



Great Swamp Watershed Association

Meeting of the Board of Trustees
September 16,, 2022

8:30a.m. – Zoom Meeting or in person

Agenda

- Sally Glick summary of staff strategic plan and SWOT analysis (9AM)
- Approval of Board Minutes from June 27, 2022, Meeting
- Finance Report
 - Insurance report/overview
 - Credit card resolution
- Executive Director Report
 - Staff strategic plan review and discussion
- Development Report/ Grant discussion with Lynne Applebaum
- Gala update by Val
- Election of Carolyn Dempsey to Advisory Council
- Board review of strategic plan

- Other Business
- Adjourn

GSWA Board of Trustees Meeting

06.27.2022

Minutes

Tony DellaPelle convened the meeting at 9:14 a.m. via Zoom. Board members present included Lisa Stevens, Frank Stillinger (Advisory Council), Dave Robinson, Paul Boudreau, Jordan Glatt, Carolyn Sharaway, Dot Stillinger, Kate Barry, Clark Wagner, Michael Dee, Marilyn Dee, Gerry-Jo Cranmer (via phone), Reed Auerbach (via phone), Deb Apruzzese (via phone), and Guy Piserchia (via phone.) Jay DeLaney and Fred Castenschoid also joined by phone. Absent were Eric Inglis, Ralph Jones, David Naidu, Kevin Sullivan, Stacey Valentine, Yorgi Vlamis, and Brett Williamson. Staff included Sally Rubin, Sue Levine, Wade Kirby and Lynne Applebaum.

Tony welcomed everyone and explained that conducting the meeting via Zoom was preferable this time, but he would rather return to meeting in person. He praised the success of the music festival and was grateful for everyone's effort.

Tony then called for approval of the April 2022 Board Meeting Minutes. Clark Wagner requested an amendment to the Minutes by replacing the word "accounts" for "operational reserve " *Reed Auerbach made a motion to approve the Minutes as amended which was seconded by Michael Dee.* All in favor. None opposed. The motion carried.

Sue Levine then delivered a review of the Finance Committee Meeting held on June 16th.

Vanguard account:

Vanguard on	6/26/22:	12/31/22:
BD Endowment:	1,268,320	1,523,145
Operational Reserve:	<u>283,369</u>	<u>328,226</u>
Total	\$1,551, 690	1,851,375

Down versus year end by \$299,685 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:

FY 2023 total income projected at \$1,167,756 which is an 8% increase over the projected FY 2022 results. The increase is due to an increase of 100 people at the Gala, increased focus on Membership (risky); increased EDU S2S (risky) ; corporate stewardship(in/out); Corp/Foundations - expect to start seeing results of newer staff efforts (risky if recession)

Expenses are projected to increase by 10% over FY 2022. Inflation has been factored into rent, utilities, insurance and printing costs; COLA is included at 4%; increased advocacy - will only spend if needed - 10k Mt Kemble; 10k tbd; increased the number of downstream mailings to boost declining membership; WQ increased testing and downstream activity.

Advocacy Reserve to be funded from the Operational Reserve: added \$20,000 to both revenue and expense. The Net Ordinary Income now includes deferred revenue which was previously included in other income 23k in FY23 and 29k in FY 22 The budget was approved as submitted. Motioned by Clark; Paul 2nd. Unanimously approved. 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 the 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 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 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 COLA 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.

The Finance Committee discussed the new ASU 2016-02 on Lease Liabilities reported on the Balance Sheet and agreed that the impact for GSWA is nominal and will begin to include for FY 2022 for significant leases defined at a cost greater than \$1000/mo.

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

Debra Apruzzese feels we are “spread too thin,” especially with respect to the impact on the budget. She would like to have a follow-up meeting with Sally to discuss.

Sally explained that all board members, whether in attendance or not, need to vote to on the budget. There are only two board members who have not yet voted and Sally will follow up with them. All who voted voted yes. One expressed concern about the possible recession. Tony then called for a motion to approve the 2022-2023 budget. *Clark motioned to approve the budget which was seconded by Paul Boudreau.* All in favor. None opposed. The motion carried and the budget was approved.

Sally spoke about the Drew Forest resolution. This is 53 acres of property owned by Drew University and considered for sale due to Drew's current financial distress. Grant money may enable the preservation of the forest. A question was raised about the fair market value? Sally will follow up. Sally called for a motion to approve the resolution. *Michael Dee motioned to approve the resolution which was seconded by Carloyn Sharaway.* All in favor. None opposed. The motion carried.

Tony spoke about GSWA's hardworking staff and wants to make sure everyone stays happy. He was concerned about adequate bandwidth to handle the extra effort; specifically Development. He stated that a good board has people who "have" and people who "do." We have both! The music festival is different from a Gala in terms of raising money.

Sally then delivered a Gala Report. Our featured speaker/honoree will be Olivia Glenn, an environmental justice advocate who works for the EPA. Will she provide a sizable draw? ...a bit concerning. Due to the demand for Brooklake Country Club, the Gala may very well be on a Tuesday. Tuesday, October 11th is a possibility. Tony asked whether the tent would be available again this year? Last year's Gala (2021) under the tent outside with favorable weather was Sally's favorite. Tony spoke about the need to have speakers like Olivia Glenn, but continue to have the event be financially successful. Paul suggested marketing this Gala to law firms who will be interested in what this particular speaker has to say. Sally welcomed his help in doing so. **Follow up: the gala is October 18 and the tent is not available at all this year.**

Lynne Applebaum spoke and discussed that she has applied for 41 grants during FY 2021-2022 and received 25 positive responses. She requested referrals and introductions from board members who could help with introductions to any personal corporate and/or foundation contacts. We are seeking grants in the range of \$15,000 to \$50,000. Tony said he may be able to help with a contact at Anheuser Busch.

Sally said both a music festival and a membership task force will be formed to discuss enhancements in each area.

Tony suggested that Wade initiate dialogue with each board member regarding their commitment during the ensuing fiscal year.

Sally asked for an Advisory Council membership vote on Roger Jones, Judith Hazlewood, and Fred Castenschoid. Tony called for a motion to approve all three candidates. *Michael made a motion to approve the candidates for membership on the Advisory Council which was seconded by Carloyn.* All in favor. None opposed. The motion carried.

Tony then called for any other business to come before the board. Sally said she will update the board on the Gala date at Brooklake.

Tony and Sally will finalize a date for the next board meeting.

Tony then asked for a motion to adjourn the meeting. *Michael motioned to adjourn which was seconded by Carloyn.* All in favor. None opposed. The motion carried and the meeting was adjourned at 10:15 a.m.

