening Analysis presented by The Angeletti Group via ZOOM.

Submitted multiple music festival sponsorship solicitations via email.

Joined Lynne Applebaum in greeting John Ben Snow Foundation board member for a tour of our CMA followed by lunch.

## Grant Recap April 2022

Grant Recap April 2022					
Corporate Restricted		BUDGET	ACTUAL	VARIANCE	NOTES
	PSEG	\$ 25,000.00	\$ 5,000.00	-\$20,000.00	Awarded in Sept. Was told that they got an "astounding number of applications with a limited budget", as an explanation for the discrepancy.
	Bayer Fund	\$10,000.00	\$ 30,000.00	\$20,000.00	Award notification in November. Education in schools and wraparound program at BGCPP, awarded in December
	MTN DEW Outdoor Grant	\$0.00	\$ -	\$0.00	Applied for \$5000 in November for CMA restorations Did not receive.
	First Energy/JCPL	\$4,500.00	\$ 13,000.00	\$8,500.00	Met with new external relations director in November and she encouraged me to apply for a larger amount for Environmental Education. Awarded in December.
	Bristol Myer-Squibb	\$10,000.00	\$ 15,000.00	\$5,000.00	Award notification in November. Education in schools and wraparound program at BGCPP
Corporate Unrestricted					
	BASF	\$ 7,500.00	\$ 7,500.00	\$0.00	General Operating Support - awarded in March
	Wells Fargo	\$0.00	\$ 15,000.00	\$15,000.00	General Operating Support - awarded in July
Foundation Restricted					
	Marta Heflin Foundation	\$ 5,000.00	\$ 6,200.00	\$1,200.00	CMA Stewardship - awarded in July
	Thomas Glasser Foundation	0	\$ 10,000.00	\$10,000.00	Awarded in September. Kayaks for water quality programs.
	New Jersey Future		\$ 625.00	\$625.00	Adopt-A-Catch Basin program in Paterson, awarded in July
	Tyler Foundation	\$20,000.00	\$ 20,000.00	\$0.00	Environmental Education, awarded in December
	Meerwarth Foundation	\$15,000.00	\$ 15,000.00	\$0.00	Environmental Education, awarded in November
	Summit Foundation	\$0.00	\$ 6,518.00	\$6,518.00	Test the Tap and Rain Garden supplies, awarded in December
	Roxiticus Foundation	\$0.00	\$ 2,000.00	\$2,000.00	Water Quality Programs, awarded in December
	Watershed Institute	\$8,500.00	\$ -	-\$8,500.00	Translating educational material into Spanish. Did not receive despite a very favorable response to our LOI.
	Invest in Others-Grants for Good	\$0.00	\$ -	\$0.00	Applied for \$20K thru Kevin Sullivan for Environmental Education. Did not receive. Applying again in January.
	Hyde & Watson	\$ 7,400.00	\$ 13,000.00	\$ 5,600.00	Applied in August - office and remote equipment - award notification in October
Unrestricted Foundation Support					
	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
	Stackhouse Foundation	\$ 15,000.00	\$ 15,000.00	\$0.00	General Operating Support - awarded in November
	Frelinghuysen Foundation	\$ -	\$ 750.00	\$750.00	General Operating Support - awarded in November
	Fred Fatzler Foundation	\$ 3,000.00	\$ 4,000.00	\$1,000.00	General Operating Support - awarded in November. Thanks fo Nic Platt!
	Cornell Douglas Foundation	\$ 15,000.00	\$ 20,000.00	\$ 5,000.00	General Operating Support, awarded in February
	Wallace Foundation	30000	\$ 30,000.00	\$ -	GOS, applied in March, awarded in April
	F.M. Kirby Foundation	\$ 30,000.00	\$ 30,000.00	\$ -	General Operating Support, awarded in April
	Victoria Foundation	\$ 25,000.00	\$ 25,000.00	\$0.00	General Operating Support - awarded in August
	<b>TOTAL</b>	<b>\$261,400.00</b>	<b>\$326,593.00</b>	<b>\$65,193.00</b>	
Other					
				<b>\$\$ Request</b>	
	Leavens Foundation			\$ 10,000.00	Proposal sent in October, pending - PFAS Testing.
	Valley Bank			\$ 7,500.00	GOS, applied in February, pending
	Invest in Orhers- Grants for Good			\$ 20,000.00	Environmental Education, applied in January, did not receive
	Garden Club of Somerset Hills			\$ 1,000.00	Native Plant Sale support, applied in March, pending
	E.J. Grassmann Trust			\$ 5,790.00	Aqua TROLL Meter purchase for WQ, applied in March, pending
	Provident Bank Foundation			\$ 5,000.00	GOS, applied in February, pending
	Kearny Bank Foundation			\$ 5,000.00	Environmental Education, applied in December, pending
	Cestone Foundation			\$ 25,000.00	GOS, applied in March, pending
	Investors Bank			\$ 7,500.00	GOS, applied in January, pending
	<b>TOTAL</b>			<b>\$ 86,790.00</b>	

