



Great Swamp Watershed Association

Meeting of the Board of Trustees

June 27, 2022

9:00 a.m. – Zoom Meeting or in person

Agenda

- Approval of Board Minutes from April 11, 2022, Meeting
- Finance Report
- Budget review and approval
- Executive Director Report
- Drew forest resolution
- Development Report/ Grant discussion with Lynne Applebaum
- Gala update: speaker and potential date
- Election of Roger Jones (Valley Bank) and Fred Castenschoid to Advisory Council

- Other Business
- Adjourn

GSWA Board of Trustees Meeting
Minutes
04.11.2022

Tony DellaPelle convened the meeting at 9:01 a.m. via Zoom. Board members present included Paul Boudreau, Jay DeLaney (Advisory Council), Eric Inglis, Kate Barry, Sally Glick (Advisory Council), Thelma Auchenbach (Advisory Council), Dave Robinson, Dot Stillinger, Brett Williamson, David Naidu, Ralph Jones, Michael Dee, Marilyn Dee, Carolyn Sharaway, Kevin Sullivan, Reed Auerbach, Jane Kendall (Advisory Council), Lisa Stevens, Frank Stillinger (Advisory Council), and Jordan Glatt. GSWA staff included Sally Rubin, Sue Levine, and Wade Kirby.

Tony then introduced Todd Hyde and proposed him as a new board member. Todd was recommended for the board by Debra Apruzzese and received verbal endorsements at the meeting from David Naidu and Kevin Sullivan. *David made a motion to approve Todd's election to the board which was seconded by Kevin.* All in favor. None opposed. The motion carried.

Tony then called for approval of the Board Meeting Minutes dated January 24, 2022. *Michael Dee made a motion to approve the Minutes as written which was seconded by Dot Stillinger.* All in favor. None opposed. The motion carried.

Sally spoke about the film, **American River**, which was screened at the MAYO Performing Arts Center in Morristown on Thursday, March 31st at 7:30 p.m. Close to a thousand people were in attendance. Wade facilitated the Question & Answer period that followed. Sally recapped the story of Mary Bruno and Carl Alderson's kayak adventure down the Passaic River. Ralph Jones, Jane Kendall and Jordan Glatt all gave strong verbal endorsements of the film. Sally explained that GSWA provided a free raffle both before and after the screening which offered a kayak trip on the Passaic River guided by a member of our educational staff.

New board member Todd Hyde joined the meeting. Tony then asked all board and Advisory Council members to introduce themselves and provide a brief background.

Sally spoke about the subdivision plan for the Ferber Property in Chatham. PSE&G will propose the subdivision in Chatham within the next few months and will then need to seek permission from the Board of Public Utilities to convey the "hole in the donut" to GSWA. The conceptual plan would be to convert/expand the existing barn to an educational center for school groups, hold presentations, provide rental opportunities, etc. The Ferber family's home would be the GSWA Staff office.

Jay DeLaney sent newspaper articles regarding the Rolling Knolls Superfund site to Sally. He praised Sally's handling of the CAG (Community Advisory Group), and the slow progress being made with the EPA regarding the clean-up. Board member attendance at the CAG Meetings via Zoom was encouraged.

The Virtual Run "Source to Sea Challenge" now has 152 participants and ends in mid-May. You may join as a biker, a walker, a runner, etc. Facts about the Passaic River as well as GSWA are provided at every 10 mile interval completed along the way. In addition, all those who complete the 80 mile trek will

receive a T-shirt with sponsors' names as well as a ticket to our upcoming music festival. David Budd has completed the challenge once already on his bicycle and is now returning for a second time!

Our Native Plant Sale is very, very popular! On the opening day of sales, our website actually went down due to the volume of orders. The last day to order plants is April 22nd, but order soon as certain plants may not be available. Thelma Auchenbach said that new plants will be available soon. \$39,000 was earned during the first three days. The Plant Sale is making money, educating people, and putting good things in the ground!

A resolution was proposed to apply for the renewal of our land trust accreditation. *David Naidu made a motion to apply for the renewal of re-accreditation which was seconded by Reed Auerbach.* All in favor. None opposed. The motion carried.

Dot Stillinger explained that our Conservation Management Area has grown to 73 acres. There is now a threat of new housing across Route 287 which is directly upstream of our CMA. We are exploring ways to minimize pollution and stormwater that would be detrimental to the CMA. Harding Township has already approved it, but no permits have been granted as yet by the DEP. Construction is proposed for one hundred units on the far side of the corporate complex off Route 202. Tony offered his contacts to help mitigate this, as did Jay DeLaney. Morris Township is involved.

Sue Levine then introduced herself and delivered the Finance Report. The 10% YTD income trigger was not invoked in the first quarter 2022 results. The Budget Deficit Policy was explained and how triggers are used.

In summary, revenue is on budget YTD and expenses are lower than budget YTD resulting in a net Operational Income of \$121k versus a budget of \$75k.

- Corporate and Foundations look good and remain on track to achieve budget.
- Individual membership is at 98% of the YTD budget, March credit card data has not yet been finalized.
- Major Donors doing spectacular. Well ahead of budget.
- Trustee Giving is ahead of budget YTD.

The Balance Sheet was addressed. No discussions/issues.

Endowment value as of 3/31/22 is \$1,744,446.54. Clark Wagner did a review of the investments. His support is of tremendous value to the Finance Committee. Per Clark's review, the first quarter was a difficult quarter with total assets down 5.8%, however, assets remain higher year over year. Clark recommended a rebalancing of the accounts to bring stocks from 55% to 50%. We continue to hold a significant amount in cash at various banks for Corporate Development purposes. Clark has recommended, when possible, to move some of those funds to the Vanguard Federal Money Market Fund.

The Finance Committee will meet in the very near term to address the volatility of the financial markets and assess the current asset allocation. Watch for an email from Sue.

For review:

Budget Deficit Policy – Amended 10/21/2019 Approved 4/17/15 - Reaffirmed 03/31/2016

Purpose: To ensure timely review of the financial health of the organization.

The following safeguards are put in place to ensure that actual performance in each fiscal year equals or exceeds the budgeted results.

The following triggers will require action by the Finance Committee. At the Finance Committee's discretion, a trigger may be presented to the full board for appropriate action.

- 1.If the Gala generates in total a net amount that falls short of the budgeted amount in excess of \$10,000.
2. Individual contributions fall short of budgeted amount by 10% as of December 31.
3. Net income for the first half of the fiscal year underperforms the budget by 10%.
4. Third quarter year to date net income underperforms budget by 10%.
5. Fourth quarter net income results in a deficit for the fiscal year.

The Board will formally review actual versus budget at a minimum semi-annually.

Re- Approved and Adopted by the Board of Trustees on the _____ day of _____, 2019

Note: The budget will be seasonalized based on history and significant known changes.

Wade gave a brief presentation on the webinars he has viewed regarding enhanced board participation, as well as the status of organization and fundraising for the music festival. Carolyn Sharaway requested a list of current and future potential music festival sponsors already committed. Tony mentioned the upcoming ban on plastic and how our re-usable bags could be utilized to the best extent.

Sally spoke about the Advisory Council Dinner at the Grain House Restaurant at 5:30 p.m. on Thursday, June 2nd. Mike Horne of the Great Swamp National Wildlife Refuge is this year's speaker. This dinner is GSWA's thanks to the Advisory Council and the board, and there is no charge. 40-60 people normally attend and board members are asked to bring wine. Our Volunteer Appreciation Picnic is scheduled for Thursday, June 23rd at 5:30 p.m. at the GSWA Office. It is very informal and always a good time.

Monday, June 27th is the next board meeting and a very important one to approve the 2022-2023 Annual Budget. It will be held at 9 a.m. in person at the GSWA Office and a Zoom link will be provided as well. Tony encouraged participation with our upcoming events and then called for meeting adjournment. *Reed made a motion to adjourn the meeting which was seconded by Michael.* All in favor. None opposed. The motion carried and the meeting was adjourned at 10:23 a.m.

Respectfully submitted,

Wade Kirby
Director of Development

DRAFT

Sue Levine

To: cwagner071@gmail.com; guyp@longhillnj.gov
Cc: Sally Rubin; dkstillinger@gmail.com; sullivanm@hotmail.com; ADellaPelle@mrod.law; reedauerbach@gmail.com; debapru@gmail.com
Subject: Finance Committee Meeting Minutes 06.17.22

Finance Committee Minutes:
Attendees: Guy, Reed, Clark, Kevin
Absent: Deb, Dot, Tony

The Finance Committee Reviewed the Vanguard account.

