



Great Swamp Watershed Association

Meeting of the Board of Trustees

January 20, 2023

8:00 a.m. – Zoom Video Meeting

Agenda

- Approval of Board Minutes from 11/30/2022 Meeting
- Election: Board Chair (co-chairs), treasurer
- Thank outgoing Board Chair, treasurer, retiring board members (Tony DellaPelle outgoing Board Chair, Deb Apruzzese outgoing Vice Chair and retiring board member, Piserchia outgoing Treasurer and retiring board member, Kevin Sullivan and Giorgio Vlamis retiring board members
- Election of board members to second three year term: Marilyn Dee, Clark Wagner
- Resignation of Paul Boudreau from board
- Election of new advisory council members: Giorgio Vlamis, Guy Piserchia, Deb Apruzzese, Paul Boudreau
- Re-election of advisory council members: Kathy Abbott, Thelma Achenbach, Astri Baillie, Jose Barquin, Len Berkowitz, David Budd, Fred Castenschiold, Brenda Curnin, Andrew DeLaney, Dr. William Diehl, Russ Furnari, Sally Glick, Jeff Grayzel, Roger Jones, Pam Harding, Judith Hazlewood, Jane Kendall, Matt Krauser, John Neale, Alan Pfeil, Kathy Pfeil, Nicolas Platt, Adam Psichos, Jon Rafalowski, Fran Schultz, Julia Somers, Frank Stillinger, Kit Stinson (Nick Bodalia and Carolyn Dempsey elected at November 2022 meeting)
- Thank you to advisory council members rotating off the council: Claire Griffin Miller, Teresa Lane, Cathy Lee, Gerry Scully
- Election of committee chairs and volunteer for committees
 - Finance
 - Development
 - Education and outreach
 - Land preservation and advocacy
 - Land and water stewardship

Finance Report:

Review Dec YTD results

Review Audit and motion to approve (audit will be sent to board)

Review the investment accounts

Motion to designate Director of Finance to conduct investment activity per finance committee recommendations.

- Investment presentation- Clark Wagner deferred to March meeting
- Gala 2023 discussion
- Executive Director Report
- Board member adoptions by staff members to facilitate improved engagement and information sharing through monthly calls or meetings
- Potential fiduciary opportunity for proposed Spring Brook Country Club development of 36 units on approximately 4 acres in Morris Township
- Development Report
- 2023 Virtual Challenge
- Other Business
- Next meeting dates: March 24 8AM hybrid zoom and in person, May 19 8AM in person, June 26 8AM in person budget review and approval
- Adjourn

Please remember to sign and return the annual conflict of interest and code of conduct and ethics

Executive Director report for January 20, 2023

Hi everyone, I hope you enjoyed the holiday season and are enjoying a happy and healthy new year!

I think I let everyone know at the November 30 meeting that Hazel was given the Association of NJ Environmental Educator's award for which Sandra and I nominated her. Unfortunately, the award ceremony is virtual so we are going to hold a small in person dinner to honor Hazel in February.

I am thrilled to let everyone know that the December development results were stellar, thanks in part to an anonymous board member challenge to fellow board and advisory members as well as Wade's hard work with our major donors. Sue will discuss the results during the finance report.

I sent a board self evaluation to all board members. I am a little disappointed to announce that I only received 8 responses.

During the holiday season, I met with several supporters. I also had lunch with 2 NJ waterkeepers (NY/NJ Baykeeper and Hackensack Riverkeeper). I had lunch with the GS National Wildlife Refuge Manager Mike Horne and the Refuge biologist George Molnar. We continue to work on both Rolling Knolls and the Ferber property acquisition.

Val, Nancy, and I met with Morris Museum staff to discuss potential joint programming. They seemed excited about the prospect and we will have another meeting to focus on next steps.

I also met with former board member and current advisory member John Neale at Whittemore Community Culture and Conservation in Tewksbury to hear about their programs and share some of ours.

I spent most of my time in December working on negotiating and finalizing the easement donation from Anthony and Maria Sblendorio in Basking Ridge. It was important to them to have it done in 2023 and I am excited to announce that we did indeed close on the transaction before Christmas. Anthony has pledged to contribute \$10,000 to cover our legal and title expenses shortly and will contribute an additional \$20,000 for stewardship/monitoring by end of 2023. We are pleased with this approximate 2.5 acre easement of warm season grasses along approximately 700 feet of Passaic river frontage which will prevent development and non-point source pollution along the river.

Val, Sandra and I interviewed a woman for the office manager/event planner position. We were favorably impressed and may extend an offer to her.

2023 Board member adoptions by staff members to facilitate improved engagement and information sharing through monthly calls or meetings

Reed Auerbach	Nancy
Kate Barry	Sandra
Meisha Williams Bertels	Val
Paul Boudreau	Sally
Gerry-Jo Cranmer	Wade
Marilyn Dee	Nancy
Michael Dee	Hazel
Anthony DellaPelle	Ginger
Jordan Glatt	Sally
Todd Hyde	Sandra
Eric Inglis	Lynne
Ralph E. Jones, III	Sarah
David Naidu	Sally
David Robinson	Val
Carolyn Sharaway	Lynne
Lisa Stevens	Ginger
Dorothea Stillinger	Hazel
Stacey Valentine	Wade
Clark Wagner	Sue
Brett Williamson	Lynne

Great Swamp Watershed Association Profit & Loss Budget Performance December 2022

	Dec 22	Budget	% of Budget	Jul - Dec 22	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
4% Fund Transfer Draw	0	0	0%	60,986	56,000	109%	56,000
401K Operational Reserve BD	0	0	0%	0	0	0%	25,000
Advocacy Operational Reserve BD	0	0		0			20,000
Annual Event	1,000	0	100%	142,933	175,000	82%	175,000
Corporate	7,500	0	100%	58,850	55,250	107%	69,750
CorporateStewardship Restricted	2,357	0	100%	9,677	0	100%	8,000
Deferred Income from Prior Year	0	0	0%	23,000	23,000	100%	23,000
Foundation Support	71,000	80,000	89%	165,400	164,000	101%	284,000
Government Grants	0	5,000	0%	4,653	10,000	47%	20,000
Individual - Membership	20,373	18,711	109%	49,485	45,286	109%	89,000
Individual Major Donors	72,166	45,600	158%	116,514	102,330	114%	222,000
Individual Trustee Giving	15,653	4,291	365%	23,051	26,036	89%	30,000
Merchandise Misc	0	0	0%	41	0	100%	0
Music Fest Event	0	0	0%	60	0	100%	49,006
Native Plant Program	0	0	0%	0	0	0%	60,750
Other incomes misc	7	42	16%	114	250	46%	500
Programs - Education & Outreach	114	350	33%	4,202	6,967	60%	30,000
Restricted Individual Donations	0	0	0%	15,000	5,000	300%	5,000
Total Income	190,170	153,994	123%	673,967	669,118	101%	1,167,006
Gross Profit	190,170	153,994	123%	673,967	669,118	101%	1,167,006
Expense							
Administrative Expense	15,889	12,068	132%	59,172	64,085	92%	128,066
Administrative Payroll Total	67,876	69,355	98%	347,510	363,628	96%	737,756
Advocacy / CAGs / Other	0	1,667	0%	319	10,000	3%	40,000
Annual Event Expenses	2,443	0	100%	32,095	52,069	62%	52,069
Capital Campaign Exp	0	1,000	0%	0	1,000	0%	2,500
Development Expense	571	1,188	48%	2,127	2,740	78%	13,165
Education and Outreach	2,600	1,090	239%	11,889	4,360	273%	13,100
Hyde and Watson Grant Exp	360	0	100%	1,058	0	100%	0
Mailing	120	4,911	2%	375	5,531	7%	11,259

Great Swamp Watershed Association
Profit & Loss Budget Performance
 December 2022

