



Great Swamp Watershed Association

Meeting of the Board of Trustees

March 22, 2024

9:00 a.m. – Zoom Video Meeting

Agenda

- Approval of Board Minutes from 1-26-24 Meeting
- Finance Report:
Review YTD results
- Executive Director Report
- Ferber update
- Music Fest/Gala 2024 discussion
- Development Report
- Other Business
- Next meeting dates: May 17 9AM in person, June 21 9AM in person budget review and approval
- Adjourn

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

GSWA Board of Trustees Meeting
01.26.2024

Sally convened the meeting via Zoom at 9:02 a.m. Board members present included Clark Wagner, Ralph Jones, Marilyn Dee, Michael Dee, Todd Hyde, Frank Stillinger (Advisory Council), Jordan Glatt, Thelma Achenbach (Advisory Council), Lydia Chambers, David Robinson, Sue Kessel, Brett Williamson, Jane Kendall (Advisory Council), Judith Hazlewood (Advisory Council), Dot Stillinger, Frances Schultz (Advisory Council), Stacey Valentine, Russ Furnari (Advisory Council), Reed Auerbach, David Naidu, Adam Psichos, Carolyn Dempsey, Gerry-Jo Cranmer (Advisory Council), Guy Piserchia (Advisory Council), Sally Glick (Advisory Council), Carolyn Sharaway (Advisory Council), and Lisa Stevens (Advisory Council.) New board members Ryan Dawson and Ian MacCallum joined the call following the board's vote on their inclusion. Staff included Sally Rubin, Sue Levine, Val Thorpe, and Wade Kirby.

Sally asked for a motion to re-elect David Naidu and Jordan Glatt as Board Co-Chairs for 2024. *Reed motioned to accept which was seconded by Clark. All in favor. None opposed. The motion carried.*

Sally then called for a motion to accept the Minutes from both the Annual Meeting and the Board Meeting held on December 7, 2023. Clark stated that an amendment was needed from the board meeting stating a rebalancing of the **Operational Reserve** not the endowment. *Reed motioned to accept the Minutes as amended which was seconded by Clark. All in favor. None opposed. The motion carried.*

Sally spoke about meetings with Ryan Dawson and Ian MacCallum at which both indicated they were interested and pleased to be considered for board membership. Ralph and David endorsed both candidates. Jordan asked if we spoke with them regarding their potential for giving. Stacey and Ralph both said yes. *David then motioned to elect Ryan and Ian to the board which was seconded by Jordan. All in favor. None opposed. The motion carried.*

David then motioned to elect Clark Wagner as Treasurer of the board for 2024 which was seconded by Michael. All in favor. None opposed. The motion carried.

Sally thanked Gerry-Jo Cranmer, Tony DellaPelle, and Lisa Stevens for their board service and acknowledged their imminent inclusion on the Advisory Council. Michael, David and Brett were elected to their second three-year term on the board. *Motion by Clark, seconded by Reed. All in favor. None opposed. Motion carried.* Carolyn Sharaway has stepped down from the board and would like to serve on the Advisory Council instead.

Sally met with Karlito Almeda, recommended by GSWA board member Kate Barry, and invited him to join the Advisory Council. Karlito is young and has strong political connections. Todd

Hyde asked how many Advisory Council members there are and how many are active. Sally said 33 and that people are active in different ways, including several who are on this board meeting. Some are financially generous, and some give help. Sally said that Teresa Lane would like to rejoin the Advisory Council. *Michael then motioned for Gerry-Jo Cranmer, Tony DellaPelle, Carolyn Sharaway, Lisa Stevens, Teresa Lane, and Karlito Almeda to join the Advisory Council which was seconded by David. All in favor. None opposed. The motion carried.* Paul Boudreau, Jose Barquin, Alan Pfeil and Kathy Pfeil will rotate off the Advisory Council. *Reed then called for a motion to re-elect all those Advisory Council members as listed on the Agenda. The motion was seconded by Adam. All in favor. None opposed. The motion carried.* New committee chairs need to be assigned soon. Clark agreed to be Finance Committee Chair and Dot agreed to be Chair of the Land Preservation and Advocacy Committee.

Clark then presented details for GSWA's Investment Fund and Operational Reserve. The endowment is valued at \$1.9 million as of the end of 2023. The Fed is expected to cut interest rates multiple times this year. *Clark's power point presentation is annexed to these minutes.*

Sue then delivered her Finance Report.

Audit Draft for Fiscal Year 2023:

1. There were no audit findings this year. Audit financials were reviewed. Total Liabilities and Net Assets were \$2,962,270 with Current Assets at \$453,539 and Current Liabilities at \$124,489. The Statement of Activity is reported Without Donor Restrictions and With Donor Restrictions. The combined Total Revenue was \$1,626,846 which included in-kind donations. We typically review the operational revenue excluding the In-Kind donations which results in an adjusted revenue of \$1,137,832. The expenses were \$1,122,596 which resulted in a Net Operating Income at break even. The change in Net Assets resulted in an increase in net assets of \$136,137. The audit report also reviews functional expenses broken out by Program Expenses, Management and General and Fundraising. We again continue to run a lean organization on overhead and are therefore able to spend 82% of every dollar raised on programming. There were no questions. The following proposed changes are recommended:
 - a. Page 4 Statement of Activity rename Programs to Water Quality, Education, Stewardship
 - b. Page 3 Move Deferred Income to Donor Restricted Funds

A motion was made by Marilyn to approve the recommended changes which was seconded Clark. All in favor. None opposed. The motion carried.

3. The Treasurer asks that a vote to designate the Director of Finance as fiduciary to invest the endowment and operational reserve funds of GSWA. *A motion was made by Reed and seconded by Michael. All in favor. None opposed. The motion carried.*

4.
 - a. Now that this is approved the re-balancing will be implemented as follows:
 - i. As a result of the stock market rally in Q4, a rebalance of the Investment & Endowment Fund is needed based on the Endowment Policy's 5% trigger. The rebalance will be within the stock sub-allocations to move the Total Intl Stock Index allocation back towards its 20% target.

December YTD versus Budget:

Revenue is \$726K which is slightly behind budget due to the Gala, Individual Trustee Giving and Advocacy. The shortfall is offset by favorable Foundation, Corporate and Major Donors. Expenses came in at \$527K and are lower than budgeted primarily due to un-seasonalized staff hours and the timing of the COLA increase. Advocacy revenue and expense offset one another. Gala expenses were lower than budget. Native Plant program, Water Quality and Administrative expenses are lower than budget due to timing. We received a grant for a shed at the CMA which caused Stewardship to be above budget. These funds will be adjusted for the shed which will meet the fixed asset expenditure requirements and recorded accordingly.

We are presently ahead of budget for Net Operating Income by \$47K with a Net Operating result of \$199K.

The Statement of Account report in the packet had not been updated for Dividends received which came in at \$15,284.14 for Q4 2023.

Other:

The Finance Committee should meet to discuss the financial impacts to operations on implementing the Capital Campaign. The Finance Committee should review the proposed bequest challenge and the possible impacts to operations and the Capital Campaign. Lastly the committee should evaluate the LTA membership.

Sally explained that Sarah Hunt is leaving at the end of January. Sandra LaVigne and Ginger Van Ryzin have conducted eight interviews resulting in four callbacks with strong candidates! Hazel is out on disability and will return in three months, maybe four.

Both the landlord and GSWA would like to get the exterior of the office painted. We will pay for it and will receive a rent offset. This was an agreement reached with the landlord at our last lease renewal since we can pay for things less expensively and more quickly than the federal government. The two smaller projects (including paving the driveway) have worked out well. Painting should begin in June.

A revised resolution for the Ferber Property was attached along with rough numbers. PSE&G appraised the property for \$550,000. GSWA is exchanging the Hoag and Kent Properties valued at \$345,000 in return for Ferber. The cost avoidance is \$138,950 for PSE&G not to have to demolish the two buildings. PSE&G will convey the entire Ferber Property to the Great Swamp National Wildlife Refuge if not to GSWA, and they would be required to demolish the buildings.

The purchase price expense for GSWA is therefore \$66,050 for the acquisition from PSE&G. The approximate cost to insure the property including liability is \$15,000/year for a vacant property with a low deductible. Other expenses including home inspections, architect, engineer, legal and Phase I environmental are all included in the board documents for review. Sally called for any questions on the revised resolution or expense calculations. Hearing none, *David motioned to accept the resolution as written which was seconded by Michael. All in favor. None opposed. The motion carried.* Due to the myriad of details, a Ferber Task Force Sub Committee has been formed comprised of David Naidu, Jordan Glatt, John Neale, Kevin Sullivan, Matt Krauser, Fred Castenschiold, Charlie Apt, Todd Hyde. Fran Schultz, Ryan Dawson, Ian MacCallum, and Russ Furnari offered to join as well. Michael also offered to help specifically with the architect if we need him.

Sally then discussed a possible fundraising challenge regarding Estate Planning. The Land Conservancy of New Jersey received \$1,000 from a donor for every person who pledged to include the organization in their estate plans. 41 people participated, thereby raising \$41,000! Maybe Peter Kellogg could be our donor, but he recently completed his commitment to our 401K Plan. Who else might be interested in this? We need to be careful not to cannibalize funds that could go into our capital campaign. Perhaps the finance and/or development committee could discuss this.

Sally stated that there may be no real advantage for GSWA to be an accredited land trust. The costs are somewhat prohibitive both in dollars for the accreditation and staff time and funders don't seem to regard it as important criteria for their support of our work. Sally has discussed this with other organizations and funders and no one seems to see the return on investment. Additionally, we acquired LaMorgese, Kent and the Sblendorio easement since we were accredited and none of them knew or cared about accreditations. She suggested that we just retain the accreditation for the next five years, and not renew. Perhaps a sub committee could speak with other accredited organizations and get their opinion? Who would like to be on this committee? (We will ask you later.)

New "board adoptees" have been assigned for 2024. We anticipate all board members will speak with their designated staff member before each board meeting to keep abreast of what's happening at GSWA and answer any questions.

Val said there is a tentative music festival date set for Sunday, May 19th. We need to confirm a venue that has an indoor option in the event of inclement weather. Scouting venue options will begin next week. Judith Hazlewood volunteered to assist Val with the music festival.