Vanguard on	6/17/22:	12/31/22:
BD Endowment:	1,217,016	1,523,145
Operational Reserve:	275,681	328,226
Total	1,492,697	1,851,375

Down versus year end by \$358,679 or -19%

We discussed the balance sheet and focused on Cash on Hand. We decided to move \$100,000 to Vanguard and begin a buy in starting in July at \$25,000 per month and will revisit at the September board meeting. The uninvested balance will sit in a money market account – Current rate is 0.61% at Vanguard Federal MM.

We reviewed the budget in detail and incorporated the following change:
Advocacy Reserve to be funded from the Operational Reserve: added \$20,000 to both revenue and expense.

We discussed Individual Membership and identified the need to establish a Task Force on Membership to focus on the decline in membership. For FY 2023 there will be an increased focus to expand membership using the new contacts from Plant sale; music fest and the American River Screening. Additional mailings were added to the budget to focus on expanding membership.

Trustee Giving was discussed and with the potential capital campaign, the Finance Committee recommends as highest priority to add new Board Members that can be substantial givers.

Music Fest was discussed, and the Finance Committee recommends going back to Nic's property – Hartley Farms, the environment was more conducive for our event needs. Specific recommendations included:

1. More intimate environment than Giralda Farms
2. Incorporate more program-based activities
 - a. Kid activities
 - b. More mission oriented
3. Provide tents
4. Improve food trucks – more would be better – perhaps don't take a % from vendors
 - a. Consider VIP picnic baskets or something different for food

We discussed employee retention and the concern of keeping good staff members. In general, Sally shared she feels the morale is good and the program team is happy particularly now that they are back in the field. We discussed proposed payroll changes for FY 2023. Market insight on the COI 3 to 4% is typical.

In the future, we will evaluate moving the Restricted Grants with Right of Return out of Other Income in include in Net Ordinary Income. These funds are moved between fiscal years, and it would be more useful in results evaluation to be included above the line.

Motion to approve the Budget with the revision to increase Advocacy Revenue and Expense by \$20,000 by Clark, Reed seconded; Unanimously approved.

Best regards,

Sue Levine
Director of Finance and Human Resources
Great Swamp Watershed Association
The Passaic River WATERKEEPER® ALLIANCE Affiliate
(973) 538-3500 x 12
SLevine@greatswamp.org



Great Swamp Watershed Association

Fiscal Year Budget 2023

Finance Committee Approved 6/17/2022

	Actuals FY 2022	Annual Budget	FY 2023 Budget	FY 2022 Actuals	% of Budget	Fiscal Year 2023 Notes
Ordinary Income/Expense						
Income						
4% Fund Transfer Draw	58,027	48,000	56,000	58,027	97%	based on \$1.4M holdings on 7/1
401K Operational Reserve BD	0	20,000	25,000	0	100%	Will only use if required
Advocacy Operational Reserve BD	0	20,000	20,000	0	100%	
Annual Event	0	0	0	0	0%	
Total Annual Event	152,356	136,250	175,000	152,356	115%	increased 100 PPL; VIP tickets all other same as FY 22; Speaker EPA
Corporate	0	0	0	0	0%	Olivia Glenn - Environmental Justice
Restricted Corp	66,500	57,000	44,500	66,500	67%	
Unrestricted Corp	22,500	39,500	25,250	22,500	112%	
Total Corporate	89,000	96,500	69,750	89,000	78%	Bayer reduced -20K; JCPL reduced -9K; PSEG increased +10K
Foundation Support	0	0	0	0	0%	
Restricted Foundation Support	87,200	122,400	72,750	87,200	83%	
Unrestricted Foundation Support	181,518	143,500	212,000	181,518	117%	TBD 40K; upside potential on FM Kirby; +5k Cornell Douglass;
Total Foundation Support	268,718	265,900	284,750	268,718	106%	Cestone +\$20k; impact 100 +\$20k; offset by reduced Mazer and H&W
Government Grants	18,674	600	20,000	18,674	107%	Rolling Knolls \$20k; \$5k *2 plus 10K consultants
Individual - Membership	78,941	89,280	89,000	78,941	113%	Area of Concern: will do focused solicitations - American river screening, plant sale, add fundraisers; Reed proposes a Membership Task Force
Individual Major Donors	212,864	200,000	222,000	212,864	104%	Wade
Individual Trustee Giving	30,610	32,000	30,000	30,610	98%	Increased focus on new board member ability to give
Merchandise Misc	223	250	0	223	0%	
Music Fest Event	48,054	47,810	49,006	48,054	102%	Need to evaluate location; timing
Native Plant Program	60,000	37,700	60,750	60,000	101%	terrific program with an added benefit
Total Other incomes misc	594	394	8,500	594	1431%	Goldman Sachs Stewardship \$8K
Programs - Education & Outreach	20,158	17,600	30,000	20,158	149%	SZS \$10k; is a risk; increased school programs
Restricted Individual Donations	43,333	77,500	28,000	43,333	65%	
Deferred Income Restricted Grants*	29,833	67,500	23,000	29,833	77%	
Total Income	1,081,552	1,089,784	1,167,756	1,081,552	108%	
Gross Profit	1,081,552	1,089,784	1,167,756	1,081,552	108%	
Expense						
Administrative Expense	126,537	110,090	128,065	126,537	101%	Utilities +15%; rent +8%; Insurance +5%; New IT outsourced fees lower 4% COI; wage adjustments for 2 PPL; increased hours in education;
Total Administrative Expense	664,207	671,996	737,756	664,207	111%	increased 401k participation; fully staffed
Total Administrative Payroll Total	29,936	20,000	40,000	29,936	134%	\$10K Rollings Knolls CAG and \$10K Mt Kemble / Other
Total Advocacy / CAGs / Other	0	44,000	2,500	0	100%	
Capital Campaign Exp	6,350	10,900	13,165	6,350	207%	Volunteer Dinner FY 23; More Fundraisers - targeting plant sale contacts
Total Development Expense	53,131	27,700	54,100	53,131	102%	should we do advisory eoy
Total Education and Outreach						

736687

	6,267	7,400	0	6,267	0% in fy22	Every other year - some c/o funds will be spent in fy 23 from funds received
Hyde and Watson Grant Exp		7,400	0	6,267	0% in fy22	
Total Mailing	7,123	14,840	11,259	7,123	158% Plant Program acq mailing added; addl downstream	
Total Membership	17,271	16,800	20,280	17,271	117% increased quantity and costs	can look at reducing quantity or format?
Merchandise	314	1,000	0	314	0%	
Music Fest	16,514	18,100	19,000	16,514	115%	wade donated radio time
Total Stewardship	37,962	16,396	25,800	37,962	68% Re-Accreditation Completed in 2022; offset by Goldman Sachs \$8K	lumber costs remaining high
Total Stewardship Land Acquisition	1,626	825	450	1,626	28%	No new properties in the pipeline at this time
Total Water Quality	25,976	29,500	34,350	25,976	132% increased costs; more travel down stream; increased site testing	includes 3400 10 towns,
Total Water Testing - Well	4,013	2,000	0	4,013	0%	
Total Expense	1,033,563	1,029,522	1,138,795	1,033,563	110%	

Net Ordinary Income	47,989	60,262	28,961	47,989	60%
----------------------------	---------------	---------------	---------------	---------------	------------

Other Income					
Covid Based Assistance PPP ERTC	146	0	0	146	
Investment Related - Dividends; Unrealized	-74,371	0	0	-74,371	
Community Action Committees/Other	453	0	0	453	
Total Other Income	-73,918	0	0	-73,918	
Total Other Expense	150	0	0	150	
Net Other Income	-74,068	0	0	-74,068	

* Deferred Income on Restricted Grants moved from Other Income to Total Income

Great Swamp Watershed Association
Balance Sheet
As of May 31, 2022

	<u>May 31, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
IB Checking x5131	153,699.89
ISB MM 289902218	86,390.44
PG Bank CDx5855	55,795.84
PG Game of Chance x5919	263,274.25
PG LEGACYMM x0924	53,224.42
Valley National x 9893	16,057.17
Total Checking/Savings	<u>628,442.01</u>
Other Current Assets	
The Endowment Fund Vanguard	1,744,446.54
Total Other Current Assets	<u>1,744,446.54</u>
Total Current Assets	<u>2,372,888.55</u>
Fixed Assets	
Equipment	28,104.13
Land Chatham Twp (Kent 10Ac)	82,600.00
Land Harding Twp (Lamorgese)	155,000.00
Land Twp. of Chatham 3.5 Acres	179,100.00
Total Fixed Assets	<u>444,804.13</u>
Other Assets	
Authorize.net Escrow Account	453.02
Other Asset tbd	-38.00
Prepaid insurance	9,449.88
Total Other Assets	<u>9,864.90</u>
TOTAL ASSETS	<u><u>2,827,557.58</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Accrued Expenses	5.00
Total Other Current Liabilities	<u>5.00</u>
Total Current Liabilities	<u>5.00</u>
Total Liabilities	5.00
Equity	
Permanently restricted Endowmnt	65,080.00
Retained Earnings	2,336,943.05
Retained Equity (Land)	334,100.00
Temporarily restricted	119.00
Unrestricted Net Asset	20,733.05
Net Income	70,577.48
Total Equity	<u>2,827,552.58</u>
TOTAL LIABILITIES & EQUITY	<u><u>2,827,557.58</u></u>

Executive Director Report for June 27, 2022

We have had a great spring and it was so nice to have a few in person events after such a long time!