	Dec 22	Budget	% of Budget	Jul - Dec 22	YTD Budget	% of Budget	Annual Budget
Memberships	521	679	77%	10,410	10,731	97%	20,280
Music Fest	0	0	0%	57	0	100%	19,000
Native Plant Expenses	319	0	100%	319	0	100%	41,000
Stewardship	3,427	150	2,285%	8,229	5,900	139%	25,800
Stewardship Land Acquisition	139	0	100%	277	450	62%	450
Uncategorized Expenses	137			137			
Water Quality	11,267	2,579	437%	16,838	15,475	109%	34,350
Total Expense	105,670	94,686	112%	490,810	535,970	92%	1,138,795
Net Ordinary Income	84,500	59,308	142%	183,156	133,149	138%	28,211
Other Income/Expense							
Other Income							
Dividends Received	12,138	0	100%	21,164	0	100%	0
UNREALIZED GAIN ON SEC	-57,530	0	100%	-57,530	0	100%	0
Total Other Income	-45,392	0	100%	-36,366	0	100%	0
Other Expense							
Save Noe Pond Expense	0	0	0%	13,624	0	100%	0
Total Other Expense	0	0	0%	13,624	0	100%	0
Net Other Income	-45,392	0	100%	-49,990	0	100%	0
Net Income	39,108	59,308	66%	133,166	133,149	100%	28,211

**Great Swamp Watershed Association
Monthly Development Summary
as of Oct 31, 2022**

	Actual Oct	Goal Oct	Actual YTD (July - Oct)	Goals YTD (July - Oct)	Progress of Goals through Oct	Goals July '22- June '23	Progress to FY2023 Goals	Prior Oct 2021	Prior YTD (July - Oct)	Prior July '21 - June '22
Individuals										
Trustees	\$245	\$210	\$7,379	\$11,257	66%	\$30,000	25%	\$419	\$6,561	\$30,792
- Capital Campaign	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$5,500
Major Gifts	\$6,000	\$4,500	\$37,628	\$40,830	92%	\$222,000	17%	\$2,500	\$37,330	\$218,688
Membership	\$4,685	\$4,392	\$21,609	\$19,398	111%	\$89,000	24%	\$2,437	\$16,741	\$84,317
Total Individuals	\$10,929	\$9,102	\$66,616	\$71,485	93%	\$341,000	20%	\$5,355	\$60,632	\$339,297
Institutions										
Corporations Restricted	\$0	\$0	\$18,500	\$15,000	123%	\$59,500	31%	\$5,000	\$5,000	\$49,500
Corporations Unrestricted	\$350	\$2,750	\$350	\$2,750	13%	\$10,250	3%	\$0	\$15,000	\$32,100
Foundations Restricted	\$0	\$0	\$10,400	\$15,000	69%	\$72,000	14%	\$0	\$16,600	\$109,375
Foundations Unrestricted	\$0	\$0	\$45,000	\$65,000	69%	\$212,000	21%	\$0	\$68,000	\$123,000
Total Institutions	\$350	\$2,750	\$74,250	\$97,750	76%	\$353,750	21%	\$5,000	\$104,600	\$313,975
Programs / Other										
Programs / Events	\$2,535	\$3,233	\$4,851	\$4,733	102%	\$30,000	16%	\$362	\$1,793	\$8,238
Gala	\$72,613	\$147,500	\$139,392	\$175,000	80%	\$175,000	80%	\$61,770	\$154,110	\$122,071
Gov Grants	\$0	\$0	\$0	\$0	0%	\$20,000	0%	\$0	\$0	\$40,667
Music Festival	\$0	\$0	\$20	\$0	0%	\$49,006	0%	\$0	\$0	\$72,544
Native Plant Program	\$0	\$0	\$0	\$0	0%	\$60,750	0%	\$0	\$0	\$36,571
Merchandise	\$0	\$0	\$30	\$0	0%	\$0	0%	\$0	\$0	\$2,569
Stewardship Rest.	\$0	\$0	\$5,820	\$0	0%	\$8,000	73%	\$0	\$0	\$2,000
Total Events/Merchandise	\$75,148	\$150,733	\$150,113	\$179,733	84%	\$342,756	44%	\$62,132	\$155,903	\$284,660
Sub Total	\$86,427	\$162,585	\$290,979	\$348,968	83%	\$1,037,506	28%	\$72,487	\$321,135	\$937,932
Other										
Advocacy	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$27,922
Passaic River Greenway - Chatham	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
Corp - Onetime/Other	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$7	\$1,642
Restricted Individual Grants	\$0	\$5,000	\$0	\$5,000	0%	\$5,000	0%	\$10,000	\$10,000	\$19,815
Deferred Income from Prior Year	\$0	\$0	\$23,000	\$23,000	100%	\$23,000	100%	\$0	\$0	\$0
Other Total	\$0	\$5,000	\$23,000	\$28,000	82%	\$28,000	82%	\$10,000	\$10,007	\$49,379
Grand Total	\$86,427	\$167,585	\$313,979	\$376,968	83%	\$1,065,506	29%	\$82,487	\$331,142	\$987,311

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2. Restricted gifts are contributions designated by the donor for a specific purpose.
3. Includes corporate matching gifts.
4. Per accounting requirement, some funds received in FY20 carried to FY21. Allergan \$2500 Corp-Restricted was moved into FY2021. Summit Foundation (Fnd-Restricted) \$6000, and Ogden Foundation - Major Gift \$6000 was moved into FY2021. The above report is only a reflection of those funds received in FY21.
5. Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance, will appear here and not under the Major Donor category.

**Great Swamp Watershed Association
Monthly Development Summary
as of Dec 31, 2022**

	Actual Dec	Goal Dec	Actual YTD (July - Dec)	Goals YTD (July - Dec)	Progress of Goals through Dec	Goals July '22- June '23	Progress to FY2023 Goals	Prior Dec 2021	Prior YTD (July - Dec)	Prior July '21 - June '22
Individuals										
Trustees	\$15,653	\$4,291	\$23,272	\$26,035	89%	\$30,000	78%	\$4,248	\$26,138	\$30,792
- Capital Campaign	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$5,500
Major Gifts	\$74,181	\$45,600	\$117,529	\$102,330	115%	\$222,000	53%	\$53,350	\$106,695	\$218,688
Membership	\$22,184	\$18,711	\$52,356	\$45,286	116%	\$89,000	59%	\$21,172	\$45,609	\$84,317
Total Individuals	\$112,018	\$68,602	\$193,156	\$173,651	111%	\$341,000	57%	\$78,770	\$178,442	\$339,297
Institutions										
Corporations Restricted	\$7,500	\$0	\$51,000	\$45,000	113%	\$59,500	86%	\$43,000	\$63,000	\$49,500
Corporations Unrestricted	\$0	\$0	\$7,850	\$2,750	285%	\$10,250	77%	\$0	\$15,000	\$32,100
Foundations Restricted	\$10,000	\$35,000	\$40,400	\$50,000	81%	\$72,000	56%	\$28,518	\$72,718	\$109,375
Foundations Unrestricted	\$60,000	\$25,000	\$135,000	\$94,000	144%	\$212,000	64%	\$0	\$87,000	\$123,000
Total Institutions	\$77,500	\$60,000	\$234,250	\$191,750	122%	\$353,750	66%	\$71,518	\$237,718	\$313,975
Programs / Other										
Programs / Events	\$193	\$733	\$5,992	\$6,199	97%	\$30,000	20%	\$1,569	\$4,584	\$8,238
Gala	\$1,000	\$0	\$146,932	\$175,000	84%	\$175,000	84%	\$250	\$154,716	\$122,071
Gov Grants	\$0	\$10,000	\$0	\$10,000	0%	\$20,000	0%	\$0	\$0	\$40,667
Music Festival	\$0	\$0	\$20	\$0	0%	\$49,006	0%	\$0	\$0	\$72,544
Native Plant Program	\$0	\$0	\$0	\$0	0%	\$60,750	0%	\$0	\$0	\$36,571
Merchandise	\$0	\$0	\$71	\$0	0%	\$0	0%	\$133	\$133	\$2,569
Stewardship Rest.	\$2,357	\$0	\$8,177	\$0	0%	\$8,000	102%	\$0	\$0	\$2,000
Total Events/Merchandise	\$3,550	\$10,733	\$161,193	\$191,199	84%	\$342,756	47%	\$1,952	\$159,434	\$284,660
Sub Total	\$193,068	\$139,335	\$588,599	\$556,600	106%	\$1,037,506	57%	\$152,240	\$575,594	\$937,932
Other										
Advocacy	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$103	\$27,922
Passaic River Greenway - Chatham	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
Corp - Onetime/Other	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$7	\$1,642
Restricted Individual Grants	\$0	\$0	\$5,000	\$5,000	100%	\$5,000	100%	\$100	\$10,500	\$19,815
Deferred Income from Prior Year	\$0	\$0	\$23,000	\$23,000	100%	\$23,000	100%	\$0	\$0	\$0
Other Total	\$0	\$0	\$28,000	\$28,000	100%	\$28,000	100%	\$100	\$10,610	\$49,379
Grand Total	\$193,068	\$139,335	\$616,599	\$584,600	105%	\$1,065,506	58%	\$152,340	\$586,203	\$987,311