The Fall Gala is tentatively scheduled for Thursday, October 24th at the Brooklake Country Club again. We want to 'change it up' this year with a new, fun concept such as possibly a Casino Night which would cost approximately \$6,000. We would not have a seated dinner and the cost of the evening would be higher with space constraints as well. This week Wade arranged a presentation from **The Game Show Guys**. They are a team of two people who present an onstage audience participation trivia show that includes awards for approximately \$2000. We

would provide the environmental trivia questions, and the show could be followed by a live auction and/or a call for cash. They provide all their own lights and sound equipment which represents a savings of \$3,500 normally paid to our Sound Engineer. There would be no honoree and no guest speaker this year. Plans to attend one of their current performances are forthcoming. Questions ensued. Gerry-Jo endorsed the idea of a “redesign” format for the Gala. People are tired of the same old thing! Lydia suggested playing in teams and involving everyone. David thought a phone call with some other board members to discuss the details would be a good idea. Gerry-Jo, Sue Kessel, Lydia Chambers, and Judith Hazlewood volunteered.

Following a technical glitch with the Zoom link and loss of contact, the meeting continued...

Lydia suggested a review of the GSWA website. Lydia advised looking at other websites and that a revamping should occur prior to beginning a capital campaign. David asked Lydia to send him the links for other organizations’ websites as a means of comparison.

Sally reminded all board members to complete and return the annual forms previously sent.

Dot asked for an explanation of the current status of Glen Alpin, and Sally provided some details. We have been led to believe that the State Historic Commission will not approve any structure that would be bigger/taller than Glen Alpin House which pretty much sends the developer back to the drawing board.

Sally then adjourned the meeting at 10:26 a.m.

Respectfully submitted,

Wade Kirby
Director of Development



GSWA

Investments - 2023 Results

January 2024

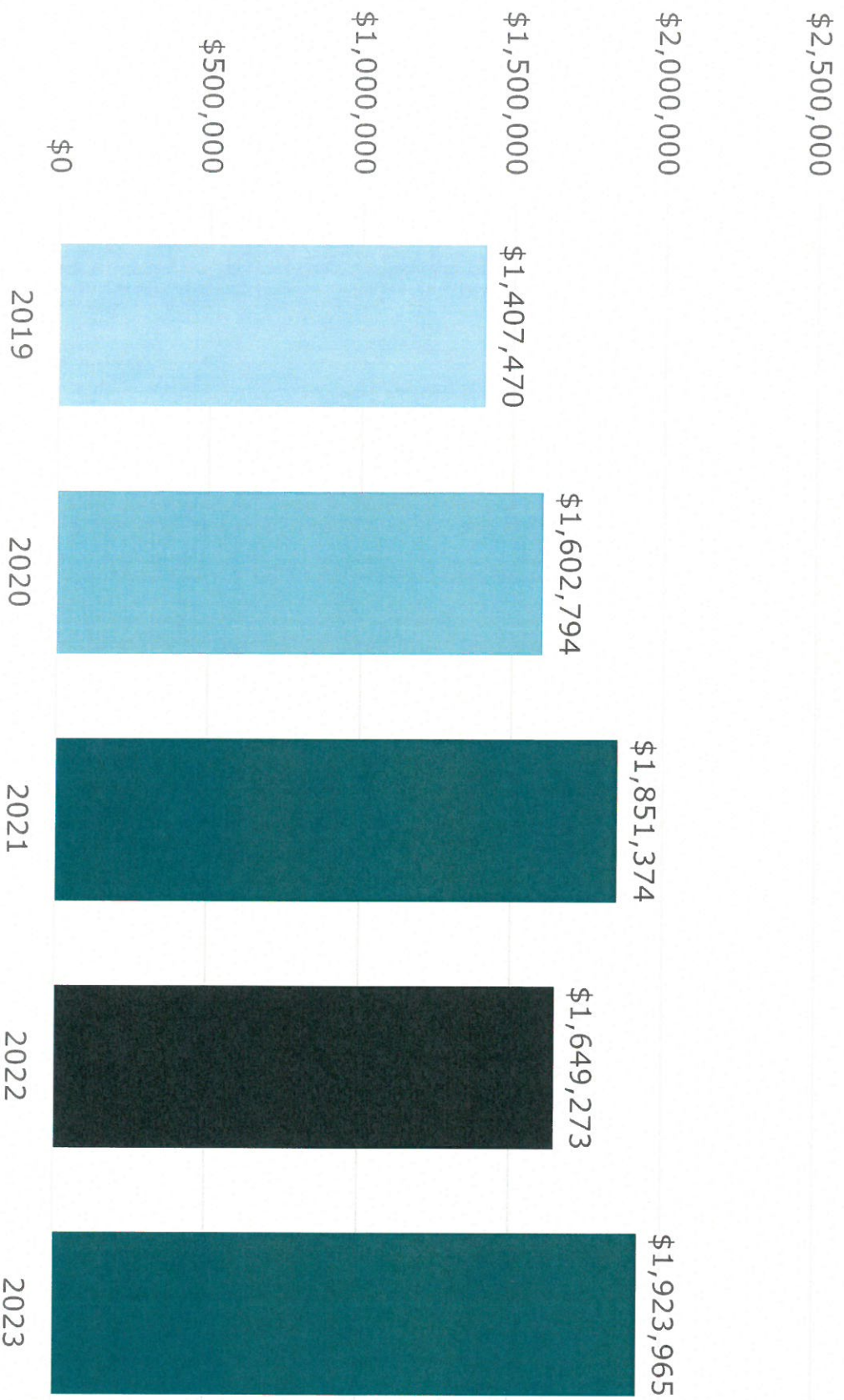
OVERVIEW

- **Investment Philosophy**
 - Seek long-term total return with acceptable risk
 - Set target asset allocation to provide broad market exposure
 - Invest in low cost, primarily index, funds
 - Rebalance when allocation is 5% off target allocation
- **Investment and Endowment Fund (“Investment Fund”)**
 - Moderately aggressive target allocation: 70% stocks/30% bonds
- **Operational Reserve**
 - Moderate target allocation: 50% stocks/45% bonds/5% money market
- **Sustainable Investing**
 - Two investments, 10% of total assets

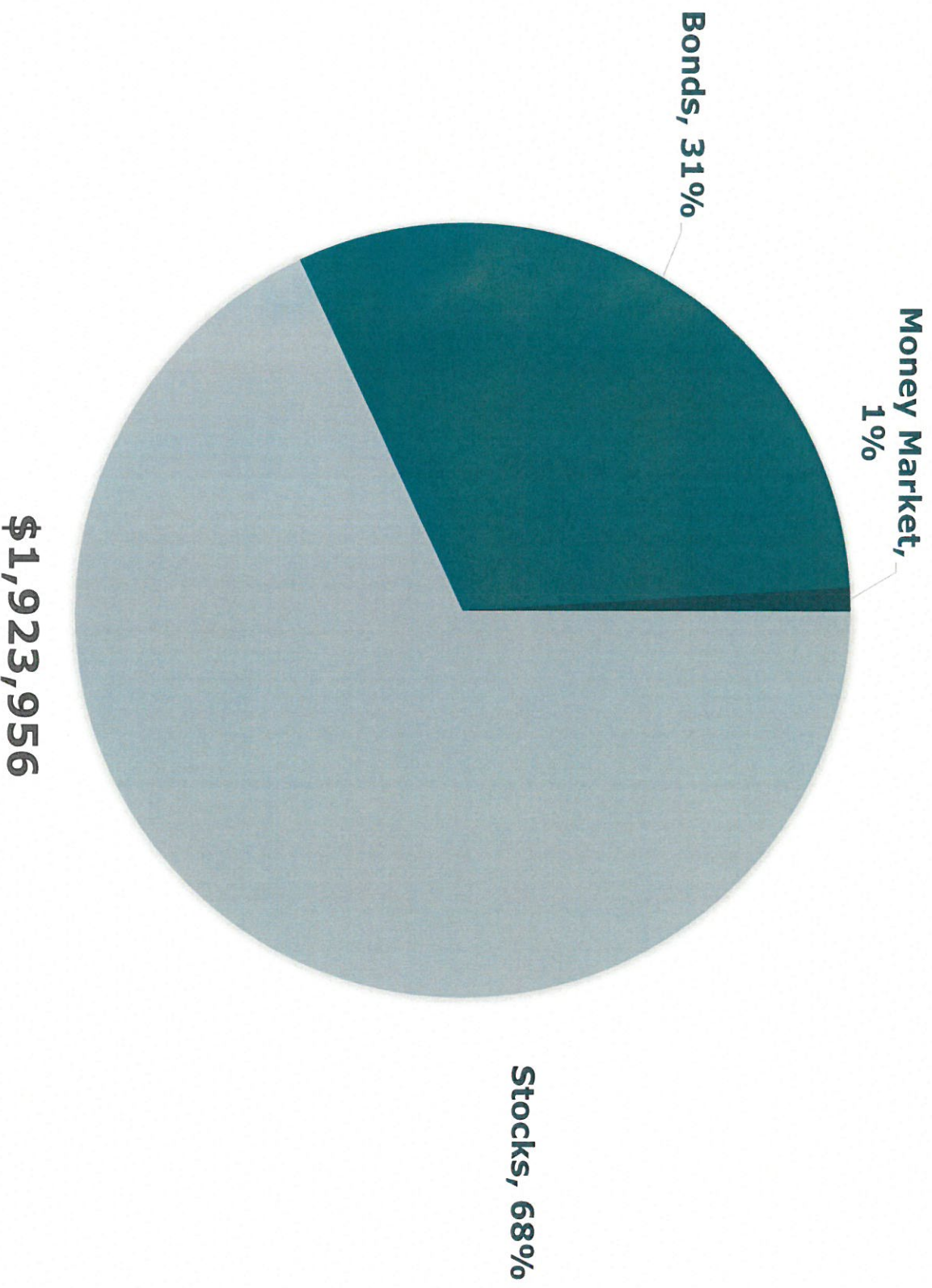
2023 Summary

- **Total assets of \$1,923,956**
 - +\$274,683 year-over-year
- **Portfolio Returns**
 - Strong year with both stock and bond markets up
 - Investment Fund returned 17.3% based on target allocation
 - Operational Reserve returned 15.6% based on target allocation
- **Investment Performance**
 - All funds performed in-line or better than their benchmarks
- **Asset Allocation**
 - Investment Fund did not need to be rebalanced
 - Operational Reserve was rebalanced in Q4
 - Added a second sustainable investment (First Water Trust)