**Great Swamp Watershed Association**  
**Balance Sheet**  
As of March 31, 2022

04/04/22

Accrual Basis

	<u>Mar 31, 22</u>	<u>Mar 31, 21</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
Checking/Savings		
IB Checking x5131	174,615.69	215,846.83
ISB MM 289902218	86,361.56	86,289.68
PG Bank CDx5855	55,795.84	55,518.80
PG Game of Chance x5919	245,358.00	217,927.00
PG LEGACYMM x0924	53,186.67	53,130.82
Valley National x 9893	16,056.90	16,053.72
<b>Total Checking/Savings</b>	<u>631,374.66</u>	<u>644,766.85</u>
<b>Other Current Assets</b>		
The Endowment Fund Vanguard	1,744,446.54	1,659,525.33
<b>Total Other Current Assets</b>	<u>1,744,446.54</u>	<u>1,659,525.33</u>
<b>Total Current Assets</b>	<u>2,375,821.20</u>	<u>2,304,292.18</u>
<b>Fixed Assets</b>		
Equipment	28,104.13	30,381.00
Land Harding Twp (Kent 10Ac)	82,600.00	82,600.00
Land Harding Twp (Lamorgese)	155,000.00	155,000.00
Land Twp. of Chatham 3.5 Acres	179,100.00	179,100.00
<b>Total Fixed Assets</b>	<u>444,804.13</u>	<u>447,081.00</u>
<b>Other Assets</b>	<u>14,066.94</u>	<u>13,405.72</u>
<b>TOTAL ASSETS</b>	<u><u>2,834,692.27</u></u>	<u><u>2,764,778.90</u></u>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
Current Liabilities	5.00	110,844.50
<b>Total Liabilities</b>	<u>5.00</u>	<u>110,844.50</u>
<b>Equity</b>		
Permanently restricted Endowmnt	65,080.00	65,080.00
Retained Earnings	2,336,928.85	1,730,680.25
Retained Equity (Land)	334,100.00	334,100.00
Temporarily restricted	119.00	4,371.00
Unrestricted Net Asset	20,733.05	16,362.05
Net Income	77,726.37	503,341.10
<b>Total Equity</b>	<u>2,834,687.27</u>	<u>2,653,934.40</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>2,834,692.27</u></u>	<u><u>2,764,778.90</u></u>