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**Great Swamp Watershed Association
Monthly Development Summary
as of Nov 30, 2022**

	Actual Nov	Goal Nov	Actual YTD (July - Nov)	Goals YTD (July - Nov)	Progress of Goals through Nov	Goals July '22- June '23	Progress to FY2023 Goals	Prior Nov 2021	Prior YTD (July - Nov)	Prior July '21 - June '22
Individuals										
Trustees	\$240	\$10,487	\$7,619	\$21,744	35%	\$30,000	25%	\$10,590	\$17,151	\$30,792
- Capital Campaign	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$5,500
Major Gifts	\$5,720	\$15,900	\$43,348	\$56,730	76%	\$222,000	20%	\$17,515	\$54,845	\$218,688
Membership	\$8,562	\$7,177	\$30,172	\$26,575	114%	\$89,000	34%	\$7,919	\$24,660	\$84,317
Total Individuals	\$14,522	\$33,565	\$81,139	\$105,049	77%	\$341,000	24%	\$36,024	\$96,656	\$339,297
Institutions										
Corporations Restricted	\$25,000	\$30,000	\$43,500	\$45,000	97%	\$59,500	73%	\$15,000	\$20,000	\$49,500
Corporations Unrestricted	\$7,500	\$0	\$7,850	\$2,750	285%	\$10,250	77%	\$0	\$15,000	\$32,100
Foundations Restricted	\$20,000	\$0	\$30,400	\$15,000	203%	\$72,000	42%	\$28,000	\$44,600	\$109,375
Foundations Unrestricted	\$30,000	\$4,000	\$75,000	\$69,000	109%	\$122,000	35%	\$19,000	\$87,000	\$123,000
Total Institutions	\$82,500	\$34,000	\$156,750	\$131,750	119%	\$353,750	44%	\$62,000	\$166,600	\$313,975
Programs / Other										
Programs / Events	\$948	\$733	\$5,799	\$5,466	106%	\$30,000	19%	\$887	\$2,680	\$8,238
Gala	\$6,540	\$0	\$145,932	\$175,000	83%	\$175,000	83%	\$100	\$154,210	\$122,071
Gov Grants	\$0	\$0	\$0	\$0	0%	\$20,000	0%	\$0	\$0	\$40,667
Music Festival	\$0	\$0	\$20	\$0	0%	\$49,006	0%	\$0	\$0	\$72,544
Native Plant Program	\$0	\$0	\$0	\$0	0%	\$60,750	0%	\$0	\$0	\$36,571
Merchandise	\$41	\$0	\$72	\$0	0%	\$0	0%	\$0	\$0	\$2,569
Stewardship Rest.	\$0	\$0	\$5,820	\$0	0%	\$8,000	73%	\$0	\$0	\$2,000
Total Events/Merchandise	\$7,530	\$733	\$157,643	\$180,466	87%	\$342,756	46%	\$987	\$156,890	\$284,660
Sub Total	\$104,552	\$68,298	\$395,532	\$417,265	95%	\$1,037,506	38%	\$99,011	\$420,146	\$937,932
Other										
Advocacy	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$7	\$27,922
Passaic River Greenway - Chatham	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$7	\$0
Corp - Onetime/Other	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$7	\$1,642
Restricted Individual Grants	\$5,000	\$0	\$5,000	\$5,000	100%	\$5,000	100%	\$0	\$10,000	\$19,815
Deferred Income from Prior Year	\$0	\$0	\$23,000	\$23,000	100%	\$23,000	100%	\$0	\$7	\$0
Other Total	\$5,000	\$0	\$28,000	\$28,000	100%	\$28,000	100%	\$0	\$10,027	\$49,379
Grand Total	\$109,552	\$68,298	\$423,532	\$445,265	95%	\$1,065,506	40%	\$99,011	\$430,173	\$987,311

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GSWA Water Quality Programs

Board Meeting Report

January 10, 2023

Water Quality Monitoring

2022 – in Review

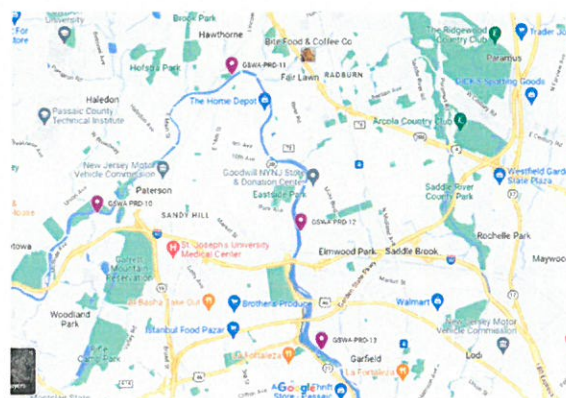
In 2022, GSWA completed all water quality monitoring goals. As the year came to a close we began the process of reviewing the data and compiling our 2022 yearend report. I would like to take the time to thank all the volunteers and interns who worked with us throughout the year to allow us to collect our important data. Over the course of the year, we had volunteer teams collect visual assessment data at over 20 sites, most in both spring and fall. During our summer bacteria monitoring program, we had 11 volunteers collect data over 5 consecutive weeks at 23 sites. A team of GSWA staff, college interns and volunteers collected macroinvertebrate samples at 16 sites with at least one site located in each of the tributaries and along all the areas of the Passaic River.

Additionally, GSWA collected data on PFAS in our surface waters and targeted short term continuous data collection along the Silver Brook. We will compile all of this data to create our assessment of the state of our surface water in 2022.

2023 –

Beginning with our first round of chemistry sampling at the end of February, we will begin our next downstream expansion of data collection. This expansion will take us from Little Falls down to Dundee Dam. We will begin to explore the issues impacting this area of the river and the history of the area that will inform what those issues might stem from. With this expansion, we have consolidated some of our previous sites from our first two expansions so that even though we are adding four new sampling locations, we will only be adding one site to the total number of locations for a total of 21. For a list of the site locations and information about the selection reason please see below.

- 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 Haldon and Wayne.
- GSWA PRD11 – This are will capture the northern area of Patterson as well 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.



Education –

We are already looking forward to a full schedule of programming with schools in the spring with much of our calendar already booked. Since COVID our field trips have seen significant changes from the school perspective. Historically, we would work with a single teacher or one class of students. However, now most schools are limiting field trips and curriculum changes mean that all students who have the same class level/type (all biology students in a grade level) have the same experiences. For GSWA this means that instead of one staff member being able to go out with a visiting class of 20 students, it takes all four of our educators/WQ department to run a trip for 50 to 70 students in one day. While we are actively making this work it has altered both how our programming is structured and the number of programs we can host.

We are also actively looking into enrolling our staff in an immersive, tailored course in Spanish. Working with a professional organization such as Babble, we will be able to gain an understanding and fluency related to our environmental education which will better allow us to communicate with a wider range of students. Many of the underserved districts that we are working with have a predominantly ESL student population. This language barrier has been problematic as we try to share our message during field trips.

We have a number of water quality related programs coming up in the winter and spring. At the end of January on Fri 1/27 GSWA will host a virtual lunch and learn program on the results of our PFAS study. We have a number of hikes planned and our Pie Day Pub quiz with lots of fun environmental trivia for everyone. Finally, in April we will have our bi-annual Stream Assessment Training class. Also in April be on the look-out for our first Passaic River paddle of the season.

River Clean-up – We NEED you!

Last year GSWA held a number of river clean-ups helping to keep the trash out of our waters and keep those water safer from everyone. This year we have a number of clean-up locations on our radar but we will need volunteers to help with the lifting. This is a great opportunity for businesses and corporations to come out as a team and volunteer to help the environment. So if you know of a group that might be interested please let us know and share our contact information with them.

GSWA in Action –

We are still actively collecting data and information to help the DEP make a determination on the development proposal in Harding put forth by S/K Mt. Kemble for housing on Block: 23.02, Lot: 5 off Mount Kemble Rd. Thanks to efforts by Dot Stillinger and our LPAC we have also written to DEP requesting a public hearing on the matter. In these cases, numbers really do make the difference. I would ask all of you to also reach out the DEP using the contact information below. If you would like more information to help compose your request, please reach out to Dot or me and we will gladly help.