Last meeting I mentioned that we were going to get the exterior of the building painted. Unfortunately, this is on hold because it requires lead paint remediation and we have not found a company to do that work yet.

This spring, I worked on the music festival with Val, wrote grants and reports with Lynne, assisted Hazel and Ginger with land trust re-accreditation, and worked with Sue on next year's budget, among other things.

I have also been soliciting a gala speaker and have just confirmed Olivia Glenn as our speaker. Olivia recently left the DEP to work at the EPA as a Senior Advisor for Equity to help advance environmental justice and embed equity in EPA work. (see attached press release from EPA) I am working on finalizing a date with Olivia and the venue. We will probably have to hold the event on a Tuesday as it is late for selecting a date and a lot of events that were postponed because of covid are being scheduled.

We held a successful Advisory Council dinner at the beginning of June with Mike Horne from the GS National Wildlife Refuge as our speaker. Mike has generously offered to take attendees on a "behind the scenes" tour of the refuge this summer. I am working on coordinating available dates with Mike.

Lynne and I attended the global Waterkeeper Alliance conference in DC this month. We were there to support Scott Morris and Mary Bruno since the new Passaic River documentary was featured in one of the presentations. While we were in DC, we were able to have dinner with one of our grant funders which is always helpful to cement personal relationships.

We held a lunch and learn with the staff and new board member Todd Hyde.

I met with Valley Bank representatives Jerry Flach and Roger Jones to discuss Roger joining the Advisory Council.

I met with various donors and board/advisory members.

I have had several meetings regarding Paterson and an adopt a catch basin initiative.

We held a trusteeship meeting (minutes attached).

I participated in several meetings with representatives from Long Hill Township regarding an Upper Passaic Municipal Alliance for flood related issues.

I submitted a quarterly report for our Rolling Knolls grant and wrote an extension request for additional time and funding on the grant. I had conversations with EPA regarding a new facilitator for the CAG meetings and had a discussion with the new facilitator, Doug Sarno. Doug is also the facilitator for the lower Passaic Superfund. Subsequent to our meeting with Congresswoman Sherrill's office about Rolling Knolls, the Congresswoman sent a strong letter to EPA and Fish & Wildlife about the issue and requesting the two federal entities to cooperate and coordinate better. We are waiting for an EPA response to the letter.

I held meetings with Trust for Public Land about opportunities to work together in Newark.

I walked the Ferber property with various board members.

Lynne and I met with the Director of Economic Development for Passaic County, Deborah Hoffman. She went through her contacts and gave us several individuals to reach out to about possibly getting involved with GSWA.

Hazel and I had a meeting with Students2Science about scheduling fall programming with them after a two year hiatus due to covid.

I met with the Mayor of Morristown just to touch base with each other.

Sandra, Hazel, and I participated in several meetings about the Mt. Kemble development proposal. The development is in Harding which already approved the development, but the meetings were with Morris Township as access is required through Morris Township. We also sent a letter to DEP and Sandra had a productive conversation with DEP regarding the requested permits and the water quality and quantity issues. No permits have been issued by DEP and they appear to be concerned with the developer's requests.

I drafted a resolution in support of preserving the Drew Forest, part of Drew University in Madison (see agenda item and attached resolution).

Sue and I held a finance meeting to review the budget. The committee was very engaged and offered a lot of feedback on the music festival as well as our membership. The consensus is we should focus on soliciting new board members with the ability to give or get, especially in light of an upcoming capital campaign.

EPA Announces Appointment of Senior Advisor for Equity to Help Advance Environmental Justice and Embed Equity in EPA Work

March 30, 2022

Contact Information

Mary Mears (mears.mary@epa.gov)

(212) 637-3673

NEW YORK - The U.S. Environmental Protection Agency (EPA) today announced that Olivia C. Glenn will join EPA as Senior Advisor for Equity and Chief of Staff to EPA's Regional Administrator Lisa F. Garcia. Ms. Glenn will be helping to guide EPA Region 2's efforts to embed environmental justice and diversity goals into all of its work and will serve as all-around Chief of Staff. She most recently served as Deputy Commissioner of Environmental Justice and Equity for the New Jersey Department of Environmental Protection.

"I am so delighted to have Olivia join me at EPA to help guide and support the talented team here at EPA Region 2 as we all work toward a healthy environment for everyone – with a focus on improving quality of life for communities that are underserved and often overburdened with pollution," said **Lisa F. Garcia, EPA Region 2 Administrator**. "Olivia brings with her a wealth of experience and a proven track record of advancing EJ principles in governmental policies and programs."

A longtime advocate of ensuring underserved communities have access to the outdoors, Olivia believes all people have a right to experience and enjoy the benefits of nature.

"This is a time when environmental justice and equity issues are among those at the forefront of the nation's priorities," said **Olivia Glenn**. "It is such a privilege to join EPA's Region 2 as Chief of Staff and Senior Advisor for Equity, ensuring the furtherance of this critical work with our communities and tiers of government in support of Administrator Regan and the Biden-Harris Administration. I look forward to working alongside the knowledgeable and passionate team in Region 2, following the lead of Regional Administrator Garcia to advance equity as an agency-wide imperative."

"New Jersey is the better for Olivia Carpenter Glenn's environmental leadership, and my colleagues and I are proud that the broader region will now have the benefit of

her expertise, compassion, and dedication to equity and justice,” **said Shawn M. LaTourette, the State’s Commissioner of Environmental Protection.** “From her stewardship of our state parks and forests, to her work furthering the promise of environmental justice, Olivia has left an indelible mark on New Jersey and will be an asset to Administrator Michael S. Regan, Regional Administrator Lisa F. Garcia, and their teams as EPA advances critical efforts to protect and improve the environment and public health across our region and the nation.”

Olivia previously led the DEP’s Division of Parks and Forestry, appointed in 2018 as its director and managing its 450,000 acres of natural and historic resources. From 2003 to 2009, she worked as the Division’s Urban Initiatives and Outreach Coordinator and subsequently served as special assistant to the DEP Deputy Commissioner. Olivia later was a member of the DEP’s Environmental Justice Advisory Council, leading its efforts in outreach, education and land management.

Olivia also has worked with the New Jersey Conservation Foundation, making outdoor spaces and trails more readily available to Greater Philadelphia residents, especially people living in Camden. In 2018, the Camden Collaborative Initiative honored her with the Camden Environmental Hero Award. As an NJDEP Deputy Commissioner, Olivia was responsible for advancing state environmental justice and diversity, equity and inclusion goals.

Olivia earned a bachelor’s degree in environmental studies from Dartmouth College. She holds a master’s degree from the Yale School of the Environment, where she wrote her master’s thesis on park revitalization in Camden. In her free time, she enjoys the outdoors, as well as singing and playing the flute, piano and bassoon. Olivia is married and has three children.

RESOLUTION OF THE BOARD OF TRUSTEES OF
GREAT SWAMP WATERSHED ASSOCIATION

I, Anthony DellaPelle, Chairman of Great Swamp Watershed Association (GSWA) Board of Trustees, do hereby certify that at a meeting of the Board of Trustees of GSWA, held at its principal office at 568 Tempe Wick Rd., Morristown, NJ, on the _____ day of June, 2022, at which a quorum was present, the following resolution was adopted:

WHEREAS, GSWA is a member supported non-profit organization formed in 1981 whose mission is to protect and improve the health of the Passaic River through science, education, land preservation, stewardship, and advocacy.

