**Save Coastal Wildlife**

**Board Meeting**

DATE: Wednesday, August 24, 2022

TIME: 7:30pm

LOCATION: Via Zoom

**Present:**

Joe Reynolds

Jennifer Zarcone

Ruby Laufer

Joe Sheridan

Paul Rollinson

Caitlin Boyle

Elise Farnsworth

Linda Cohen

Melanie Caponigro

Samantha Kreisler

Ron Dente

**Not present:**

Ed Babka

**Guests:**

Gavin Shwala

Keegan Stentner

1. Meeting came to order at 7:36 pm. Approval of May meeting minutes. Joe Sheridan moved to approve the minutes; Elise seconded.
2. Special guests: Manasquan River documentary: Gavin Shwala and Keegan Stentner. Joe played a teaser video. They are creating a documentary about Treasure Island in Manasquan and one man named Tom who has dedicated his life to protecting the wildlife on the island. Keegan talked about the timeline; they are starting to film next year for release in 2024. They are looking for sponsors, help with fund raising, or equipment. They want to partner with Save Coastal Wildlife. They want more action involved with the film that lives beyond just the film itself.
	1. Joe and Gavin have discussed buying a mirrorless camera for $5,000. Gavin would use the camera to make the film and then he would give Save Coastal Wildlife the camera after the film wraps. Paul mentioned that we have parallel goals. Joe Sheridan said that we are a small non-profit and we have to watch every dollar we have but he thinks it is a great idea. Joe Reynolds stated that it is an investment to help us get better pictures for our website, etc. Jen, Melanie, Ruby, Lynne and Samantha all stated that they felt it is too much money to invest in one piece of equipment that we will not have use of for two years, as it is half our entire annual budget and we do not really need a $5,000 camera when we could get a less expensive one. Melanie worried about making the investment and the camera getting lost or broken.
	2. They want our participation in any regard. All the board members definitely want to support the project in a way that makes sense for Save Coastal Wildlife. Everyone was excited about being involved. Everyone wanted to participate in the film in some way.
	3. They have plans to distribute through film festivals and will do screenings on the Jersey Shore. Keegan is on the west coast and will work that angle with streaming services. The problem with fundraising is that they are not a non-profit. Melanie thinks they want us to raise money for them. Samantha thought it would be good to be featured in the film or as an expert. Melanie suggested that we see what they do with their Kickstarter and see how they do. Cait asked for a budget. After much discussion Jen moved to have Joe R get the budget, timeline and business plan and have a separate meeting to discuss further. Cait would also like to talk to Tommy and get his input. The decision was tabled until we receive further information from Gavin and Keegan.
3. 2022 Finances – Joe Reynolds
* $12,960 BCB account and $2,006 in the PayPal account
* We grossed $1,125 for the July boat ride
* Spent about $1,000 on a GoPro, under water lights, interns and display supplies
* Need to spend money on horseshoe crab signs about $100 each (10 signs)
* We committed to $500 to Asbury Park High School to get a spotting scope and other supplies to monitor the osprey on the high school property.
1. Board Subcommittees
2. Fundraising & Outreach: Ruby mentioned that the committee has been looking into merchandise to give away at outreach events and to use for donor cultivation, like bags, magnets, note cards, pens. A few people asked for the prices and Jen will send it to all for approval.
	1. We want to plan for an end of the year appeal using a book High Tide for Horseshoe crabs and other giveaways for giving levels. We would also like to create levels for Giving Tuesday by being clear what a certain dollar amount would allow us to accomplish (i.e., $100 would buy us HSC awareness signs, $150 would pay for an osprey platform).
	2. End of Year fundraising plans need to be made.
3. Education & Programs: Cait is doing outreach for schools with sustainability programs. Linda is also doing outreach and has taken a course at Sea Grant. Cait is working on a grant through the Lush foundation to fund. Linda talked about the program at Atlantic Highland elementary school. The kids taught the entire school, and it was very well received. Many of the students came to the HSC events. Since Linda has made contact with Rumson, Fair Haven and Rumson Country Day school. They met a woman who is a grant writer at the seining who offered to help.
4. Cait is trying to find Rib mussels spat. Mark Dixon from NOAA couldn’t help. Joe suggested that we reach out to Rutgers. Jen offered to reach out to contacts at Re-Clam the Bay.
5. Family fish surveys all sold out went well. Ed was not present to report.
6. Trademark SCW logo – Ed could not attend he is still working on it.
7. Storage space and board updates– Joe Reynolds said that he is dealing with family issues. He is selling his house and buying a new house. But he needs to take a back seat for a bit for new projects. He doesn’t have storage in his new house, so we need a place to keep SCW stuff. We could pay for storage. Ruby offered her garage in the past but need to confirm. She will call Joe.
8. New Items by board members: None
9. Meeting closed at 8:57 pm.