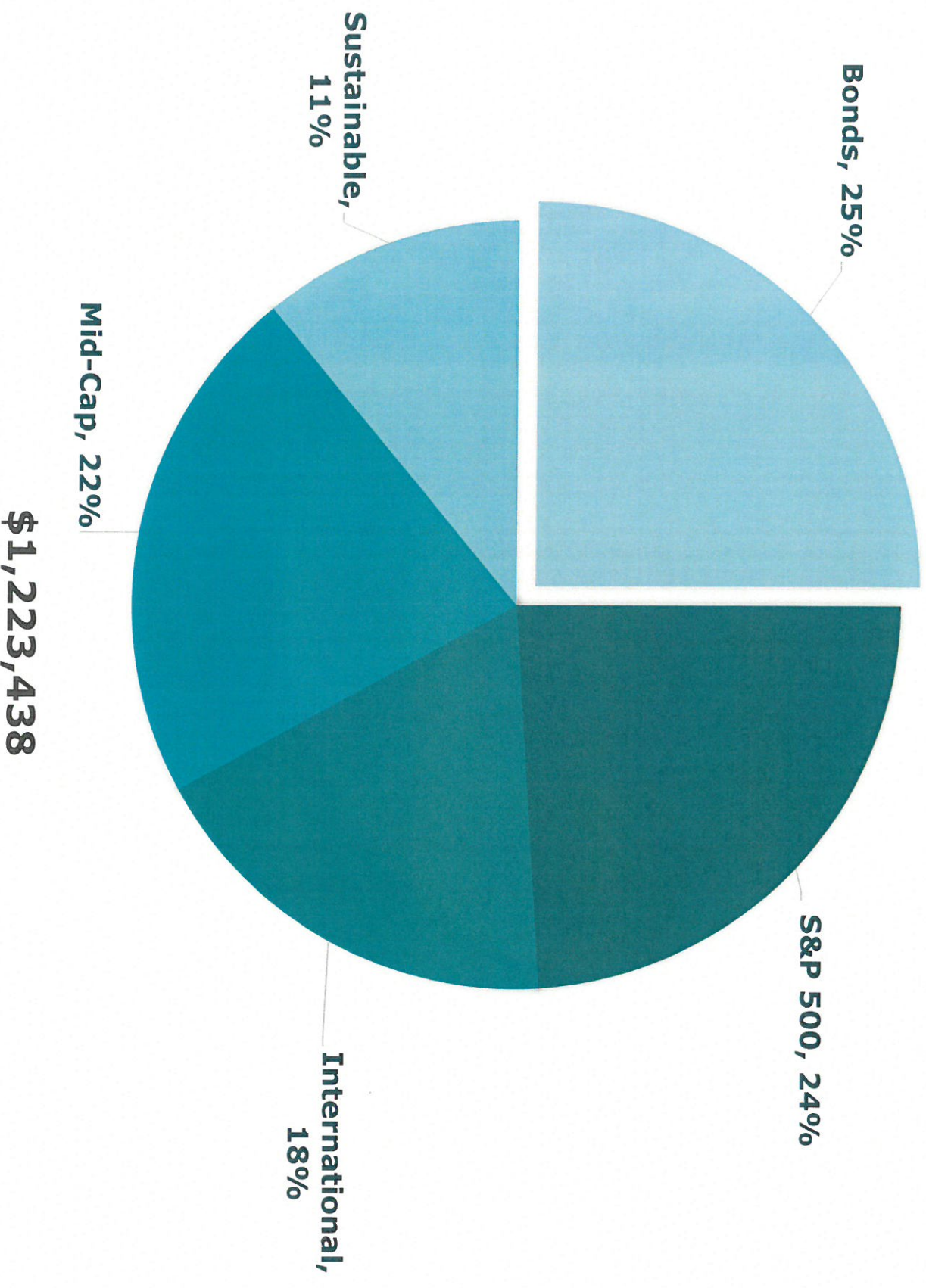
Change in Assets - 5 Years



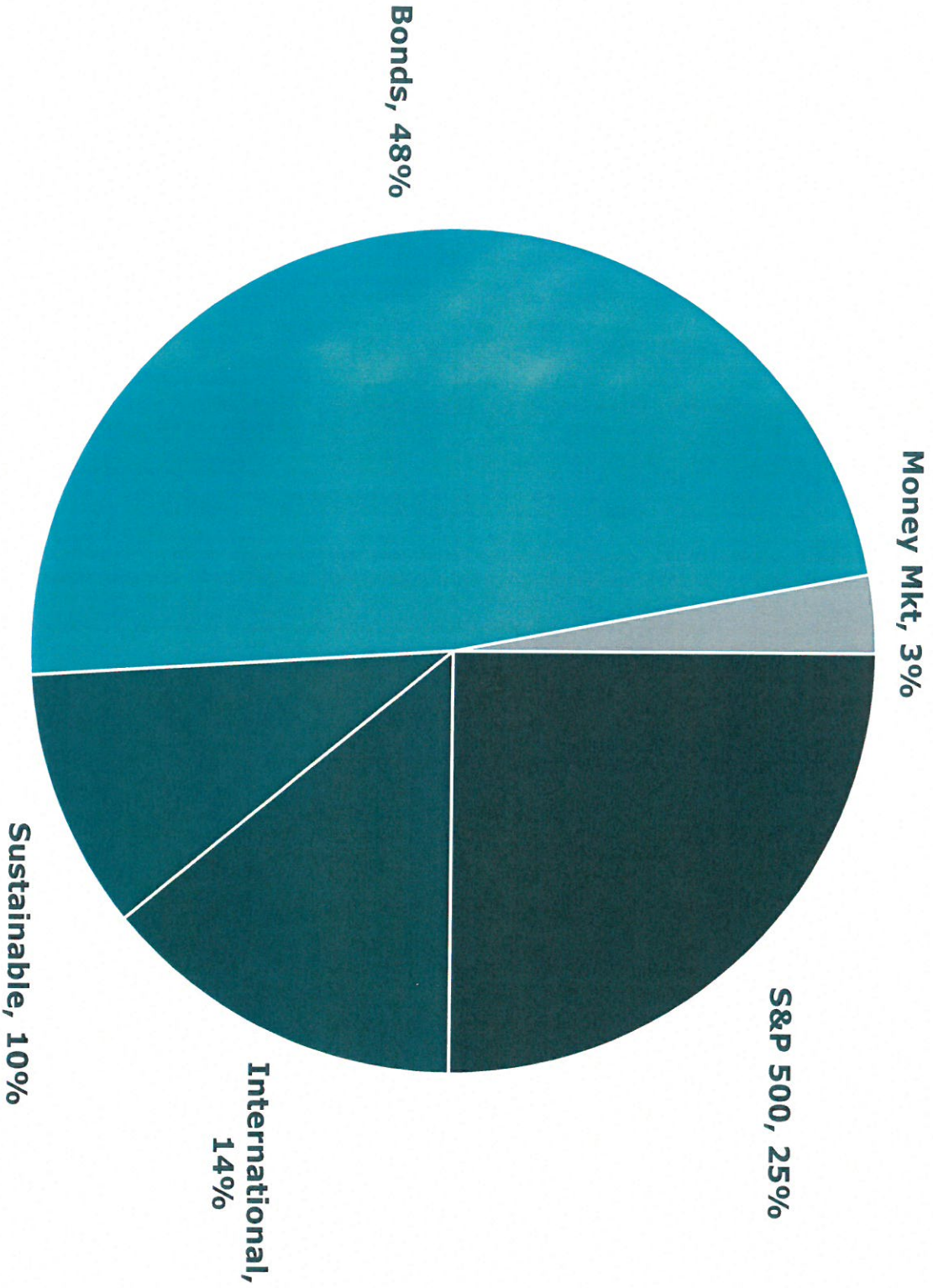
GSWA Total Portfolio, 12/31/23



GSWA Investment Fund, 12/31/23

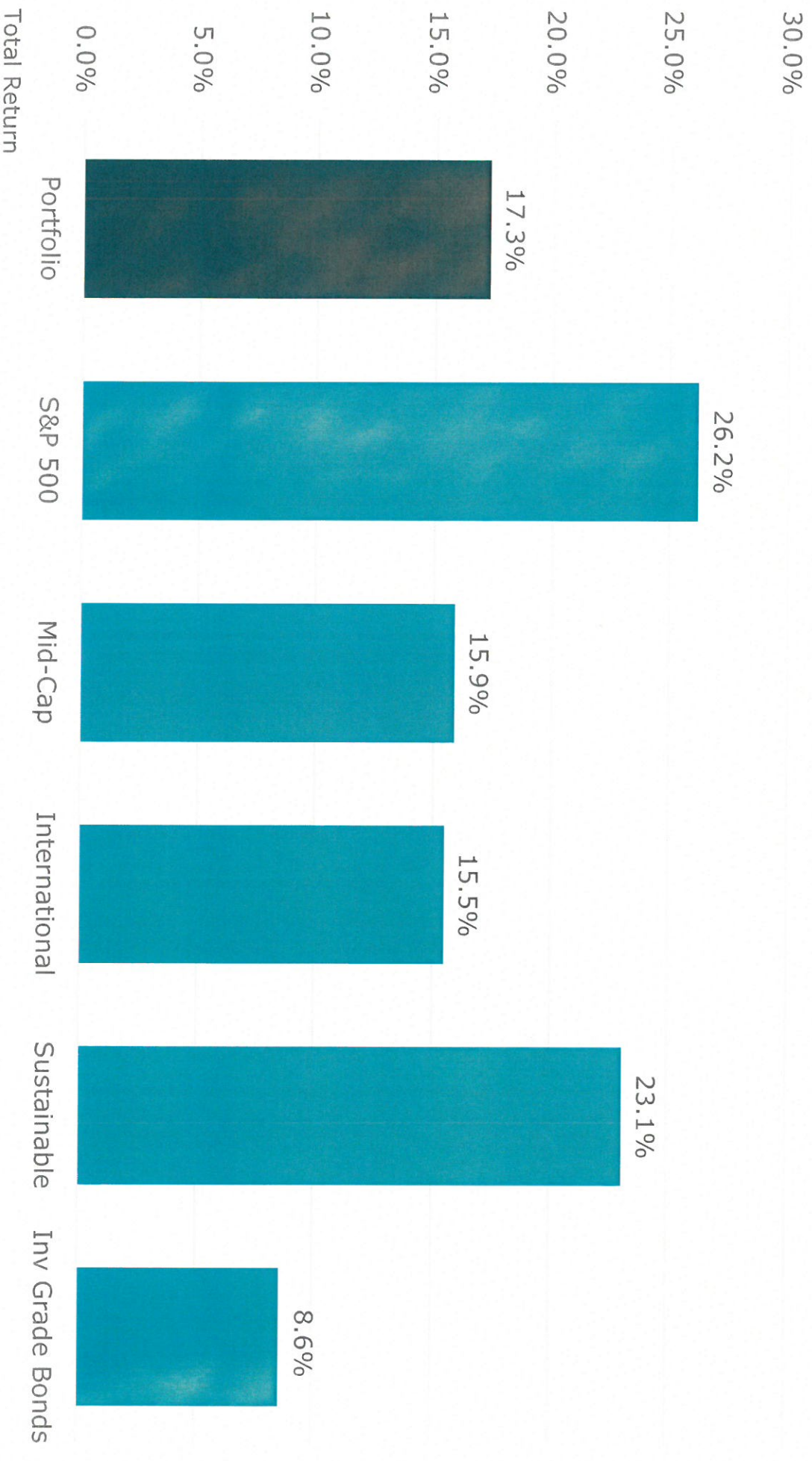


GSWA Operational Reserve, 12/31/23



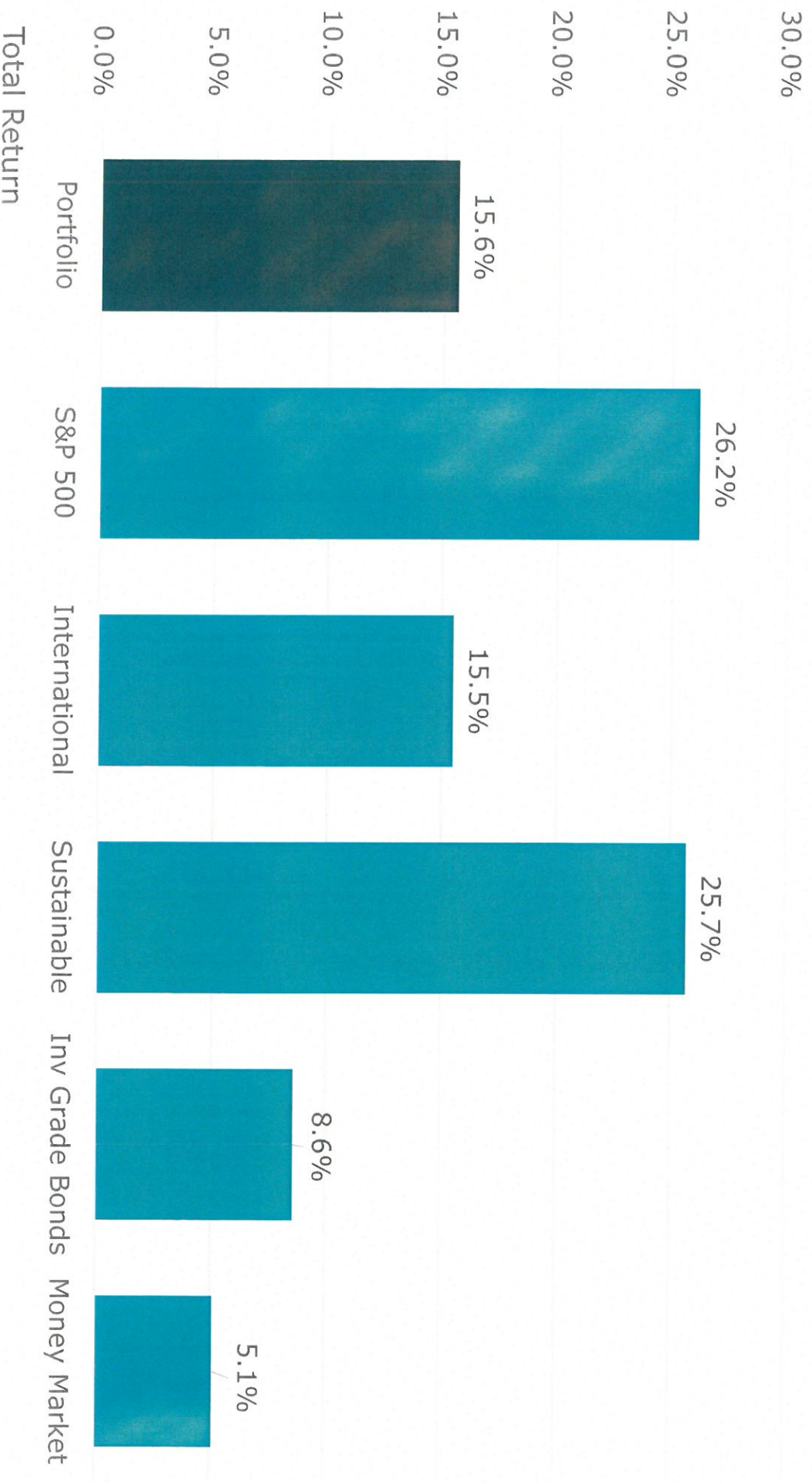
\$543,007

2023 Investment Fund Returns



* Based on target allocation

2023 Operational Reserve Returns



* Based on target allocation

Investment Expenses

Investment	Expenses
Vanguard 500 Index Fund	.04%
Vanguard Mid-Cap Index Fund	.05%
Vanguard Total International Stock Fund	.11%
iShares ESG Aware MSCI USA ETF	.15%
First Trust Water ETF	.53%
Vanguard Intermediate Investment Grade Fund	.10%
Vanguard Federal Money Market Fund	.11%
INVESTMENT FUND	.10%
OPERATIONAL RESERVE	.09%

Great Swamp Watershed Association

Balance Sheet

As of February 29, 2024

	TOTAL		
	AS OF FEB 29, 2024	AS OF FEB 28, 2023 (PY)	CHANGE
ASSETS			
Current Assets			
Bank Accounts			
1000 Citizens Checking x5131	63,319	111,185	-47,866
1010 Citizens CD X0615	58,190		58,190
1020 Citizens MM 289902218	26,631	106,575	-79,944
1030 Columbia Bank	24,540	16,510	8,030
1031 1030 Columbia Bank CD	55,324		55,324
1040 PG Game of Chance x5919	88,037	152,927	-64,890
1041 PG Bank CD	30,000		30,000
1050 PG LEGACYMM x0924	23,257	53,230	-29,973
1060 Valley National x 9893	16,100	16,068	32
1070 Petty Cash	300	0	300
1080 Blue Foundry Checking x4660	36,072		36,072
Columbia Non Profit Interest (1048) - 2	24,543		24,543
Columbia9 Month (4210) - 2	30,662		30,662
HUB - Checking	0	0	0
ISB Checking 289902194	0	0	0
PG - Checking x 1390	0	0	0
PG Bank CDx5855	0	55,852	-55,852
Total Bank Accounts	\$476,975	\$512,347	\$ -35,371
Accounts Receivable			
1200 Accounts Receivable	7,350	0	7,350
Total Accounts Receivable	\$7,350	\$0	\$7,350
Other Current Assets			
1100 Operational Reserve Vanguard	1,904,420	1,649,274	255,146
1300 Credit Card and OnLine Payment Escrow Account	-2,223	358	-2,581
Total Other Current Assets	\$1,902,198	\$1,649,632	\$252,565
Total Current Assets	\$2,386,523	\$2,161,979	\$224,544
Fixed Assets			
1500 Equipment	28,670	32,162	-3,492
1550 Land - in deed	416,700	416,700	0
1600 Land - Easements	0	0	0
Total Fixed Assets	\$445,370	\$448,862	\$ -3,492
Other Assets			
1400 Prepaid	-4,171	0	-4,171
1430 Prepaid insurance	16,499	14,135	2,363
1551 Other Asset	0	0	0
1555 Furniture & Fixtures	0	0	0

Great Swamp Watershed Association

Balance Sheet

As of February 29, 2024

	TOTAL		
	AS OF FEB 29, 2024	AS OF FEB 28, 2023 (PY)	CHANGE
1700 Right of Use (Operating)	262,620	263,901	-1,281
Total Other Assets	\$274,948	\$278,037	\$ -3,089
TOTAL ASSETS	\$3,106,840	\$2,888,877	\$217,963
LIABILITIES AND EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
2000 Accounts Payable	3,599	0	3,599
Total Accounts Payable	\$3,599	\$0	\$3,599
Credit Cards			
2010 Citizens Debit Card	0		0
2040 Citizens LOC Small Business Line (0034) - 1	0		0
Total Credit Cards	\$0	\$0	\$0
Other Current Liabilities			
