**Save Coastal Wildlife**

**Board Meeting**

**DATE: August 25, 2021**

**LOCATION:** Home of board member Linda Cohen 98 Wigwam Road, Rumson, New Jersey

**IN ATTENDANCE:**

* Linda Cohen
* Joe Reynolds
* Sue Baklarz
* Samantha Kreisler
* Caitlin Boyle
* Joe Sheridan
* Jennifer Zarcone

The meeting came to order at 7:18 pm

Last board meeting minutes were approved.

**Bank Update:**

* BCB Bank Account: $7,445.03
* PayPal Account: $3,594.92
* **Total:** $11,039.95

Expenses:

* $1,700 Classic Boat Rides
* $572 Bonfire T-shirts
* $500 Microscopes, plankton net and monitoring supplies
* $495.75 GoPro and supplies
* $173.78 Printing stickers and sign for event
* $100 for Fish cages and mussel restoration supplies
* $100.00 Bait
* $60.00 ($20.00 per month) MailChimp

Fundraising: Sunset & Wildlife Watching Cruise:

$1,662.00 in Ticket Sales

$800.00 in sponsorships (Page Wellness & SeaEgales Golf Club)

$407.00 from t-shirt sales and merchandise

Total = $2,869.00

Captain Dan had so much fun he gave us a discount. Thanks to Elise and Cait for sponsors.

Big milestones: Over 1,000 on our email list and our podcast has over 1,000 downloads.

Samantha was hired at Sea Grant to be communications specialist so she is back on the shore and will be around again!

**Family fun night in Highlands** Plastic Wave Project sponsored, asked us to seine and have a table. Linda has horseshoe crab exhibit to bring.

**Current programs:**

* Seining always sell out. Continue into September. Long Beach Island during the day. Extend reach further south. Go back to Neptune Shark River spot next time. Need to get permission.
* Microplastics
* High school students doing a plankton study co-pods species and microplastics, ID different types of species.
* Mussel program: Put two ropes for ribbed mussels in Union beach and one in Raritan river. Will check soon. Spawn should attach to the rope. We can also do it at Linda’s house next year.

**Future programs:**

* We are losing bay fish in NJ, no license needed to harvest bait fish.
* Sam suggested seagrass restoration. She has a friend who is doing it in China.
* Fall programs, bring back Bayshore Watershed council.
* Beach cleanups. Matawan? Asbury?
* Barnegat Bay meeting.
* COA’s beach cleanups are happening.

**August boat ride event debrief:**

* Sue reached out to businesses for the boat ride: Hurdles, too much wording on the paper. They don’t want to read a lot. We need something short and sweet and we are confused with Conserve Wildlife NJ.
* We need a brochure or rack cards. Pictures of people doing things on the back. People volunteering. Jen had the rack cards made and is waiting for final copy and pictures of people volunteering to have them completed.
* We should try further outreach to local businesses some like Target, Bed Bath and Beyond all have to give out donations.
* 501 status is very important to donors
* We should do a post event thank you email to attendees, sponsors and Harmony and Sweet Shop.
* Create a tight packet with talking points and short, succinct cover letter.
* One per month boat rides next year.
* Thank you letters and follow up with all sponsors.

**Scholarship:**

We need to figure out the legal part and criteria and we need a process. High school students for college majoring in Marine science, etc. or maybe summer camp scholarships? More at the next board meeting.

Beach cleanups: We get a lot of requests for corporate beach cleanups. Samantha said that Hackensack Riverkeeper charges $1,500 for each clean up. Joe doesn’t want to collect money. Monmouth county clean communities provides all materials.

No other new business. Meeting was called to an end at 8:37 pm.