My email – sandral@greatswamp.org

Gabriel Mahon
Bureau Chief
NJPDES Stormwater Permitting Program
Gabriel.Mahon@dep.nj.gov



Overview

While the temperatures may not know whether to rise or fall this winter, our staff are well into planning for warmer conditions with our 2023 spring public and school programming well under way. We try hard to meter our public programming to be less intense when school programming is in full swing, and to offer more public programs when there is less in-school programming. Some weeks in May are already double booked with school programs almost every day as schools look to get back out into the field after the restrictions of the last several school years.

While we have returned to in-person programming post-COVID, COVID is still a force to be reckoned with! 3/4 education staff contracted COVID from an asymptomatic attendee at one of our Holiday cookie making workshops, sidelining staff for a couple of weeks right at the beginning of the holidays and necessitating last minute substitutions for our full wreath making classes!! Our remaining staff covered the program with some remote assistance and as we have done repeatedly over the last three years, we undertook some creative problem solving to make things work.

LUNCH & LEARN
Jan 13
1-2 PM
EELS
What can they tell us about our water?

LUNCH & LEARN
Jan 27
1-2 PM
PFAS in Our Water
How are we exposed to PFAS?

We are taking some of the positive aspects of our work in lockdown and offering some programs this winter as remote lunch n learns or evening webinars. This allows a wider audience to attend informative classes, such as our program on American eels, Stream bank restoration, or PFAS in our waters that we are offering as a lunch and learn series this January, or our kick off Planting for Pollinators webinar. However, nothing replaces the dynamic interaction of in-

person programming, and our Winter Solstice and Full moon hikes along with the cookie making and native evergreen wreath making workshops offer community for participants in a relaxed setting and a chance for us to engage participants more directly in the work of the organization- acting as impromptu member events. Both types of programming have found their place in our 2023 schedule. Hazel was humbled to be nominated for the 2022 Non-Formal Environmental Educator of the year award, and the celebration will take place via zoon in January, with an in-person celebration later. The letters of support sent from colleagues at Drew, Kean, Madison High school and from a past intern were very touching and make me happy I work in this field.



Plant Sale

We have made huge organizational progress in our planning for the native plant sale program this year. This year- our third sale will kick off **at 1:30pm, Monday April 3rd and run through close of business on Friday, April 28th**. Pick up from the various partner staffed locations around the watershed will occur on the **weekend of May 6th**. We are excited to expand our sale again this year and will be selling more than twenty-five thousand deep rooted landscape plugs of thirty-five (count 'em) different native perennial species. The plugs are sold singly or in 6 easy to purchase kits, that address a variety of growing conditions from Dry shade, to full sun to wet, and the plants are already ordered, and kits designated. WE have a need for volunteers during the processing week at the beginning of may and will be sharing a sign up genius form to encourage you to sign up for a two hour slot to help make the sale a success.



We have made several changes in response to public and partner feedback based on last years sale. We will offer 4 speakers this year, focusing in on some of the specific pollinators and their life history, and made an intentional decision to have nationally acclaimed speakers give our programs. We are paying for their programs but think they will draw a broader audience because of their name recognition. The series kicks off on January 17, at 7pm with Desiree Narango, from the Vermont center for Ecology who will talk on Native Plants for Native Wildlife: Key Steps Toward Cultivating Biodiversity Conservation in our Gardens. You can register for the talk on our events page, and we have even set up registration for all four events with a single registration.



We could really use your help in promoting the plant sale and the webinars. Attend them yourself, offer to volunteer during plant processing week, or share information from Instagram or Facebook ahead of the programs each month and encourage friends to get on our mailing list for the plant sale.

Public Programming

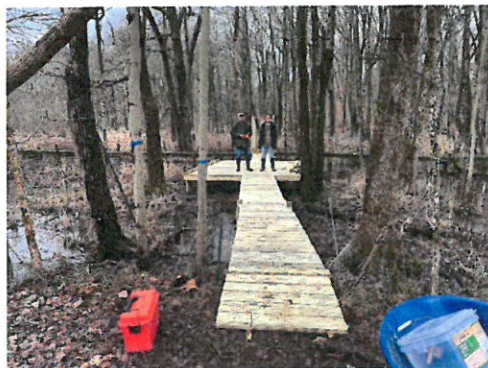
We have continued to offer a series of hikes for adults and families in the coming months, along with evening webinars – such as the Native Pollinators series and the weekly January lunch learns. In March we will offer an in-person pub quiz, at the community center in Madison. You can enjoy both pizza pie and π related questions at our event held on Pi day 3.14. We hope that you will come out and support this fun event. The quiz will be held within walking distance of Drew university and we are hopeful of a large turnout. We will begin our paddling programs again once the weather warms, along with our vernal pool exploration, and some discovery hikes to new areas of the watershed. **All our many events are listed on our events page at www.greatswamp.org/events** we encourage board members to attend one of our upcoming education programs- you will learn more about what we do, who our members and supports are and new locations around the watershed you may not be familiar with



Jan 20
1-2 PM
Riparian
Buffers
& Our
Rivers

School K-12 Programming

Based on our teaching experiences programming with Orange and Paterson schools this fall, where many of the students were emerging English or fully Spanish fluent, we have realized it would be helpful to obtain tailored Spanish training for staff to allow us to engage with diverse audiences more successfully as we expand our programming downstream. Initial meetings with language service Babble proved promising, but it has been hard to secure funding to pay for the in-depth language training four staff would need. Our idea was that it could take place in the winter months before spring programming fills our days. We will continue seeking ways to make our programming more accessible to underserved communities.



We are conducting background check and safe teaching standards trainings for S2S and are still looking to get kayak training to offer the safest programming once we start our kayak programs this spring. All ten of our S2s spring dates are booked along with many other in field experiences. We are excited to receive our new topographic model which will help us to teach in two locations at once. We are looking at incredibly busy April-June scheduling, with many schools offering their first in field experiences in 3 years. Our trail system will be in better shape to spread this load of students around the entire property, as we just recently finished a connector boardwalk that will allow us to easily exchange groups from one activity to the other.

Grant Recap January 2023					
	BUDGET	ACTUAL	VARIANCE	NOTES	
Corporate Restricted					
Wells Fargo	\$ 15,000.00	\$ 15,000.00	\$0.00	Environmental Education. Awarded in July.	
PSEG	\$ 15,000.00	\$ 7,500.00	-\$7,500.00	Environmental Education, Awarded in November	
BMS	\$ 15,000.00	\$ 15,000.00	\$ -	Environmental Education and WQ equipment, received notification in November	
Kearny Bank Foundation	\$ -	\$ 2,500.00	\$ 2,500.00	Environmental Education submitted 12/15/21. Awarded November 2022.	
First Energy	\$ 4,500.00	\$ 7,500.00	\$ 3,000.00	Pending, Environmental Education, awarded in December	
Investors	\$0.00	\$ 3,500.00	\$3,500.00	Environmental Education. Awarded in September.	
Corporate Unrestricted					
BASF	\$7,500.00	\$ 7,500.00	\$0.00	General Operating Support. Awarded in November.	
Foundation Restricted					
Leavens Foundation	\$ -	\$ 10,000.00	\$ 10,000.00	PFAS sample analysis and retesting - awarded in November.	
Meerwarth Foundation	\$ 15,000.00	\$ 10,000.00	\$(5,000.00)	Environmental Education, awarded in December	
Roxiticus Foundation	\$ 2,000.00	\$ 1,000.00	\$(1,000.00)	Water Quality Programs, awarded in December	
Marta Hefflin Foundation	\$ 5,000.00	\$ 6,200.00	\$1,200.00	CMA Stewardship - awarded in August.	
Unrestricted Foundation Support					
Thrivent Charitable/Edith Hahn	\$ -	\$ 20,000.00	\$20,000.00	General Operating Support - Awarded in July. New support, renewable for 3 years with a possibility of going to 5 years	
Animal and Wildlife Preservation	\$ 20,000.00	\$ 10,000.00	-\$10,000.00	General Operating Support - awarded in July. Gave less this year due to family shifting priorities elsewhere in the country.	
Bauer Foundation	\$ -	\$ 1,000.00	\$1,000.00	General Operating Support- applied for the \$20K anniversary grant but did not receive. This is a merit award for being finalists. Awarded in Nov.	
Impact 100	\$ 25,000.00	\$ 25,000.00	\$0.00	General Operating Support - awarded in November	
Cestone Family Foundation	\$ 25,000.00	\$ 25,000.00	\$0.00	General Operating Support - awarded in October. 2nd of 3 year phaseout.	
Victoria Foundation	\$ 4,000.00	\$ 4,000.00	\$0.00	General Operating Support - awarded in November	
The Fatzler Foundation	\$ 20,000.00	\$ 20,000.00	\$0.00	General Operating Support - awarded in December	
Tyler Foundation	\$ 15,000.00	\$ 15,000.00	\$0.00	General Operating Support - awarded in December	
Stackhouse Foundation	\$ 20,000.00	\$ 15,000.00	-\$5,000.00	General Operating Support - awarded in July	
Guilford Foundation	\$208,000.00	\$220,700.00	\$12,700.00		
TOTAL			\$ Request		
Other			\$ 3,000.00	Pending, Environmental Education, applied in July	
Lillian Schenck Foundation			\$ 7,000.00	Pending, GOS, Applied in June	
Mazda Foundation			\$ 5,000.00	Pending, GOS, Applied in October	
Lawrence Foundation			\$ 5,000.00	GOS, Applied in October, did not receive	
Cliff Family Foundation			\$ -		
Max and Victoria Dreyfus Foundation			\$ 5,000.00	Pending, GOS, Applied in October	
Bayer Fund	\$ 10,000.00		\$ 25,000.00	Environmental Education, applying in February	
F.M. Kirby Foundation	\$ 35,000.00		\$ 35,000.00	GOS, applying in January. Also applying for \$10K in capital funding for CMA projects.	
John Ben Snow Memorial Trust			\$ 10,000.00	Environmental Education, CMA, LOI to be sent in January	
TOTAL			\$ 127,900.00		

