

Save Coastal Wildlife
Board Meeting
Wednesday, November 18, 2020
8:00pm – Via Zoom

In attendance:

- Ed Babka
- Sue Baklarz
- Caitlin Boyle
- Melanie Caponigro
- Elise Farnsworth
- Krisitn Hock
- Samantha Kreisler
- Joe Reynolds
- Joe Sheridan
- Jennifer Zarcone

Not present:

- Ron Dente

There were no members of the public present for the meeting.

1. Meeting came to order at 8:03 pm. Joe Reynolds called the meeting to order.
2. Introductions: Joe introduced Ed Babka as a new board member. Joe nominated and seconded Samantha seconded. All were in favor. None opposed. Ed introduced himself. He lives in Port Monmouth and is a chemical biomedical engineer by trade. He has worked in many states, starting his career as an environmental engineer and since, the environment and sustainability are his passions. He is currently doing consulting work which will afford him time to volunteer with Save Coastal Wildlife.
3. Approval of Wednesday, August 27, 2020 meeting minutes. Joe Sheridan motioned to approve the minutes Elise seconded. All were in favor, none opposed.
4. Bank Account Update: BCB Bank balance: \$3430.53 PayPal balance: \$2990.89 Total: \$6421.42
5. \$667.53 has been raised from Bonfire selling merchandise.
6. Website: 2,700 visits per month 3,400 page views. Most popular content: Whales of the Jersey Shore and a blog about gulls and osprey migration. Jennifer Zarcone asked if we post the blogs anywhere besides our website. Joe Reynolds said he posts on the Atlantic Highlands Herald. Jen asked about LinkedIn and will look into getting a page and posting blogs. Joe R. mentioned he wanted to get us a Wikipedia page. Ed recommended looking into a webcam for the website to drive traffic. Other metrics of participation:
 - Instagram: 1,115 followers
 - Email: 669 subscribers
 - Podcast: 20 followers
7. New board member proposal: Linda Cohen who is a friend of Samantha's parents. She ran Ocean Discoveries, an educational marine science program. She lives on the Navesink river. She has offered to use her house for research or restoration and is well connected in the community to bring in potential donors or other assistance. There was a discussion if we should make her a board member. It was decided

we will do some more outreach and speak to her. Cait, Jen and Melanie and Joe will speak to her again. Cait mentioned she could write blogs.

8. End-of-year fundraisers: #GivingTuesday (Dec 1): We will offer a special T-shirt with Cait's dad's horseshoe crab art and tote bag through Bonfire. Melanie is trying to have thank you cards made with the image as well, she is having resolution issues with getting the cards done. Jen and Joe R. spoke to the Michael Sobkowiak from the Cloud Forest Project about selling their horseshoe crab ornaments. He sent us 10 free to give to major donors. We are linking to their website with a promocode to get 30% of all sales. Promo code: SAVECOASTALWILDLIFE.
9. Rutgers sorority wants to raise money for us. What for? Many items were discussed including cameras, webcams, signage, radio transmitters for HSC's, a boat, etc. All the equipment we will need to further our mission. A discussion ensued about how we need to ensure we are growing. How do we do that? Do we need a 2021 plan and budget? Budget based on last year's spend? How to plan?
10. Budget: Melanie will start the budget which will include insurance, web, tabling events set up, fund raising event costs, etc.
11. Grants: Samantha secured us a grant from the Wildlife Conservation Society for an underwater drone along with about 300 feet of line. Samantha will deliver it. We can explore the floor of Sandy Hook Bay. We need more grants. Impact 100 gives out grants to nonprofits. Their grants are for \$100,000, so we will have to have a project that would allow us to spend that much money. They may also have grants for some lesser amounts. Jennifer reminded everyone of the Purr and Pooch grant which would be small but could be helpful since weed horseshoe crab signs. They are also good for matching grants for fund raising efforts.
12. Public Clean-up dates: Good turnout Compton's Creek: 25 people. Going back first Sunday on December 6. We decided to start doing monthly cleanups and doing more education around the area we are cleaning up.
13. Seals: Good turnout for first training, 20 people. Another one coming first Thursday in December. People can go out on their own to count and ID plus 3 or 4 public walks.
14. Micro-plastic Research and Plastic Wave Project: We have also recently teamed up with Save Barnegat Bay as well. Training this Sunday November 22nd will be on Zoom.
15. Ospreys: We have been asked by NJ Wildlife Conservation foundation to help monitoring and cleaning out nests. We need volunteers and new platforms too. Jennifer mentioned that she is looking into the osprey nests around Deal Lake in Monmouth county to get them new platforms.
16. MAST & Monmouth University students: The students are creating a Save the Vequita page in Spanish on our website as well as a whitepaper for saving the whales and seal monitoring.
17. Whales: A lot of whale deaths recently. Should we launch a campaign to save the whales? We asked Cait if her dad create a whale piece of art?
18. Blog and Podcast: Sam has a friend who is a marine mammal expert will be on our podcast.
19. New Projects: Ed talked about our cleanups and suggested we should talk about the places we go and why we are cleaning there. We want to add more south bay projects. Guy Harvey's daughter runs shows

every Saturday on Facebook Live he does programs and education. Looking at what other people are doing is always good. Anywhere we can get our logo up is helpful.

20. Other items by board members: Cait's dad recently sold artwork to David Burke and if he can sell a piece to another large donor, he will donate the commission to us.
21. Fundraisers: We need to pick topical holidays for excuses for fundraising.
22. Elise donated money on our behalf to Wiley Hock to make him an official donor.
23. Meeting closed at 9:30 pm