

**Save Coastal Wildlife**  
**Board Meeting**  
**Thursday, February 25, 2021**  
Via Zoom

In attendance:

Joe Reynolds  
Joe Sheridan  
Elise Farnsworth  
Samantha Kreisler  
Ed Babka  
Melanie Caponigro  
Caitlin Boyle  
Kristin Hock  
Sue Baklarz  
Ron Dente  
Linda Cohen

The meeting came to order at 7:36 pm

1. Introductions: Joe Reynolds introduced Linda Cohen to the rest of the board.

**1. Introductions: Joe Reynolds introduced Linda to the rest of the board.**

**Linda told us about herself. One of her first careers was as an editor for Random House Publishing Company where she initially developed a school program for a book called "Fish Do The Strangest Things". This project was the first in her long series of marine science education endeavors.**

**After moving to the Hartshorne Woods section of Middletown, she began working at the New Jersey Marine Sciences Consortium at Sandy Hook – almost 30 years ago. Through her experiences there she realized that she had a passion for teaching about marine life and creating motivating, fun materials for students. With this in mind she developed a program called "Ocean Discoveries", a grade relevant science program for K – 8 funded by the local Parent's Associations. For a span of 20 years she happily travelled to schools throughout the state with her live animals and hands-on experiments.**

**Linda has been a board member of the Fort Hancock Advisory Committee since its inception and is working toward the renovation of the historic buildings on Fort Hancock. Her dream is to create a marine science museum on Sandy Hook with the involvement of her new colleagues at SAVE COASTAL WILDLIFE.**

2. Vote for Linda Cohen for new board member: Joe Sheridan motioned to add Linda to the Board. Samantha seconded all in favor. None opposed.

3. Approval of November 18, 2020 minutes Cait moved to approve the minutes, Joe S second. All in favor. None opposed.

4. 2020 IRS 990N taxes and 2021 NJ State paperwork: Joe paid our 2020 federal taxes. He submitted our paperwork for NJ Business license. He also submitted to NJ Consumer Affairs paperwork and it was approved. We need to file so we don't have to pay sales tax.

5. Bank account update/End-of-year fundraiser:

BCB Bank Account: \$4,785.87 PayPal Account: \$4,944.38 Total = \$9,730.25

Breakdown: End-of-year Email Fundraiser: \$3,505.37 Bonfire = \$926.84 in sales of clothes Sold 12 Horseshoe Crab t-shirts = \$157.23 Women of the Cloud Forest = \$14.40 Reinvented Threads from Bethlehem, PA makes a recurring payment of \$10.00 = \$120.00 \$400 Benevity from SAP (matching gift from Jen).

Expenses: Insurance: \$927.37 Square Space: \$308.00 (website, domain name & email account) Mailchimp: \$20.99 per month = \$251.88 per year Podbean: \$108.00 per year Simple 990 = \$40.00 for IRS Taxes State of NJ Business License = \$30.00 NJ Consumer Affairs = \$30.00

TOTAL = \$1,6925.25

Recent Expenses: \$55.07 to VisitaPrint for Postcard and \$72.80 for mailing = \$127.87

6. 2021 Fundraiser ideas End of Year in the email.

- Sam mentioned Watergrass for donor management and volunteer management. Joe mentioned Donor Box that we signed up for it. Try it for our next fund raisers.
- Horseshoe crab fundraiser. T-shirt for Mother's Day.
- Boat ride around Sandy Hook Bay with the cost of \$20 or \$30 pp: There was a vote on doing the sunset cruise fundraiser on the boat: all voted yay none opposed.
  - o Vote on boat size large or small: Need a minimum of 40 people for the big boat. We decided to start with the small boat. Let's ask people in our next email if they are interested in a sunset tour in August. Linda suggested a theme-based tour, i.e. educators on board.
  - o We decided to put together a separate planning committee for the event. Joe will reach out to Captain Dan.

7. Public Outreach in 2021: Ocean Fun Days - October 9 Island Beach State Park and October 10 Sandy Hook. We should do both, Need volunteers for both. Linda and Samantha offered to help.

Ed brought up the question: Do we have a brochure? Pamphlets? Some of our own literature? We discussed the cost of publishing, etc. Cost less than \$500 when they did it for Bayshore Watershed Council. Info sheets like for seals, field guides. Ed, Samantha, Jen, Linda and Joe all volunteered to work on them. Samantha will write and edit. A brochure subcommittee should be formed.

8. Partnerships:

- Horseshoe Crab Recovery Coalition: Jen and Joe had a call with them, and we officially joined. Make sure the data is consistent with the coalition. Jen joined the communications committee and will have a plan for May.
- North Atlantic Right Whale Consortium Education Committee:
- Plastic Pollution Coalition
- Save Barnegat Bay Micro plastic
- The Plastic Wave Project Micro plastic
- Conserve Wildlife Foundation of New Jersey: Osprey Project.
- Marine Academy of Science & Technology MAST Students
- Monmouth University: Students designed in Spanish our website for the Vaquita porpoise. We have an intern.

9. Horseshoe Crab Monitoring this spring: Captains meeting next week. Training: April 29.

- Tuesday, May 11 (New Moon) starting at 8:45pm
- Wednesday, May 26 (Full Moon) starting at 8:45pm
- Thursday, June 10 (New Moon) starting at 8:45pm
- Thursday, June 24 (Full Moon) starting at 8:30pm

We need to redesign signs at our locations. Lady came to the Bayshore Watershed meeting said she would redesign the signs for free and maybe get a grant to get the signs made. Need to get town permission to hand signs town by town.

10. Osprey Platform Installation this spring: Joe was propositioned by Matawan to build a platform on Matawan creek. Town engineer is putting up road blocks. But we are putting some up in the next few weeks. One in the Navesink River in the islands. Replacing one that we already have up. Jen talked to Ben Wurst from the Osprey Project to capture data on Osprey in Monmouth County.

11. Mussel Restoration Trial this spring: Gentleman over in Monmouth Beach came to Bayshore Watershed council meeting. Mussels he has a swampy wetland backyard connects to the Shrewsbury. Start there. Consonck point and raise some mussels. Linda offered her property. Cotton rope and put it in the water as mussels spawn, spat attaches to rope and see if we can raise them. If we can then we can start doing restoration in May.

12. Public Spring Clean-ups Saturday February 27 Union Beach, March 13 Natco Lake, April 25 Plum Island Sandy Hook, Micro Plastic Clean up May 8 Asbury Park with Plastic Wave through AP Environmental Commission.

13. The Great Spring Skate & Whelk Egg Case Hunt is ongoing.

14. Grants: Underwater Drone (ROV) from Wildlife Conservation Society NYC can we get an arial drone? Technology grant?

15. Dogfish Shark Nursery: Field trip to Tuckerton at night.

16. Summer Seining: Invest in new seine net. Samantha thinks she can get us some.

17. Podcast and Blogs

- 758 people signed up on our email list
- 4,000 visits to our website
- 4,000 unique visitors
- 5,200 pageviews
- Popular content: Blogs Save the Seals of Sandy Hook Bay Winter Seal Monitoring Ghost Fishing

18. Other items by board members:

- Samantha – talked to her contact at Earthshare 3<sup>rd</sup> party organization that links corporations with volunteers. Pay us to take them out on learning trips.
- Ed: Should we have a scholarship, support kids for learning.
- Can we get more press in Two River Times? Coaster.
- Takeaway – Fundraiser boat ride.
- Outreach in newsletter to get a vibe on the boat ride interest.

Meeting closed at 9:20 pm Jen moved to close the meeting, Samantha seconded, all in favor.