

## Save Coastal Wildlife

### Board of Directors Meeting

#### Minutes

February 27, 2020

85 Browns Dock Road, Atlantic Highlands

#### Members in attendance:

- Joe Sheridan
- Caitlin Boyle
- Elise Farnsworth
- Joe Reynolds
- Kristin Hock
- Sue Backlarz
- Samantha Kreisler

No members of the public were in attendance.

#### Members absent:

- Joe Martin
- Ron Dente
- Melanie Caponigro

1. Meeting came to order: Joe Reynolds called the meeting to order at 7:11 pm.
2. Approval of minutes November 20, 2019. Joe Reynolds approved, and Elise seconded.
3. SCW Insurance: Elise is working on it. She has spoken to several brokers and is talking to a friend who was a compliance specialist. The question was asked if we can we be covered by our homeowner's insurance for personal liability? We need insurance for personal liability as well as organizational liability. It was asked if anyone on the board has contacts at any small nonprofit that we can ask like Save Barnegat Bay (Britta Wenzel). Cait also will try a contact that she has in Red Bank.
4. Bank Account update:
  - Balance: \$6,407.20
  - Bonfire T-shirt sale: \$400
  - Bank account: \$3,370.30
  - Hazlet area quality of life account \$1500
  - We received \$750 from a major donor.
  - \$325 from Network for Good (Facebook donations from Giving Tuesday)
  - PayPal \$2,711.86
5. Fundraisers: Cait, Joe Reynolds and Jen met about fundraising. They created a plan including:
  - National Horseshoe crab week fundraiser

- End of year fundraiser
  - Event: The Mariner fundraiser boat ride. Sunset or Weekend Boat tour with Captain Dan.
    - Mariner: 2-hour trip on Sandy Hook Bay. 20 passengers minimum/40 max. \$25 per person
    - Navesink Queen: 2 or 3-hour trip up the Navesink on a bigger boat. 40 passengers minimum/ 80 max. \$30 per person 2-hour trip, \$35 per person 3-hour trip.
    - Sunset tour in the summer. It was decided we would try for a Sunday night tour and Joe would check on dates.
    - We would have to get food and drink donations.
    - It was decided that we are going with the Mariner to make sure that we get it all right the first year \$50 per person.
6. Board member voting off the board: Joe Martin. He has never shown up to board meetings. Do we know anyone else who would be on the board of directors?
  7. 2020 Purchases: T-shirts, stickers, website hosting, mussel restoration supplies. Joe Sheridan suggested tote bags to promote not using plastic bags.
  8. Website hosting for donor/volunteer management. We have researched either [Donor Box](#) or [Donately](#) and Joe Reynolds, Cait and Jen discussed in their fundraising meeting. Joe will get us signed up for one before May, there is not an upfront cost.
  9. New horseshoe crab protection signs to be created for local beaches.
    - We will have them made from metal. We will try to get it funded from a mini grant from Purr and Pooch.
    - What should the signs say? SCW logo and individual town.
    - Jen spoke to [ReTURN the Favor](#), a nonprofit in southern NJ dedicated to saving horseshoe crabs they said we can use their content.
  10. Website traffic 1500 unique visitors and 2000 page views this month.
    - Popular content: Winter seal survey, stop ghost fishing, save shorebirds, fishing line is a death trap, microplastic research.
    - Podcast: 75 listeners.
    - Email: 500 people in January now we have 600. Click rate 20% now 33%.
    - Highest open rate: Seal talks
    - Highest click rate: T-shirt fund raiser
  11. IRS & NJ Department of treasury paperwork is due in May. Joe R. will finish.
  12. Horseshoe crab permit paperwork: Joe R. will work on that as well.
  13. Proposed outreach event dates on back of agenda
  14. Earth Day 50<sup>th</sup> anniversary is on April 22. We are proposing a special hashtag for social media push as well as a beach walk or nature walk in either Asbury Park, Monmouth Beach (best shells) or Seven Presidents in Long Branch.
  15. Clean-ups:
    - Matawan, Riverside Gardens in March.

- First Saturday in April tip of Sandy Hook, 10-12. We may not have trucks for trash so people will have to carry out trash. Looking for school groups. Cait will ask someone from Henry Hudson school. Joe is making flyers for schools, etc.
16. Seine the Bay: Keyport/Highlands. One day at one back. We may add more beaches.
  17. Microplastic research project with Plastic Wave: 50 people have signed up. Not a lot of plastic found, most in Ocean county. Joe is meeting with Plastic Wave in March. We are giving our plastics to NOAA for research.
  18. Osprey Platforms – 2 going up - one in April, one in March. We are teaming up with MAST for one in Union Beach and one in Matawan Creek.
  19. Horseshoe Crab Monitoring: Joe R. is getting permits. An April 30 training is planned.
  20. Seal Monitoring: Not a lot this year. Joe R. thinks the winter has been too warm. First monitoring date 109 were counted which was the most. There is no ice up north to push the seals down.
  21. Blogs and Podcast: Both are doing really well.
  22. Mussel Restoration: Joe plans in April to put some line out in Union Beach and leave it till fall.
  23. Monmouth University Interns: We currently have one that we are hoping to keep for summer to help with events, etc.
  24. Meeting came to a close at 8:32 pm.