Board Report: Membership and social media

Nancy Rago, January 12, 2023

My Membership **Year-end Appeal 2022** tasks included working with the communications (list support), development (gift entry), and finance teams (reporting) on the Year-end Appeal.

YE Appeal 2022 yielded 12.2% response rate for a total: \$110,081 - 269 gifts from 267 donors (Mailed 2185 names, see below for breakdown by letter version sent)

- 9.2% on YE Appeal: \$95,052 - 137 gifts from 135 donors (1456 names: 14-month Giving Criteria)
- 4.7% on YE-Lapsed: \$1,203 - 14 gifts from 14 donors (298 names lapsed from 9/2019 – 9/2021)
- 0.5% on YE-Become a member: \$52 - 1 gift from 1 donor (197 names - Yard Sale, Music Fest, and Noe Pond Advocacy non-members)
- 50% on YE-Renew: \$13,774 - 117 gifts from 117 donors (234 names: Q2 2022 list)

LinkedIn and GSWA: Presented to Board/Advisory at the Holiday Party & emailed on 12/21 a “How To” update LinkedIn profile, add Board/Advisory service contribution to your Volunteer section, follow the GSWA page, and like, comment, repost posts.

- Board: 18 LinkedIn profiles found - 9 have added GSWA to profiles and 9 have not.
- Advisory 20 LinkedIn profiles found - 7 have added GSWA to profiles and 13 have not.

Membership FY2023 Q1 - 1/1/2023 to 3/31/2023

- Q3 Member Count and Individual Giving Spreadsheets (See pages 5 & 6).
- Q3 2024 Member Mailings will consist of monthly mailed reminders of upcoming renewals and a final reminder to lapsed member mailings between 04/01/2023 to 06/30/2023.

Social Media as of 01/12/23:

- Audience Analytics – Audience growth and Demographics (11/23/2022 to 1/12/2023):
 - Facebook.com/GreatSwamp: 10 new Page Likes and 6 new Followers (3,483 people like and 3,893 people follow this Page)
 - Instagram.com/greatswampnj: 36 new Followers (2,665 followers)
 - Twitter.com/greatswampnj: -10 new Followers. (2,371 Followers)
 - LinkedIn.com/company/great-swamp-watershed-association: 9 new Followers. 226 Followers.
 - Gender: Women 66%, Men 34%. (Remained same)
 - Top Five Cities: Chatham, Morristown, Madison, Basking Ridge, New York, NY. (Remained same)
- Content Analytics – Top Three Content that yielded the best reach, like and replies:
 - Did you know that great blue herons’ nest in trees? (January 5, 2023, at 1:00 PM Instagram Post)
 - ❤️ State Parks in New Jersey...Here's a list of the least-visited! (December 19, 2022, at 10:00 AM Instagram Post)
 - Kick off the new year with a leisurely stroll through the Primrose Farm meadow. (December 22, 2022 at 7:00 PM Instagram Post)
- Looking Ahead to Social Media Post Content:
 - JANUARY
 - Jan 20, 27 - Lunch and Learn - Riparian Buffers and our Rivers, PFAS in our Waters
 - Jan 17 – Native Plant Program #1 Webinar
 - Jan 21 – Mar 26 - Virtual "Source to Sea" 80-mile Challenge
 - Jan 28 - Frozen Waterfall Hike
 - FEBRUARY
 - Black History Month

- Feb 2 – World Wetlands Day
- Feb 6 – Night Hike
- Feb 13 – Friendraiser
- Feb 20 – Presidents Day hike
- Feb 21 - Native Plant Program #2 Webinar
- MARCH
 - Mar 14 - Pie Day Pub Quiz
 - Mar 21 - Native Plant Program #3 Webinar
 - Mar 25 (tentative) - Community Shredding Day
 - Mar 31 - Vernal Pool Hike

Website Analytics, Updated to GA4 Reporting – Date Range 11/23/2023 to 1/12/2023

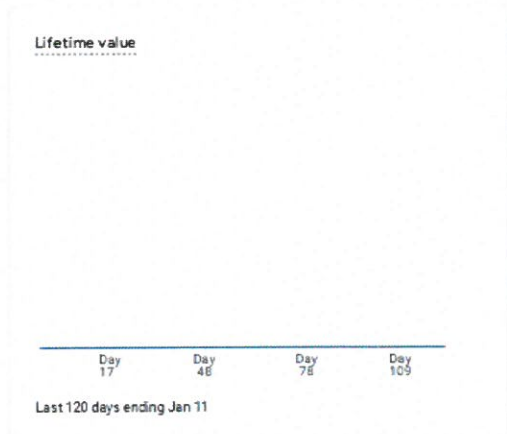
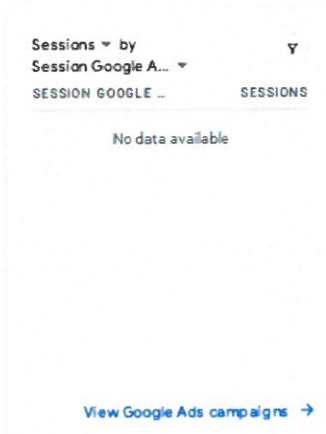
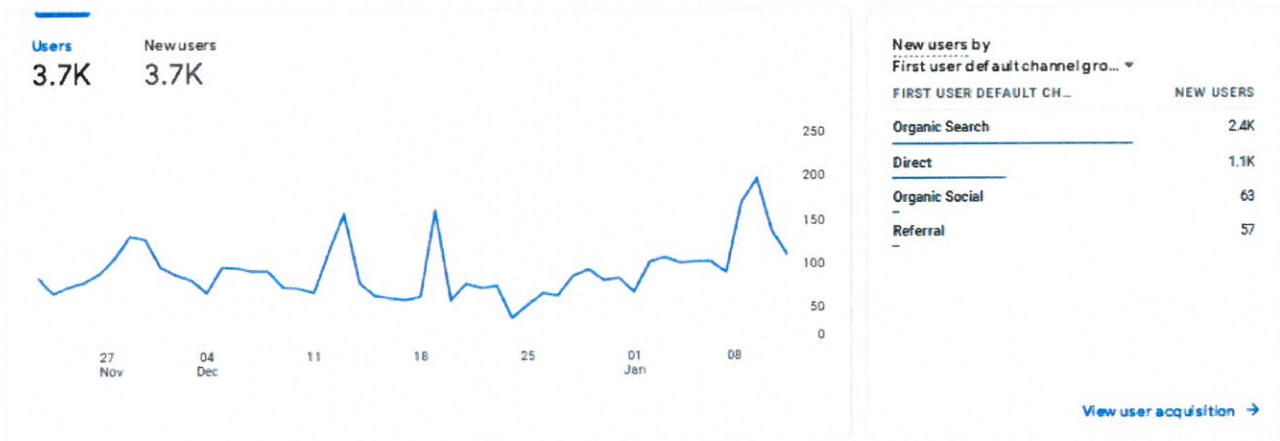
– Acquisition Overview Report