WHEREAS, The Drew Forest in Madison, NJ, consists of 53 forested and undeveloped acres and is an environmentally sensitive and important natural asset to the region and a significant asset to Drew University, which has long been known as “The University in the Forest,” the title of John T. Cunningham’s history first published 50 years ago.

WHEREAS, GSWA recognizes the significance of The Drew Forest for the following reasons:

The Forest provides biodiversity, groundwater recharge and carbon storage,

The Forest is a living classroom for teaching and research for Drew University students and the wider community,

22 acres of the 53 forested acres known as the Zuck Arboretum and the Hepburn Woods have been restored through the Drew Forest Restoration Project,

In 2012, Drew University received the Governor’s Environmental Excellence for Healthy Ecosystems for this work,

Native trees and plants, habitats for pollinators, birds and other wildlife have been restored,

A portion of the Forest lies in the Great Swamp Watershed,

The Forest provides recharge and filtering of Madison’s water supply and the Buried Valley Aquifer and reduces flooding and soil erosion by controlling run-off, and

The Forest serves as a major cooling zone to offset the urban heat island effect for the area.

NOW THEREFORE BE IT RESOLVED, that Great Swamp Watershed Association supports municipalities, other government agencies, and organizations working with Drew University to maximize the conservation potential of The Drew Forest and minimize development in the environmentally sensitive areas of The Drew Forest.

The following persons are duly elected, qualified and acting Officers of GSWA in the capacity indicated and are authorized to execute and deliver documents on behalf of GSWA for the purpose of binding GSWA and the signatures set forth after their names and titles are their true and genuine signatures:

Name:

Office:

Signature:

IN WITNESS WHEREOF, I have set my hand this _____ day of June, 2022.

Anthony DellaPelle, Chairman, Great Swamp Watershed Association

Grant Recap June 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.
	Garden Club of Somerset Hills		\$ 750.00	\$750.00	Native Plant Sale support, applied in March, awarded in May
	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	\$ 16,000.00	\$9,000.00	General Operating Support - \$8K awarded in July and \$8K awarded in May
	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
	TOTAL	\$261,400.00	\$335,343.00	\$73,943.00	
Other \$ Request					
	Leavens Foundation			\$ 10,000.00	Proposal sent in October, pending - PFAS Testing. Will resend in FY 2022-2023 re Bill Leavens
	Valley Bank			\$ 7,500.00	GOS, applied in February, broken out into event support and GOS support
	Invest in Orhers- Grants for Good			\$ 20,000.00	Environmental Education, applied in January, did not receive
	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
	Quadrattec			\$ 3,500.00	Proposal sent in May, pending - Native plant sale support
	The Lawrence Foundation			\$ 5,000.00	GOS, proposal sent in May, pending

	Jet Blue Foundation			\$ 10,000.00	Proposal sent in March, pending - STEM environmental education
	Franklin Parker			\$ 5,000.00	Proposal send in May, pending - Adopt a Catch Basin in Paterson
	Schermann Foundation			\$ 10,000.00	GOS LOI sent in February, pending
	Investors Bank			\$ 7,500.00	GOS, applied in January, pending - was informed that we will be getting \$3500
	TOTAL			\$ 119,290.00	

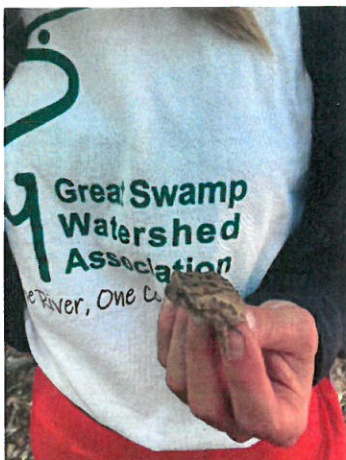


Participants enjoy our inaugural paddle on the Passaic, trialing our boats purchased with money from the Thomas Glasser Foundation

Overview:

Our plant sale is now in the rear-view mirror and was a huge success on all fronts. At our recent debrief meeting we acknowledged its successes, made plans to evaluate with our 600 customers and learn what worked well and what we can improve. We understand we are nearing capacity, and while it is great to continue to show growth in events, we are close to the maximum size of sale we can handle without jeopardizing our other spring events and programming. See below for a breakdown in numbers for the even- our net revenue of \$33,500 well surpassed our goal, despite increased costs this year.

We held our inaugural kayak event in May, and the sellout event allowed two groups of paddlers to enjoy the amazing spring bird migration up close on the Passaic. Supply chain issues mean our new trailer has not yet arrived, we are looking at a July delivery there, but having kayaks allows us to offer meaningful educational programs about the Passaic, on the Passaic. The boats have already been used to scout new section of river for trash cleanup events and for water quality programming. They will reward the winners of our Mary Bruno Movie night event competition and we will have two more paddles in July and August.



We have been in the field a great deal over the last weeks with school groups, and public programming despite some uncertain weather. Field trips have often proven easier to schedule than class programs, as external visitors to schools are still more tricky in some districts, and teachers are eager to allow their students a hands-on experience. Last week 68 5th graders from Watchung Elementary school, and this week 45 5th graders from Smith school in Saddlebrook were new programs to the CMA. These fifth graders were last on a field trip in 2nd grade, and they have great enthusiasm for being out in nature! We are finding that some group skills have been lost during covid and much fundamental science core content. Other returning schools such as Union County Vo tech, Madison HS, and Jersey City students also enjoyed field programming. Between public and school programs we have taught 2,000 people in the first 6 months of the year!

With new staff, there is a need to offer training and help until they get up to speed. It takes a considerable amount of time to fully know and understand the material that we are teaching, and the best approach to convey information to the public on hikes and programs. We have offered an ambitious number of night hikes and weekend programs and need to make sure that we balance the evening and weekend workload, since the weekday load is also heavy during the spring. We, and our overflowing inboxes are all feeling the effects of multiple days of field programming, while it is great to be back in the field, it is exhausting to prepare and teach outside continually!

School programming and Rain Gardens

Our rain garden in Summit will hopefully be installed over the summer with student programming at the start of the new school year. It proved just too difficult to schedule the lessons around testing and other limitations in the school year spring. School 30 rain garden in Paterson has made some progress, in that we now have good contacts with the staff and administration, however we recently learned that the entire site for school 30 is built on contaminated fill and is capped, impacting the depth to which we can excavate for any possible rain garden design. We will work with Paterson Board of education administration and Rutgers Water Quality program staff to work around these constraints. We will continue to help with the maintenance of the rain gardens at PS 28 and PS 7, and now have a centralized contact for booking programs with these partner schools which will make things easier moving forward. After a two year hiatus for COVID we were back in force at the Paterson Falls earth day event, and 200 students enjoyed learning about macro invertebrates and seeing our 3D model of the region. We have taught approx. 65.0 students in the last month!!



approx. 65.0 students in the last month!!

Plants for Pollinators Plant Sale

The plant sale by any metric you can name was a huge success this year!

From the 26 community partners- (up from 17 last year), to the 769 attendees at 3 webinars (1 webinar in 2022) to the 23,500 plugs sold (14,000 in 2022), and the 599 online orders totaling \$64,600 in gross sales (430 sales and \$37,700 in gross sales in 2021) we increased the plant sale in all dimensions!! Please see detailed breakdown appended to this report. The sale has been an unexpectedly strong revenue generator, with \$33,500 net generated, but more significantly it directly meets the GSWA mission and ties our Watershed Friendly Living aspect of increasing biodiversity around the watershed. The collaborative nature of the sale is cementing existing community partnerships and bringing us new, mostly downstream contacts and supporters. S.Orange /Maplewood were strong partners this year, and new partner Parsippany has already contacted us regarding programming and working with their library to advise on a rain garden install. The community engagement brings GSWA a huge amount of goodwill,



as evidenced by the 198 volunteer slots filled during the busy processing week with 105 different volunteers. While it is a heavy load on program staff to plan and execute the sale, the benefits of sorting plants surrounded by other likeminded volunteers is enjoyable and rewarding. It also gives us an opportunity to talk up our other programs.



The big picture is that there are now native plants in 600 more gardens around the watershed, benefitting regional pollinators with food and nectar, and through the pollinator focused newsletter we can share with the 1,100 names on our plant sale database and build this interest.

