**Save Coastal Wildlife**

Board of Directors Meeting

Minutes

November 20, 2019

85 Browns Dock Road, Atlantic Highlands

Members in attendance:

* Sue Baklarz
* Caitlin Boyle
* Melanie Caponigro
* Joseph Reynolds
* Jennifer Zarcone
* Joe Sheridan
* Kristen Hock
* Elise Farnsworth
* Samantha Kreisler

No members of the public were in attendance.

Members absent:

* Joe Martin
* Ron Dente

The meeting was called to order at 7:17 pm by Joe Reynolds.

1. Introductions: Joe introduced and nominated [Samantha Kreisler](https://www.linkedin.com/in/samantha-kreisler-756734123/), our newest board member. Joe Sheridan seconded and all approved.

2.     Approval of August 22 meeting minutes: Elise motioned to approve, Joe Sheridan seconded.

3.     Bank Account Update: Joe Reynolds gave an update on our two accounts: PayPal and BCB Bank. Joe has a PayPal credit card so he is leaving money there in case we need to spend it on any expenses. The balances are as follows:

* PayPal: $479.14
* BCB $2,278.05 (majority of the money is from Bayshore Watershed council)
* Expenses: $2,606.00
* Balance: 151.19

Expenses were reviewed and there were no disagreements.

4.     2020 Budget: Our most important and largest expense for 2020 is accident insurance which costs about $300 to cover us for volunteers who may get injured at one of our events and Board insurance which costs about $1,000.00 to limit liability against the board personally. Does anyone know insurance company?

ACTION: Cait had board insurance for her foundation and will reach out.

Other expenses discussed for the 2020 budget:

* Proper measuring equipment for Horseshoe crab monitoring
* Microplastic project supplies so that everyone is using uniform equipment to make the results more valid.
* Horseshoe crab awareness signs. (i.e. No harvesting). Making metal signs vs. plastic was discussed.
* Supplies for tabling events: Fees, stickers, donation box. The discussion turned to tabling events. We are hoping to have a table at Asbury Park. Joe R. knows environmental commissioner and will ask if we can get a table. We also discussed the See Hear Now Festival, the Beach Plum Festival, the Great Fish Count in Keyport, National Vaquita day in early July.

5.    Holiday On-line Fundraiser: We have set a goal for $2500. December 3rd is Giving Tuesday. We will be reaching out to our mailing list for donations. Joe R presented a rough draft of the fundraising letter. Jen mentioned that on Seine the Bay Day she added a “donate” button to some pics on Facebook and raised $150. ACTION: All board members please share the Giving Tuesday request with friends, family and any interested parties by email, social or any other way to help reach our goals.

The discussion turned to fundraising in general.

* Cait mentioned having thank-you cards created. Joe R has an official thank you letter to send by law but more personal cards may be helpful for the board to personally thank their donors and to give a donation to SCW as a gift.
* The idea was discussed to Adopt a Horseshoe Crab during HSC monitoring season.
* Seine the bay - ask for money when we announce the dates.
* Have a donation box at events and maybe local stores. Jen mentioned that a past colleague of hers who is a fund raiser makes $30,000 a year in donation boxes in stores (they do well in liquor stores).
* Samantha offered to see if her employer would donate fund raising yoga classes.
* Donor cultivation events were discussed. Locations were suggested. Jen can get locations in the AP area, but most of our donors are in the Highlands, etc. area, so we will keep looking for a place. Some beer companies that donate beer for events were discussed: Flying Fish/Carton Brewing.
* Other holiday fund raisers. Mel had the idea for Valentine’s day fund raiser – Sealed with a kiss.
* Samantha was going to try to ask Daryl from Rooney’s if we could have a SCW Happy Hour there.

6.    IRS & NJ Dept of Treasury Paperwork: We have to fill out our taxes. We will still be under $10,000 in income, so it is relatively easy. Joe R’s accountant will do our taxes. He will also fill out the paperwork for the Department of Treasury to retain our name and other paperwork. We still don’t have the authorization to run games of chance. That is a different set up paperwork to file. We will wait another year.