Analytics GSWA [http://www.greatswamp.org ...](http://www.greatswamp.org) [Go to report](#)

All Users [Add comparison](#)

Custom Nov 23, 2022 - Jan 11, 2023

Acquisition overview



Engagement Overview Report

All Users [Add comparison](#) +

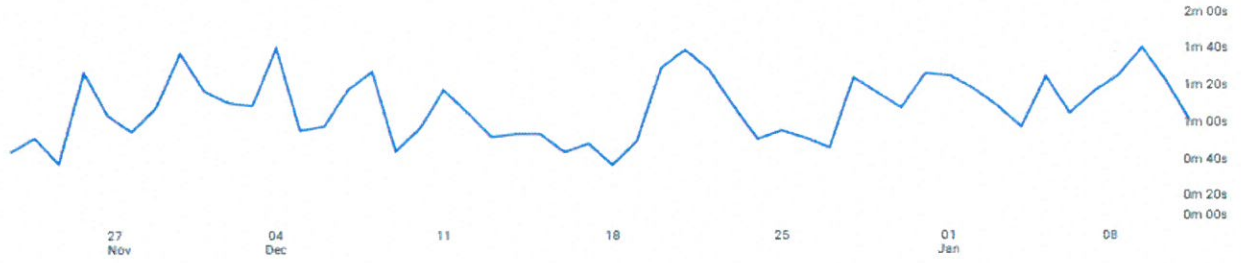
Custom Nov 23, 2022 - Jan 11, 2023

Engagement overview

Average engagement time
1m 10s

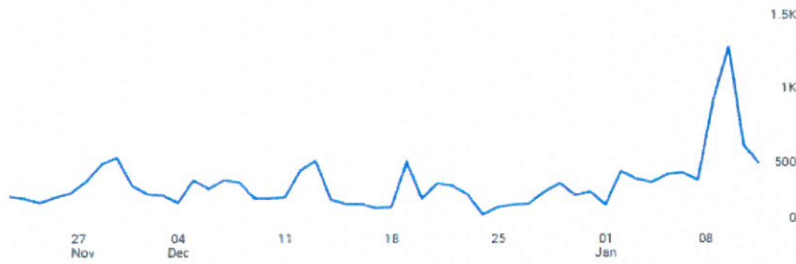
Engaged sessions per user
1.2

Average engagement time per session
0m 56s



Views
15K

Event count
30K



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	15K
user_engagement	5.1K
session_start	4.7K
first_visit	3.7K
scroll	1.6K
click	391
file_download	210

[View events](#) →

Demographics Overview Report

All Users [Add comparison](#)

Custom Nov 23, 2022 - Jan 11, 2023

Demographics overview

Users by Country



COUNTRY	USERS
United States	3.3K
Canada	81
India	49
United Kingdom	49
Philippines	23
China	21
Brazil	19

[View countries](#)

Users by City

CITY	USERS
New York	310
Ashburn	187
Parsippany-Troy Hills	50
Philadelphia	50
Chicago	49
Morris Township	43
Morristown	43

[View cities](#)

Users by Gender



[View genders](#)

Users by Interests

INTERESTS	USERS
No data available	

[View interests](#)

Users by Age



[View age ranges](#)

**Great Swamp Watershed Association
Member Count Quarter Ending Jun 30, 2022**

	30-Sep	31-Dec	31-Mar	30-Jun
FY Ending	Q-1	Q-2	Q-3	Q-4
2023	1987	2073	1938**	
2022	1999	2017	2000	2081
2021	1370	1350	1413	1916
2020	1547	1487	1421	1389
2019	1639	1633	1599	1585
2018	1687	1726	1659	1673
2017	1767	1734	1738	1778
2016	1686	1783	1732	1792
2015	1668	1727	1664	1771
2014	1514	1561	1500	1682
2013	1543	1578	1446	1481

* Count Records based on all donors who have given in the 14 months prior to the end of the quarter.

**Q3 numbers as of 1/12/23.

G:\Development\Reports\Membership Analysis\Member Count - Individual Giving Reports\FY 2023\[FY2023 Q3 Member Count.xlsx]Member Count

**Great Swamp Watershed Association
Individual Giving (GI: General Member + Major Donor + Trustee Giving)**

	Quarter Ended	New	No. Donors	No. Gifts	Renew (Plus SM, WG+)	No. Donors	No. Gifts	Appeal	No. Donors	No. Gifts	Donation	No. Donors	No. Gifts	Total General Membership	Major Gifts	No. Donors	No. Gifts	Trustee Giving*	No. Donors	No. Gifts	Total Membership
Q4	6/30/2023	-	-	-	\$ 587	12	12	-	-	-	\$ 77	2	2	\$ 664	\$ 5,000	1	1	\$ 155	1	1	\$ 5,818
Q3	3/31/2023**	\$ 2,485	30	30	\$ 23,263	263	289	\$ 6,684	64	64	\$ 3,000	35	35	\$ 35,431	\$ 85,901	55	57	\$ 16,137	9	7	\$ 137,469
Q2	12/31/2022	\$ 694	12	12	\$ 12,369	162	181	\$ 3,095	13	13	\$ 725	12	12	\$ 16,883	\$ 31,628	14	14	\$ 7,135	8	13	\$ 55,646
Q1	9/30/2022	\$ 3,180	42	42	\$ 35,632	425	470	\$ 9,779	77	77	\$ 3,724	47	47	\$ 52,314	\$ 117,529	69	71	\$ 23,272	17	20	\$ 193,115
FY 2023	Total																				
Q4	6/30/2022	\$ 893	21	21	\$ 8,013	92	117	\$ 3,782	52	52	\$ 3,816	76	78	\$ 16,504	\$ 28,560	21	22	\$ 5,120	12	20	\$ 50,183
Q3	3/31/2022	\$ 1,843	41	41	\$ 11,577	107	132	\$ 94	3	3	\$ 4,090	72	80	\$ 17,604	\$ 76,780	15	16	\$ 625	4	6	\$ 95,008
Q2	12/31/2021	\$ 1,289	20	20	\$ 22,544	224	250	\$ 4,903	52	53	\$ 3,340	35	36	\$ 32,075	\$ 71,365	51	56	\$ 15,048	12	19	\$ 118,488
Q1	9/30/2021	\$ 492	9	9	\$ 6,164	77	92	\$ 4,850	56	56	\$ 2,027	16	16	\$ 13,533	\$ 35,330	19	19	\$ 11,090	5	13	\$ 59,953
FY 2021	Total	\$ 4,516	91	91	\$ 48,298	500	591	\$ 13,628	163	164	\$ 13,273	199	210	\$ 79,716	\$ 212,035	106	113	\$ 31,882	33	58	\$ 323,633
Q4	6/30/2021	\$ 1,909	32	32	\$ 14,163	175	187	\$ 4,180	48	48	\$ 2,349	70	72	\$ 22,601	\$ 35,365	23	23	\$ 14,111	12	21	\$ 72,077
Q3	3/31/2021	\$ 2,200	45	45	\$ 12,708	155	168	\$ 426	6	6	\$ 3,027	45	48	\$ 18,361	\$ 93,240	26	28	\$ 13,745	17	30	\$ 125,345
Q2	12/31/2020	\$ 2,168	24	24	\$ 20,829	217	234	\$ 5,387	66	66	\$ 2,404	22	22	\$ 30,788	\$ 64,083	51	53	\$ 8,841	9	14	\$ 103,712
Q1	9/30/2020	\$ 1,247	14	14	\$ 8,968	105	116	\$ 1,050	12	12	\$ 883	21	21	\$ 12,148	\$ 26,000	17	17	\$ 621	3	5	\$ 38,769
FY 2020	Total	\$ 7,523	115	115	\$ 56,668	652	705	\$ 11,043	132	132	\$ 8,664	158	163	\$ 83,898	\$ 218,688	117	121	\$ 37,317	41	70	\$ 339,903
Q4	6/30/2020	\$ 309	7	7	\$ 16,615	201	209	\$ 6,939	82	82	\$ 122	7	7	\$ 23,984	\$ 29,500	18	19	\$ 19,370	18	26	\$ 72,854
Q3	3/31/2020	\$ 957	22	22	\$ 10,324	137	148	\$ 250	2	2	\$ 16	17	17	\$ 11,531	\$ 66,015	12	12	\$ 6,786	9	13	\$ 84,332
Q2	12/31/2019	\$ 2,130	30	30	\$ 18,535	218	231	\$ 6,025	72	73	\$ 1,365	15	16	\$ 28,055	\$ 73,400	45	46	\$ 2,450	3	5	\$ 103,905
Q1	9/30/2019	\$ 745	15	16	\$ 8,356	94	103	\$ 1,097	16	16	\$ 1,268	22	22	\$ 11,466	\$ 25,500	10	11	\$ 1,150	4	6	\$ 38,116
FY 2019	Total	\$ 4,140	74	75	\$ 53,831	650	691	\$ 14,311	172	173	\$ 2,755	60	62	\$ 75,037	\$ 194,415	85	88	\$ 29,756	34	50	\$ 299,207
Q4	6/30/2019	\$ 1,135	17	17	\$ 14,157	185	200	\$ 5,190	82	84	\$ 253	12	12	\$ 20,735	\$ 48,281	31	31	\$ 22,225	11	14	\$ 91,240
Q3	3/31/2019	\$ 2,140	31	31	\$ 10,545	132	147	\$ -	0	0	\$ 442	9	10	\$ 13,127	\$ 68,500	15	15	\$ 2,650	5	7	\$ 84,277
Q2	12/31/2018	\$ 2,370	30	30	\$ 20,080	230	239	\$ 6,250	89	89	\$ 3,188	16	19	\$ 31,888	\$ 61,150	39	41	\$ 1,875	3	5	\$ 94,913
Q1	9/30/2018	\$ 880	15	15	\$ 7,020	90	102	\$ 1,210	16	16	\$ 1,001	13	15	\$ 10,111	\$ 7,002	11	11	\$ 1,425	3	5	\$ 18,538
FY 2019	Total	\$ 6,525	93	93	\$ 51,802	637	688	\$ 12,650	187	189	\$ 4,884	50	56	\$ 75,861	\$ 184,933	96	98	\$ 28,175	22	31	\$ 288,968