**Great Swamp Watershed Association**  
**Profit & Loss Budget Performance**  
**March 2022**

	Mar 22	Budget	% of Budget	Jul '21 - Mar 22	YTD Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4% Fund Transfer Draw	0	0	0%	58,027	96,246	60%	48,000
401K Operational Reserve BD	0	0	0%	0	0	0%	20,000
Advocacy Operational Reserve BD	0	0		0	20,000	0%	20,000
Annual Event	0			152,357	136,250	112%	136,250
Corporate	7,500	0	100%	85,500	72,000	119%	96,500
Foundation Support	30,000	33,000	91%	207,718	195,900	106%	265,900
Government Grants	0	0	0%	758	600	126%	600
Individual - Membership	5,170	8,200	63%	61,155	62,680	98%	89,280
Individual Major Donors	7,041	60,000	12%	184,516	175,000	105%	200,000
Individual Trustee Giving	155	9,000	2%	26,400	21,750	121%	32,000
Merchandise Misc	30	0	100%	223	250	89%	250
Music Fest Event	0	0	0%	0	0	0%	47,810
Native Plant Program	0	0	0%	0	0	0%	37,700
Other incomes misc	15	33	45%	437	295	148%	394
Programs - Education & Outreach	7,255	435	1,668%	13,200	2,295	575%	17,600
Restricted Individual Donations	0	0	0%	10,500	10,000	105%	10,000
<b>Total Income</b>	<b>57,165</b>	<b>110,668</b>	<b>52%</b>	<b>800,790</b>	<b>793,267</b>	<b>101%</b>	<b>1,022,284</b>
<b>Gross Profit</b>	<b>57,165</b>	<b>110,668</b>	<b>52%</b>	<b>800,790</b>	<b>793,267</b>	<b>101%</b>	<b>1,022,284</b>
<b>Expense</b>							
Administrative Expense	13,824	8,538	162%	90,342	82,695	109%	110,090
Administrative Payroll Total	52,148	53,333	98%	477,744	490,997	97%	671,996
Advocacy / CAGs / Other	0	0	0%	7,693	20,000	38%	20,000
Annual Event Expenses	0	0	0%	39,372	37,975	104%	37,975
Capital Campaign Exp	0	0	0%	0	24,000	0%	44,000
Development Expense	180	92	197%	2,695	1,825	148%	10,900
Education and Outreach	4,933	521	947%	7,045	5,337	132%	27,700
Hyde and Watson Grant Exp	0	0	0%	8,297	7,400	112%	7,400
Mailing	0	343	0%	2,823	7,380	38%	14,840
Membership	6,847	175	3,912%	10,458	11,025	95%	16,800
Merchandise	0	0	0%	314	1,000	31%	1,000
Music Fest	0	0	0%	2,206	0	100%	18,100
Stewardship	2,020	3,542	57%	21,075	8,675	243%	16,396
Stewardship Land Acquisition	0	0	0%	813	825	99%	825
Water Quality	4,276	2,367	181%	8,102	19,000	43%	29,500
Water Testing - Well	0	0	0%	0	0	0%	2,000
<b>Total Expense</b>	<b>84,228</b>	<b>68,910</b>	<b>122%</b>	<b>678,979</b>	<b>718,134</b>	<b>95%</b>	<b>1,029,522</b>
<b>Net Ordinary Income</b>	<b>-27,063</b>	<b>41,758</b>	<b>-65%</b>	<b>121,811</b>	<b>75,133</b>	<b>162%</b>	<b>-7,238</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
Covid Based Assistance PPP ERTC	0			146			
Deferred Inc. -accrual reversal	0			29,833	67,500	44%	67,500
Dividends Received	6,488	0	100%	24,425	0	100%	0
Pilgrim Pipeline Restricted	0	0	0%	212	0	100%	0
Save Noe Pond	0	0	0%	95	0	100%	0
UNREALIZED GAIN ON SEC	-171,444	0	100%	-98,796	0	100%	0
<b>Total Other Income</b>	<b>-164,956</b>	<b>0</b>	<b>100%</b>	<b>-44,085</b>	<b>67,500</b>	<b>-65%</b>	<b>67,500</b>
<b>Net Other Income</b>	<b>-164,956</b>	<b>0</b>	<b>100%</b>	<b>-44,085</b>	<b>67,500</b>	<b>-65%</b>	<b>67,500</b>
<b>Net Income</b>	<b>-192,019</b>	<b>41,758</b>	<b>-460%</b>	<b>77,726</b>	<b>142,633</b>	<b>54%</b>	<b>60,262</b>

# Board Meeting Report: Membership and Social Media

Nancy Rago, Friday, March 25, 2022

The membership, social media, and communication's team are working together on the Earth Day Appeal. My first task was to generate the mail list of 1746 constituents. My role on the Plant Sale Team is focused on the last Webinar, final Newsletter, and last-minute details to be ready to be open for online buying on April 1-22. My duties as Membership Manager is to monitor membership numbers quarter-over-quarter. And as Social Media Manager, I have worked out a content calendar for National Days and event promotions. The Communications and Education teams have been very helpful providing content support for social media initiatives.

