**Save Coastal Wildlife**

**Board Meeting**

DATE: Wednesday, November 17, 2021

TIME: 7:30pm

Via ZOOM

In attendance:

Joe Reynolds

Joe Sheridan

Caitlin Boyle

Melanie Capobianco

Samantha Kreisler

Elise Farsnworth

Linda Cohen

Ruby Laufer

Jennifer Zarcone

1. Introductions: Meeting came to order at 7:40 pm. Joe introduced Ruby Laufer as a potential new board member. Ruby is a trained occupational therapist. For the past 14 years educational consulting to find therapeutic placements for kids who are struggling. She has three kids and two pets snakes. She has been volunteering for us for the past couple of years. She lives in Little Silver. New Board Member – Ruby Laufer Joe Sheridan motioned to make Ruby a board member, Jen seconded. All approved, none opposed.
2. Approval of August 25, 2021 meeting minutes. Joe S moved to approve the minutes, Linda second all approved non opposed.
3. Finance and Technology Update

BCB Bank: $9,548.33

PayPal: $2,698.95

Total: $12,247.28

Money In:

$188.32 from Bonfire

$700.00 from random online donations

$1,000+ Deans August fundraiser

Money Out

$20.00 per month to Mailchimp ($60.00 since last board meeting)

$159.83 to Zoom for yearly use

$70.00 to Amazon for fish and plankton survey supplies

1. Other statistics:
* 6,000 visits to our website per month
* 5,600 are unique visitors
* Most people find out website by Google – 4,000
* About 1,000 people come to our website directly
* Most popular content on the website
1. Ghost fishing
2. Save Gulls
3. Seal Monitoring
4. Save Menhaden
5. Global Warming
* We have 1,038 people on the Save Coastal Wildlife email list
1. Giving Tuesday and End-of-Year Fundraiser: What is the ask? Impact numbers? Volunteers, communities, drone, starting mussels. Mission statement and demonstrated commitment to the mission statement. Cait has horseshoe cutouts to give to the largest donors. Cait’s will ask her dad to do another piece of art. Reminder mails to end of year.
2. Asbury Park Rotary Club: Cait and Joe went to a luncheon. Will help with Osprey platform. Jen will find a place. Environmental club at AP high school? Plaque on platforms to encourage donations.
3. NJ Audubon grant process for Osprey platforms. Due March 1. For Gateway National Park. Fort Monmouth too.
4. Deans and more businesses. More outreach to local businesses and corporations. Sponsorships for what we do.
5. 2022 Goals:
* 2022 Boat Rides: Three boat rides for 2022 in June, July and August. We need help to sell things on board.
* We discussed a whale watch. Either through Sea Streak or out of Belmar? We decided to wait and see how our boat rides go this year.
* Mentor Program: Linda wants to start a kid-to-kid environmental education program. She would like to launch the concept of children teaching children. She made contact with heads of science at schools. Linda is hoping to meet with the school contacts to see what their needs are. There were many questions and discussions: Should we do this at the school or at our events? How to make it happen? Can we work with MAST? Can we do this through our seining programs? Joe and Linda will meet with Jen Crow at Mellwood (?) Intermediate school. Ruby mentioned the Voyager School might be interested.
* School Programs: No one talking about global warming in schools, micro plastics, biodiversity. Teacher workshops? Nadia from Plastic Wave will be in the classroom.
* Seining in the afternoons to attract more children that Melanie and Linda can do some education at the same time. Maybe get kids who may not show up to things like through scouting. Cait will look into a contact with scouting.
* Create some printed resources such as a field guide as a giveaway and brochures (Jen working on the brochures waiting on some volunteer pics).
* Scholarship program: What are the legalities? Melanie is going to look into it.

10. Letters and correspondences

* Art for the Sea: Wants SCW to benefit.
* High school and college students: Asked to be mentors for them about global warming and plastics. Nadia will help with the plastics. Perhaps create an internship and have college and high school kids help with our educational and mentor programs.
1. New items by board members:
	* Sponsor night for horseshoe crab monitoring.
	* Get a seal camera somewhere in Sandy Hook. Joe can ask when he meets in Sandy Hook. Cameras may bring people out to the seals and scare them off.
	* Ed wants to meet up for a holiday drink.
	* Joe in Keyport they are trying to build mussel castles.
	* Melanie wants to do more children education.
	* Ruby wants NY State restriction of horseshoe crab fishing.
2. Holiday meet up: Sunday afternoon at On the Deck. Ed will send out an invite.

Meeting closed at 9:00 pm