Notes: Donors may appear in multiple columns if they've given in different quarters and for multiple purposes.
 * Does not include Music Fest & Gala Giving.
 **Q3 numbers as of 1/12/23.
 G:\Development\Reports\Membership Analysis\Member Count - Individual Giving Reports\FY 2023\FY2023 Q3 Member Count.xlsx\Member Count

Wade's Development Board Report
01.12.2023

Attended the wake and funeral service for board and Advisory Council member Jay DeLaney, Jr.

Provided input on the 2022 Year-end Appeal letter (direct mailing to entire GSWA constituency)

Solicited all board, Advisory Council and select major donors for their support of the Year-end Appeal in conjunction with the anonymous challenge gift of \$5,000

Recorded Minutes for Board Meeting on 11.30.2022

Attended Virtual Area Networking Group, as well as Bernardsville Area Networking Group Meetings and a luncheon.

Viewed Paradigm's Economic Outlook via Zoom: "An Analysis of What's Coming in 2023"

Arranged Staff Holiday Luncheon at The Morristown Club

Viewed Jeremy Weinstein/Lumi Advisors' Development presentation as recommended by Carolyn Sharaway (took notes)

Attended "Friends of St. Nicholas" Networking Luncheon in Morristown

Made revisions to gift acknowledgment letters going to all board, Advisory Council and major donors whose gifts were received during December 2022

Attended Sandra LaVigne's GSWA presentation to the Morristown Rotary

Attended group staff meeting on 01.09.2023...identified initial priorities for 2023:

- All staff each adopt two board members and conduct monthly communication re. latest initiatives & events
- Spring/Summer **Across the Watershed** newsletter pending (articles needed)
- 2023 Committee Chairs to be determined
- Advisory Council Membership Review
- GSWA staff personnel review with Sally (February)

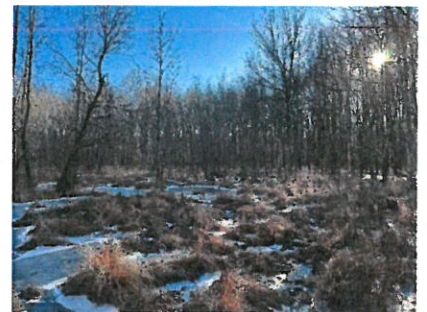


Overview

Winter typically marks a slowdown in our Stewardship work, but this fall into winter some of us we have remained outside and hard at work in the forgiving weather we have experienced. With lumber purchased through the Marta Hefflin Foundation grant and carried in by ourselves and our thanksgiving community service workday, we have laid out and build around 110 feet of boardwalk across from our existing raised boardwalk to the new section of trail we are creating on the Lamorgese parcel. Most of the credit goes to our indefatigable volunteers Steve Gruber, John Kramer, Dennis Yi, and Jack Caffrey who have continued to work around hunting restrictions, major holidays and the cold to get this boardwalk completed. This will help us enormously with group transitions on field trips at the site. In other good news a flurry of activity at the end of the year allowed us to secure an easement in Bernards township with warm season grass habitat and Passaic River Frontage. From initial site meeting on Halloween to complete all the necessary steps in 7 weeks is a rapid turnaround indeed.

We also completed monitoring of our existing easements and fee parcels as per our annual monitoring plan and assigned follow up for any violations or enhancements that are required.

We are busy planning our 2023 stewardship which is divided into essential tasks, and those tasks we need corporate or volunteer help and financial underwriting to achieve. Our infrastructure at the site is aging- many boardwalks are now 15 or more years old, and our sheds are old and failing. WE are seeking funding to allow us to upgrade our storage to make both teaching and stewardship easier on a daily basis and will continue to prioritize the most needed repairs on our boardwalks and aging deer fence. Our herd reduction program continues with 7 hunters this year, and although they have not yet managed to remove all the deer who entered the fenced area during a treefall break in the fence, we are working with them to accomplish this.

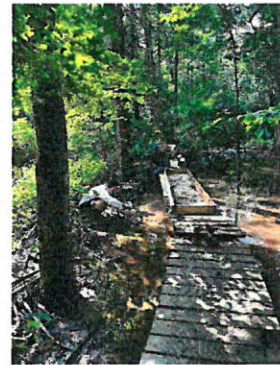


Corporate workdays

Many of our historic corporate workday partners such as Goldman Sachs and BASF have undergone major company transformations since COVID. Some of our long-time team captains for corporate workdays have moved on from their jobs, and it makes our upcoming workday season less certain. We have build strong new partnerships with TEVA and Insight Global, and have had a single Goldman CTW day, but would love for 2023 to be a strong year for us.

We would appreciate any board help to connect us with other potential funding or volunteer sources for our corporate workday program. We have FAQ and informational documents prepared to hand off to potential corporate partners and would just need an email or phone introduction to the correct person at the potential partner company and can take it from there.

In 2019, the last year not impacted by COVID we had more than 15 workdays, with around \$15,000 of underwriting and 2400 volunteer hours. It is large groups who can fiscally support their volunteering that allow us to be as successful in managing the 73-acre CMA for restoration as we have been over the last 15 years. **If you have any links or helpful suggestions for potential partners, please reach out to Hazel at hazele@greatswamp.org**



Deer Management Program

Hunting season is currently upon us! As a reminder, deer hunting for herd reduction is permitted and controlled at our 73 acres. We encourage deer harvesting to allow the restoration to be successful both inside and outside the fenced areas of our land. The deer populations in Morris County, is 7-10 times that which the forest can support, so reducing deer grazing pressure from our property is essential to keeping our forests healthy. As a reminder, the CMA is closed until noon on weekdays. Signage is present at all entrances and on the GSWA website. The season runs through mid-February, but we may close our trails for a short three-day window to drive and allow deer within the fenced section to be targeted. Our hunters report that their trail cameras picked up three separate black bears visiting salt licks they had laid out.

Easement and Fee Properties

We are happy that with a lot of concerted work in late November and December we completed work to receive a ~ 2.5 acre easement from past board member Anthony Sblendorio. The property, in Basking Ridge consist of a warm meadow habitat that backs up to the Passaic River. The donation removes a potential developable lot along the



510 South Maple Ave
Basking Ridge, NJ

Passaic and protects water quality as well as stream buffering along the Passaic and the viewshed of paddlers along that popular section of the river. We received a donation to offset the cost of legal help and will receive a further donation to help with future stewardship costs. We tried hard to follow every best practice despite the rapid turnaround time as during our next land accreditation we are sure that this easement will be selected for scrutiny.



