

Save Coastal Wildlife Nonprofit
Board Meeting

Thursday, August 31, 2023
7:30 pm
Via Zoom

In attendance:

Caitlin Boyle
Linda Cohen
Jenna Reynolds
Paul Rollinson
Joe Sheridan
Jennifer Zarcone

Not present:

Ed Babka
Elise Farnsworth
Samantha Kreisler
Ruby Laufer
Melanie Caponigro

Meeting came to order at 7:35 pm.

1. Approval of May 24, 2023, meeting minutes, Joe Sheridan moved to approve the minutes, Paul seconded all approved.
2. Our Executive Director Joe Reynolds announced that he has changed his gender and is now Jenna Reynolds. Please call him Jenna.

3. Second quarter budget items:

BCB - \$28,844.45

PayPal - \$2,460.81

TOTAL: \$31,305.26

Money raised this quarter:

July 4 Barnegat Light Yacht Club Fundraiser: \$2,172.50

June 18 Sunset tour: \$1,060 (64 passengers)

July 21 Whale Watching Cruise: \$1,284 (60 passengers)

August 13 Sunset tour: \$600 (38 passengers)

August 23 Cleanup and Party (Shipwreck Rum): \$500.00

Total: \$5,616.50

Outgoing money:

Print your cause - \$60.00 (\$20/month)

Insurance = \$900.00

Lush Grant:

Plankton Microscope: \$1,000.00

Plankton nets and equipment: \$300.00

Staff: \$560.00

Total: \$2,820.00

Other numbers:

Total Email Audience: 1,711

Open Rate: 46%

Instagram: 1,931 Followers

Website: 8,900 visits per month

Top pages: Sharks of the Jersey Shore, Skate egg cases, whales, and gulls.

4. Non-Discriminatory or diversity statement: Jenna would like to have a diversity/non-discriminatory statement on the website. She will send a statement to approve.

5. LUSH Grant:

- Horseshoe crabs: We collected some horseshoe crab eggs put them in a tank, about 50 hatched. Jenna released them back into the bay. She didn't know what to feed them. Cait thinks we should try again and reach out to Rutgers about what they can eat. She thinks that there is great potential for differentiation for our organization.
 - o Cait suggested that maybe we shouldn't tag anymore and just monitor as we never find tagged crabs and is it worth disturbing them. Jenna explained that tagging marine animals always has low results back. Jenna said there is no evidence that it hurts the crabs. She showed us pages and pages of data of tagged crabs, but we rarely find any.
 - o It would cost \$10,000 to do radio tagging crabs instead for better data. Joe Sheridan suggested that we put a plan together so perhaps we can get a grant. A group in Cape May are doing it now, perhaps we can reach out.
- Ribbed mussel restoration: Cait has been checking in with Rutgers and they won't have spat to sell to us. The beach in Atlantic Highlands fishing pier on that beach there is a healthy rib mussel population there. Can we try to capture spat there in the wild? Can we also transport mussels from there to other parts of the bay? Cait has a friend that has beachfront in the Highlands. We would have to have reeds or grass for their environment. Jenn said we can just go to bait shop get a cotton line and tie it up in the spring when they release their spat. And then we can move it to another location.

- SCW Video: Gavin has been collecting a lot of footage that he is going to edit. He is waiting to capture our fall and winter activities and then he will start editing the video together.

6. Board Subcommittees

- a. Fundraising & Outreach: We are going to host trivia night at Ross Brewery in early November in Port Monmouth with Plastic Wave to highlight our work with them and raising money for some new supplies. We also need to plan our year-end fundraising and Giving Tuesday. In spring we can do another 3BR fundraiser. And also hold a horseshoe crab month campaign in May. We are pretty good with swag to sell, we need white hats, they sold out. Jen Z volunteered to create a calendar a shared calendar for events and campaigns.
- b. Education & Programs: Cait said it is slow in the summertime. We are trying to get into some more schools. Trying new tactics, Linda is writing an article in the local Rumson newspaper about the green mentor program. Clean Ocean Action is in our space now too getting into schools. We are working on Atlantic Highlands, Rumson, Fairhaven and some other schools.

7. Asbury Park High School Osprey program: Teacher left so Joe is waiting for school to begin to see if someone else can pick up the program.

8. Software update: We bought Aplos still working on it. Melanie is going to try to make it work.

Upcoming events:

- Two more fish surveys in mid-September on a Sunday and another end of September for full moon.
- Clean up end of September in Monmouth Beach with Waterspirit.
- In October we are partnering with Plastic Wave with for a Kayak cleanup.
- November Leonardo clean up.

Meeting came to a close at 8:24.