## Membership Q3 FY2022

- Gifts from 01/01/2022 to 03/31/2022:
  - Donor Count: 283 Constituents (vs. Q2 FY2021 380 Constituents)
  - Gift Frequency Analysis: 222 gave 1 Gift, 46 gave 2 Gifts, 12 gave 3 Gifts, 1 gave 4 Gifts, 0 gave 5 Gifts, 2 gave 6 Gifts (vs. Q2 FY2022 319 gave 1 Gift, 38 gave 2 Gifts, 17 gave 3 Gifts, 5 gave 4 Gifts, 0 gave 5 Gifts, 1 gave 6 Gifts)
- General Membership – Appeal: 3, Donation: 53, Matching Gift: 7, New: 37, Renew: 81, Sustaining: 11. (vs. Q2 FY2022 Appeal: 83, Donation: 66, Matching Gift: 4, New: 29, Renew: 151, Sustaining: 10). To date, the Plant Sale generated 17 Donations plus 21 New and 11 Renew Memberships.
- Q4 Member Mailings will consist of monthly mailed reminders of upcoming renewals and a final reminder to lapsed member mailings between 04/01/2022 to 6/30/2022.

## Social Media as of 3/25/22:

- Audience Analytics – Audience growth and Demographics (01/18/2022 to 3/25/2022):
  - [Facebook.com/GreatSwamp](https://www.facebook.com/GreatSwamp) - 64 new page Likes and 85 new Followers (3,279 people like and 3,659 people follow this Page)
  - [Instagram.com/greatswampnj](https://www.instagram.com/greatswampnj) - 57 new Followers (2,420 followers)
  - [Twitter.com/greatswampnj](https://twitter.com/greatswampnj) - 20 new Followers. (2,329 Followers)
  - [Linkedin.com/company/great-swamp-watershed-association](https://www.linkedin.com/company/great-swamp-watershed-association) – 6 new Followers. 178 Followers.
  - Gender: Women 66.6%, Men 34.4%.
  - Top Five Cities: Chatham, Morristown, Madison, New York, NY, Basking Ridge.
- Content Analytics – Top Three Content that yielded the best reach, like and replies:
  - Today is #WorldWaterDay (2022-03-22 Instagram Post/Video explanation)
  - Did you know that during the past ice age... (Glacier Hike) (2022-03-23 Facebook Post)
  - Did you know that during the past ice age... (Glacier Hike) (2022-03-23 Instagram Post)
- Looking Ahead to Social Media Post Content:
  - APRIL
    - Earth Month
    - Earth Day (2022 theme focuses on the green economy: Invest In Our Planet) – Apr 22
    - National Arbor Day – Apr 29
  - MAY
    - National Teacher Appreciation Day – May 3
    - NJ Single-use Plastic Ban Begin – May 4
    - World Bee Day – May 20
    - International Day for Biological Diversity – May 22
    - Learn About Composting Day – May 29

- JUNE
  - o National Pollinator Month, Perennial Gardening Month, Great Outdoors Month – June
  - o National Trails Day – Jun 4
  - o World Environment Day (2022 Theme: Only One Earth) - Jun 5
  - o National Weed Your Garden Day – Jun 13
  - o Nature Photography Day – Jun 15
  - o National Pollinator Week – Jun 20 – 26
  - o Take Your Dog to Work Day – Jun 24
  - o Summer Solstice – Jun 21
  - o Social Media Day – Jun 29