Public Programs



We have had several sold out hikes and programs, some old chestnuts and other new locations or programs. Ginger led a geology hike at tripod rock with a large turnout. All were very interested in the glacial history of NJ. Even the hail that fell in the middle of the hike did not dampen the hikers' spirits! Sarah led her first solo program this month entitled 'Eat the weeds', and participants were treated to gourmet nettle quiche, garlic mustard pesto and other delicacies made from native foraged plants. Our night hikes and evening programs continue to prove popular and often sell out with wait lists. There is considerably more appetite for these programs than we have bandwidth to

offer or to promote effectively.

Night hikes at the refuge rewarded participants with sights of the nesting bald eagles, otter and coyote signs and many wading birds.

Our CMA trails are now in decent shape to enjoy on a night hike after receiving lots of attention this spring.



We encourage all board members to attend one of our programs- you will learn more about what we do, who our members and supporters are and new locations around the watershed you may not be familiar with. All programs are on our events page on the website and are also advertised on social media. If you haven't followed Greatswampnj on Instagram or Facebook, we encourage you to do so!



2022 GSWA Plants For Pollinators Sale metrics- for Community Partners



Metric	2022 Number	(2021 for comparison)
Total number of plugs sold	23,498 plugs	13,650 plugs
Number of species:	28 different sp. as standalone plants.	19 species
Kits available:	6 kits, sun- 3 sizes sun expansion/shade/wet/	2 kits large and small
	573 total kits sold	
Estimated Sq Ft planted at 18" apart:	52,870 sq ft. 1.25 acres	20,475 sq ft. 0.5 acres
Webinar and pre-sale education:	3 monthly webinars including kick off webinar	1 kick off webinar (150)
	Jan- Jersey Friendly Yards (336)	
	Feb- What's the buzz (189)	
	4/1 Kick off Plant for pollinators (247)	
Pollinator Newsletter:	29 webinar donations and 30 new GSWA memberships	17 direct related memberships
Pollinator Resources page:	3 issues sent to entire plant sale database, plus 30Plus social media posts prepared and shared	
Total orders:	50% more resources added to page which will remain year round	430 total orders
New To GSWA plant sale database:	599 total online orders of which 498 unique customers	330 new names to database
Number of Plant sale partners:	632 new email addresses added to Plant sale database	17 partners see list at end
Min-max order (plants) :	26 partners- see list at end	\$12-\$600
New for 2022	\$15-\$1035.15	
Volunteers:	plant it forward plant donations, hats, pollinator pathway signs	
	326 hours with 94 volunteers	135/178 2-hr slots filled (60 canc. rain) .
	280 factory processing hrs" 100 hours from pick up teams, plus 100 plus hours staff time during plant pickup week.	
	Preview website- prior to April 1 official website – 1000 plus views	

**2021 pickups (assigned by
GSA based on purchase
location)**

New 2022

in 2022

Pick up location	# in 2022	New 2022	2021 pickups (assigned by GSA based on purchase location)
Bernards Twp, Bernardsville	39	28	32
Chatham Borough	37	23	22
Chatham Township	32	18	44
Harding Township	12	7	20
Madison	38	10	63
Mendham Township	27	20	~
Millburn Township	34	31	~
Montclair	32	30	~
Morris Twp, Morristown	57	31	79
Morristown, Harding	41	21	26
Parsippany	21	16	~
South Plainfield	~	~	7
South Orange, Maplewood	46	27	67
Summit	34	22	20
Westfield	48	29	63
Grand Total	498	313	430

GSWA Water Quality Programs

Board Meeting Report

June 16, 2022

Water Quality Monitoring

2022 –

Chemistry Monitoring

The 2021 Water Quality Report will be delivered on June 17th. For our “Lunch and Learn” presentation we have about 22 people signed up to participate. Following the presentation GSWA will post the zoom recording to everyone who signed up and post the presentation slides on the web site.

We have now completed two rounds of sampling for 2022. For our second round we were able to utilize the new GSWA kayaks to sample our downstream sites. This is an important improvement to our methodology as collecting the chemistry samples from mid-stream and mid-depth in the river gives us the most accurate measure of what the conditions truly are in a given area. In our upstream areas, where the streams are easily wadable, we do this by putting on our waders and walking into the center of the stream. In the downstream areas, while we had still been putting on our waders we were often not able to get out far enough into the center of the stream to capture the main flow.

We have also collected stormwater samples along the inlets into the CMA to look at conditions along that stretch and report back to the DEP on the pending permits for potential Mt Kemble property building upstream of the property.

Finally, we are set to collect our PFAS samples the week of July 17th. Working with PACE Analytical we have finalized our SOP for sampling and are anticipating no issues with the collection. PFAS are persistent chemicals that do not breakdown in water and are a health hazard. Our study looks to identify any potential hotspots within our sampling range. We are also examining potential contamination seepage from the Rolling Knolls site, sampling upstream and downstream of the site itself.

Visual Monitoring

Our Spring Visual Assessments are going well. We have about 75% of the sites finished and are waiting on only a few more volunteer teams to report in. Visual assessment data will also be collected as we conduct our annual macroinvertebrate data.

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

Macroinvertebrate sampling

Our annual macroinvertebrate sampling will begin next week, June 20th. We will be sampling 16 sites both in the historic Ten Towns area as well as in our expansion region. As usual samples will be processed by Normandeau Labs in PA for identification.

Education –

We are finishing up our SWaMP and educational field trip programming around the watershed as the school year comes to a close.

2023 Expansion –

We have begun exploration for our next expansion downstream along the Passaic. This expansion will bring us from Little Falls down to Dundee Dam. This will encompass the loop that goes around Patterson. There are currently four sites being considered. The biggest challenge in this downstream area is access to the river. As with our current downstream sites, the Passaic is wider here and it will be best if, when possible, we can access our sites via kayak. I have identified a number of parks that may allow for kayaks to be launched and will be going to visit them to assess in the next few weeks.

Overview

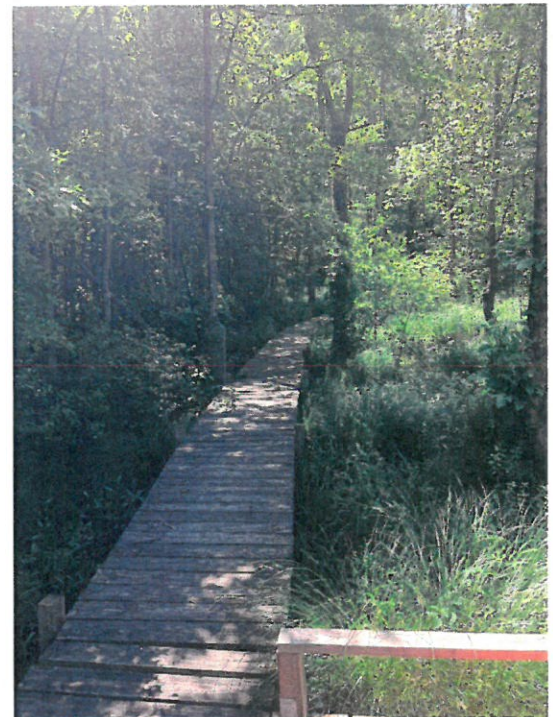


Our trails have received some much-needed love and attention over the last 6 weeks with community groups from The Pingry School, Gill St Bernard and Madison High school day of service helping us to ready muddy and overgrown trails for the hundreds of school children we have had at the site in the last weeks. We view these workdays as part cat wrangling practice (20 high school kids often pushing a wheelbarrow for the first time!), part education as we spot snakes, toads and other wildlife and try and explain the why and importance of the stewardship we are conducting. The hope is that some of these students love helping and come back as interns or summer help. We have several corporate workdays to look forward to in June and July, and more companies are beginning to call and ask about our workday programs for the fall. We desperately need these large groups and are happy to see them begin to return. After an assessment of all the boardwalks new and old around the property, we must conduct some emergency restoration of the rear portion of the raised boardwalk over

the marsh at the rear of the property. This 400 foot long boardwalk was built in 2008 and is showing its age. One volunteer fell through a rotted board, and several joists are also rotted. For liability concerns we must repair it. Lumber prices have fallen somewhat, but the additional lumber at the site is still the main costs of stewardship.

We enjoyed two successful community stewardship days, including one attended by a girl scout carrying out her gold award who donated and installed a bat house at the site. We erected several more owl boxes and repaired others. If you hike the trails, you can play where's Waldo trying to spot the many boxes around the property. We are also amazed that a rose breasted grosbeak is nesting directly over the seating area at the entrance to the trail, unperturbed by our hammering, or the chatter of students.

