

Save Coastal Wildlife Nonprofit

Board Meeting

Wednesday, February 22, 2022

7:30pm

Via ZOOM

In attendance:

Ed Babka
Caitlyn Boyle
Melanie Caponigro
Linda Cohen
Elise Farnsworth
Ruby Laufer
Joe Reynolds
Paul Rollinson
Joe Sheridan
Jennifer Zarcone

1. Approval of November 16, 2022 meeting minutes: Meeting opened at 7:30 pm. Joe Sheridan approved the minutes of the last meeting, Paul Rollinson seconded.
2. 2022 Finances

Money In:

\$9,323.93 – Donorbox (*average donation was \$75.80*)
\$5,814.00 – GivingFuel (Boat Rides)
 June 19 - \$2,050
 July 17 – \$3,075
 Sept. 18 - \$689

\$1,529.23 – PayPal
\$1,071 – Business Matching Donations
\$ 412.80 – Green's Natural Foods
Clothes?????

TOTAL = \$18,150.96 (Last year we made \$14,431.20)

Money Out

Annual Payments:

\$1,000 – Insurance
\$500.00 – Mailchimp +
\$408.00 – Website & Email +

\$159.83 – Zoom
\$108.00 – Podbean
\$119.00 -Adobe Account
\$25.00 – HSC Permit
\$30.00 – Renew NJ Business Lic
\$40.00 – IRS 990N File Paperwork
\$40.00 – NJ Dept of Consumer Affairs
\$30.00 – Asbury Park Pride
\$10.00 - Stamps
TOTAL = \$2,469.83

2022 Payments

\$4,093.25 – Waterford Press (Field Guides)
\$1,850.92 – 5% Donor Service Fee
\$2,600.00 – Capt Dan
\$1,230.00 – Lumber & materials for Osprey nests
\$1,990.34 – Digital Camera & Lens
\$1,000.00 – Spotting Scopes (Asbury & MAST)
\$480.00 – Underwater cameras and gear
\$230.00 – Microscopes & Plankton Equipment
\$320.00 – Seining Equipment
\$630.00 – Printing materials (stickers & signs)
\$240.00 – Education Equipment
\$150.00 - Bait

TOTAL = \$14,814.51 (*Last year we spent \$6,263.72*)

Net Profit = \$866.62

Current Bank Account

\$9,112.49 - BCB Bank (*NOT INCLUDING LUSH FUNDS*)
\$3,077.85 – PayPal
Total = \$12,190.34

2023 Expenses

Stickers (Bumper Stickers, whale & horseshoe crab stickers)
Clothes (Hats)
Tablecloth
Thank you cards
Equipment for inlet studies

3. LUSH Grant: Cait explained that we received \$25,000
 - New Employee (Insurance) \$12,000. Joe is hiring Claire Supple a college student. There was a conversation on how to go about paying her. Melanie suggested that we make her an independent contractor. Joe said the rules are too strict. But there are other issues with having an actual employee like workman's comp and insurance. It will require further investigation. Joe reached

out to some payroll companies for pricing. Joe asked Elise for help with what type of insurance we need to have to cover her.

- Horseshoe crab or mussel restoration: Cait talked about raising horseshoe crabs to preserve the population. She has spoken to people at Rutgers. We would need to figure out where, how to make it happen like facilities and equipment. On the rib mussels Cait is also making connections, Rutgers is developing their program. Need to update our address on insurance. Joe has looked into payroll companies.
- Education
- SCW Video: \$6,000 Gavin Shwala is making a 10 -12 minute video about SCW that we can use for the website, fund raising, etc.

4. Board Subcommittees

Fundraising & Outreach:

- Ruby reported that we have revisited looking at things to sell and hand out at different events. Joe Sheridan found some cotton recycled bags as well as magnets and thank you cards. Joe Sheridan will email all the things the development committee would like to get for outreach events to the board to get agreement on them. We have thank-you cards already.
- A conversation ensued about how we can all agree on spending money as a board for things we need. Do we need the stamp of approval and how to purchase? There was a discussion about checks and balances and a threshold to spend money that we should add to the bylaws. Or perhaps create a budget at the beginning of the year for each committee to spend as the committee sees fit. Melanie moved to give the development committee budget or have a certain number of people approve a purchase. We need to agree on a procedure. The conversation will continue.
- Earth Day Event April 22: We need prizes, Mel was able to get a gift basket from Trader Joe's for winners for the trivia. Can everyone please send the letter out to at least one business for a donation? Jen will send the letter with the IRS letter to everyone in the morning so they can ask for gifts. We also would like to get food donations. Any ideas for food donations? Mel found a link for Shoprite online for donations. Rook is also online. Joe Sheridan will look into the vegan restaurant to ask for cookies. Ed will try to get some sunscreen from his company.

Education & Programs:

- Cait is working on getting into more schools. Hopefully Claire can help with outreach. If anyone else has schools, please let Cait and Lynne know.
- Linda and Cait had a brainstorming session. Lynne reporting about a learning center in Sandy Hook. They just got a new president and Lynne is going to try to forge a new relationship.
- Asbury Park high school is starting an osprey monitoring program with the Rotary Club on March 10. Joe Reynolds will be training the students that day.

PLEASE DO NOT FORGET THE FOLLOWING OUTREACH EVENTS:

- Saturday, March 11 – Cleanup in Monmouth Beach from 10am – 12pm Jen, Ed and Paul will run.
- Saturday, April 22 – Fundraising event @ 2BR in Keyport from 7pm – 9pm
- Sunday, April 30 – Holmdel Earth Day Festival: need help.
- Saturday & Sunday, May 20 & 21 – Ocean Fun Days at Island Beach & Sandy Hook 11-5pm: need help
- Sunday, June 4 – Asbury Park Pride Festival 11 -5pm: need help.
- Sunday, June 18 – Father’s Day Sunset Cruise around Sandy Hook Bay

Osprey platforms are going up at South Amboy and Union Beach, date TBD.

The meeting came to and end at 9:00 pm.