

Monmouth Conservation Foundation

Grant Request

The Fund For New Jersey

Contact:

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Background/Introduction

Founded in 1977 by Michael Huber and Judith Stanley as a 501(c)(3), Monmouth Conservation Foundation (MCF) has been preserving land and protecting the natural habitat of Monmouth County for 40 years. Today, it stands as Monmouth's only countywide land trust, having saved over 22,500 acres of open space and farmland.

At the heart of MCF's mission is connecting people with nature, and in the process, determining how a property can best be preserved and utilized to benefit the public-at-large. This approach has meant a range of projects, including the Foundation's latest commitment to selectively creating parks in underserved urban areas within the county.

Working with the county and community, the successful completion of Springwood Avenue Park in Asbury Park's underserved west side in 2016 marked the first of these projects. With a playground, multipurpose field, walking track, amphitheater and fountain, the park is now a unifying point—a thriving outdoor community, bringing nature and neighbors together in ways never previously imagined.

Statement of Issue & Need

Based on the successful model of Springwood Avenue Park, MCF is now working in partnership with the Borough of Red Bank to create an urban park in an underserved community on the west bank of Red Bank along the Shrewsbury River.

In keeping with the mission of The Fund for New Jersey, MCF views the Red Bank park as a matter of public health and quality of life for an underserved urban population that has never experienced the benefits of green space or access—to understand what it means in terms community and a sense of wellbeing to be surrounded by nature, open fields a playground and more. In fact, the University of Illinois conducted a landmark study examining the benefits of introducing nature to residents in low-income underserved communities. Not surprisingly, the study revealed residents who had trees and green space around their buildings reported knowing more people, having stronger feelings of unity with neighbors as compared to tenants without trees and green space. In addition to a greater sense of community, the residents experienced a reduced risk of street crime, lower levels of violence and aggression between domestic partners and better capacity to cope with life's demands.

Project Description and Financing Requested

Specifically, MCF wishes to develop an 8.5+ acre parcel of waterfront on the Swimming River, formerly a municipal landfill and incinerator. Working with an engineering firm providing both environmental remediation and landscape architecture expertise, the borough has created both a remedial action plan and an initial blueprint for a park offering active and passive recreational opportunities.

The concept includes a river walk, which the Borough hopes to connect to their ½ acre Bellhaven Park, located nearby, which is also in need of improvements. Currently overgrown with invasive plants, the plan is to design a natural area with a viewing opportunity up the river where a bald eagle nesting area exists. Proposed improvements to Sunset Park include a multi-purpose recreation field, basketball courts, a playground and a dog park.

MCF has signed a partnership agreement with the Borough of Red Bank, outlining its goals and responsibilities for the project. MCF will focus its resources on fundraising and advocating for a park design that best accommodates residents' needs, resolves the site's environmental constraints and provides access to the river's environmental and recreational amenities.

Financing Requested: \$15,000

Estimated Costs, Funds & Amounts

The development and construction of Sunset Park is estimated at \$5 million.

Monmouth County's collected open space tax provides \$2 million for the Monmouth County Open Space Grant Program. Each year, municipalities, such as Red Bank, are eligible to apply for a grant up to \$250,000 for space acquisitions and park improvements. Each grant received must be matched by the municipality.

Red Bank's Sunset Park will have several construction phases. For each phase, Red Bank will apply for a grant of \$250,000 which it must also match. Additionally, Red Bank is also entitled to apply for Community Development Block grants.

Note: All grants must be matched 1;1. The Monmouth County Open Space Grants are not paid until the acquisition or park improvements are completed in accordance with the grant award agreement. All municipalities must front the grant money in addition to the match.

The Fund for New Jersey grant will help Red Bank satisfy the match for any grant received. Any grant received from The Fund for New Jersey will be held in a restricted account and issued in 2018 when construction on the park begins.

In addition, MCF has raised some incremental money:

- To date, MCF has secured approximately \$11,000,
- \$10,481.59 was raised through individual donors participating in a fundraiser—a CrowdRise Challenge held in the spring, 2017.
- \$521.49 was received from individuals participating in an additional fundraiser.