2020 Lease Liability (Operating - Current)	34,500		34,500
2100 Accrued Expenses	11,926	14,000	-2,074
2200 Deferred Income - Temp Restrict	0	0	0
New Jersey Division of Taxation Payable	0		0
Out Of Scope Agency Payable	0		0
Total Other Current Liabilities	\$46,426	\$14,000	\$32,426
Total Current Liabilities	\$50,025	\$14,000	\$36,025
Long-Term Liabilities			
2300 Lease Liability (Operating)	228,120	263,901	-35,781
Total Long-Term Liabilities	\$228,120	\$263,901	\$ -35,781
Total Liabilities	\$278,145	\$277,901	\$244
Equity			
3000 Opening Bal Equity	55,196	0	55,196
3100 Permanently restricted Endowmnt	65,080	65,080	0
3200 Temporarily restricted	54,917	48,404	6,513
3300 Unrestricted Net Asset	2,636,890	2,643,449	-6,559
3900 Retained Earnings	-147,226	-283,358	136,132
3901 Retained Equity (Land)	0	0	0
Net Income	163,839	137,401	26,438
Total Equity	\$2,828,695	\$2,610,976	\$217,719
TOTAL LIABILITIES AND EQUITY	\$3,106,840	\$2,888,877	\$217,963

Great Swamp Watershed Association

Budget vs. Actuals: FY_2023_2024 - FY24 P&L

July 2023 - February 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
3210 Deferred Income from Prior Year	38,067	36,000	2,067	106.00 %
4000 Annual Event	169,196	185,000	-15,804	91.00 %
4002 Advocacy Operational Reserve BD		10,000	-10,000	
4100 Individual - Membership	52,962	53,933	-971	98.00 %
4180 Individual Major Donors	167,625	175,000	-7,375	96.00 %
4190 Individual Trustee Giving	16,404	27,135	-10,731	60.00 %
4200 Corporate	47,959	39,500	8,459	121.00 %
4330 Corporate Stewardship Restricted	8,185	6,000	2,185	136.00 %
4400 Foundation Support	217,700	239,000	-21,300	91.00 %
4600 Music Fest Event	1,362	0	1,362	
4700 Programs - Education & Outreach	20,598	14,600	5,998	141.00 %
4799 Merchandise Misc	0		0	
4800 Native Plant Program		500	-500	
4900 Government Grants	4,980	8,150	-3,170	61.00 %
4990 Reimbursed Expenses	564		564	
4998 Other incomes misc	0		0	
7111 4% Fund Transfer Draw	67,871	68,000	-129	100.00 %
Total Income	\$813,474	\$862,818	\$ -49,345	94.00 %
GROSS PROFIT	\$813,474	\$862,818	\$ -49,345	94.00 %
Expenses				
5000 Administrative Payroll Total	506,859	549,477	-42,618	92.00 %
5100 Development Expense	2,022	4,091	-2,070	49.00 %
5200 Education and Outreach	4,670	8,940	-4,270	52.00 %
5290 Native Plant Prog Expenses	9,371	0	9,371	
5295 Communications Expense	64		64	
5300 Membership	9,768	11,175	-1,407	87.00 %
5400 Stewardship	7,130	5,333	1,797	134.00 %
5500 Water Quality	19,485	25,467	-5,982	77.00 %
5700 Grant Specific Expense		1,967	-1,967	
5800 Advocacy	32	10,000	-9,968	0.00 %
5805 Advocacy / CAGs / Other	44		44	
6100 Administrative Expense	70,600	86,267	-15,667	82.00 %
6150 Depreciation Expense		0	0	
6240 Miscellaneous	31		31	
6400 Annual Event Expenses	38,325	56,803	-18,478	67.00 %
6490 Music Fest	546	0	546	
6500 Mailing	8,618	6,591	2,027	131.00 %
Uncategorized Expense	70		70	
Total Expenses	\$677,636	\$766,111	\$ -88,475	88.00 %
NET OPERATING INCOME	\$135,838	\$96,707	\$39,131	140.00 %
Other Income				
7010 Interest Income	2,204	283	1,921	778.00 %