We surveyed the LaMorgese parcel for the best areas to route a trail and that will also be created this field season. We are always in dept to our core of regular CMA volunteers- the 3 most energetic volunteers, Steve Gruber, Jack Caffrey and Jhon Kramer are all in their mid-70s, but spend tens of hours per week helping at the property. This work leverages staff time and allows us to be able to manage the property, and the larger corporate groups who volunteer.



Proposed upstream Development impacts

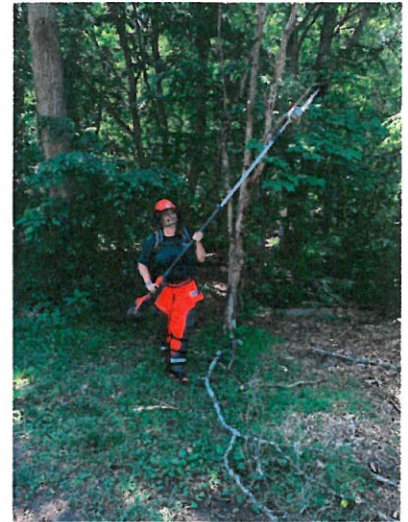
As many of you know, there is a proposed 96-unit condo development proposed directly upstream from the CMA and GSWA has major concerns regarding the increased stormwater flow and NPS this will push downstream to the CMA. We contracted with Blaine Rothauer for some area site survey of T & E species, which although a long shot would provide help in stricter protocols around the proposed development. Although red shoulder hawk and Bared owl were both observed, they have not yet been observed within the distance limits of the site. Game cameras are still in place, and we await Blaine's final formal report. We are also in contact with DEP regarding our concerns with potential permitting for the wetlands impacts as well as stormwater runoff issues. The current plans do not seem to address stormwater management fully, and we are concerned about the increased water which will arrive after every storm at our property directly downstream, and which we have just restored. We have submitted concerns to DEP before wetland and construction permits are issued for the work to begin.

Chainsaw Maintenance and Work.

Ginger and I practiced our chainsaw skills cutting up several of the downed trees removed earlier this spring during the tree work carried out by Tree tech. We used the sections to line the trails, helping navigation year-round and allowing us to create areas where we can flip logs when we are at the site with students. We also used our new pole pruner chainsaw to remove overhanging and hard to reach branches.



The Husqvarna battery pack will support other tool attachments and we will next purchase a battery weed eater. Tree tech have also been in touch regarding a possible grant that would provide support for ongoing assessment and maintenance of liability trees at the CMA site. This is hopeful, as giving the changing water levels at the site we anticipate the loss of more trees, and we are constantly losing limbs and trees to storm damage.



Land Accreditation Renewal

The application for Land Trust Accreditation renewal was submitted in mid-May. Back in 2017, GSWA became one of just 389 accredited land trust nationwide. This is an incredibly rigorous process to confirm that GSWA continues to uphold our land management practices to the strict protocols that the Land Trust Accreditation Commission sets forth, and the renewal application is no different. During the reaccreditation process, we collected all the management documentation throughout the five-year accreditation term. This included all monitoring reports, land management plans, and documentation of any major changes to our properties such as our floodplain restoration at the CMA. Since our initial

application, we have acquired two properties, Kent and LaMorgese. All baseline and management documents for these properties had to also be written, along with any property documents that were not in the correct format or missing.

We should hear back from the Land Accreditation Committee on their final decision by the end of the summer.

Stewardship Volunteers and Corporate Workdays

We have begun summer stewardship on Fridays, using volunteers, community members and college and high school students to help us undertake the management of the trails. We advertise through social media for volunteers, but would appreciate all help from Trustees to further widen our pool of help. We will have some limited corporate workdays this summer, with one Goldman Sachs CTW day in late June, and new partner days from Insight Financial, Bristol Myers Squibb and Barclays bank. These corporate days are really the major infusions of financial underwriting and large labour pools for the essential stewardship work that gets carried out on the property. This year groups will be creating a new trail and repairing a failing boardwalk at the rear of the property.

Bring your co-workers, your families or tell your college or High School kids who may need community service hours or just to get out of the house. Tasks vary by week, typically mulching trails, building boardwalk, removing invasive species, installing bird houses... but we meet most Fridays, weather dependent through September, working 9-1pm.

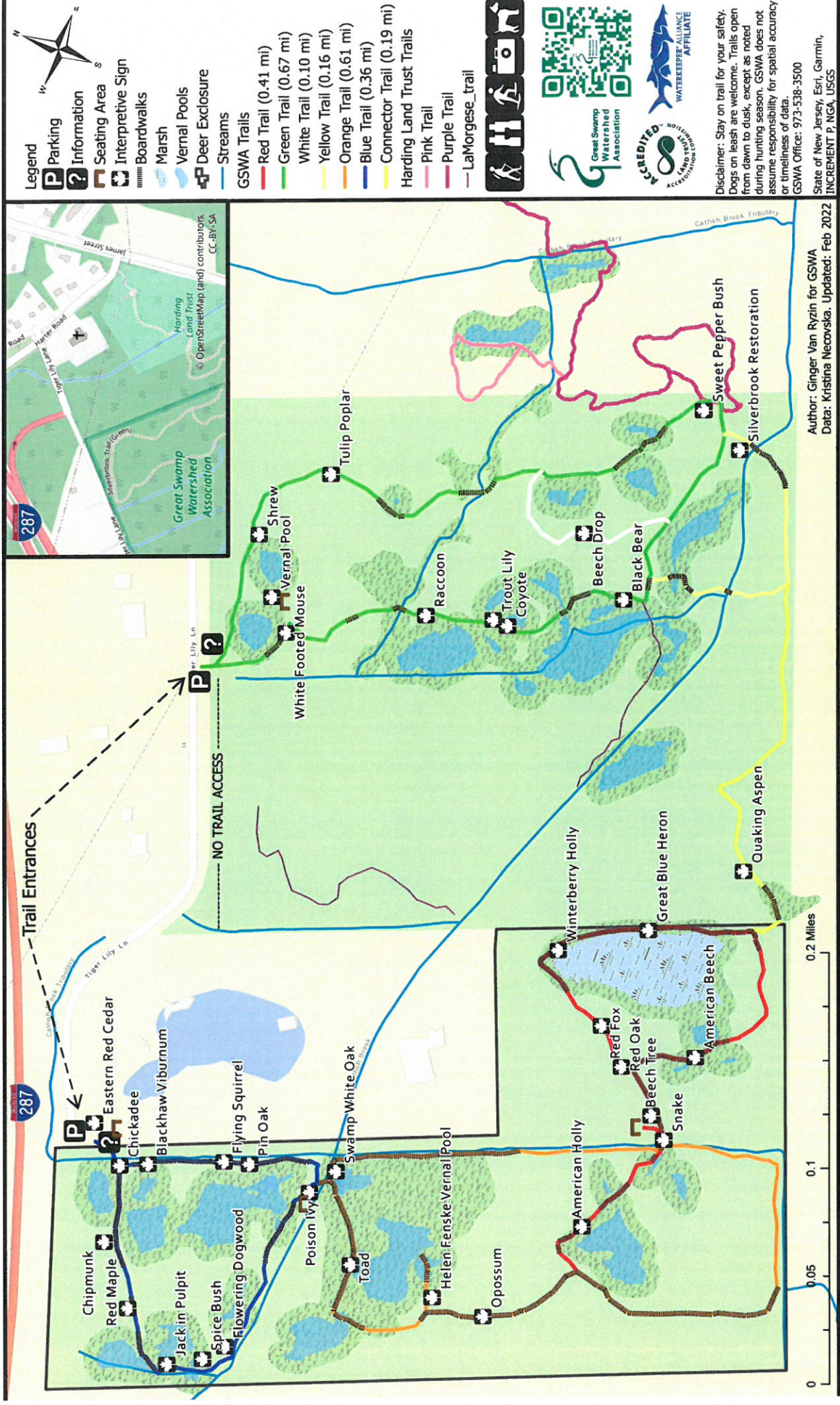
Email or text to be added to the weekly text reminder. Email gvanrysin@greatswamp.org or hazele@greatswamp.org to get added to the text group

Maps

The updated Conservation Management Area map has now been installed at our kiosks and on the website. The new map is more user friendly, includes new trails, mileages, and signage. We will continue to update it this summer as we create a new link trail across the Lamorgese tract to connect with our existing trail system. Ginger's GIS skills to thank for its updated look!

