

Save Coastal Wildlife Nonprofit

Second Quarter Board Meeting

DATE: Wednesday, May 24, 2023

LOCATION: Online/Zoom

PRESENT:

Joseph Reynolds (President)
Ed Babka
Linda Cohen
Elise Farnsworth
Samantha Kreisler
Ruby Laufer
Paul Rollinson
Joe Sheridan

ABSENT:

Caitlin Boyle (Vice-President)
Melanie Caponigro (Treasurer)
Jen Zarcone (Secretary)
Ron Dente

1. CALL TO ORDER/OPENING REMARKS

The meeting was called to order at 7:35pm by Joe Reynolds.

2. APPROVAL OF THE MINUTES FROM

Motion to approve the minutes of the February 22, 2023 board meeting by Linda Cohen.
Seconded By Joe Sheridan.

The motion was approved unanimously by members.

3. BUDGET

Current Bank Account Status

BCB - \$26,871.42

PayPal - \$2,089.50

Total: \$28,960.92

Incoming funds:

3BR Fundraiser - \$850.00

Ocean Fun Days: \$95.00

Total: \$945.00

Outgoing:

SCW Video: \$3,000 (Grant)

SCW Merchandise (hats, bags, stickers, magnets): 2,801.75

Insurance: \$972.00 (Grant)

HSC Egg Study (Tank, pump, filters, GPS, short-handle shovels): \$681.21 (Grant)

Storage bins: \$291.00

Outside Contractor: \$290.00 (Grant)

Square: \$252.00 (Grant)

Fast Signs: \$200

Stamps & Ink: \$110.00

Print your cause - \$20.00/month

Total: \$8,685.96

4. ONLINE AUDIENCE

Total Email Audience: 1,703

Email Open Rate: 45%

Website: 9,000 visits per month

Top pages: Skate egg cases, Sharks, ghost fishing & whales

5. BUSINESS FROM THE PREVIOUS MEETING

LUSH GRANT

Clare Supple from Port Monmouth, NJ has been hired as an independent contractor to help carry out the activities and business of the LUSH grant project and other SCW business as needed.

Goals for 2023-24

1. New Financial Institution.
2. New Store to sell SCW merchandise.
3. New Software to keep track of SCW funds, membership and registration.

Joe Reynolds reported that he is still experiencing issues with the digital banking system from BCB Bank. The bank reported that they are in the process of installing a new digital banking platform. If this does not resolve the issues, then the board may need to seek a new financial institution to safeguard SCW funds.

Joe Reynolds also reported that the current online merchant (*Print Your Cause*) that sells SCW merchandise (hats, t-shirts, etc...) does not make it easy to retrieve retail information. For example, he has to call and speak to a company representative to get access to commercial information. He feels this is inefficient and unworkable. He is seeking a new online merchant to sell SCW merchandise.

Furthermore, Joe Reynolds reported that both Clare Supple (the independent contractor hired this year as part of the grant project) and he are having complications setting up the Aplos software to track SCW funds, membership and registration. Some of the complications are due to banking issues (see above first paragraph under Goals for 2023-34), but other issues persist, including the workability of tracking members and registration. The software does not seem user friendly for small nonprofits. If these issues cannot be resolved, then Joe Reynolds feels the board should seek new software that at least can track SCW funds and membership for eventual nonprofit paid membership program. Board members were asked to see if new software could be found.

6. BOARD SUBCOMMITTEE REPORTS

Education Program

(The following is an overview of the education program written by Caitlin Boyle and provided to Joe Reynolds via email prior to the start of the board meeting).

- o Newly branded as our “Marine Mentors” program. We teach a group of students a lesson and they in turn teach that lesson to other students.
- o Last October, SCW taught the environmental club of Forresdale Middle School (Rumson) a lesson on Horseshoe crabs. Last month, those students presented their lesson to Deane-Porter elementary school children. 5 different stations about hsc – habitat, food chain, age determination, arts & crafts, seasonal changes. Kids rotated around each station during their science period to learn from the environmental club kids who stayed there all day to teach various classes.
- o On May 12th, we went to Atlantic Highlands Elementary School to teach their 3rd graders a lesson on shells. The following Friday those 3rd graders taught the lesson to the pre-K classes. 10 stations for kids to rotate through. Positive feedback from students and teachers alike.
- o No luck with cold approaches to schools. Trying to connect via PTO’s. Two inquiries out now to Navesink and Highlands elementary schools.

- Mussel Restoration Program
 - o Jen and Cait spoke to Jennifer Kepler from Gowanus Canal Conservancy about their mussel program. Sharing of info – told us about their program (students design underwater habitats that are created by a fabricator. Diligently monitor them for mussel growth but no luck so far attracting wild mussels. Interesting program – having a workshop in Brooklyn on 6/8 that we’re invited to attend if anybody wants to go
 - o Sent a couple of follow-up emails to Rutgers for updates on their program – no response thus far
 - o Freshwater mussels? Jen met a man at HSC tagging who works with a group (Anacostia Watershed Society) who does freshwater mussel restoration. They get their mussels from a hatchery. I reached out to AWS to arrange a call – waiting to hear back. Should SCW start our program with freshwater mussels in our rivers instead of ribbed mussels?

Summer Seining

Ed Babka reported that the children's summer seining program has picked two dates to seine: July 8 & July 29, 2023. The time will be from approximately 12:00pm – 1:00pm. Exact locations are yet to be determined.

7. SUMMER BOAT TOURS

As of this date we have:

19 people registered for the June 18 boat tour.
32 people registered for the July 21 boat tour.
4 people registered for the August 13 boat tour.

8. ADDITION TO THE AGENDA

PLEASE DO NOT FORGET THE FOLLOWING OUTREACH EVENTS:

Sunday, June 4 – Asbury Park Pride Festival 11 -5pm

Sunday, June 18 – Father's Day Sunset Cruise around Sandy Hook Bay

Friday, July 21 – Whale Watching Tour

Sunday, August 13 – Sunset Cruise around Sandy Hook Bay on Mariner

9. ADJOURNMENT

Time: 8:25pm. Motion to adjourn meeting made by Elise Farnsworth and Joe Sheridan.

10. NEXT MEETING DATE

Thursday, August 24, 2023
7:30pm over Zoom.