Respectfully submitted,

Wade Kirby

Director of Development

ABSENT BOARD MEMBER BUDGET VOTES ATTACHED

Great Swamp Watershed Association
Profit & Loss Budget Performance
July 2021 through June 2022

Ordinary Income/Expense	Jul '21 - Jun 22	Budget	% of Budget	Jul '21 - Jun 22	YTD Budget	% of Budget	Annual Budget
Income							
4% Fund Transfer Draw	61,888	48,000	129%	61,888	48,000	129%	48,000
401K Operational Reserve BD	0	20,000	0%	0	20,000	0%	20,000
Advocacy Operational Reserve BD	0	20,000	0%	0	20,000	0%	20,000
Annual Event	154,958	136,250	114%	154,958	136,250	114%	136,250
Corporate	64,500	96,500	67%	64,500	96,500	67%	96,500
Deferred Income from Prior Year	29,833	67,500	44%	29,833	67,500	44%	67,500
Foundation Support	252,258	265,900	95%	252,258	265,900	95%	265,900
Government Grants	18,674	600	3,112%	18,674	600	3,112%	600
Individual - Membership	76,130	89,280	85%	76,130	89,280	85%	89,280
Individual Major Donors	212,106	200,000	106%	212,106	200,000	106%	200,000
Individual Trustee Giving	31,690	32,000	99%	31,690	32,000	99%	32,000
Merchandise Misc	223	250	89%	223	250	89%	250
Music Fest Event	50,271	47,810	105%	50,271	47,810	105%	47,810
Native Plant Program	61,705	37,700	164%	61,705	37,700	164%	37,700
Other Incomes misc	654	394	166%	654	394	166%	394
Programs - Education & Outreach	20,507	17,600	117%	20,507	17,600	117%	17,600
Restricted Individual Donations	10,500	10,000	105%	10,500	10,000	105%	10,000
Total Income	1,045,897	1,089,784	96%	1,045,897	1,089,784	96%	1,089,784
Gross Profit	1,045,897	1,089,784	96%	1,045,897	1,089,784	96%	1,089,784
Expense							
Administrative Expense	122,470	110,090	111%	122,470	110,090	111%	110,090
Administrative Payroll Total	666,646	671,996	99%	666,646	671,996	99%	671,996
Advocacy / CAGs / Other	24,136	20,000	121%	24,136	20,000	121%	20,000
Annual Event Expenses	41,335	37,975	109%	41,335	37,975	109%	37,975
Capital Campaign Exp	0	44,000	0%	0	44,000	0%	44,000
Development Expense	5,953	10,900	55%	5,953	10,900	55%	10,900
Education and Outreach	55,702	27,700	201%	55,702	27,700	201%	27,700
Hyde and Watson Grant Exp	8,297	7,400	112%	8,297	7,400	112%	7,400
Mailing	10,720	14,840	72%	10,720	14,840	72%	14,840
Membership	12,705	16,800	76%	12,705	16,800	76%	16,800

**Great Swamp Watershed Association
Profit & Loss Budget Performance
July 2021 through June 2022**

	Jul '21 - Jun '22	Budget	% of Budget	Jul '21 - Jun '22	YTD Budget	% of Budget	Annual Budget
Merchandise	284	1,000	28%	284	1,000	28%	1,000
Music Fest	22,456	18,100	124%	22,456	18,100	124%	18,100
Stewardship	38,319	16,396	234%	38,319	16,396	234%	16,396
Stewardship Land Acquisition	2,020	825	245%	2,020	825	245%	825
Water Quality	18,545	29,500	63%	18,545	29,500	63%	29,500
Water Testing - Well	4,563	2,000	228%	4,563	2,000	228%	2,000
Total Expense	1,034,151	1,029,522	100%	1,034,151	1,029,522	100%	1,029,522
Net Ordinary Income	11,746	60,262	19%	11,746	60,262	19%	60,262
Other Income/Expense							
Other Income							
Covid Based Assistance PPP ERTC	146	0	100%	146	0	100%	0
Dividends Received	55,633	0	100%	55,633	0	100%	0
Passaic River Greenway Project	3,000	0	100%	3,000	0	100%	0
Save Noe Pond	95	0	100%	95	0	100%	0
UNREALIZED GAIN ON SEC	-353,658	0	100%	-353,658	0	100%	0
Total Other Income	-294,783	0	100%	-294,783	0	100%	0
Other Expense							
Save Noe Pond Expense	150	0	100%	150	0	100%	0
Total Other Expense	150	0	100%	150	0	100%	0
Net Other Income	-294,933	0	100%	-294,933	0	100%	0
Net Income	-283,187	60,262	-470%	-283,187	60,262	-470%	60,262

2:34 PM
09/08/22
Accrual Basis

Great Swamp Watershed Association
Balance Sheet
As of June 30, 2022

	Jun 30, 22
ASSETS	
Current Assets	
Checking/Savings	
IB Checking x5131	51,915.46
ISB MM 289902218	86,404.64
PG Bank CDx5855	55,851.64
PG Game of Chance x5919	263,274.25
PG LEGACYMM x0924	53,228.87
Valley National x 9893	16,057.71
Total Checking/Savings	<u>526,732.57</u>
Other Current Assets	
Operational Reserve Vanguard	
Board Discretionary x2647	327,838.38
Defense Fund for Easements	50,000.00
LaMorgese RE	77,000.00
Unrealized loss on Endowmt fund	366,813.93
Operational Reserve Vanguard - Other	703,001.71
Total Operational Reserve Vanguard	<u>1,524,654.02</u>
Total Other Current Assets	<u>1,524,654.02</u>
Total Current Assets	<u>2,051,386.59</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	<u>24,883.87</u>
TOTAL ASSETS	<u><u>2,521,074.59</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	47,286.96
Total Liabilities	<u>47,286.96</u>
Equity	
Permanently restricted Endowmnt	65,080.00
Retained Earnings	2,336,943.05
Retained Equity (Land)	334,100.00

2:34 PM
09/08/22
Accrual Basis

Great Swamp Watershed Association
Balance Sheet
As of June 30, 2022

	<u>Jun 30, 22</u>
Temporarily restricted	119.00
Unrestricted Net Asset	20,733.05
Net Income	<u>-283,187.47</u>
Total Equity	<u>2,473,787.63</u>
TOTAL LIABILITIES & EQUITY	<u><u>2,521,074.59</u></u>

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 16th day of September, 2022, at which a quorum was present, the following resolution was adopted:

WHEREAS, GSWA desires to establish a corporate credit card to facilitate the purchase of supplies and other materials necessary for the day to day operation of the organization. Use of a company credit card will simplify accounting reconciliation of expenses.

Now therefore be it resolved that the Executive Director and Director of Finance are hereby authorized to establish credit with a reputable credit card company for and on behalf of the organization, with a credit limit not to exceed \$15,000.

Be it further resolved that the credit card shall only be used with the authority and approval of the Executive Director or Director of Finance.

The following persons are authorized to execute and deliver documents on behalf of GSWA for the purpose of acquiring a credit card and the signatures set forth after their names and titles are their true and genuine signatures:

Name:	Office:	Signature:
Sally Rubin	Executive Director	
Susan Levine	Director of Finance	

IN WITNESS WHEREOF, I have set my hand this 16th day of September, 2022.

Anthony DellaPelle, Chairman, Great Swamp Watershed Association

Executive Director report for September 16, 2022

Just want to offer some follow up from last meeting first!

At our last meeting, I had just confirmed Olivia Glenn from the EPA as our gala speaker. As you all know, our gala has now been scheduled for October 18, 2022 and you should all have your gala invitations!

At our last meeting, I was trying to coordinate dates with Refuge Manager Mike Horne for our behind the scenes tours. As of today (September 8), we have held six tours with one more on the 14th. They have been universally successful with everyone attending thoroughly enjoying themselves and learning many new things about our beloved Refuge. I have attended most of them and have really enjoyed watching how quickly things change simply from week to week.

Update on the Mt Kemble development in Harding and Morris Township. Morris Township passed its resolution of approval last month. This was inevitable as they were only approving the driveway through the Morris Township property to access the development being built in Harding. Fortunately, no permits have been issued by DEP so we still have some traction left.

Now on to new items...