Qualifications of Key Personnel

William D. Kastning, Executive Director, Monmouth Conservation Foundation

William Kastning was appointed executive director for MCF in 2012. He returned to Monmouth County after four years as the town planner in Denton, Maryland. Previously Kastning lived in Millstone Township for 12 years where he served on the Township Committee, Planning Board and the Zoning Board of Adjustment.

He worked for the New Jersey Department of Environmental Protection (DEP) Green Acres Program for eight years. During his tenure with the Green Acres Program, Kastning supported the Monmouth County Park System, MCF, numerous county municipalities and other non-profits with their land preservation and historical preservation efforts, which entailed acquiring properties to enlarge state parks, wildlife management areas and forests.

Kastning is a member of the American Institute of Certified Planners and the American Planning Association's Professional Institute.

Lisa McKean, Managing Director, Marketing and Development

Lisa McKean leads all marketing, communications and development initiatives. She has extensive knowledge and experience in marketing, brand development, event marketing, promotion and program creation/implementation. Prior to joining the Foundations, she worked in the corporate and media worlds building marketing alliances and event marketing programs with a myriad of Fortune 500 companies, as well as collaborating with the Library of Congress and the United Nations. Additionally, she established fundraising initiatives with entities such as The Rainforest Alliance and The Children's Defense Fund.

Amanda Brockwell, Deputy Executive Director

Amanda Brockwell is responsible for increasing outreach, developing programs, and enhancing organizational infrastructure. She served previously as the lead Preservation Program Coordinator and Agriculture Resource Specialist for Monmouth County and has a strong land use planning and real estate background. Brockwell is an experienced program administrator specializing in land acquisitions, local food system planning, environmental advocacy and easement stewardship. She began her career at

California Farm Link as an Americorp VISTA dedicated to providing small farmers with access to business training and credit to build their business. After growing up on a small family run farm in Monmouth County, Amanda graduated from Cook College with a B.S. in Environmental Policy with a specialization in Agriculture.

Jean Cosimo, Director of Acquisitions

Jean Cosimo is responsible for land preservation activities, including acquisitions, easement monitoring and stewardship. Cosimo has experience with park additions, farmland easements, conservation easements, as well as facilitating environmental contamination clean-up projects.

Executive Committee, Trustees, Executive Staff & Advisory Council

Executive Committee

Richard O. Venino, *President*

Attorney in private practice, specializing in real estate

Realty Ownership Ventures, Inc. – Managing Member Board of Proprietors of the Eastern Division of NJ – Counsel

NJ Institute for Continuing Education – Presenter

New Jersey State Bar Association

NJ Land Title Association

Affiliate Member Allegheny College

University of Vermont - B.A.

University of South Carolina School of Law – J.D. cum laude; Order of Wig and Robe

Holly Boylan-Flego, *Vice President*

Chair, Development Committee, MCF

Shore Point Distributors - Craft Beer Representative at *Monmouth Association of Retarded Citizens* - Fundraising Committee

Teja Anderson, *Secretary*,

Wildlife rehabilitator

Reporter for *Link* newspaper

Marti Huber, *Assistant Secretary*

Mademoiselle – Former Editor

Bonwit Teller – Former Publicity Staff

The Fashion Groups – Scholarship Recipient

The Wool Bureau – Former Publicity Director

‘MARTI’ Clothing Line – Founder

Weichert Realtors – Licensed Realtor

Monmouth Museum – Former Board Member
Girl Scouts of Central & Southern NJ – Woman of Distinction Award
NJ Chapter of Professional Women in Construction
Governor’s Conference for Women
Cornell Club of Monmouth and Ocean – Former Trustee
Monmouth Historical Association – Member
Cornell University – B.S. NYU – M.S.

Frank Scheuer, *Treasurer, Member-at-Large*

Jefferies Wealth Management Group – C.O.O
Deutsche Bank – Former Head, Operating Platform Credit Suisse – C.O.O., Private
Client Services Group Rutgers University – B.A.
Wharton School Securities Industry Institute New York Stock Exchange – Disciplinary
Hearings Board Securities Industry Association – Operations Division
American Cancer Society – Business and Professional Committee
Monmouth County Boys and Girls Club – Trustee