Great Swamp Watershed Association

Budget vs. Actuals: FY_2023_2024 - FY24 P&L

July 2023 - February 2024

			TOTAL	
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
7011 Dividends Received	25,797	15,000	10,797	172.00 %
7040 in-Kind Donation	19,563		19,563	
Total Other Income	\$47,564	\$15,283	\$32,280	311.00 %
Other Expenses				
8031 In-Kind Donations Annual Event	19,563		19,563	
Total Other Expenses	\$19,563	\$0	\$19,563	0%
NET OTHER INCOME	\$28,001	\$15,283	\$12,718	183.00 %
NET INCOME	\$163,839	\$111,990	\$51,848	146.00 %

Executive Director's report for March 22, 2024

Ferber updates:

Lynne and I had another discussion with FM Kirby about their potential funding. We will keep them advised of any updates and their board meeting is at the end of April for their decision. I sincerely hope to have a signed agreement for the acquisition by then so FMK will at least see a little progress before their meeting.

I have had further discussions with PSEG and our attorney regarding open contract items. We have resolved the language regarding what would happen to the property if we no longer occupy it. There is another issue that needs to be resolved. I had originally asked PSEG if we could convey our two properties directly to the Refuge. They said yes IF it was possible. They have now told me yes we can. Now the Refuge has to get approval from their chain of command. The reason I wanted to convey directly was to save a few thousand dollars on the transfer tax, but I also thought it looks better from a PR perspective for us to convey property to the Refuge rather than PSEG if possible. Now I'm concerned that getting government approval is going to slow things down so I have asked our attorney to draft "either or" language so that we can put in the agreement that our property will be conveyed either to PSEG or the Refuge and that gives the Refuge more time to get the necessary approval. I will continue to keep you posted.

Additionally, I have spoken with two engineers and am waiting for their proposals.

I have shown or will be showing shortly the Ferber property to a couple of possible funders.

Regarding Rolling Knolls, I completed our quarterly grant report and have had discussions with the new CAG facilitator. We hope to hold a CAG meeting in May or June, even though there is nothing new happening! I also spoke with a solar company about the possibility of solar on site and I conveyed that information to the facilitator, the Refuge, and the property owner.

I interviewed the final candidate for the Education and Water Quality Associate and I'm pleased to let you know that we hired Danielle Bongiovanni for 30 hours/week. Danielle started on February 15.

I'm sorry to say I have no update on Hazel or her return to work except that I have heard that she is doing well. I am hopeful that she will be back sometime in April.

I compiled and edited the newsletter. I hope you all received and enjoyed it.

I worked with Lynne on grants, grant reports, and grant expenditures.

I met with the Spring Brook carriage house developer. They have reduced their number of units from an original request of 16 down to 13. They do not have final approval yet.

Val and I attended the Great Swamp partners meeting and discussed a joint event for spring of 2025. We suggested a joint scavenger hunt like we used to do and the group embraced the idea. We will be holding a Treasures of the Great Swamp event one spring weekend next year.

Staff held a new board member lunch and meet n greet to get to know Ian and Ryan. I think they enjoyed themselves and learned a lot about us.

I participated in the recent lower Passaic CAG meeting. They are working on the remedial design for the lower 8 miles of the river. Communication with the community is vital as there will be a lot of disruption and impacts during construction.

I participated in the finance committee meeting.

I had a call with Jay Angeletti, our capital campaign consultant, about how to leverage the hopefully upcoming FMK donation toward the Ferber acquisition. Jay said we should treat it like a mini campaign and reach out to individuals directly.

Sue and I had several discussions with potential advisors for our 401k as our current advisor told me that he is reducing his portfolio of clients.

Lynne and I had a discussion with our representative from Victoria Foundation. We will almost definitely not receive future funding from Victoria as their focus has narrowed almost exclusively to organizations within Newark. We received our final \$25,000 grant this past fall. We have also been notified that Wells Fargo has changed their giving priorities and we no longer fit. Additionally, Cornell Douglas indicated "don't call us, we'll call you" and is not accepting any proposals. While our funding is fairly stable for the remainder of this year, it does portend a significant issue for next year.

Lynne and I attended a program jointly sponsored by Mimi Starrett Washington Foundation and FMK on working collaboratively with other non-profits.

Val and I toured the "Plan B" indoor music fest location at Drew University. I'm hoping that since we have a Plan B it will be a beautiful sunny day!

I delivered a GSWA powerpoint presentation at the Bedminster library and have another presentation scheduled for the Livingston League of Women Voters.

We will be setting up a committee meeting to discuss the possibility of updating or creating a new GSWA website.

I will be conducting staff annual evaluations this spring.

**Great Swamp Watershed Association
Monthly Development Summary
as of January 31, 2024, revised**

	Actual Jan	Goal Jan	Actual YTD (July - Jan)	Goals YTD (July - Jan)	Progress of Goals through Jan	Goals July '23 - June '24	Progress to FY2024 Goals	Prior Jan 2023	Prior YTD (Jul '22 - Jan '23)	Prior Jul '22 - June '23
Individuals										
Trustees	\$705	\$405	\$11,382	\$25,380	45%	\$31,500	36%	\$255	\$23,526	\$30,000
- Capital Campaign	\$0	\$0	\$0	\$0	0%	\$0	34%	\$0	\$0	\$0
Major Gifts	\$5,750	\$18,000	\$116,125	\$122,000	95%	\$238,683	49%	\$6,500	\$125,029	\$222,000
Membership	\$6,084	\$5,417	\$47,823	\$48,517	99%	\$84,600	57%	\$3,965	\$56,320	\$89,000
Total Individuals	\$12,539	\$23,822	\$175,330	\$195,897	90%	\$354,783	49%	\$10,719	\$204,875	\$341,000
Institutions										
Corporations Restricted	\$0	\$0	\$46,012	\$27,000	170%	\$63,000	73%	\$0	\$51,000	\$59,500
Corporations Unrestricted	\$0	\$0	\$1,959	\$12,500	16%	\$14,500	14%	\$0	\$7,850	\$10,250
Foundations Restricted	\$1,000	\$4,000	\$67,700	\$31,000	218%	\$47,200	143%	\$4,000	\$34,400	\$72,000
Foundations Unrestricted	\$0	\$0	\$150,000	\$179,000	84%	\$277,000	54%	\$0	\$135,000	\$212,000
Total Institutions	\$1,000	\$4,000	\$265,671	\$249,500	106%	\$401,700	66%	\$4,000	\$228,250	\$353,750
Programs / Other										
Programs / Events	\$399	\$775	\$12,878	\$13,825	93%	\$26,100	49%	\$1,840	\$6,402	\$30,000
Gala	\$0	\$0	\$168,886	\$185,000	91%	\$185,000	91%	\$25	\$145,359	\$175,000
Gov Grants	\$0	\$0	\$4,980	\$8,150	61%	\$8,150	61%	\$0	\$0	\$20,000
Music Festival	\$0	\$0	\$760	\$0	0%	\$45,950	2%	\$0	\$20	\$49,006
Native Plant Program	\$0	\$63	\$0	\$438	0%	\$63,750	34%	\$1,188	\$1,188	\$60,750
Merchandise	\$0	\$0	\$15	\$0	0%	\$0	34%	\$0	\$71	\$0
Stewardship Rest.	\$2,550	\$0	\$8,185	\$6,000	136%	\$10,000	82%	\$0	\$9,677	\$8,000
Total Events/Merchandise	\$2,949	\$838	\$195,704	\$213,413	92%	\$338,950	58%	\$3,054	\$162,718	\$342,756
Sub Total	\$16,488	\$28,659	\$636,705	\$658,810	97%	\$1,095,433	58%	\$17,773	\$595,844	\$1,037,506
Other										
Advocacy	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
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	\$0	\$0
Restricted Individual Grants	\$0	\$0	\$0	\$0	0%	\$0	0%	\$30,000	\$45,000	\$5,000
Deferred Income from Prior Year	\$0	\$0	\$36,000	\$36,000	100%	\$36,000	100%	\$23,000	\$23,000	\$23,000
Other Total	\$0	\$0	\$36,000	\$36,000	100%	\$36,000	100%	\$53,000	\$68,000	\$28,000
Grand Total	\$16,488	\$28,659	\$672,705	\$694,810	97%	\$1,131,433	59%	\$70,773	\$663,844	\$1,065,506

- Anyone who has donated in the last 12 months + 2 month grace period is considered a member. Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
- Restricted gifts are contributions designated by the donor for a specific purpose.
- Includes corporate matching gifts.
- 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.
- 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 February 29, 2024**

