

Save Coastal Wildlife
Quarterly Board Meeting
Thursday, August 27, 2020
7:00pm – Via Zoom as per Covid protocols

Board members present:

- Joe Reynolds
- Joe Sheridan
- Elise Farnsworth
- Samantha Kreisler
- Caitlin Boyle
- Melanie Caponigro
- Kristin Hock
- Jennifer Zarcone

Board members not in attendance:

- Sue Baklarz
- Ron Dente

No members of the public were in attendance.

Proceedings:

1. Meeting came to order at 7:03 pm
2. Approval of Wednesday, May 27, 2020 meeting minutes. Melanie moved to approve, Elise seconded, all in favor.
3. Bank Account Update: We have an overall balance of \$6,179.84 (Bank account plus PayPal).
 - Cait asked about expenses: Insurance \$927.37 Website: \$300 State fees: \$50~, \$248.27 stickers, \$20 tags for monarch butterflies.
 - Cait thinks we may have to spend some of our funds by the end of the year, may be a non-profit rule. We agreed that we are not making enough money to worry about it. Melanie is looking into it.
4. Donations – We got some! Getting more matching gifts. PayPal Giving Fund vs. just PayPal? Samantha has a phone number of a person to speak to about it. It is supposed to be geared toward non-profits so there are no fees.
5. Website 2,000+ unique visitors. Most popular pages: Blogs about osprey and pages about save menhaden, save whales, save turtles.
 - 657 – open rate is 30%. Instagram: Followers: 1,045. Posts: 306.
6. Fundraisers –We don't like to charge people to come to our educational events.
 - Bonfire campaign after Labor Day. Board members please pass the campaign around. We are adding stuff besides T-Shirts, sweatshirts such as hats, masks, bandannas maybe different colors. Cards? Melanie will try to get cards made.

- Sunset Cruise: Captain Dan runs the Mariner boat and River Queen. Capacity down to half or quarter. Mariner: 20 people. River Queen: 50 people. An extended discussion ensued. Do we enforce masks? Do we have waivers? Do we make them more informational tour than party so people will be more willing to wear a mask? Captain Dan rules say you have to wear a mask. Joe is going to talk to Dan about more details and costs and get back to us. We agreed it may be best to wait until next year.
- Giving Tuesday (Dec 1): End of year: Big campaign push through month of December. We are saving Cait's dad's art T-shirt for end of year campaign.
- Campfire events: Not legal in NJ, you have to get special permission. Joe Sheridan said in Union Beach if you ask you can get a permit, but you have to get special wood, etc. Belmar Beach bonfire application: \$500. Does it go with our mission? What would we do? We agreed more research is needed before we move forward on an event.

7. Insurance: In the minutes from last meeting. Elise confirmed we have two types: directors and officers and general liability. For events we have to go back and get a specific rider.

8. Spring and summer activities recap:

- Horseshoe crab monitoring. We managed to do two nights in June and caught a good amount of crabs and had a good turnout of volunteers
- Sunset seining: We have done two as well so far this summer also with great turnouts. We have limited the number of registrants to ten and we reached that number on the same day both times.
- Microplastics research is still going on.

9. Fall and winter activities:

- Butterfly tagging: We are securing tags for Monarch butterflies. Discussion: Where do they go? Do they make it to Mexico? From the end of September, beginning to mid-October migrating butterflies can be found on the Jersey Shore. Where do you find them? Sandy Hook, Union Beach, Long Branch. They follow the coast, feeding on goldenrod.
- Microplastics continues
- Seining including night-time seining Jen and Joe R looking for legal places to seine further south.
- Seal monitoring
- Skate egg cases monitoring

10. MAST/Scouts: Marine Academy of Science and Tech: We have students working for us.

- Wendy Green a teacher, reached out for Osprey platform. Boy Scout troupe put up a platform from MAST.
- They are working on a research paper to post on our website on whale collision with ships and plastic pollution.
- One student is majoring in Spanish and will write a page about the vaquita porpoise.
- Rutgers students reached out w their environmental clubs to reach out to companies for sponsorships.

11. Public Clean-up Dates: Fall clean up: Samantha suggested as a way to get ourselves out there and also make money to get a corporate sponsor to pay for the pickers, gloves, etc. clean community mini grant for clean-up. If kids are involved, you can get grant.

- Business outreach: Asbury Park, Highlands, etc. Find companies doing well with Covid.
- Where? Will Johnson clean communities coordinator – Joe S will ask which are the filthiest places for ideas for where to clean. Sandy Hook, Bayside, Pews Creek, Union Beach, etc. Keyport?
- Joe Reynolds will figure out a date. International coastal clean-up day: September 19.
- We will have registration and require masks. Could we do two spots? They would have to be near each other.

12. Blog and podcast: Joe is going to update the podcast, Elise did another version of the song that is more rocking!

13. Public Outreach 2021: Elise asked if there is anything we need to prepare for tabling events in the future. Brainstorm together about ideas.

- RIP Finny Dolphin. Cait's husband killed him. We may get another and a whale and we have the shell board.
- Farmers markets: Red Bank, Long Branch, Asbury, Bell Labs if someone can do Wednesdays.

14. Other items by board members:

- Jen Zarcone asked if we could put up osprey platforms near Deal Lake as there are at least 4 nests in precarious places such as power lines and football field light poles. Joe Reynolds said it normally costs \$150 to get materials and build. JCP&L will build a platform if it is near or on the powerline. We have to get permission from the landowners. Jen is looking into it.
- Linda Cohen to be nominated by Samantha as a new board member. She works at Sea Grant Coalition and Ocean Discoveries and she has educational materials that she wants to donate. We are looking for more members to diversify the board and organization. [Olivia Hayes](#) also works at Sea Grant, Elise is going to talk to her.

Meeting closed at 8:35 pm.