Val and I hired Rosa Martinez as Office Manager and Event Coordinator in mid-April at 20 hours per week. We knew at the time that she had another job that was her first priority. Unfortunately, from hiring through August she missed 24 days of work and we decided that she wasn't working out in the position. Sarah Thorpe has agreed to run the silent auction again this year (if you recall, Sarah did this for us last year).

We have been working hard on the gala, including creating the invitation and invitation mailing list, soliciting underwriters, advertisers, and auction items. **WE STILL NEED ALL OF YOU TO HELP BY SOLICITING AUCTION ITEMS AND BRINGING GUESTS TO THE EVENT!** As you know, this event generates over 20% of our annual operating revenue.

We have held meetings about rolling out another Adopt a Catch Basin program in Paterson and have received some grant money for the initiative.

We held a membership meeting and are working on membership metrics analyses.

I have had several meetings on Rolling Knolls, including meetings with Congresswoman Sherrill's staff and the property owner. I submitted another quarterly report for our Technical Assistance Grant and have submitted another extension request.

I have held various advocacy related meetings and discussions, including Mendham's Irene Spring Tree Farm and a request for a private mushroom farm on public property in Mendham.

I got our new kayak trailer registered (no easy feat at NJ DMV!).

I had meetings and conversations with various donors, advisory and board members, including Judith Hazlewood, Matt Krauser, Yorgi Vlamis, Jay DeLaney, Jordan Glatt, David Naidu, Sally Glick, Chuck Gullage, Bill Leavens, Deb Apruzzese, and of course Tony DellaPelle, among others.

I took several staff members on a tour of the Ferber property.

David Naidu and I met with Carolyn Dempsey from Chatham Borough. Carolyn serves on the Chatham Borough Council and has agreed to serve on our Advisory Council and help us get more involved in Chatham Borough.

I organized and edited the fall newsletter (which you should have received!), bigger than ever. In fact, our printer said it can't get any bigger or it won't fold!

The staff held two three hour meetings facilitated by our Advisory Council member Sally Glick to review the strategic plan implementation and to do a SWOT analysis. I can give a brief summary of the strategic plan discussion but I think it would be best to ask Sally Glick to summarize the entire meetings.

Wade's Development Board Report
09.08.2022

Attended Horizon Webinar: "Best Practices for Building and Maintaining Relationships with Funders "

Secured extra DVD copies of "Saving the Great Swamp/Battle to Defeat the Jetport" from Scott Morris

Morristown Club lunch w. Sally and Conor Evans re. Gala support and potential future Capital Campaign support - Conor recommended an architect.

Telephone interview with Jane Kendall (Advisory Council) re. newsletter article

Telephone interview with Frances Schultz (Advisory Council) re. newsletter article

Attended Bernardsville Area Networking Group - solicited and secured Gala Silent Auction Items

Confirmed attendance with all participants for the private Great Swamp National Wildlife Refuge Tours on Weds., 8/3, Weds., 8/10, Weds., 8/17, Weds., 8/24, Weds., 8/31, Weds., 9/7, and Weds., 9/14 – attended a tour with the group on Weds., 8/24

Solicited Linda and Robert DeLap re. personal real estate donation to GSWA - follow-up meeting scheduled with Sally and Wade. Stacey Valentine to join.

Attended **Strategic Planning Meeting** with Sally Glick (entire staff) on Fri., Aug. 19th and Thurs., Sept. 8th

Attended dedication of GSWA Founder Abigail Fair Memorial Bench in Green Village

Scouted **Skylands Dulcimer String Band** for possible music festival inclusion

Lunch w. Ben Alexander re. Gala golf foursome donation at Somerset Hills Golf Club

Attended Gala Planning Meeting (all staff)

Scheduled phone call w. Deb Apruzzese

Solicited and secured miscellaneous Gala Underwriters

Solicited and secured miscellaneous Gala Silent Auction Items

Began solicitation of potential Gala advertisers

Grant Recap September 2022				
Corporate Restricted			BUDGET	ACTUAL
	Wells Fargo		\$ 15,000.00	\$ 15,000.00
	Investors		\$0.00	\$ 3,500.00
Corporate Unrestricted				
Foundation Restricted				
	Marta Heflin Foundation		\$ 5,000.00	\$ 6,200.00
Unrestricted Foundation Support				
	Thivent Charitable/Edith Hahn Animal and Wildlife Preservation Fund		\$ -	\$ 20,000.00
	Bauer Foundation		\$ 20,000.00	\$ 10,000.00
	Guilford Foundation		\$ 15,000.00	\$ 15,000.00
	TOTAL		\$55,000.00	\$69,700.00
Other				
	BMS			
	Stackhouse Foundation			
	Lillian Schenck Foundation			
	Impact 100			
	Leavens Foundation			
	Lowell Johnson			
	Tyler Foundation			
	Mazda Foundation			
	PSEG			
	Quadratec			
	Meerwarth Foundation			
	TOTAL			

Communications Board Report – Val Thorpe

September 2022

Events

Gala Celebration and Silent Auction

The invitations are in the mail and planning is well under way for this year's Gala. **Mark your calendar** for Tuesday, **October 18, 2022** at the Brooklake Country Club in Florham Park. As you know, this important fundraising event generates approximately 20% of our annual revenue.

This year's theme is **Environmental Justice** with keynote speaker, Olivia Carpenter Glenn, Chief of Staff and Senior Advisor for Equity at US Environmental Protection Agency. Environmental Justice is based on the principle that we all have the right to be protected from environmental pollution and to live in a clean and healthy environment.

Visit GreatSwamp.org/events for details, to purchase tickets, and for underwriting, advertising, and silent auction donation opportunities and forms. Currently, we have \$39,500 committed in Underwriting dollars against and Wade and Lynne continue to pursue additional financial commitments.

We need your help to make this a big success! Please review the list below – for yourself, for businesses you frequent, and for like-minded people you know – and help us with the heavy lifting. Not comfortable making the ask? Email me your recommendation(s) @ vthorpe@greatswamp.org and we will do it for you!

- ✓ Become a Gala underwriter
- ✓ Advertise your business & purchase wine gift packages
- ✓ Donate a silent auction item
- ✓ Purchase Gala tickets and attend the event
- ✓ Bid on our silent auction items
- ✓ Tell 2 colleagues and/or friends about GSWA and our mission

Thank you for all you do in support of GSWA as a board member and for being a champion of the environment. We look forward to celebrating with you then and there!

The Chathams and Madison Yard Sale: October 15

GSWA is once-again the beneficiary of this semi-annual event. Community members manage the details while GSWA hosts the registration site on our website. The \$10 registration fee per participating household is a tax-deductible donation to GSWA. For a relatively low lift, each event yields us \$1000-1500 and strengthens our ties with the Chatham Boro, Chatham Twp., and Madison communities.

Veteran's Day Paddle: October 1 & November 11

With our relatively new supply of kayaks on-hand, we have been offering guided paddles along the Passaic to the public. These are very popular and fill up quickly.

Please consider joining us at an upcoming event at GreatSwamp.org/events. We always appreciate seeing our board members enjoying themselves and seeing first-hand the exciting programs we offer the public.

FY2022 GSWA Appeals

GSWA sends three appeals each fiscal year: the year-end appeal in December, the Earth Day appeal (aka the Spring appeal) in April, and the Chairman's appeal in June. The three appeals combined for FY22 yielded \$17,321 against our budget of \$14,800, exceeding our goal by over 20%.