Great Swamp Watershed Association

Conservation Management Area -
Tiger Lily Lane, Morristown, NJ 07960



Disclaimer: Stay on trail for your safety. Dogs on leash are welcome. Trails open from dawn to dusk, except as noted during hunting season. GSWA does not assume responsibility for spatial accuracy or timeliness of data.

GSWA Office: 973-538-3500
State of New Jersey, Esri, Garmin, INCREMENT P, NGA, USGS

Author: Ginger Van Ryzin for GSWA
Data: Kristina Necovska. Updated: Feb 2022

Communications Board Report – Val Thorpe

June 2022

Events

Great Swamp Great Music Festival – Five Years In!

It happened again. We somehow managed to pick the hottest day of the year (to date) for our 5th Annual Great Swamp Great Music festival on May 22 at Giralda Farms, Chatham Twp. As promised, it was a wonderful day of top-notch entertainment, plenty of good food and drink, lots of cool merchandise for sale, and fun.

The festival drew about 400 people this year. We believe it was the heat and threat of thunderstorms that kept attendance numbers lower than anticipated. The event netted approximately \$4000 less than last year, which makes sense with fewer ticket sales and less income from our food and merch vendors. Luckily, most of this event's money is made upfront through sponsorships (shout out to Wade and Lynne!) The 50/50 raffle was a success once again, grossing \$1,384. The winner was awarded \$692.

Doing our part to assist with the plastic bag ban, we handed out two different branded, **reusable shopping bags** sponsored by The Bernardsville Centre and the DellaPelles. They were a hit! We have more. Please **email Val if you would like some to hand out at any of your upcoming events/gatherings**. We want them to be used and it's a nice plus to get our name out there.

Along with the weather, inflated prices affected our bottom line. That said, extra fees were avoided by polite pushback. We convinced Morris County Park Commission to waive the \$1200 fee for the use of Giralda Farms and they also agreed to waive the vendor fees. Additionally, unused alcohol purchased for sale was returned and credited. Donated supermarket gift cards covered the cost for greenroom food and beverages and volunteer snacks.

Stats at-a-glance:

- Profit: \$33,000
- Attendees: ~400
- Bands: 5 (there were 2 last-minute dropouts – 1 due to COVID, the other had a personal emergency)
- Food trucks: 3
- Merchandise vendors: 10
- Sponsor tables: 4
- Volunteers on-site: 45
- New Jersey American Water provided free, potable, cold water and reusable water bottles to all participants (after nearly having to cancel the day prior – whew!)

Many thanks to all of you who helped spread the word and who came out to lend a hand in the blazing heat! This event would not be possible without your help.

Debrief meetings yielded some great feedback to consider for next year. Stay tuned!

“Source to Sea” Virtual 80-mile Challenge

This inaugural fundraiser/educational event was much more successful than anticipated for our first go-round. The planning team consisted of me, Lynne Applebaum, and Kate Barry. The goal three-fold: get people outside, educate them about the Great Swamp Watershed and the Passaic River, make some money for GSWA. We learned the third-party software program, crafted emails that were autogenerated every time a participant hit a 10-mile goal, and shared information specific that 10-mile stretch along the Passaic River from the headwaters in Mendham to Newark Bay.

Some participants finished the challenge early and continued participating and logging their miles for fun. Feedback has been positive, ranging from, “Having this goal in front of me motivated me to get outside,” to “I looked forward to the informational emails I received every 10 miles describing where I had just been.”

All participants received a t-shirt (unless they opted out) and every finisher received a ticket to the Great Swamp Great Music Festival (\$35 value).

Fun facts:

- This first-time fundraiser netted just under \$8000 (Sponsorships: \$1750, Tickets: \$5200; donations: \$1100)
- Participants: 154
- Gender breakdown: Female – 69% / Male – 31%
- 26 finishers who earned a free ticket to the music festival attended the event!
- Several people registered a month into this 2-month virtual challenge

Chairman’s Appeal

Our third and final appeal for FY2022 has been mailed and is now in the hands of nearly 1250 GSWA supporters. The Chairman’s appeal and was sent from Tony DellaPelle, focusing on education, specifically, education surrounding our very successful native pollinator plant sale in April. For informational purposes, we include the board members in all mailings. We like for you to see what we are sharing without supporters. We look forward to finishing this fiscal year strong! More to follow next board report.

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.

- 4/25/22 – [“Great Swamp Great Music 2022”](#)

An upcoming press release will include summaries of the plant sale, the virtual challenge, and the music festival.

Board Meeting Report: Membership and Social Media

Nancy Rago, June 17, 2022

I am exploring the use of automation as an effective way to improve the efficiency of the Membership tasks I do. First, I worked with our website developer to create a custom plugin to automate ordering processes for the Native Plant Sale. This allowed for a more information-rich ordering and aided in the processing, fulfillment, and analytics for the Plant Sale event. Then, I linked the Donor Perfect database system to our Constant Contact email system. When email entries are added or updated in the database, the nightly sync adds these emails to the GSWA General Interest email list. This will ensure continued engagement and use with Communication's ongoing email newsletters. The Plant Sales' eCommerce store processed 599 individual orders and the Virtual Run had 160 Gifts manually entered for gift tracking in Donor Perfect. Add the Earth Day Appeal and Music Fest, a total of 945 gifts were entered in the system for these four events. This process could easily translate to 40+ hours of my time. My next automation task focus will be to digitally link the credit card processed gifts with the Donor Perfect system. As Social Media Manager, the Communications and Education teams have been very helpful providing some content to match the Social Media Calendar. The analytics show that we are continuing to grow our audience online and getting good engagement.

Membership Q4 FY2022

- Gifts from 4/01/2022 to 06/17/2022 (YOY comparison):
 - Donor Count: 867 Constituents (vs. Q4 FY2021 932 Constituents)
 - Gift Frequency Analysis: 672 gave 1 Gift, 142 gave 2 Gifts, 32 gave 3 Gifts, 13 gave 4 Gifts, 4 gave 5 Gifts, 2 gave 6 Gifts, 1 gave 7 Gifts. (vs. Q4 FY2021 750 gave 1 Gift, 142 gave 2 Gifts, 30 gave 3 Gifts, 5 gave 4 Gifts, 3 gave 5 Gifts, 0 gave 6 Gifts, 1 gave 7 Gifts.)
- General Membership - Renew: 32, Sustaining: 11, New: 15 (Q4 FY2021 Renew: 163, Sustaining: 7, New: 32)
- Discounted Annual GSWA Family Memberships sold through Events: 5/4 Springtime Twilight Hike- 2.
- Q1 2023 Member Mailings will consist of monthly mailed reminders of upcoming renewals and a final reminder to lapsed member mailings between 07/01/2022 to 09/30/2022.

Social Media as of 6/17/22:

- Audience Analytics – Audience growth and Demographics (3/26/2022 to 6/17/2022):
 - [Facebook.com/GreatSwamp](https://www.facebook.com/GreatSwamp) - 132 new Page Likes and 168 new Followers (3,348 people like and 3,742 people follow this Page)
 - [Instagram.com/greatswampnj](https://www.instagram.com/greatswampnj) - 171 new Followers (2,534 followers)
 - [Twitter.com/greatswampnj](https://twitter.com/greatswampnj) - 55 new Followers. (2,361 Followers)
 - [Linkedin.com/company/great-swamp-watershed-association](https://www.linkedin.com/company/great-swamp-watershed-association) – 27 new Followers. 199 Followers.
 - Gender: Women 66%, Men 34%. (Remained same)
 - Top Five Cities: Chatham, Morristown, Madison, New York, NY, Basking Ridge. (Remained same)
- Content Analytics – Top Three Content that yielded the best reach, like and replies:
 - Friends of Great Swamp NWR post share: MARK YOUR CALENDARS: Treasures of New Jersey: The Great Swamp airs on June 29 at 8:30 p.m. on NJ PBS (check local listings). Here is a trailer for the show. (2022-06-18 Facebook Post)
 - The Silver Brook Gateway is part of the Silver Brook environmental greenway easements along Silver Brook and the banks of Silver Lake. (2022-06-18 Instagram Post)
 - The Silver Brook Gateway is part of the Silver Brook environmental greenway easements along Silver Brook and the banks of Silver Lake. (2022-06-18 Facebook Post)