	Actual Feb	Goal Feb	Actual YTD (July - Feb)	Goals YTD (July - Feb)	Progress of Goals through Feb	Goals July '23 - June '24	Progress to FY2024 Goals	Prior Feb 2023	Prior YTD (Jul '22 - Feb '23)	Prior Jul '22 - June '23
Individuals										
Trustees	\$5,121	\$1,755	\$16,503	\$27,135	61%	\$31,500	52%	\$1,655	\$25,181	\$30,000
- Capital Campaign	\$0	\$0	\$0	\$0	0%	\$0	34%	\$0	\$0	\$0
Major Gifts	\$51,500	\$53,000	\$167,625	\$175,000	96%	\$238,683	70%	\$53,133	\$178,162	\$222,000
Membership	\$5,566	\$5,417	\$53,389	\$53,934	99%	\$84,600	63%	\$3,881	\$60,201	\$89,000
Total Individuals	\$62,187	\$60,172	\$237,517	\$256,069	93%	\$354,783	67%	\$58,669	\$263,544	\$341,000
Institutions										
Corporations Restricted	\$0	\$0	\$46,012	\$27,000	170%	\$63,000	73%	\$0	\$51,000	\$59,500
Corporations Unrestricted	\$0	\$0	\$1,959	\$12,500	16%	\$14,500	14%	\$25,000	\$32,850	\$10,250
Foundations Restricted	\$0	\$4,000	\$67,700	\$35,000	193%	\$47,200	143%	\$0	\$34,400	\$72,000
Foundations Unrestricted	\$0	\$25,000	\$150,000	\$204,000	74%	\$277,000	54%	\$0	\$135,000	\$212,000
Total Institutions	\$0	\$29,000	\$265,671	\$278,500	95%	\$401,700	66%	\$25,000	\$253,250	\$353,750
Programs / Other										
Programs / Events	\$1,395	\$775	\$14,274	\$14,600	98%	\$26,100	55%	\$8,402	\$14,804	\$30,000
Gala	\$0	\$0	\$168,886	\$185,000	91%	\$185,000	91%	\$0	\$145,359	\$175,000
Gov Grants	\$0	\$0	\$4,980	\$8,150	61%	\$8,150	61%	\$0	\$0	\$20,000
Music Festival	\$0	\$0	\$760	\$0	0%	\$45,950	2%	\$750	\$771	\$49,006
Native Plant Program	\$0	\$63	\$0	\$501	0%	\$63,750	34%	\$540	\$1,728	\$60,750
Merchandise	\$0	\$0	\$15	\$0	0%	\$0	34%	\$0	\$72	\$0
Stewardship Rest.	\$0	\$0	\$8,185	\$6,000	136%	\$10,000	82%	\$0	\$9,677	\$8,000
Total Events/Merchandise	\$1,395	\$838	\$197,099	\$214,251	92%	\$338,950	58%	\$9,693	\$172,411	\$342,756
Sub Total	\$63,582	\$90,009	\$700,287	\$748,820	94%	\$1,095,433	64%	\$93,361	\$689,205	\$1,037,506
Other										
Advocacy	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
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	\$0	\$0
Restricted Individual Grants	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$45,000	\$5,000
Deferred Income from Prior Year	\$0	\$0	\$36,000	\$36,000	100%	\$36,000	100%	\$0	\$23,000	\$23,000
Other Total	\$0	\$0	\$36,000	\$36,000	100%	\$36,000	100%	\$0	\$68,000	\$28,000
Grand Total	\$63,582	\$90,009	\$736,287	\$784,820	94%	\$1,131,433	65%	\$93,361	\$757,205	\$1,065,506

- Anyone who has donated in the last 12 months + 2 month grace period is considered a member. Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
- Restricted gifts are contributions designated by the donor for a specific purpose.
- Includes corporate matching gifts.
- 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.
- 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.

Grant Recap March 2024						
Corporate Restricted	BUDGET	ACTUAL	VARIANCE	NOTES		
PSEG	\$ 7,500.00	\$ 8,500.00	\$ 1,000.00	Environmental Education, awarded in August		
Bristol Myers Squibb	\$ 15,000.00	\$ 20,000.00	\$ 5,000.00	Environmental Education, applied in September, awarded in December		
JCPL/First Energy	\$ 4,500.00	\$ 7,500.00	\$ 3,000.00	Environmental Education, awarded in November		
Corporate Unrestricted						
Whole Foods		\$ 1,959.46		Received in December. Award was \$2k, final award reflects service fee taken by AOL Giving Platform (Goes towards Budgeted Other Corp Total \$5000)		
Columbia Bank Foundation		\$ 2,500.00		General Operating Support, applied in November, received grant notification in February (Goes towards Budgeted Other Corp Total \$5000)		
Foundation Restricted						
Marta Heflin Foundation	\$ 5,000.00	\$ 6,700.00	\$ 1,700.00	CMA Stewardship, awarded in August		
Meerwarth Foundation	\$ 10,000.00	\$ 15,000.00	\$ 5,000.00	Environmental Education, awarded in October		
Glasser Foundation		\$ 14,852.00		CMA Shed and Tools, received award in December		
Watershed Institute		\$ 5,000.00	\$ 5,000.00	WQ OAAP. Received award notification in February. The grant will be divided into two equal allocations of \$5,000 to be distributed in April 2024 and April 2025.		
Hyde and Watson Foundation		\$ 20,000.00		WQ Equipment, Computers, Tables, Chairs, Tents, Received in Nov. In and out.		
Unrestricted Foundation Support						
Thrivent Charitable/Edith Hahn Animal and Wildlife Preservation Fund	\$ 20,000.00	\$ 20,000.00	\$ -	General Operating Support - Awarded in August. Second payment, renewable for 3 years with a possibility of going to 5 years		
Bauer Foundation	\$ 10,000.00	\$ 15,000.00	\$ 5,000.00	General Operating Support - awarded in July.		
Mary Reinhart Stackhouse Foundation	\$ 15,000.00	\$ 15,000.00	\$ -	General Operating Support, awarded in November		
Victoria Foundation	\$ 25,000.00	\$ 25,000.00	\$ -	General Operating Support, awarded in September *Final Year*		
Fred Fatzler Foundation	\$ 4,000.00	\$ 5,000.00	\$ 1,000.00	General Operating Support, awarded in November		
Cestone Family Foundation	\$ 25,000.00	\$ 25,000.00	\$ -	General Operating Support, applied in August, received in December		
Tyler Foundation	\$ 20,000.00	\$ 20,000.00	\$ -	General Operating Support, applied in September, received in December		
Guifford Foundation	\$ 5,000.00	\$ 5,000.00	\$ -	General Operating Support - awarded in July		
SUBTOTAL FOUNDATIONS/CORPORATIONS YTD	\$ 166,000.00	\$ 232,011.46	\$ 26,700.00			
TBD - Budgeted \$76,000 for New Corporate and Foundation Funding						
Blue Foundry Bank Charitable Foundation		\$ 10,000.00		Environmental Education, Awarded in July. *New corporation* (Goes toward Budgeted Other Corp Total \$5000)		
John Ben Snow Memorial Trust		\$ 10,000.00		Environmental Education and bussing to CMA for Outdoor Experiential Learning Opportunities, awarded in August. *New foundation* (Goes towards Budgeted Other \$71K)		
Mimi Washington Starrett Foundation		\$ 10,000.00		General Operating Support, awarded in November. First \$10,000 of \$20,000 commitment over 2 years *New foundation* (Goes towards Budgeted Other \$71K)		
William L. Gibson Foundation	\$ 76,000	\$ 40,000.00		General Operating Support, awarded in Nov (Goes towards Budgeted Other \$71K)		
TOTAL FOUNDATIONS/CORPORATIONS YTD		\$ 272,011.46				
Government Grants						
Workforce Development Board of Morris, Sussex, Warren	\$ 4,980.00	\$ 4,980.00	\$ -	Reimbursement for Spanish language lessons. Received in October.		
Applied/Pending						
Lillian Schenck Foundation	\$ 4,000.00		\$ 5,000.00	Environmental Education, applied in July, pending		
E.J. Grassmann Fndtn/Union Fndtion	\$ 7,200.00		\$ 7,636.00	WQ Equipment, Computers, Tables, Chairs, Tents, Applied in August. Anticipated balance in addition to H&W grant.		
Metlife Foundation			\$ 10,000.00	Environmental Education, applied in October, pending		
Geico Philanthropic Foundation			\$ 10,000.00	Environmental Education, applied in October, pending		
George Ohi Trust			\$ 10,000.00	General Operating Support, applied in October, pending		
BASF	\$ 7,500.00		\$ 7,500.00	General Operating Support, applied in November, pending		
Kearny Bank			\$ 7,500.00	Environmental Education, applied in August, pending		
Mitsubishi Foundation			\$ 10,000.00	Environmental Education, applied in January, pending		
F.M. Kirby Foundation	\$ 35,000.00		\$ 135,000.00	General Operating Support, \$35K, Capital Support, \$100K. Applied in February, pending		
Bayer Fund	\$ 15,000.00		\$ 30,000.00	Environmental Education, applied in February		
Investors Foundation			\$ 7,500.00	Environmental Education, applied in January, pending		
Swantz Family Foundation			\$ 5,000.00	General Operating Support, applied in February, pending		
John and Margaret Post Foundation			\$ 10,000.00	General Operating Support, applying in March		
J.W. Couch Foundation			\$ 50,000.00	General Operating Support, applied in March		
John Ben Snow Memorial Trust			\$ 15,000.00	General Operating Support, \$15K, applied in March, pending		
TOTAL			\$ 320,136.00			

Board Report: Membership and Social Media Overview

Nancy Rago, 3/13/2024

As we wrap up the third quarter of our Fiscal Year, my focus has been dedicated to supporting the **Plant for Pollinators Program**. The program's mission is to encourage widespread adoption of native plant gardens in our region. I've been actively involved in expanding our new shopping platform, which offers a selection of 36 individual species and 6 Garden Kits. This platform will be accessible from April 1-19. Additionally, I've been responsible for managing monthly newsletters and ensuring the availability of replay links for our four webinars. The team consistently delivers excellent educational resources on native plants and their importance to pollinators.



If anyone you know is interested in joining our native plant enthusiasts, they can sign up for updates and reminders on our **Native Plant Newsletter Email List**: <https://bit.ly/3TyFF6O>. Our **Native Plants Catalog and the Online Native Plants Overview web page** are now live at: greatswamp.org/native-plant-sale. The Native Plant Shopping Link will be open from April 1-19, with the link set to be posted on the website and shared with all Native Plant Newsletter recipients on April 1st.

The **2024 Strategic Planning for Communication, Membership, and Admin** has proven invaluable in guiding my thematic development, goal alignment, and workflow management. My **January social media** focus centered on Water Quality Content for the first 20 miles of the Passaic River. I developed posts about "Where does your water come from?" for target towns of Mendham, Bernardsville, Harding, Bernards Twp, Long Hill Township, Warren Township, Berkeley Heights. Additional initiatives included commemorating National Seed Swap Day, showcasing Ginger's beautiful photos of the frozen Great Falls, and spotlighting Congresswoman Sherrill's roundtable discussion featuring Sandra LaVigne. For **February social media**, the theme was Stewardship Content for the second 20 miles of the Passaic River. I developed posts for target towns of New Providence, Summit, and Chatham. Notable February initiatives include the Black History Month posts, welcoming new board members and staff, Valentine Day, and Great Backyard Bird Count posts. March posts include Happy World Wildlife Day, our achieved Charity Navigator and Candid ratings. The **March social media** is Education Content for third 20 miles of the Passaic River. I am developing content for the targeted towns of Lincoln Park Borough, Wayne, North Caldwell, Little Falls, Totowa, Woodland Park, Paterson, Hawthorne, Fairlawn. March brought forth a range of initiatives, from celebrating World Wildlife Day to proudly announcing our achieved ratings on Charity Navigator and Candid.