Our Land Trust Accreditation renewal was submitted mid-May, and we received some feedback regarding a few additional documents that were needed for our re-certification. We completed monitoring for all of our existing parcels both fee (owned outright) and easement (a development or other restriction on part of a parcel). We are improving in our easement management and endeavoring to file and name things correctly to ensure easier work when accreditation time comes along. Our files are all saved electronically and, in a fire safe.

Our other easements were monitored in late December and no major infractions were found. Our historic easement in Chatham is undergoing a large renovation and during monitoring some yard dumping was noted on the easement. We have written to the owners to ask them to send photos of the cellar wall, which is part of the easement as a historic structure and must not be amended or removed in any construction work. Our Hoag and Kent properties show many dead and dying Ash trees which may prove a liability in the coming years.

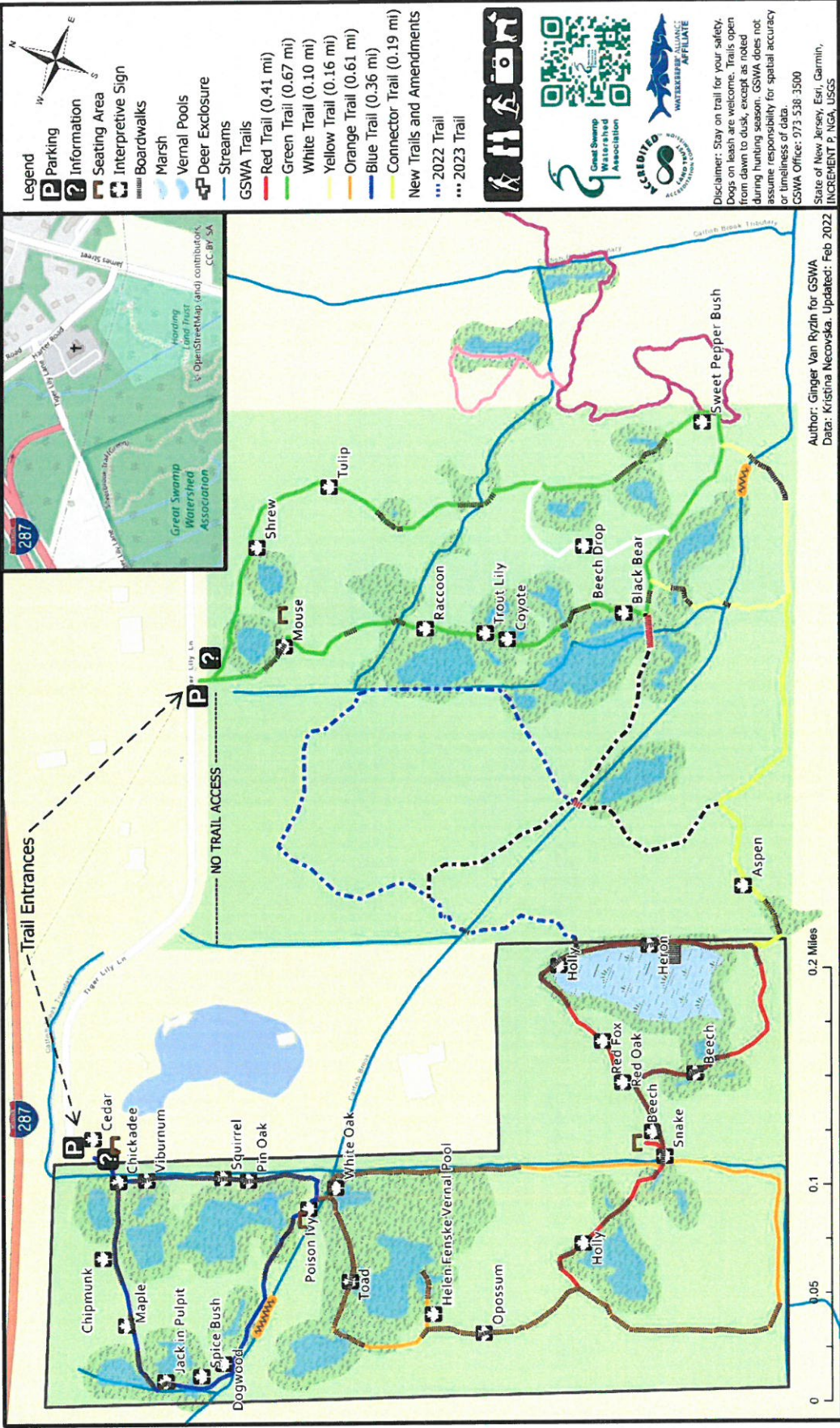
Trails at the CMA

Please see our updated map which highlights some of the new and additional changes we have made to the trails over the past months. If you would ever like to take a walk around the property with one of our staff to get to know what we do there, please let us know, we are always happy to show off the work that we have done.



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

Great Swamp Watershed Association



Communications Board Report – Val Thorpe

January 2023

Upcoming Events/Fundraisers

Source to Sea Virtual Challenge

Following the success of the inaugural fundraiser, the second annual 80-mile *Source to Sea* Virtual Challenge happens January 21 through March 26. Lynne Applebaum is serving as race director, and I am assisting. This small fundraiser doubles as an excellent educational opportunity. The registration page provides an overview of GSWA and our mission.

Participants will receive eight emails – one after completing every 10 miles – until they reach

the full 80 miles. Each email will be chock full of facts about GSWA and the area through which they had just virtually traveled. Also included are interesting local attractions and parks to visit in that area, along with links to our video, website, and donation page. All registrants will receive a fun, commemorative decal, shown above. [See Lynne’s board report for more details.]



There has been a lot of interest in these upcoming webinar series:

January Lunch & Learn Webinar Series – Fridays 1-2 PM

- Jan 13 – Eels - a Salt/Fresh Water Mystery
- Jan 20 – Riparian Buffers and our Rivers
- Jan 27 – PFAS in Our Water

Monthly Native Pollinator Plant Sale Webinars and Plant Sale Kickoff

- Jan 17, 7-8 PM – Native Plants for Native Pollinators
- Feb 21, 7-8 PM – Wasps: The Astonishing Diversity of a Misunderstood Insect
- Mar 21, 7-8 PM – What’s the Buzz about Bees?
- Apr 3, 12-1 PM – Native Pollinator Plants – An Overview
- Apr 3, 1:30 PM – Online Native Pollinator Plant Sale Opens

Please consider joining us at an upcoming event. Learn more and register for one or more of these fun and informative programs at GreatSwamp.org/events. We always appreciate seeing our board members enjoying themselves and seeing first-hand the exciting programs we offer to the public.

End-of-year Campaigns

We closed out 2022 with a bang! The GivingTuesday (online) campaign and Year-end Appeal (mailed letters with follow-up emails) did very well, grossing over \$110K. [See Nancy Rago’s report for specifics.] As mentioned in my last report and as you saw, the copy focused on the 50th anniversary of the Clean Water Act and tying it back to our mission. I crafted different versions of the letter based on the

audience segmentation and included a “page from the GSWA scrapbook” providing visual examples of the work their funding supports for the environment, students, and the public.

GSWA in the News

The following press release was published in some or all local news media outlets including New Jersey Hills Media (14 local newspapers), The Daily Record, InsiderNJ.com, The Patch, TapInto, and more. **Read the full press releases at [GreatSwamp.org](https://www.greatswamp.org) – click: [about](#) / [publications](#) / [press releases](#)**

- Jan 9, 2023: Free Native Pollinators Webinar Series Hosted by Great Swamp Watershed Association

Upcoming Press Releases:

- New and exiting board members
- Source to Sea Virtual Challenge
- The recent Bernards Twp. conservation easement donation to GSWA

Staffing Update

A promising candidate has been identified for the open Office Manager position. Once the references check out, an offer will be made with a tentative start date of February 1, 2023.

Potential New Partnership – Morris Museum

Over the past few months, Sally Rubin, Nancy Rago, and I had two separate meetings with staff members of the Morris Museum. Our first meeting was with Jeremy Ballard, Membership Coordinator to share membership standards and procedures, etc. The second meeting with Gabrielle Meyer, Director of Education, focused on the similarities of the types of programming both organization’s provide. This conversation sparked ideas on future programs we could plan together that would be co-branded and co-promoted to a new, like-minded audience. Another meeting is in the works with GSWA’s education team to flesh out some of these programming opportunities. More to follow on this.