### Website Analytics as of 3/25/22

- Google Analytics Audience Overview – 01/18/2022 to 03/25/2022:
  - Users who have initiated at least one session during the date range - 9,908
  - Geo Location, United States Users – 9,089. Top Five Regions: NJ, NY, VA, PA, TX.
  - New vs Returning – 9,700 vs 208
  - Mobile Overview - mobile 5,032, desktop 4,592, tablet 275
  - Top Channels Acquisition Overview:
    - o Organic Search 4,702 - Source/Medium in order of User Acquisition: Google, Direct, Facebook, Bing, Yahoo, DuckDuckGo, Baidu.
    - o Direct 4,074 – Landing Page in order of User Acquisition: [Home Page](#), [Is It a Dog, a Wolf, or a Coyote?](#), [Native Plant Sale Catalog](#), [Native Plant Sale](#), [Native Pollinators – What’s the Buzz?](#), [Landscaping for a Healthy Environment](#), [Native Pollinator Plant Sale – An Overview](#), [Source-to-Sea Virtual Challenge](#), [Upcoming Events](#), [Native Plant Sale Garden Resources](#).
    - o Social 968 – Social Network in order of User Acquisition: [Facebook](#), [Twitter](#), Pinterest, WordPress, [LinkedIn](#), [YouTube](#).
    - o Referral 323 – Sources: baidu.com, linktree.ee, patch.com, thewatershed.org, rosenet.org, mail.google.com, search.aol.com, morriscountynj.org, theraptortrust.org.
    - o Email 11.
- Google Analytics Behaviors Overview – 01/18/2022 to 03/25/2022:
  - TOP TEN MOST POPULAR PAGES:
    - o 1. [Home Page](#) - Pageviews 2,753
    - o 2. [Native Plant Sale Catalog](#) - Pageviews 1,930
    - o 3. [Native Plant Sale](#) - Pageviews 1,930
    - o 4. [Upcoming Events](#) - Pageviews 1,204
    - o 5. [CART](#) - Pageviews 1,054
    - o 6. [Is It a Dog, a Wolf, or a Coyote?](#) - Pageviews 989
    - o 7. [Native Plant Sale - Products, Individual Species](#) - Pageviews 859
    - o 8. [Native Plant Sale - Products, Garden Kits](#) - Pageviews 859
    - o 9. [It’s Too Wet Here – Can I Fill in Wetlands? A Guide to What You Can and Can’t Do in a Wetland Area](#) - Pageviews 659
    - o 10. [Native Pollinators – What’s the Buzz?](#) - Pageviews 577

## Renewal Board Resolution

*The following resolution must be adopted by the board of directors of the applicant organization and submitted as part of the final application. The blank spaces should be filled in with the applicant organization's name. See the Applicant Handbook for complete application instructions.*

### Board Resolution

Whereas the board of directors of Great Swamp Watershed Association supports this renewal application for accreditation by the Land Trust Accreditation Commission; and,

Whereas Great Swamp Watershed Association understands that by applying for accreditation renewal it continues its commitment to be joined with land conservation organizations around the country that are united by strong ethical practices and a commitment to sound transactions and the stewardship of land and conservation easements; and,

Whereas Great Swamp Watershed Association understands that as a member of the accredited land trust community it is responsible for helping to maintain the credibility of the accreditation program;

Now, therefore be it resolved by the board of directors of Great Swamp Watershed Association:

THAT, we agree to uphold high standards of ethics in implementing our mission and in our governance and operations.

THAT, we agree our organization will continue to implement Land Trust Standards and Practices as long as it is accredited.

THAT, we agree our organization will abide by the Renewal Accreditation Agreement it signed and will comply with published accreditation program requirements.

THAT, we agree as an accredited organization we will do our best to ensure that the actions of our organization help to maintain the credibility of the accreditation program.