Leveraging Facebook's fundraising platform, I've started promoting to our audience their ability to host **Facebook Birthday Fundraisers** through our designated link: facebook.com/fund/GreatSwamp. Furthermore, I continue to advocate for volunteerism, encouraging individuals to join our **Volunteer Email List**: <https://bit.ly/3WCnmMo>.

On March 7th, the staff enjoyed a 'Get to Know Each Other' lunch with new board members, Ryan Dawson, and Ian MacCallum. Later that day, I had discussions with Marilyn Dee and Eric Inglis, my board adoptees. Both aimed to provide them with details about what we are working on, and we talked about our Plant for Pollinators Program and The Great Swamp Great Music Festival.

Wade's Development Board Report
03.13.2024

Discussion w. Lydia Chambers re. GSWA website

Follow-up lunch w. Simon Mandal (2023 Gala Entertainer)

Attended NJ Environmental Fundraisers Zoom Meeting: "Perspectives on Philanthropy"

Val, Melanie and I toured Drew University's outdoor and indoor facilities in consideration for the music festival.

Attended Bernards Area Networking Group Meetings on February 1 and February 29

Across the Watershed newsletter articles submitted

Whole Foods Market GSWA tabling display w. Lynne at locations in Morristown and Madison

Viewed NJ Environmental Fundraisers Zoom webinar: "ChatGPT for Nonprofits "

Attended the Morris County Chamber's **Business Connections** event on February 16th and March 15th

Nancy and I hosted the Development Table in the Morris Museum's lobby on February 18th during their presentation of "Travels with Darley"

Attended the Morris County Chamber's Nonprofit Roundtable via Zoom

Attended Zoom Marketing/Development Meeting w. Sally Glick, Nancy, Val, and Lynne

Participated in a conference call with Jay Angeletti (capital campaign consultant) with Sally, Lynne and Val

Meeting w. Kyle Kaiser/Allied Wealth Partners re. corporate support

Made gift acknowledgement phone calls and wrote letters for all remaining gifts received in response to 2023 Year-end Appeal, as well as timely major donor, board and Advisory Council gifts received in January, February and early March 2024

Solicitations sent to numerous music festival sponsors and began follow-up and cultivation of new prospects



Stewardship Report March 2024, By Ginger Van Ryzin

Many people think that winter means a rest from stewardship, but they are all wrong! Our volunteers have been working away through this winter on our trails. With the numerous rainstorms we've had over the past few months, our boardwalks have floated off the trails and needed realignment. On top of this, we have laid several hundreds of feet of hardware cloth, put on the boardwalk to prevent slipping.

We are pleased to share that our new shed for the CMA has been officially ordered! You may have heard this before – perhaps back in November in Hazel's last stewardship report. Unfortunately, the original company that we worked with was not able to deliver the shed to us and we had to cancel that order. Our new shed, coming from Amish Mike's, is currently being built in parts. Once the parts are ready, they will come into the CMA and assemble it to give us our new shed. But, of course, it is not that simple! We have had numerous meetings with a group of Habitat for Humanity volunteers, who have offered to help move the existing shed over to make room for the new one. We are in the process of emptying our



shed and cleaning up the surrounding area, which started at the end of February with a large pile of old lumber and mouse-eaten supplies getting tossed. Next, we will be ordering 15 tons of gravel for the "foundation," lay the gravel pad for the old shed, move it, then lay the pad for the new one. To pull this off, we will need all the help we can get. If you are interested in any of these tasks, please reach out to me!

Our corporate workdays are all set for the spring, and we are happy to report we will be working with companies old and new. TEVA Pharmaceuticals, who we have worked with in the past, has signed up for two workdays, one in the spring and one in the fall. Some new corporations we will be working with this spring is Affinity Credit Union and Seelaus Investment Firm.

We have a community workday on April 13th and encourage you all to come out and see what is happening at the CMA!



Education Report March 2024, by Ginger Van Ryzin

Spring is just around the corner, and don't we know it! This winter has been busier than ever, preparing for the plant sale, leading hikes, doing in class education, and even training a new staffer!

Please Welcome, Danielle Bongiovanni! While we were sad to say goodbye to Sarah as she shifted her focus to full-time native landscaping, we are happy to welcome Danielle to the team. Danielle is a recent graduate from Ramapo College and is excited to be a part of the team.

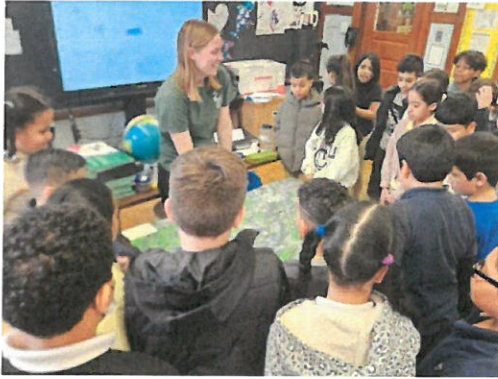


Dr. Rick Lathrup teaching about winter tree identification.

Thanks to the Workforce Development Board of Morris-Sussex-Warren, our team has begun taking a slurry of new classes to deepen our knowledge and skill set. Over the past two months, Sandra and I attended a Rutgers Winter Wetlands ID course, begun our second round of Babbel lessons to better our Spanish skills, and started our Master Ecologist course. The Master Ecologist course is one day a month, for 8 months, hosted at Duke Farms with a variety of experts in the field of Ecology. On the last weekend of January, we excitedly learned all about winter ecology from Dr. Rick Lathrup, of Rutgers. Danielle attended "Educating Educators," a class taught by the Morris County Parks Commission focused on teaching new environmental educators on specific topics such as Winter Tracking, Amphibian Ecology, and more. Danielle learned tips

and tricks for identifying footprints, scat, and other animal traces commonly found in the Great Swamp region.





We are progressing with our rain garden project at Paterson School 25, where Danielle and I taught our first of four teaching days with the students. We taught 4th and 5th graders at Paterson School 25, asking students where they get their water from and teaching how our water moves around the “Real Water Cycle” in New Jersey. At the end of class, students brainstormed solutions on how they can keep the Passaic River and its tributaries clean of pollutants. We have dates scheduled to go back into the classroom and teach our playground exploration activity, our rain garden plant choice (where students must pick the best plant for

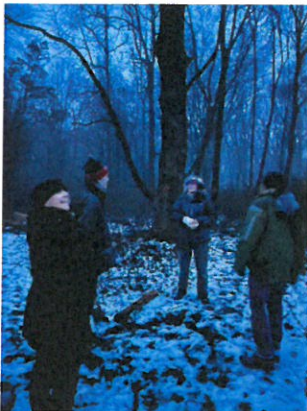
their rain garden) and our planting day.

We have also met with Jefferson School in Summit to install another rain garden there. We are currently scheduling dates to come into the classroom to teach their 5th grade students.



Proposed Rain Garden Site at Jefferson School.

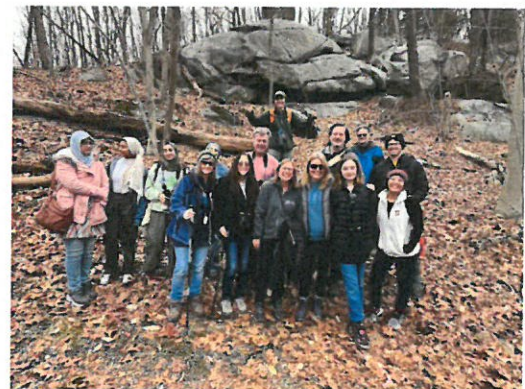
Public Education Events



Sarah led her last hike with GSWA during the Wolf Moon. Although the weather was less than stellar (with it being raining and cold), we had a lovely time walking though Primrose Farm and everyone even got a great look at a flying squirrel glide from one tree to another!

We had a special guest join us from Rockaway Valley Garden Club on our Winter Flower ID hike in mid-February at Tourne County Park. Lee showed us around the native wildflower gardens there, where she and the garden club members steward the area. It was great to have someone join who knows the gardens so well!

Emile, our resident owl caller, joined us on our Snow Moon Hike at the Cross Estate. Although we didn't get any owls to call back to us, we found proof that owls were there with an owl pellet from a Great Horned Owl! During the hike, we discussed the forest composition and regeneration issues that the Cross Estate and Jockey Hollow are facing due to the large deer populations and rampant invasive species spreading throughout the forest.

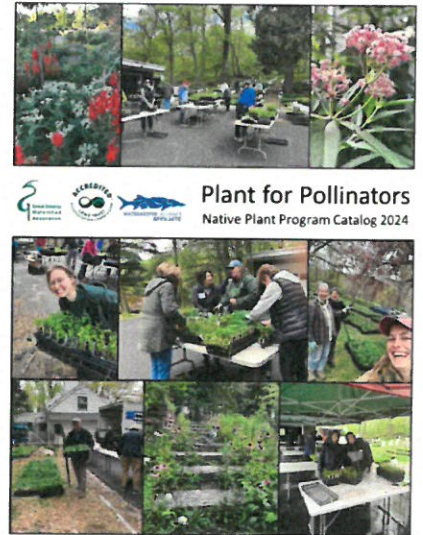


2024 Native Plant Program:

With just a week before our native plant program website goes live, we have been extremely hard at work finalizing our catalog for this year's program. We are testing out a new website, separating the buying process from the browsing process to make it more user-friendly. Our catalog, now available on our website, has two different formats, one as a website browser and the other as an interactive PDF. Our Plant for Pollinators webinars have been a real hit, with over one hundred people signing on to each of the live webinars and over 400 views on our recorded replay links (and that's just for the first two webinars alone!). The "Shopping Cart" link, which allows you to purchase plants, will be live on April 1st after our kickoff webinar.

Our Plant Processing Week is the week of April 29th and we encourage everyone to sign up for a volunteer spot. This is a great opportunity to chat with both our staffers as well as all the volunteers and gardeners who love and are so knowledgeable about native plants. To sign up for a volunteer spot, go to:

https://www.signupgenius.com/go/9040E4CAFA82AA7FC1-48401293-weneed#/ We look forward to seeing you there!!



Professional Development Workshops:

Project U.S.E, a non-profit focused on connecting Newark youth to the outdoors, hosted "City Teachers Trails," a weekend teacher workshop program up in the White Mountains, NH that I was lucky enough to attend. There, we had the chance to go cross-country skiing and snowshoeing each morning, and then in the afternoon we would participate in workshops aimed at improving our teaching skills as well as the ups and downs of teaching in cities. It was an amazing experience, and I learned a lot about the difficulties of full-time teaching as well as techniques that will better my own skills in the classroom.



Our spring educational programming is chock-full, with programs and field trips scheduled with schools from Paterson, Orange, Madison and so many more. We will be working closely with Paterson School 25 and Jefferson School in Summit to implement rain gardens this spring as well as the fall.