Staffing Update:

Based on a series of events, effective September 6, Rosa Martinez has been separated from GSWA. The Office Manager position is key to managing the Gala. In response to this urgent need, we have again hired Sarah Thorpe on a temporary basis to manage the silent auction portion of this important fundraiser. I will again serve as the overall coordinator of the event. We will continue our search for an Office Manager post-Gala.

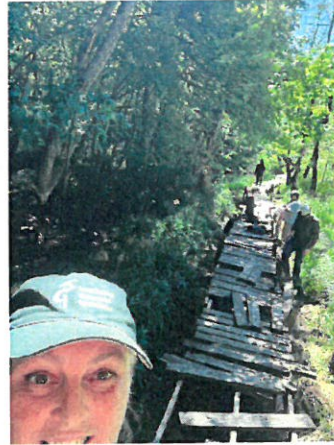
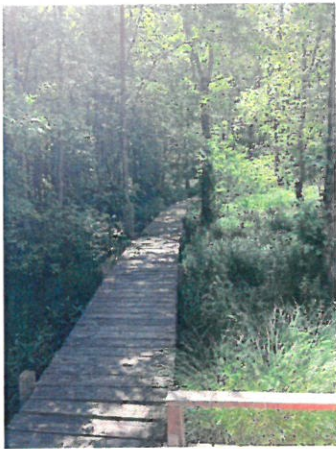
Press Releases

GSWA has officially joined in the efforts to save the Drew Forest from development. The following press release was published in local news media outlets including New Jersey Hills Media (14 local newspapers), The Daily Record, InsiderNJ.com, The Patch, TapInto, and more: [GreatSwamp.org/preserve-drew-forest/](https://www.greatswamp.org/preserve-drew-forest/)

Upcoming press releases: Gala Celebration & Silent Auction and #GivingTuesday

Great Swamp Partners

GSWA continues to participate in the Great Swamp Partnership. This group of environmental organizations was established several years ago and meets two to three times per year. Participants utilize this partnership as a sounding board, cross-promotion for events and programs, and to communicate important information that is relevant to fellow Great Swamp partners, e.g., nuisance bears, controlled burns, trends, safety strategies, etc. I currently serve as co-chair of this partnership which includes the following organizations: GSWA, The Raptor Trust, Somerset County Park Commission Environmental Education Center, Great Swamp National Wildlife Refuge & Friends of Great Swamp National Wildlife Refuge, New Jersey Audubon Scherman Hoffman Wildlife Sanctuary, Morristown National Historical Park, and Morris County Park Commission Great Swamp Outdoor Education Center.



Overview

The best we can say about this summer is that our stewardship staff have survived it!! The heat; the humidity; the mosquitos; the heavy herbicide protective gear; and our predominant work site being a 3/4 mile walk out, have all provided endurance challenges we have had to overcome over the last months! We have missed the added help of many hands making light work from our corporate workday partners and are glad there are many potential groups lining up for the fall. We desperately need these large corporate and community groups to help with our stewardship backlog and are happy to see them begin to return.

The flooding and high waters of early summer gave way to drought and dryness in August, but our restoration site vernal pools still have standing water despite so many weeks without rain (until this week's rain events). We are beginning to see the loss of some trees at the site due to drought or flood stress and are working with local arborists to develop funding opportunities to first survey, then perform ongoing tree maintenance work at the site in the coming years. This is critical from a liability and land management standpoint.



We spent a morning touring the staff of the New Jersey Conservation Foundation around the property in July. It was rewarding to be able to share the restoration work we have achieved at the CMA with fellow environmental stewards. NJCF have been longtime funders of GSWA stewardship through their Franklin Parker small grants program

After an assessment of all the boardwalks new and old around the property, we spent most of the summer restoring and replacing rotted joists and treads along our 550' long raised boardwalk over

the marsh at the rear of the property. This months-long task is now almost complete, (see photos above of the progress) :

- Creating 10'x10' teaching bump out areas throughout the trail system to allow us to gather groups while they are at the CMA on field trips.
- Creating connector trails throughout the Lamorgese section of the property which sensibly link into the existing trail system
- Conduct invasive removal so we don't lose the gains we have made addressing invasives at the site over the last decade plus...



We surveyed the LaMorgese parcel for the best areas to route a trail and begun work to clear the dense invasives, chip and edge the trail. See the attached map for the proposed routing and timeline of the work to be completed. This work is funded by support from the Marta Heflin foundation, which provides valuable stewardship funds that allow us to leverage internal and external volunteers to complete the essential work at the site.

Proposed upstream Development impacts

The 96-unit condo development proposed directly upstream from the CMA and which GSWA has major concerns regarding increased stormwater flow and NPS this development will push downstream to the CMA passed another hurdle last week. The Morris board of adjustment passed the proposed variance that will allow a road to access the Harding owned portion of the site where the development would occur. We are following up with DEP to whom we addressed our concerns regarding water recharge, discharge and other potential stormwater impacts at the proposed site. See Sandra's water quality report for more information on this issue, which could drastically impact water quality at the CMA.

Invasive Species Removal.

When our corporate stewardship program is in full flow, we dedicate many hundreds of hours annually to removing and controlling the re-emergence of invasive species at the site. Due to the 30-acre deer enclosure, invasive removal can be particularly effective at the CMA because native plants which recolonize cleared areas are not deer browsed as they would be outside the fence. COVID impacts have meant we have conducted little invasive species work over the last two field seasons, and our control over some of the species of highest concern has slipped. While stewardship can be seen by some as non-essential, lower priority than other types of stewardship- such as boardwalk construction for access, progress made painstakingly over many years is lost if the invasive maintenance is not kept up, and it therefore must continue to be prioritized at the CMA as part of our annual management plans. In our updated 5-year plan for the 73-acre CMA we have laid out our goals to continue to do so. Through our NRCS restoration, we were obligated to first clear, then maintain invasive removal across 8 acres of the property. This summer we have begun to address the invasive control backlog of these acres, which





were slowly repopulating with target species. We have already spent several days conducting herbicide control of Japanese Stilt grass, which at this time of year is highly susceptible to small amounts of specific herbicide spot applied.

Ginger, Sarah, Steve Gruber, and I have spent several days sweating while encased in chemical resistant Tyvek suits, loaded with backpacks to scour across the entire property for stilt grass. As the fall progresses, we will also seek to control Japanese Knotweed, Glossy Buckthorn, wisteria and other emerging invasives, both mechanically, or with herbicide where appropriate. Control now when these plants are present in small numbers is more effective than waiting until they are present across the entire property.

This week we will also conduct follow up bamboo removal at the Hoag parcel to ensure this highly invasive grass does not re-appear. We have purchased another backpack sprayer to allow teams of 3 to spray at once and will be obtaining herbicide training over the winter months ready for the 2023 field season.

Land Accreditation Renewal

The application for Land Trust Accreditation renewal was submitted in mid-May. We heard back from the LTA Commission, and by and large the news is good. There are a few more documents and information the commission needs, specifically regarding fiscal aspects of the newly purchased Kent and LaMorgese property acquisitions. The additional information request is due by mid-November, but we are hoping to finish it in the next month. If all our submitted documents are approved, we will be LTA accredited for another 5 years- a mark of the highest levels of care and handling of processes and procedures around land acquisition and ownership by land trusts. There are just 389 accredited land trust nationwide. We should hear back from the LTA Committee on their final decision by years end.



