**Save Coastal Wildlife**

**Board Meeting Minutes**

Wednesday, November 16, 2022

7:30pm

Via Zoom

Prepared by: Jennifer Zarcone

Present:

Jennifer Zarcone

Joe Reynolds

Linda Cohen

Ed Babka

Samantha Kreisler

Elise Farnsworth

Joe Sheridan

Ruby Laufer

Not present:

Caitlin Boyle

Paul Rollinson

Ron Dente

Melanie Caponigro

Meeting came to order at 7:37 pm

1. Approval of August 2022 meeting minutes: Joe Sheridan motioned to approve, Ruby seconded, all approved.
2. Finances:
	1. August boat ride, was smaller boat, scaled back, about 40 people. We made

a couple of hundred dollars. Next year we may do a whale watch, a large boat right and a small boat ride.

$12,623.38 = BCB Bank

$2,119.57 – PayPal

Total = $14,742.95

1500 Email Subscribers

Average Open rate 46.8 percent (way up from 20+% in the past)

5,400 views per month of website

Down 13.9 percent

Whales of the Jersey Shore has the most views on the website

Expenses:

Joe had to buy boxes for all of the SCW stuff when he moved.

$600 Apols for software for fund raising, budget and event registration

Horseshoe Crab sign is done.

1. Storage Space & SCW Updates– Joe R: Most stuff is at the Bayshore Watershed building, we may need space somewhere else now that Joe has moved. Ruby put some stuff in her garage.
2. Tax exempt status: Jen, Ruby and Joe S have volunteered to fill out the tax-exempt status for New Jersey. Joe R to provide information.
3. Board Subcommittees
4. Fundraising & Outreach**:** Lots of ideas, grocery bags, adopt a horseshoe crabs, notes, and pens. But difficulty executing any plans in the past few months. Ed and Joe R went to 3BR in Keyport. They want to do an event in April. Joe Sheridan to get some info on budget, etc. Joe Reynolds will reach out to the owner for more info.
5. Education & Program Committee Updates:

Student-to-Student Education Program: Linda shared updates.

* Visited 2 schools this fall from Linda’s connections (Rumson Country Day School
* Curriculum: horseshoe crabs
* Linda to recap experience
* We submitted a grant request to Lush Cosmetics for $3k to further fund this program, awaiting response – will hopefully know by the end of the year.

 Upcoming in 2023

* Asbury Park High School – we’re rolling our $500 grant to them into the Osprey program and are requesting that they report their observation data back to us and present to their peers, as well.
* Return to Atlantic Highlands Elementary School
* Board at large call to action:
	+ We have done this program in 3 schools to date. All 3 schools were from connections Linda or Cait had to school staff. We haven’t received any responses from cold solicitations. If anybody has any connections to school staff, please reach out to them to see if the E&P Committee can contact them directly with program details.
* Please collect horseshoe crab molts when you see them for the program.

Ribbed Mussels

* Cait exchanged several emails with the folks at Rutgers. They are only utilizing a new funding source solely for ribbed mussel cultivation for the first time this upcoming season to develop formalized culture methods. Once they have more formalized processes and spat to provide, they will contact us for training and to share the spat. Will follow-up at end of Q1 2023.
* New proposed program for 2023:

Horseshoe Crab Hatch & Release Program

* Would follow in the footsteps of the Rutgers program that rears and releases thousands of Horseshoe Crabs each fall (SCW will be on a smaller scale).
* Link to the video of the Rutgers program: <https://www.criver.com/insights/providing-horseshoe-crabs-jump-start-life>
* Program overview: We find eggs during breeding season, hatch them, house them for roughly 3-4 months until released in late September
* Supplies needed: McDonald Jars ($90/each), shrimp brine for feed ($20/ 6 oz), filter ($25), tank ($300).
* Hatching area to be housed in the Leonardo Environmental Center (pending their approval). Public can watch process, we bring people to visit them, we benefit from using their space with proximity to the water. We can release them from that beach as well perhaps in a joint effort with the center.
* Next evolution of our tagging program which has been unchanged for over a decade. We would still do tagging but this would be part 2 of the Horseshoe Crab program – an actual attempt to preserve the population instead of just monitor it.
* Our release date could be event/fundraising related
1. Family Fish Surveys: Ed ran some daytime fish survey events with Paul, Linda and Samantha. There was great participation. Hope to more dates next year. Ed would be interested in more events.
2. Trademark SCW logo – Ed has done some research and asked a lawyer. We could file for about $4,000 to trademark. But could we afford to do something about it if someone did infringe upon our trademark? There are other ways to copyright our content. Joe R and Ed will take it off-line. Some agreed that trademarking would be more to deter other organizations from using our name.
3. New Items by board members:
	1. Joe R is buying a camera for about $1,000.
	2. Joe R has decided to give a donation to Tommy’s Island documentary.
	3. Ruby asked about membership. Joe said that once the software program is up and running, we will be better able to manage a membership program.
	4. There was a discussion around documenting long term goals, short term strategies and tactics.
4. Meeting closed at 8:57 pm. Next meeting in February.