Communications Board Report – Val Thorpe

March 2024

Events

7th Annual Great Swamp Great Music Festival

Key facts:

- Date: Sunday, May 19, 2024 – 12-6:30 PM (Gates open at 11 AM)
- Location: Brook Valley Farm, Chatham Twp., NJ
Backup indoor location: Drew University, Madison, NJ (1.5 miles from BVF)
- **Sponsorships** are starting to roll in – **we need your help to hit our goal!**
- Music: 7 exceptional bands are booked to play classic rock, bluegrass, country, and more
- Food: 3 trucks are booked offering burgers/dogs, wings, vegan, veggie, and gluten-free options
- Merch vendors: 7 crafters are booked (to date)
- “Swamp Sprout” Kids’ Corner: Successfully debuted last year and will be back again this year!
- Permits and licenses are in the works
- New Jersey American Water will be on site once-again providing free water to attendees
- We will again offer the 50/50 raffle – this has been successful in the past
- Breaking news: Washington House just confirmed we can borrow their vintage fire truck again this year, which serves as the backdrop for our bar and is an iconic part of our festival.



Music festival planning is in full swing. This event is our second largest annual fundraiser. I'm excited to finish what we started last year at the beautiful Brook Valley Farm, where we received numerous compliments for its beauty and intimate atmosphere. Additionally, I've secured an indoor alternative at the Drew University gymnasium (surprisingly pleasant for a gym) so the show can go on no matter what the weather!

I've formed a new committee to assist with marketing, promotion, and sponsors solicitation. Please email me at vthorpe@greatswamp.org if you would like to join. We will hold our first meeting shortly.

We could use your help!

- **Sponsors** – please help us identify/secure sponsors. Sponsorship support is vital to the financial success of this event. If you have connections or do business with potential sponsors, we encourage you to reach out to them. If you're not comfortable doing so, Lynne Applebaum or Wade Kirby will happily represent you. Sponsorship documents are included in this packet, and I will review everything at the March 22 board meeting.
- **Volunteer** – this event requires many hands from setup to breakdown and everything in between. Please roll up your sleeves and join us for a few hours.

- **Spread the word** – Our goal is to attract 700 attendees to this family-friendly event. The more people attend, the more successful the fundraiser. Please tell your family and friends and share on your social media. With your help, this will be our biggest festival yet!
- **Purchase tickets and attend the festival** – it’s a fun afternoon of music and festivities. We have an incredible band lineup this year and lots to do for people of all ages!

Plant for Pollinators Program Webinar Series

The programming just completed the third of a series of four free monthly Zoom webinars with established speakers leading up to our 4th annual Plant for Pollinators online program running April 1-19. The March 13 “Pollinator Conservation: Creating and Protecting Habitat for NJ’s Bees, Butterflies, and Biodiversity” had nearly 130 participants. Registration for the full series includes 379 individuals!

I’m pleased to share that most of our “limited quantity” programs continue to sell out. We believe this is due to the unique and exciting experiences we offer the public combined with strong promotion through eBlasts, social media, electronic/print calendars, and our bi-annual print newsletter.

Spring & Chairman Appeals

I am in the process of composing the Spring Appeal, also known as the Earth Day Appeal. This year’s theme focuses on the buzzword “hydrate!” The letter will be mailed to approximately 1700 households on April 10 and an email will go to roughly 6000 people on April 19. The final appeal for our fiscal year, the Chairman’s Appeal, will be mailed early-June. If there is news to share about the Ferber property, the letter will focus on this new information.

GSWA in the News

I compose press releases that are published in some or all of the following local news media outlets including New Jersey Hills Media (14 local newspapers), The Daily Record, InsiderNJ.com, The Patch, TapInto, and more. Press releases and GSWA blogs can be found at GreatSwamp.org/publications (click “Watershed Blog”

- January 29, 2024: [GSWA Joins Rep. Sherrill on Native Plant Legislation Panel](#)
- February 9, 2024: [GSWA Welcomes 2 Dynamic Leaders to Board of Directors](#)

Upcoming press releases:

Plant for Pollinators: Online Plant Program April 1-19 (publish March 18)

Great Swamp Great Music Festival: May 19 (publish April 29)

Great Swamp Partners Event

I serve as co-chair of the Great Swamp Partners team, a partnership with the following entities: Somerset County Park Commission Environmental Education Center, The Raptor Trust, Morristown National Historical Park, Morris County Park Commission, Great Swamp National Wildlife Refuge, Friends of the Great Swamp, New Jersey Audubon Scherman Hoffman Wildlife Sanctuary, and Great Swamp Watershed Association. We meet 2-4 times/year to share information, discuss issues, and cross-promote one another’s programs. We are currently discussing a potential partnership-wide event that would take place across all 8 partner locations in 2025. More to follow on this exciting endeavor...

GSWA Water Quality Programs

Board Meeting Report

March 2024

Water Quality Monitoring

2023 – 2024

Chemistry –

For 2024, we will continue sampling our new Paterson Expansion sampling sites. Looking into the future we will also be adding expanded sites along the Loantaka Brook including up into the headwater area north of Woodland Ave. This is to help collect the needed water quality data in preparation for conducting work to help restore and improve the water quality in Loantaka, our most impaired stream within the Great Swamp Watershed region. (For more information see below in *Loantaka Brook Restoration Project*)

Due to winter weather at the end of February, our first round of sampling was delayed until March. We completed our sampling in the week of March 11th



Figure 1: Flooding at the Essex Environmental Center - Boat launch completely under water



Figure 2: Downstream Flooding along the Passaic River in Fairfield - Camp Lane completely under water

underwater. We were not safely able to get to our Fairfield site to collect samples. The volume of water going over the weir at Stanley Ave Park in Chatham, the Great Falls in Paterson, and Dundee Dam in Garfield was impressive to say the least. Evidence of the amount of debris and trash carried by the flood waters can be seen

following the heavy rains of the weekend before. While some evidence of flooding and elevated water levels were present in our upstream areas the real impacts of the rain were seen along the Passaic River in the downstream areas. As you can see in the pictures here, the areas around Great Piece Meadows in Fairfield and the boat launch behind Essex Environmental Center in Roseland were completely



Figure 3: Flood Plain along the Passaic River in Fairfield - debris carried by stormwater runoff and flooding into the Passaic River

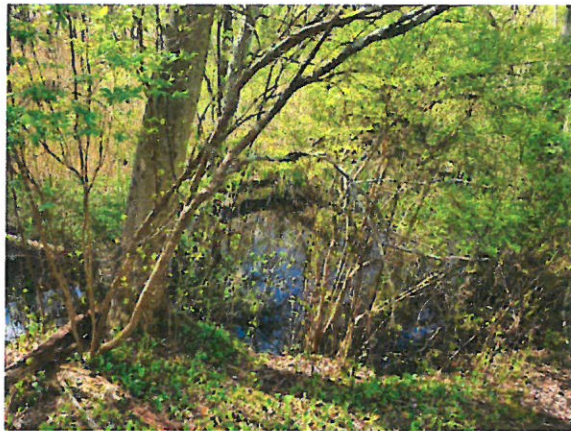
in the picture of Camp Lan in Fairfield which runs through the flood plain area adjacent to the River.

We already have plans in place to conduct a river side clean up in Fairfield in July. Watch for updates and to sign up to help with our Stream Cealn ups and City of Water day July 13, 2024.

Visual Assessments -

We are gearing up for our spring round of visual assessments. Our next stream assessment training will be held on April 7th at the Morristown / Morris Township Library from 1 – 4 pm. That will be followed by the presentation of our 2023 Water Quality Report Card in the same location on Thurs evening, April 11th. I hope to see you all there.

PFAS –



Our PFAS follow-up sampling was completed earlier this month. Four samples were collected on the Rolling Knolls property including two within Black Brook and two from seepage pools within the superfund area.

We also re-sampled the up and downstream sites that are in the sub-watershed surrounding the superfund site. These sites all included the main stem or tributaries of Black Brook. We received our results and are analyzing them at this time. Look for a report in conjunction with the completion of the 2023 Report

Card.

Education

As the weather warms the GSWA team work to prepare the CMA and staff members for another busy season of educational field trips. We are working with a number of new schools including Union County Votech who will not only be coming for a field trip but we are working with their STEM school to arrange for interns to join us in the Fall. With Hazel currently out on leave the whole team is working overtime to ensure that everything is up to her incredible standards. Ginger has taken over much of the Plant Sale Program and stewardship, and we are working together to cover all the educational programming for adults and students.

Loantaka Brook Restoration Project –

UPDATE – As of the end of 2023 we have received a proposal for a scope of work from Rutgers which will involve completing the first necessary step towards improving the Loantaka Watershed. This will involve Rutgers writing a detailed Watershed Restoration Protection Plan. The scope of work for Rutgers to complete this plan is ~\$64,000.00. Lynne is currently working on securing funding so that we can proceed with this important project. Having this plan in place will allow GSWA and the partnering communities and county parks to secure further funding through eh MS4 permitting requirements to complete the actionable items proposed within the plan and work to improve Loantaka Brook.

History - Loantaka is our most impaired stream within the Great Swamp Sub-watershed. This stretch of the stream has elevated levels of bacteria during the summer months, it is impacted by road salt, runoff and effluent discharges, and doesn't have a good diversity of habitat for macroinvertebrates. The picture to the left is where Loantaka Brook headwaters start, coming out of a culvert under Parsons Village in Morristown.

Since my last board report I have met with many of the community members as well as the Morris Township EC and Morris County Parks employees. We have done a number of walk-throughs of the area along Loantaka Brook which we would like to target for restoration. One of these included being accompanied by Steve Souza formerly of Princeton Hydro and Roy Messaros from Rutgers University Environmental Engineering. These two gentlemen brought some needed insight into what restoration efforts would be possible and the most successful at addressing the issues facing the stream.



While examining the headwaters region of Loantaka Brook we also reviewed the restoration that GSWA helped to conduct Seaton Hackney Stables. The restoration area adjacent to the stream was in relatively good shape with the native trees which had been planted all doing well and with minimal deer browse, the understory is once again dominated by invasive plants. However, of greatest concern was the fact that we observed dumping of horse manure from the Seaton Hackney paddocks on the stream side of the fencing. These piles of fresh and older manure being placed within the restoration area and along the stream side of the fencing allow stormwater to carry the nutrients and bacterial contamination more directly into Loantaka Brook. Both the stables and Morris County Parks were notified of the violation and we will follow up in the coming weeks to ensure that this is dealt with.

Dr. Messaros is now pulling together a bid to present to GSWA on the cost of writing a formal restoration plan. This plan would include all recommendations and discrete projects that will be weighted in terms of efficacy. In this way our GSWA grant team can begin to look at sources for funding the different projects. This is the next step in the process of seeing the project come to life and restoring the water quality to the Loantaka Brook headwaters.