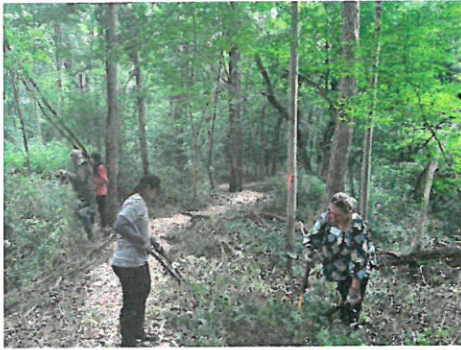
Stewardship Volunteers and Corporate Workdays

We finished our summer stewardship Fridays once college students returned to school, having to take a couple Fridays off



because of excessive heat. We are now finalizing a busy fall of corporate workdays which we must slide in between our school programming. We have confirmed workdays with TEVA (10/25) and Pingry School wide community service (10/28) , and are finalizing days with Bayer Corp, Sanofi USA, BMS and Valley Bank. We would love to have trustees stop by to interact with these groups. It can be challenging to get corporate groups to underwrite the workd their

employees attend, while Goldman Sachs CTW days always comes with a strong budget, many of the companies approaching GSWA this fall do not appear to have funds to support the workday. We



strongly advocate for the groups to cover the fixed costs associated with hosting a workday, but also need the volunteer help, so must strike a balance. Please see the attached document that is sent to potential workday partners with background information. If you know of a corporation that might be interested in a workday, please reach out to Hazel.

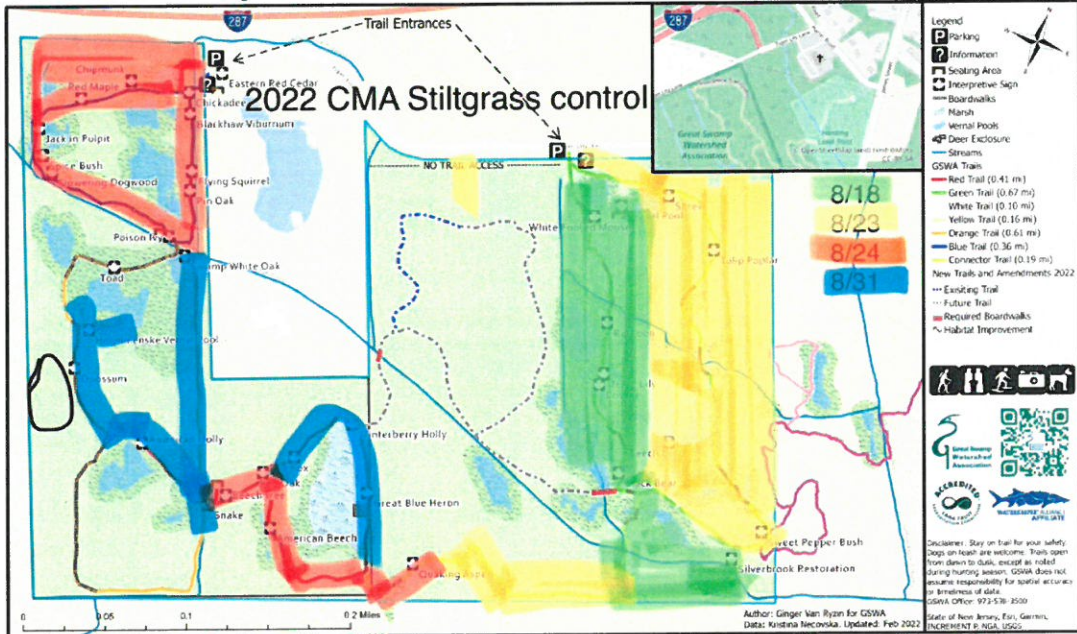
We have two family friendly community stewardship days this fall.
Columbus day (10/10 from 9am-1pm and the Sunday prior to thanksgiving (11/20 from 9:30 -1pm)
PLEASE, consider attending one of these workdays to give back to the CMA and help us manage the property. Email or text to be added to the roster for the day. Email gvanrysin@greatswamp.org or hazele@greatswamp.org

Maps

The attached map shows our intended work plan for new trails across the LaMorgese property, to link the two existing sections of trail. This work will begin this fall, and hopefully be completed next spring. The map uses our newly updated Conservation Management Area map as a baseline. This map can be

Great Swamp Watershed Association

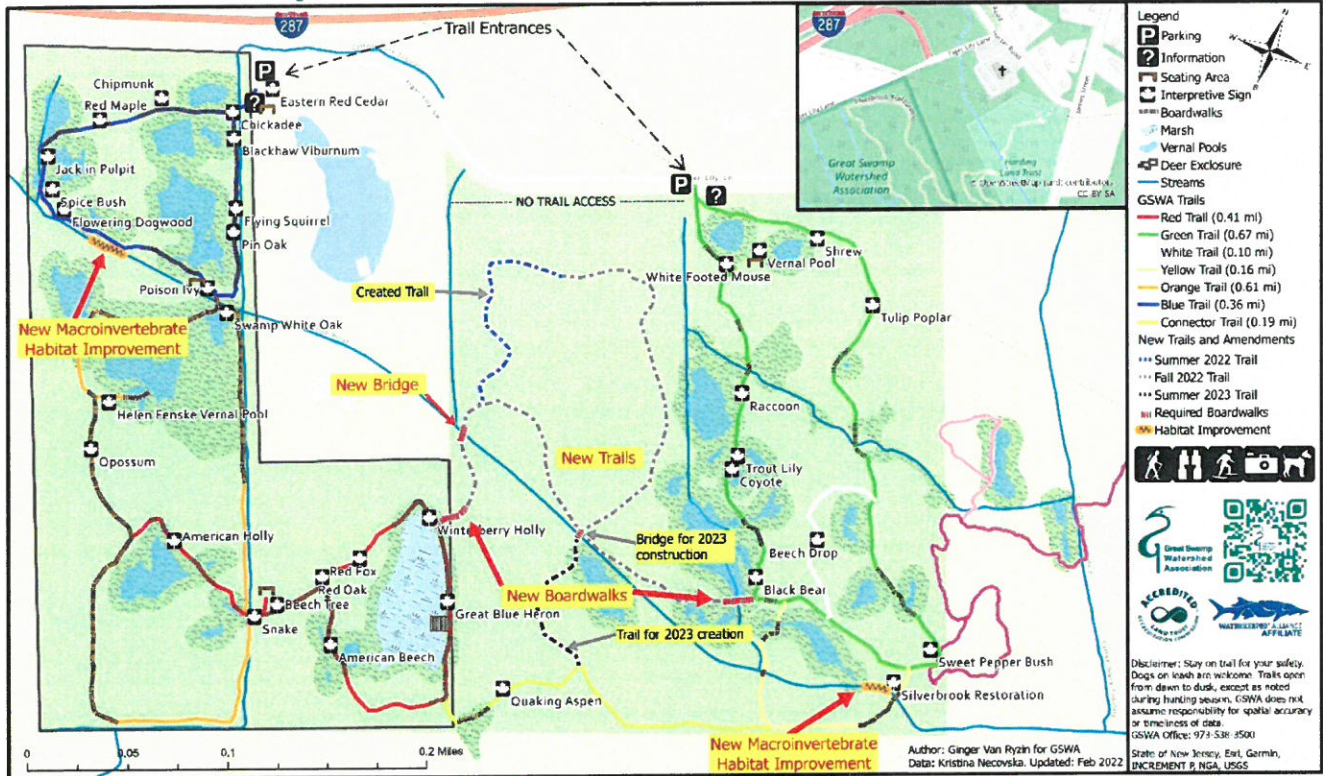
Conservation Management Area - Tiger Lily Lane, Morristown, NJ 07960



updated with stewardship tasks, and we are using it to mark areas of invasive removal work. Below is our invasive species removal tracking for the season over the base layer CMA map.