7.    Monmouth University: John A. Tiedemann, Assistant Dean, School of Science, Director of

Marine and Environmental Biology & Policy Program, Monmouth University has given us 2 student interns who are assisting with our Microplastics research project – one in Sandy Hook one in Long Branch.

8.    Micro-plastic Research & Plastic Wave Project: We have had a number of trainings for this project with a good turnout of volunteers. The event in Keyport in October had over 20 participants. The onsite trainings in November in Sandy Hook had 20-30 people. Americorp, New Jersey Sea Grant and Jenkinson’s Aquarium are all participating. This could be a big, state wide program. No one is monitoring this, we are the only ones doing it which gives us a niche. Hopefully it will get us some name recognition.

The program is still in the training phase. We will have volunteer 4 times a year. They will go to their chosen beaches each Solstice and Equinox. They will gather sand and sieve. It is the first year and lot of human error is probable. Cait mentioned that we need to capture all the data and volunteer involvement for future grants. Plastic Wave is looking for grants. Joe gave a presentation to the Clean Communities reps about microplastics.

Elise asked if we can we turn what we collect them into an art project? Plastic Wave is creating art out of them. The conversation turned to repurposed plastic artwork for which people are willing to pay a lot. We talked about an art show of repurposed plastic and other coastal materials. Cait’s dad would donate driftwood art.

9.   Public Clean-up Dates: November 30th clean up at Sandy Hook Plum Island.

10.    Seine the Bay Day: We have changed the program to hold them in individual days in one location such as Keyport, Highlands, etc. Hopefully we can even branch out to Long Beach Island.

11.    Osprey Platform: We need to fix the Union Beach platform in March. We discussed were we should erect another one: Matawan creek, South Amboy, or Cheesequake. Joe R asked if anyone knew the Head Naturalist at Cheesequake. Joe Sheridan lives next to Holmdel Park director, Mike Delear and he may know the person at Cheesequake. ACTION: Joe Sheridan will ask Mike about a contact at Cheesequake.

13.    Horseshoe Crab Project: We need to sort out beach captains. We are losing our Leonardo captain. They don’t tag at Leonardo. Samantha has a friend who may want to be captain. For exact locations: <https://www.savecoastalwildlife.org/horseshoe-crab-monitoring>. ACTION: Samantha will ask her friend if they want to be captain at Leonardo.

May 22nd is National Horseshoe Crab week and we want to capitalize on it with fund raising and education programs. A few suggestions were asking the guy who does horseshoe crab wood cut outs to sell some for us and Laura’s sister Lisa (form Sandy Hook) makes recycled plastic HSC. Joe R mentioned that the Monmouth Beach Cultural Center is a cool place to go and do talks, etc. ACTION: Sam will go in and introduce us and see if we can create a partnership.

14.   Winter seal monitoring project: We will be planning days in January and February early morning for seal counting.

15.    Blog & Podcast: They are both doing well. The podcast is recorded every 2 weeks at Jen’s house. All are welcome to participate. We currently have 15 subscribers.

16.    Public Outreach 2020: We need to do more events to cultivate members and donors. Joe needs help at events. ACTION: Kristen’s friend runs the AP Holiday market she will see if we can get a table.

17. SCW 2020 Board Meeting Dates: Mark your calendars! Next year’s meeting dates were agreed upon. Winter: February 27th Spring: May: 27th Summer: August: 27th Fall: November 19th.

We should be gathering outside board meetings for committee meetings to get things done such as fund raising and outreach. Can we have a Google docs master calendar? ACTION: Jen to make a calendar.

18.   New Projects: We would like to start a mussel restoration project. Mussels also filter the water and there is a lot of attention to oysters but in the interest of biodiversity ribbed mussel restoration is important as well and not as closely regulated as oysters. Joe R is looking into the process, location (most likely Keyport to start) and supplies.

19.   Other items by board members:

Jen asked if we have a LinkedIn page. We do not. ACTION: Jen will create a LinkedIn page.

Kristin mentioned that an environmental education grant is due January 6th through the EPA. It is possible to partner with Keyport. Joe will look into grant and partner with us and Bay Keeper.

Meeting adjourned at 8:29 pm. Elise motioned to adjourn Joe R seconded.