- Looking Ahead to Social Media Post Content:
 - JULY
 - Independence Day – Jul 4
 - Moth Week – Jul 23-31
 - National New Jersey Day – Jul 26
 - AUGUST
 - Book Lovers Day – Aug 8
 - National Non-Profit Day – Aug 17
 - SEPTEMBER
 - Read a Book Day – Sep 5
 - World Water Monitoring Day – Sep 15

Website Analytics as of 6/17/22

- Google Analytics Audience Overview – 3/26/2022 to 6/17/2022:
 - Users who have initiated at least one session during the date range – 19,382
 - Geo Location, United States Users – 17,623 (90.51%). Top Five Regions: NJ, NY, VA, PA, CA.
 - New vs Returning – 18,966 (83.5%) vs 3,732 Users (16.5%)
 - Mobile Overview - mobile 1711,057 (56.72%), desktop 7,856 (40.30%), tablet 581 (2.98%)
 - Top Channels Acquisition Overview:
 - Organic Search 9,229 (46.39%) - Source/Medium in order of User Acquisition: Google, Bing, Yahoo, DuckDuckGo, ECOSIA.org.
 - Direct 546,526 (32.80%) – Landing Page in order of User Acquisition: Home Page, 2022 Music Fest, Native Plant Sale Catalog, April 2022 Town-Wide Yard Sale, Native Plant Sale Home Page.
 - Social 2,155 (10.83%) – Social Network in order of User Acquisition: Facebook, Twitter, LinkedIn, Instagram, Meetup?.
 - Referral 1,938 (9.74%) – Sources: patch.com, tapinto.net, linktr.ee, westfieldnj.gov, rosenet.org.
 - Email 46 (0.23%) – Landing Page in order of User Acquisition: 2022 Music Fest.
- Google Analytics Behaviors Overview – 3/26/2022 to 6/17/2022:
 - TOP TEN MOST POPULAR PAGES:
 - 1. Home Page - Pageviews 6,395 % of Total: 8.06%
 - 2. Native Plant Sale Catalog - Pageviews 5,810 % of Total: 7.32%
 - 3. April 2022 Town-Wide Yard Sale- Pageviews 4,142 % of Total: 5.22%
 - 4. CART - Pageviews 3,900 % of Total: 4.92%
 - 5. Plant Product Tag: Individual Species - Pageviews 3,780 % of Total: 4.77%
 - 6. Great Swamp Great Music Festival - Pageviews 3,436 % of Total: 4.33%
 - 7. Plant Product Tag: Garden Kits - Pageviews 3,133 % of Total: 3.95%
 - 8. Native Plant Sale Home Page - Pageviews 3,003 % of Total: 3.79%
 - 9. Plant Product Tag: Individual Species, page 2 - Pageviews 2,471 % of Total: 3.12%
 - 10. Plant Product Tag: Individual Species, page 3 - Pageviews 1,518 % of Total: 1.91%

Wade's Development Board Report
06.17.2022

Attended multiple networking events via ZOOM and in person...delivered live presentation re. GSWA

Attended webinar: "How the Affluent Population Gives "

Attended staff meeting re. introduction to new office manager

Viewed NJ Environmental Fundraisers' Gathering presentation – Daniel Blakemore

Lunch with Jennifer Avers re. GSWA's eligibility for IMPACT 100 grant

Attended Sobel Co. Annual Nonprofit Symposium

Recorded Minutes for Trusteeship Committee Meeting via Zoom

Attended Harding Land Trust Annual Meeting (neighbor to our CMA)

Assisted with the dissemination of live native plants to purchasers

Viewed Network for Good's "Raise More Money Through Email with Storytelling"

Follow-up and secure many of the music festival outstanding sponsors

Attended "The Future of Philanthropy "at the Park Avenue Club sponsored by the Bank of New York Mellon Wealth Management

For the music festival, retrieved all recycling/trash receptacles from the MCMUA in Dover and returned them the next week.

Met with Sally re. FY2023 budget

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

Made thank you phone calls and wrote acknowledgment letters for all major gifts received.

Participated in Sally Glick's Sobel Co. Nonprofit CEO Roundtable

Attended music festival sponsor AM Higley's Grand Opening in Morristown

Attended our Advisory Council Dinner at the Grain House Restaurant and delivered a Development update including a general solicitation for gifts prior to year-end on June 30th.

Attended the Garden State Initiative's NJ Economic Policy Forum in Iselin, N.J.

Attended the staff debrief re. the Native Plant Sale, music festival, and lunch meeting with new trustee Todd Hyde.

Solicited all Advisory Council and board members for gifts in conjunction with the **Chairman's Appeal** prior to the end of FY2022 on June 30.

Viewed Sandra LaVigne's Water Quality Presentation.

GSWA Trusteeship Committee Meeting
04.27.2022

Tony DellaPelle convened the meeting at 4:03 p.m. Members present included Jordan Glatt, Matt Krauser, Stacey Valentine, and Deb Apruzzese on the phone. Staff included Sally Rubin and Wade Kirby.

Sally explained that Kevin Sullivan will be resigning from the board due to a conflict of interest with other recently acquired professional responsibilities. We are currently at 23 members. When Kevin steps down we will be at 22. The by-laws allow up to 25 board members. Vorgi Vlamis, Deb Apruzzese, and Guy Piserchia will roll off the board at the end of 2022 having completed their second terms. That will put us at 19 members.

Tony wants to analyze how best to fill the imminent empty board seats. He referenced the, "GSWA Trustee/Advisory Council Action Plan," drafted in March 2018. The Mission Statement has been recently revised to include our downstream expansion, land protection and stewardship. A priority for seeking trustees of racial and ethnic diversity is included as well. Tony feels we are doing a good job so far; the downstream expansion is difficult but not for lack of trying. Carolyn Sharaway's presence in Bloomfield helps. Matt Krauser suggested we pursue members of the Town Council in Paterson and Newark or a quasi-governmental agency. Sally stressed that making progress is virtually impossible as these people don't return phone calls or emails! Deb suggested contacting college teachers for help through the many universities in northern New Jersey. Tony will contact Richard Polton, a real estate appraiser whom he knows. Sally will ask Chris Obropta and Dave Robinson at Rutgers. NJIT could be a possible resource. Deb felt we should emphasize that we are a science, data-driven, focused organization. Sally is meeting with the Passaic County head of the Division of Economic Development and will ask for some suggestions. Tony suggested re-drafting this plan and recirculating it to the committee members. He wants to have a meeting over the summer to discuss.

Jordan suggested a Junior Board of younger aged members to assist in making progress downstream. Sally cautioned that the amount of follow-up and commitment is huge and the GSWA staff does not have the bandwidth to help. Something like that would have to be board driven. Tony continued to ask how board members can become more diverse within the greater geographic community. Sally explained that the priorities for people in the downstream communities are really "survival oriented" and they don't have much time for 'feel good' experiences, but clean water is important!

Stacey suggested pursuing the young professional organizations that may exist in those areas. Tony suggested contacting environmental engineers. Tomorrow Sally and Lynne will have lunch with Deborah Hoffman from Passaic County and they will ask her for board member recommendations from that area.

Tony mentioned that departing board members are normally asked to replace themselves. They are expected to recommend one new board member every year, whether or not they are rolling off. His priorities for acquisition are:

- 1 young person
- 1 person of color
- 1 person who lives in Passaic or Essex County

1 science person

Matt will ask Yorgi if he can find a replacement from Senlac Ridge Partners. Jordan suggested asking our own GSWA members. Sally specified asking members residing in Passaic and/or Essex County.

Tony will no longer be Board Chairman at the end of 2022. He will have served his two year term and new business responsibilities will take his time. Matt asked Sally if anyone has volunteered to become Board Chairman? Sally said no. Possibilities include: Nic Platt (asking him to rejoin the board), Eric Inglis, David Naidu, Kevin Sullivan (if/when he returns to the board), and Jordan Glatt. We need a Chairman and a Vice Chairman. Deb suggested a Chair and a strong Vice Chair. Stacey spoke about a "ramping up" period to become Chairman. Sally asked if Todd Hyde might serve as Secretary. Deb Apruzzese said yes. Matt will approach Eric, and Tony will discuss with Reed Auerbach. Jordan will ask David Naidu. Tony suggested that results from the inquiries regarding trusteeship but not necessarily on leadership, be reported to Sally and then to the board, maybe at the next meeting.

Tony then adjourned the meeting at 5:08 p.m.

Respectfully submitted,

Wade Kirby
Director of Development