Great Swamp Watershed Association

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





Paterson Falls had low volume all summer, but the recent rains have swelled the falls tremendously.

Overview

While summer is typically a great time for summer educational programs, this summer's excessive heat and humidity has made some of our programs uncomfortable for both leaders and participants! We have enjoyed some cooling paddles on a couple of sections of the Passaic River with our new fleet of kayaks, including touring a photographer from the Bergen record as he took photos to accompany an article about the river, and a twilight trip held downstream at Essex environmental center, which unexpectedly cooled off a couple of participants who capsized! WE now have the trailer registered and hitches installed in two of our cars to be able to tow the kayaks around to whatever destination we may need.



Night hikes and natural history walks prove to be enduringly popular to our new and old members alike, and most of our summer hikes sold out and had long wait lists. We held them around the entire Passaic River watershed including at the Refuge, Jockey Hollow, Paterson Great Falls, Boonton, and Primrose preserve.

Our newest education staff are now gaining confidence and are able to lead programs solo and develop new programs that tie in with their interest and passions. We will continue to offer training in the school programs that owing to the pandemic have not been frequently offered during the last couple years.

We have scoped out some new locations for hikes downstream as we continue to expand our geographic programming reach. Look for a fall colors hike at high mountain, and several workshops, including a wreath making workshop, which we hope will be as popular as the pollinator box workshop and foraging class we held this summer.

However, we will be cutting back somewhat on our fall slate of public programs due to a packed calendar of school and field programming, and our water quality and stewardship obligations.

We are excited after the last two COVID impacted years to return to a busy season of field programming. Our partnership with S2S is back, and all ten fall field days are booked with more than 500 urban, underserved high school students who will enjoy all day field experiences. Our numbers for educational programming should be back to almost pre-covid levels this fall. We have developed some new partnerships, including with the West Orange School district and with Somerset 4H, and we taught at their earth camp this summer, with students “developing” a section of river, then learning what was happening up and downstream from their site, along with other water-based activities.



Grants have allowed us to purchase new tech and educational materials and students will enjoy access to a field spotting scope, be able to use increased pairs of binoculars so there is one each for an entire class, use high tech water quality measuring tools, watch clips we have prepared on our outdoor -proof iPad and check out sightings on our recently purchased game cameras. This turkey was joined by fox, raccoon, great blue heron, possum and coyote all snapped with our new game camera at the CMA this august.



To protect the streams of the CMA we will be hosting some of these many field trips at the Great Swamp National Wildlife Refuge and Jockey Hollow, all part of the Passaic watershed, but offering different trails and opportunities for learning. The refuge and National park service partners benefit from being able to record the high numbers of urban kids coming to their sites and the CMA and Silverbrook get a break from excessive use. We will also be getting into Paterson and Newark schools to discharge obligations for programming carried over from before the pandemic, and carrying out trips with Madison, Summit, Orange, Morris County, and other school districts.



Plants for Pollinators Plant Sale

We are already planning for our plant sale in 2023! Yes, really. We will be expanding both the total number of plants sold, the diversity of plants offered and the number and type of kits we offer for an increased range of garden conditions. We surveyed the 600 participants for feedback from this year’s sale and have used that information in our forward planning. One great side benefit of the sale is the ability to connect with this interested group of native gardeners year-round and we have continued to publish our “make way for pollinators” newsletter periodically, including our most recent issue filled with tips for keeping gardens alive during drought.

Please subscribe to our social media (Instagram @greatswampnj and Facebook) if you haven’t already to see success stories of native gardens from across the watershed. There are now maturing native plants in 600 more gardens around the watershed, benefitting regional pollinators with food and

nectar, especially now during late summer. Through the pollinator focused newsletter, we can share with the 1,100 names on our plant sale database and continue to nurture and grow this watershed friendly practice and interest.

Public Programs



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.

We held sold out hikes at midsummer solstice at Jockey Hollow, and enjoyed sharing poems, watching woodpeckers drilling and watching the fireflies emerge.



Moonlight hikes in the heart of the refuge and at the CMA and a program for young nature detectives as well as an 'eat the weeds' foraging program rounded out our hikes.



We offered a sold out tour of downtown Paterson including the falls, raceways and a visit to the Paterson museum. The trip was enhanced by the interpretation of the NPS Paterson Falls interpretive ranger who accompanied us on the program sharing interesting and little known history about the area. We even spotted a picture of GSWA staff in one of the new permanent exhibits at the museum!



We returned to our GSWA quarantine cookbook for inspiration for a late summer program where workshop attendees learned hands on how to prepare several recipes from the book in addition to a cheesemaking session. The participants made pumpkin gnocchi and several types of pesto to complement the mozzarella cheese Sandra demonstrated. These programs allow participants to bond and learn more about what we do while they enjoy the program



GSWA Water Quality Programs

Board Meeting Report

September 7, 2022

Water Quality Monitoring

2022 –

Chemistry Monitoring

Our summer round of chemistry sampling, the third for the year, was completed between Aug 29th and September 7th. Over the course of four days of sampling we were able to complete most of our normal sites as well as some additional sampling. Following up on the concerns of the Mt Kemble Constructions just upstream of the CMA, we sampled for non-stormwater conditions at the Silver Brook culvert as it crosses Rt 287 near Sandra Spring Rd. This is important data to add to our existing historic and stormwater sampling data that we are sharing with NJDEP as they look at granting permits for the proposed construction.

We also sampled for petroleum hydrocarbons at two locations in Loantaka Brook following the fuel spill that occurred upstream of Woodland Ave. (See below for more information) At the upstream site, where Loantaka crosses Woodland Ave we collected a full spectrum of chemistry samples plus the hydrocarbons, at the site just upstream of Kitchell Lake, we only collected the hydrocarbons. We also collected our normal chemistry at our usual site just downstream of the lake. This data will help us to evaluate the impact of the oil spill on the ecosystem and the overall water quality in the headwaters region of Loantaka Brook.

Due to the recent drought we were not able to collect samples from our Black Brook site, located on White Bridge Rd (down from the Raptor Trust) as this site was completely dry. Drought conditions have a significant impact on surface waters and we noticed many sites with low flow and increased algae.

PFAS sampling was completed the first week of August. This sampling required much preparation as the presence of the PFAS chemical is ubiquitous in many of our everyday use items such as sunscreen, deodorant, fabric softener and many of the non- natural fiber types of clothing. We sampled 21 sites including two sites requested by George Finlay and the South Orange Environmental Commission over concerns for PFAS runoff issues in local turf fields. Sites were also selected to assess the potential of PFAS leaching from the Rolling Knolls Superfund site. The results from this sampling are expected in the end of September.

Finally, we have deployed our new AQUATroll sonde continuous WQ monitoring unit. We were able to purchase this unit through a grant and have also ordered a second unit which should arrive in the next few weeks. Our first deployment is set at the Silver Brook location near Rt 287. The AQUATroll will collect WQ data every half hour, 24 hours a day. We deployed the unit prior to the recent rain fall and were able to capture the changes between drought conditions and stormwater flow. The unit collects data on temperature, dissolved oxygen, turbidity and total dissolved solids. We will be able to utilize these two new meters for collecting a wealth of data that can further our mission of protecting and improving water quality in our streams.

