

Save Coastal Wildlife
Board of Directors Meeting
Minutes

May 8, 2018

Bayshore Waterfront Park Activities Center, 719 Port Monmouth Road, Port Monmouth, NJ

Members in attendance:

- Sue Baklarz (Middletown)
- Caitlin Boyle (Atlantic Highlands)
- Melanie Caponigro (Eatontown)
- Joseph Reynolds (Atlantic Highlands)
- Joseph Sheridan (Keyport)
- Jennifer Zarcone (Allenhurst)

No members of the public were in attendance.

Members absent:

- Samantha Kreisler (Long Branch)
- Ron Dente (Hazlet)

No legal counsel was present

No members were present or participated in the meeting via telephone.

Call to order: 7:15

1. New Jersey Paperwork update: Paperwork was submitted 6 weeks ago for letter of incorporation. Joe to follow up with Matt (attorney) on response from the state. Without state confirmation, we cannot file federally with the IRS. Officers received official binders, Employee ID number application for incorporation from attorneys. IRS Federal paperwork: We will try the EZ Form filing to start as it is shorter, less expensive, faster.
2. We discussed moving activities from Bayshore Watershed Council to Save Coastal Wildlife i.e. horseshoe crabs, osprey nests, etc.
3. Melanie told a story of a recent injured terrapin she and Joe found. Which sparked the conversation: How do we find rehabilitators or help people become wildlife rehabilitators? Rehabilitator in Pennsylvania that Mel found to help her with the terrapin. Can we create a database of rehabilitators, organization, etc. New Jersey Wildlife rehabbers list. Joe Sheridan thinks he can get us a vet to put on the list.
4. Creation of By-Laws: (Hawaii Wildlife fund similar organization, check them out). Used Form Swift. We need to have to send to the IRS. Purpose of the organization: Education, restoration, research. Melanie suggested we also get insurance. Bylaws officially adopted (attached). Joe to print, Jennifer signed.
5. Board assignments description of duties: Every board member should have a job description Mel: Financials, Cait: Fund raising, Ron: Osprey nests, Jen: Minutes, meetings, etc. Other needs: Trips, education, volunteer outreach, social media.
6. Cait reported on funding sources and activities:
 - a. Majority of money comes from individuals and independent groups. We need to consider ease of donating, website, Gofundme, PO Box. We discussed the fund

- raising responsibility of all board members to contribute and/or raise money and/or in kind gifts.
- b. Grants – difficult to get, we have to meet very specific criteria, do a lot of reporting, results. Worth a try – best bet are local groups, i.e. Rotary, Lions, etc. Local corporations: i.e. IFF, etc.
 - c. Events: Require upfront money. But can be a way to make money quickly, i.e. golf outing.
 - d. Make a list of contacts for help with donations. Jon Stewart's wife.
 - e. Podcasts: Could be a good source of funds through sponsor money. Get famous, well known voices (writers, etc.) for guests. Does anyone know anyone who does podcasts?
 - f. Other sources: Membership (sustaining memberships), film festivals, merchandise, community outreach. We will wait to create membership levels till next go-round membership levels.
7. Short term financial needs: Email address, website, filing with the IRS. Bare minimum expenses to exist. \$600 at least. Insurance. Kayaks.
 8. Programs: Tours, kayak tours, walking tours. Keyport boat?
 9. Organization Logo: Joe went to a website that generates logos. We agreed to find one logo that can become recognizable and most communicates our brand. Melanie suggested an online contest. Mel and Jen to look into logo.
 10. Additional comments: Website: Joe started. Additions: Events calendar, merch sections. We would like to create an anonymous mailbox for mass mailings and receiving general mail that all can access. Create a distribution list. Use mail chimp. Check on Monmouth county volunteer forum for ideas for volunteer section.
 11. Conclusion: Next meeting: Second Tuesday of the Month, 7:30. July 10th. Joe called to the meeting to a close.