\_\_\_\_\_ date adopted

\_\_\_\_\_ signature and title of Secretary or Clerk

\_\_\_\_\_ printed name of signatory

# Communications Board Report – Val Thorpe

April 2022

## Events

### **Inaugural GSWA “Source to Sea” Virtual Challenge**

Nearly a year ago, board member, Kate Barry, suggested we plan a virtual run/walk challenge fundraiser. We formed a planning team with Kate and GSWA staffers and began brainstorming ideas, resulting in the decision for participants to walk/run/bike/roll/swim 80 miles - the length of the Passaic River. Using a third-party platform, RunSignup, we began to build the event. Overall, it’s been a successful inaugural event, providing a great opportunity to share who we are and what we do with a mostly brand-new audience. Following is a summary:

- The challenge runs Saturday, March 12 – Sunday, May 15 (65 days)
- This event can be done from virtually anywhere in the world, through any means powered by the participant including, but not limited to walking, running, hiking, swimming, biking, rolling.
- Registration fee: \$35 – includes a commemorative t-shirt
- Sponsorship dollars (7 sponsors @ \$250 each, totaling \$1750) offset the price of the t-shirts
- Participants enter their activity mileage on RunSignup which tallies their total miles
- As mileage is entered in the system, an icon (GSWA heron) moves along a map of the Passaic River, showing their progress along the route of the River
- For every 10 miles accrued, participants receive an email from GSWA, cheering them on and sharing facts about the Passaic River and GSWA
- All who complete the 80-mile challenge receive a free ticket to the Great Swamp Great Music festival (\$30 value)

We blasted through our conservative goal of 50 participants, topping out at 152! 59% of all participants are age 50-plus. Below is the full breakdown with some impressive age groups joining the challenge:

Age	# Participants
80	1
70-79	25
60-69	27
50-59	36
40-49	25
30-39	17
15-24	8
10	2
not identified	11

We have received great feedback from several participants who are enjoying the concept and our mission-based milestone emails. As of April 4, 17 people have completed the challenge and of those, 11 are continuing to do it. David Budd has biked 297 miles stated, “I want to see how many times I can complete it before it ends!” Ryan Thorpe has run 144 miles said, “I decided to turn around and run back!” We are already thinking of improvements for next year’s challenge. Final figures to follow.

## **5<sup>th</sup> Annual Great Swamp Great Music Festival**

Planning is well underway for this big fundraiser. We are going big for our 5<sup>th</sup> year by expanding the festival by an hour and adding more bands. It will take place again at Giralda Farms, Chatham Twp. on Sunday, May 22, 12-7 PM (gates open at 11 AM) with seven bands and one solo act for 7 hours of continuous music.

- The first band is a high school act who will play when the gates open as the crowd is arriving. All seven bands are booked for the date. Now comes the careful dance of scheduling everyone in the proper order based on their schedules.
- 2 food trucks and Scoops ice cream have committed along with 8 merch vendors – and counting
- Our development staff is currently working to secure sponsorships. **Please help us obtain additional sponsors** for this popular and well-established fundraising event. I will forward the forms to board and advisory council members shortly and will happily share additional information with you.
- Volunteers are raising their hands to help at the various stations – **we need board members to wo/man the GSWA table! Please email me if you can assist with this and/or other stations.**

## **Office Manager Position Filled**

It's official – we've hired a new Office Manager! Rosa Martinez will join the GSWA staff as a part-time employee on April 18, 2022, bringing the total number of full and part-time staffers to 11. Rosa will manage the day-to-day office operations and assist with administrative functions as needed.

## **Earth Day/Spring Appeal**

This year's appeal focuses on the upcoming New Jersey plastic bag/single use ban which takes effect this May 4. New Jersey will have the strictest ban in the country. The appeal will be mailed to approximately 1750 households to arrive in time for Earth Day, April 22.

## **Press Releases**

Press releases published in local news media outlets including New Jersey Hills Media (14 local newspapers), The Daily Record, InsiderNJ.com, The Patch, TapInto, and more.

- 3/7/22 – ["Discounted Water Testing"](#)
- 2/14/22 – ["Native Pollinators: What's the Buzz"](#)

Upcoming press releases will include a summary of our wildly successful plant sale, and the announcement of the music festival.