Visual Monitoring

Our fall visual assessments will be collected as per usual between October 1st and November 30th. We have teamed up with the Parsippany Library to hold our next Stream Assessment Training. **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** We are always in need of new teams for collecting this important data.

Macroinvertebrate sampling

We successfully completed our annual macroinvertebrate sampling in the early summer. As usual samples will be processed by Normandeau Labs in PA for identification.

Education –

As we begin the school year this fall, our calendar is already filling up with school programming. After two years of being impacted by the constraints of COVID many schools are moving back to normal field excursions and looking to GSWA to enhance their curriculum with our exceptional programming. Many of our long time school partners have already scheduled trips and we are also working with new schools, expanding our reach as exemplary educators.

Environmental Concerns –

Early in August 2022 two local community members reached out to GSWA on two separate environmental issues. The first event was a report of an oil spill in the headwaters of Loantaka Brook near Woodland Ave in Morris Township. A local member of the community alerted GSWA to the spill and we immediately went out to confirm that there was an issue. We surveyed the area around Woodland Ave, both upstream and down and confirmed that an oily substance, most likely diesel fuel, was spreading downstream from the area of a culvert upstream. GSWA Director of Water Quality Sandra LaVigne alerted the Morris Township Municipal Offices, which were located adjacent to the issue where the spill was, and they immediately jumped into action. The Fire department was notified, and the Morris County Hazmat team was on the scene within the hour. GSWA staff member Ginger VanRyzin stayed on the scene and continued to investigate to see how far the spill had spread downstream finding some signs in the stream along Fanok Rd but not as far down as Kitchell Lake.



Figure 1: Absorbent sponges deployed along Loantaka Brook to collect the oil from the river

GSWA also notified NJDEP through the alert line and began an incident ticket and also reached out to contact local Morris Township Police and Hazmat. With the amazing, quick response from our local, county and state environmental hazardous spill teams, absorbent barriers have been set up to prevent further spread of the spill and to clean up the existing oils.

The second issue that was brought to the attention of GSWA was an illegal draw on a tributary of Indian Grave Brook in Bernards Township. While NJ is experiencing drought conditions and many communities have

restrictions on using household water to water gardens and lawns it is important to remember that our local streams, especially in the smaller streams in the headwater regions, are also experiencing drought and stressful environmental conditions. Another local resident contacted GSWA to alert us to the wrongful use of stream water for lawn watering. A resident had set up a system that drew directly from the stream to water a large lawn pulling gallons of water from the stream and further stressing the wildlife that lives within and around the stream. GSWA contacted the local police department who immediately went out and informed the resident that this was not allowed and stopped the practice.

Again, our local enforcement agencies have helped to keep our streams clean and healthy for everyone.

GSWA is proud to be able to be a resource for our local community members when they see something of concern in our waters or environment.

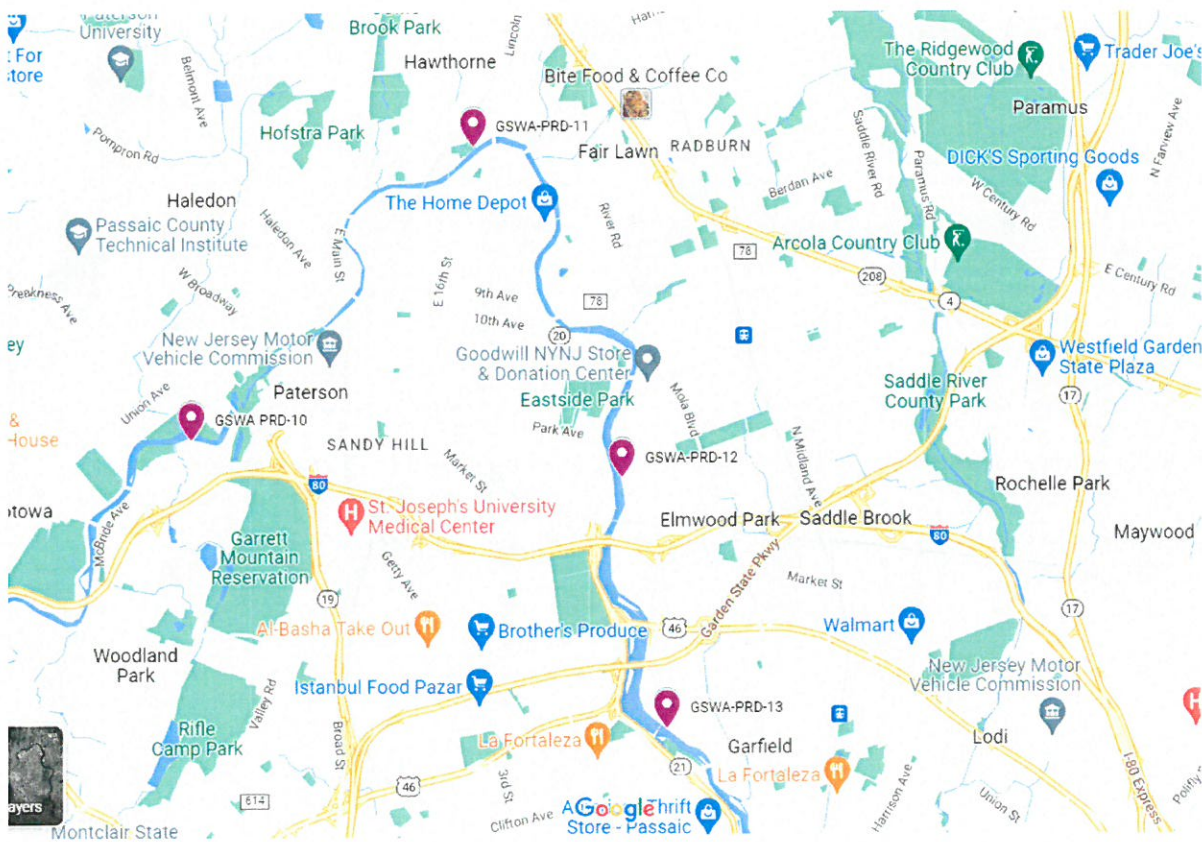
2023 Expansion –

Our next expansion along the Passaic River will bring us from Little Falls down to Dundee Dam. This will encompass the loop that goes around Patterson. 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. All four of our sites have been assessed and will be added to our chemistry sampling schedule for 2023.

Below on the map you can see our four new sampling locations marked in purple. These are areas where we can access the river by wading or with our kayaks, allowing for the most accurate sampling results.

- GSWA PRD10 – This site, located behind the Patterson Fire Department will give us data on the inputs of Molly Ann Brook and the areas of Haledon and Wayne.
- GSWA PRD11 – This are will capture the northern area of Patterson as will as inputs from Goffle Brook which runs through Hawthorne
- GSWA PRD12 – This site captures the entirety of the industrial areas of Patters and also Elmwood Park
- GSWA PRD13 – This final site, located just below Dundee Dam will allow us to look at the impacts of the dam on river ecology and the final inputs from the areas of Clifton and Garfield.

We look forward to our next expansion and all of the history and water quality data we will learn from it. While we expand downstream we also continue to closely monitor our historic regions of the Great Swamp Sub Watershed and all of the regions of the Passaic River that we have already worked in.



