**Save Coastal Wildlife Board Meeting**

**May 25, 2022**

Via Zoom

Board members in attendance:

* Joe Reynolds
* Joe Sheridan
* Ruby Laufer
* Samantha Kreisler
* Melanie Caponigro
* Kristin Hock
* Linda Cohen
* Ed Bockman
* Caitlin Boyle
* Ron Dente
* Paul Rollinson

The meeting came to order at 7:39 pm

1. Approval of minutes: Joe S. motioned to approve. Ed seconded. All approved.
2. Approval of Paul Rollinson as new board member to replace Sue Baklarz. Paul is a long time volunteer he is retired and loves the outdoors. He was a trustee in sports car racing. Joe Sheridan made the motion and Ruby seconded, all in favor. Welcome Paul!
3. 2022 Finances: $ Bank Account
* BCB Community Bank - $11,796.22
* PayPal - $1,978.23

**TOTAL = $13,774.45**

Big Donations:

* $750.00 from CHUBB Charitable Foundation on behalf of Patrick Kolb
* $750.00 from Barr Foundation from Julie Rosen of Boston, MA
* $519.52 from Peter Messeri of Verona, NJ on behalf of his parents 75th marriage anniversary
* $250.00 from Lynne Kosobucki from Kyeport, NJ
* $100.00 From Fidelity Charitable from the Farnsworth Giving Fund
* $100.00 from Jennifer Zarcone

Big Payments

* $4,099.00 for Save Coastal Wildlife Field Guides
* $1,000 for Insurance
* $808.13 for Underwater Camera equipment
* $553.23 for seine equipment & inlet survey equipment
* $434.97 for microscopes and plankton nets
* $337.22 for stickers, cards, and signs
* $250.00 on a Home Depot Gift Card for Microplastic Sieves

**1,377 people on our email list**

8,600 people visit our website per month (up 2 percent)

8,100 are unique visitors

Most popular content:

* Gull Blog Post – 1,000 views
* Spring & Skate Page – 800 views
* Sharks of NJ – 500 views
* Vaquita Porpoise – 400 views
1. Fundraising & Outreach committee: Ruby is the chair and reported. The committee met virtually four times since the last board meeting.
* They created the HSC awareness month fundraising plan including written emails and timing.
* Researching quotes for reusable bags.
	+ Bags discussion: The committee recommended that we purchase insulated reusable grocery bags. They are $4.25 each plus $55 set up fee and shipping. Total cost $500. All in favor and none opposed. ACTION: Ruby will work out payment with Joe Reynolds.
* Discussing boat trips and giveaways and attendance.
* Plan major donor cultivation $100+. Track donors on a monthly basis. Donation containers at all of our events. Annual plan and social media fundraising.
* Adopt a horseshoe crab fundraiser for next year. Create distribution of content to share for others to keep.
1. Education & Programs committee: Cait is the chair. She reported that she and Linda met and a peer mentorship program, teaching kids to teach other kids. They did a pilot program, in Atlantic Highlands and taught their Green Team about Horseshoe Crabs. The kids then taught the other students. Which brought out a lot of kids to Many Minds for HSC monitoring. Atlantic Highlands elementary has a sustainability program. It was a great success, the principal in sharing some info for us that will help us write up a proposal to reach out to other schools. Great success! Let’s share on social and in the newsletter. Other educational programs going on that Joe Reynolds reported:
* Sandy Hook field trip on May 26 kids from Long Branch.
* Keyport summer camps, two Wednesdays in August
* High School teacher in Keyport reached out about a field trip.
* Another teacher reached out from further north to participate in seal monitoring.
1. Ribbed Mussels: Cait reached out to NOA about mussel restoration. Maybe too late this year but hopefully next year. We hope to reach out to Rutgers for spat.
2. Volunteer day suggestion: Have an event, or a picnic to show appreciation for our volunteers. Kristin asked if Greens could donate food for the event. Have people register that they are coming. Where to have it? Sam suggested paddle day. ACTION: The fundraising committee will come up with some ideas.
3. Perhaps we should have a fundraiser with drinks at some point in time.
4. Summer Boat Rides: We have 28 people signed up for June about 16 for July. ACTION: Make it an event on Facebook. Jen will do that (done). Post on your town Facebook pages, Patches, etc. ACTION: Sam will try to get it in the Two River Times calendar. Greens bulletin board? We need 40 people to break even. Ed asked what happens if the weather is bad. The captain decides if it is cancelled.
5. Outreach: Greens, Earth Day at Holmdel, Ocean Fun Days are done. Asbury Gay Pride is June 5. Clearwater Festival in August in Red Bank. We could use people.
6. Trademarks or copyrights: $600-800 to trademark but it is more to copyright. ACTION: Ed will find out if we need a trademark or copyright. How do we file a trademark? There is a website to file it.
7. Sunset Seining and Daytime Summer Seining: No firm dates yet on sunset seining. Daytime seining for kids looking for ideas for times, dates and places. Linda suggested Parking lot C in Sandy Hook. Sam suggested Hartshorne Woods path by the river. Ed mentioned Toms River. Jen mentioned Cattus Island. Joe asked that we have a small, dedicated group to get together to figure out daytime summer seining so that Joe doesn’t have to do it. A subcommittee: ACTION: Ed, Sam and Linda and Paul volunteered. We are trying to do it three times.
8. End-of-year Fundraising: November/December
9. Scholarships: Nothing new to report.
10. New Items by Board Members:
	1. Quality of new T-shirts. Melanie said that hers was not good quality. She researched other companies. We need a company that is doing the turnkey process. Ruby will check on a T-shirt company to check out.
	2. Jen created a sign in sheet if anyone needs for an event to capture emails and find out how they found out about us.
	3. #Savecoastalwildlife always post on social. Ed got 17,000+ views and some inquiries on one of his posts recently.
11. Next Board meeting is in August.

Meeting closed at 9:10 pm.