Board Report: Membership and social media

Nancy Rago, September 8, 2022

In late-June, the GSWA Membership Task Force—consisting of several staff, Board, and Advisory Council Members—conducted the first meeting. This task force was created to tackle three big initiatives: membership retention, reengaging lapsed members, and growing our membership base. With the Gala on the horizon, I worked with the Executive Director and Communications Director to build a good mailing list of over 1500 entries. The Invitations have been printed, assembled, and mailed. The results will be reported in the next Board Report. I am still working on the next automation task of digitally linking the credit card processed gifts with the Donor Perfect system. Regarding social media, almost 20 event posts are planned between June 2022 and the Gala. One that stands out for requiring multiple social media engagements was the City of Water Day Bingo Challenge that ended on July 23, 2022. The Education Team and I developed the eco-bingo card that the audience used to tally their completed local watershed challenges. A Google Form was used to collect the entries and a winner was randomly selected.

Membership Q1 FY2023

Gifts from 07/01/2022 to 09/07/2022 (YOY comparison)

	1 Gift	2 Gifts	3 Gifts	4 Gifts	Donor Count
Q1 FY2023	182	20	5	2	201
Q1 FY2022	171	19	3	6	192

General Membership

	Renew	Sustain	New
Q1 FY2023	116	10	6
Q1 FY2022	42	8	8

- Discounted Annual GSWA Family Memberships sold through Events (to date): 9/9/22 Harvest Moon Hike: Two, 11/10/22 Kids Hike: One.
- Q2 2023 Member Mailings will consist of monthly mailed reminders of upcoming renewals and a final reminder to lapsed member mailings between 10/01/2022 to 12/31/2022.

Social Media as of 09/07/22:

- Audience Analytics – Audience growth and Demographics (06/18/2022 to 09/07/2022):
 - [Facebook.com/GreatSwamp](https://www.facebook.com/GreatSwamp) - 72 new Page Likes and 85 new Followers (3,420 people like and 3,827 people follow this Page)
 - [Instagram.com/greatswampnj](https://www.instagram.com/greatswampnj) - 50 new Followers (2,584 followers)
 - [Twitter.com/greatswampnj](https://twitter.com/greatswampnj) - 30 new Followers. (2,391 Followers)
 - [Linkedin.com/company/great-swamp-watershed-association](https://www.linkedin.com/company/great-swamp-watershed-association) – 8 new Followers. 207 Followers.
 - Gender: Women 66%, Men 34%. (Remained same)
 - Top Five Cities: Chatham, Morristown, Madison, Basking Ridge, New York, NY. (Basking Ridge moved up to forth spot)

- Content Analytics – Top Three Content that yielded the best reach, like and replies:
 - [YES...It's raining here on Tempe Wick Rd, Morristown](#) (2022-08-22 Instagram Video)
 - [Come enjoy the maximum beauty of a full Harvest Moon over the water at the Great Swamp National Wildlife Refuge](#) (2022-08-15 Instagram Post)
 - [Join The Watershed Institute, Great Swamp Watershed Association...urging Gov. Phil Murphy to move ahead with a proposal by the state Department of Environmental Protection \(NJDEP\)](#) . (2022-08-15 Facebook Post)
- Looking Ahead to Social Media Post Content:
 - OCTOBER
 - Oct 1 - AmazonSmile Prime Day October 2022
 - Oct 3 - National Consignment Day – First Monday in October
 - Oct 10 - Community Stewardship at CMA, 9 - 1pm
 - Oct 15 - Townwide Yard Sale (Madison/Chatham), 9 - 2 PM
 - Oct 18 - Gala & Silent Auction. Clean Water Act turns 50.
 - Oct 22 - Fall Colors Hike, High Mountain Park Preserve, 9 - 12:30pm
 - Oct 24-31 - Bat Week
 - Oct 31 - Halloween
 - NOVEMBER
 - Nov 8 – Breakfast Briefing: Drew Forest Update 8-9:30 AM
 - Nov 10 - Nature Detectives Hike Bluebird lot 10am - 12pm
 - Nov 11 - Veteran's Day Paddle TBD, 10 -12 & 1 - 3
 - Nov 15 - America Recycles Day and National Philanthropy Day
 - Nov 20 - Fall Community Cleanup at CMA 9:30 - 1pm
 - Nov 22 - New Moon Hike at CMA 5:30-7:30pm
 - Nov 24 - Thanksgiving
 - Nov 29 - Holiday Cookie Dough and Decorate at HQ 6 - 7:30
 - Nov 30 - Giving Tuesday
 - DECEMBER
 - Dec 8 - Winter Foliage Wreath Making at HQ 5 to 6:30 and 7 to 8:30
 - Dec 21 – Solstice Hike TBD 6 - 7:30 and Winter Solstice Infographic

Website Analytics as of 09/07/22

- Google Analytics Audience Overview – Jun 18, 2022 - Sep 7, 2022:
 - Users who have initiated at least one session during the date range – 7,902
 - Geo Location, United States Users – 5,938 (75.14%). Top Five Regions: NJ, NY, VA, PA, CA.
 - New vs Returning – 7,269 (81.8%) vs 1,622 Users (18.2%)
 - Mobile Overview - mobile 4,190 (52.82%), desktop 3,542 (44.65%), tablet 201 (2.53%)
 - Top Channels Acquisition Overview:
 - Organic Search 4,364 (54.5%) - Source/Medium in order of User Acquisition: Google, Bing, DuckDuckGo, Yahoo, ECOSIA.org.
 - Direct 2,021 (25.3%) – Landing Page in order of User Acquisition: [Home Page](#), [Donate](#), [Pollinator Newsletter #4](#), [Events Page](#), [GSWA Joins Effort to Preserve Drew Forest](#), [Is It a Dog, a Wolf, or a Coyote?](#).
 - Referral 1,16 (16.4%) – Sources: dailytraffic.shop, baidu.com, linktr.ee, thewatershed.org, rosenet.org.
 - Social 299 (3.7%) – Social Network in order of User Acquisition: [Facebook](#), [LinkedIn](#), [reddit](#), [Pinterest](#), [Twitter](#).

- Email 1 (NA%) – Landing Page in order of User Acquisition: [DIY Workshop: Reusable Wrap & Produce Bags](#).
- Google Analytics Behaviors Overview – Jun 18, 2022 - Sep 7, 2022:
 - TOP TEN MOST POPULAR PAGES:
 - 1. [Home Page](#) - Pageviews 5,685, % of Total: 33.93%
 - 2. [Did You Know? About Red-tailed Hawks](#) - Pageviews 710, % of Total: 4.24%
 - 3. [Upcoming Events](#)- Pageviews 676, % of Total 4.04%
 - 4. [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 602, % of Total: 3.59% (Generally, always in on the Top 5!)
 - 5. [HISTORY OF THE GREAT SWAMP](#) - Pageviews 317, % of Total: 1.89%
 - 6. [DONATE](#) - Pageviews 250, % of Total: 1.49%
 - 7. [Is It a Dog, a Wolf, or a Coyote?](#) - Pageviews 248, % of Total: 1.48%
 - 8. [New Jersey's Unique Geology](#)- Pageviews 248, % of Total: 1.48%
 - 9. [STAFF](#) - Pageviews 228, % of Total: 1.36%
 - 10. [CART](#) - Pageviews 207, % of Total: 1.24%