Howard P. Aronson, *Chair of Acquisitions Committee*

Withum Smith, Brown - CPA, Partner Emeritus
Writer for professional journals
Lecturer at NJSCPA and NYSSCPA Seminars
NYSCPA Public Service Award Winner
University of North Carolina - Bachelor of Science
American Institute of Certified Public Accountants NJ Society of Certified Public
Accountants
NY State Society of Certified Public Accountants
Estate Planning Council of Central New Jersey
World War II Veteran

Gloria Nilson – *Chair of Committee on Trustees*

Gloria Nilson Realtors, Real Living – Founder, Executive
Vice President, Director of Luxury Homes, Realtor: GRI, CRB, CRP, ABR, SFR, SRES
Monmouth Museum – Trustee and Co-Chair
Family & Children’s Service – Corporate Executive Board
Monmouth University School of Business – Chair, Business Council, Steering
Committee Member
Monmouth Medical Foundation – Nominating Vice Chair
Leon Hess Cancer Center at Monmouth Medical Center – Founding Board Member
NJ Association of Realtors – Circle of Excellence Award, Distinguished Sales Club
Member

Michael V. Canavan, Member-At -Large

Browning Metals Corporation – Vice President
Amsco US, Inc. – Former Manager of Trading Company
Abex Corporation – Former Assistant Director
St. Anselm College – B.A. Economics
United States Marine Corps – Captain
Upper Ridgewood Tennis Club

W. Benson Chiles

Chiles Consulting, LLC
Greenline Concepts, LLC Owner
N space Labs, Inc., Co-founder
New School University – MS Organizational Change
University of Texas at Austin - BA

Larry Fink,

New Jersey Department of Environmental Protection, Green Acres – Land Preservation Project Manager
NJ Conservation Foundation – Former Director of Policy
AT&T Bell Laboratories/Lucent Technologies/Avaya – Former Technical Staff Member
Holmdel Township – Former Mayor, Committeeman
College of New Jersey, Municipal Land Use Center –Former Trustee
Holmdel Open Space Advisory Council – Former Chairman
Citizens for Informed Land Use – Co-Founder
Monmouth County Environmental Council – Former Vice Chairman
Holmdel Environmental Commission – Former Chairman
Venturing Crew 10, Boy Scouts of America – Co-Founder
Holmdel Volunteers in Parks – Founder and Coordinator Appalachian Mountain Club's Cold River Camp – Hike Leader

Ronald Gumbaz, Member-At-Large

Delphi Petroleum, Inc.- Vice President
Sun Oil Company of Pennsylvania –Various
Totem Ocean Trailer Express –Vice President
Joyce Theater Foundation - Trustee
Department of Commerce, Trade Regulations of the U.S. – Former Special Assistant to the Deputy Assistant Secretary
Presidential Interchange Executive
Joffrey Ballet – Former Director of the Foundation Pacific Northwest Ballet
Former Trustee Polytechnic Institute of Brooklyn – B.S.
University of Minnesota – Masters in Chemical
Engineering Columbia University – M.B.A.
Temple University – J.D.
New York University – L.L.M.

Lawyer admitted to practice in New Jersey, Pennsylvania, and Washington, D.C.

U.S. Army Corps of Engineers – Former Reserve Officer

Robert H. Sickles, Member-At-Large

Sickles Market – Owner

Fairleigh Dickenson University – NJ Family Business Award Winner

Holiday Express – Event Founder

Parker Homestead – Fundraising Chair

James Beard Awards – Culinary Judge

NASFT sofi Awards – Culinary Judge

Specialty Food Association Retailer Network

James J. Truncer, Ex-Officio

County Parks and Recreation, Monmouth County - Secretary-Director

National Park Service- New Jersey State Parks ‘Green Acres’

Monmouth County Planning Board – Principal Park Planner, Former Parks and Recreation Director

Commission for the Accreditation of Park and Recreation Agencies (CAPRA) – Founding Member

Established first NJ County Open Space tax Friends of the Parks – Founding Member

Monmouth Conservation Foundation – Founding Member

Special People United to Ride (SPUR)

National Recreation and Park Association (NRPA) – Administrative Excellence, and Distinguished Professional Award Winner

National Association of County Park and Recreation Officials (NACPRO) – Fellow Award

New Jersey Recreation and Park Association- Administrative Excellence Award

New Jersey Board of Recreation Examiners

Member NJ Governor’s Council on the Outdoors

CAPRA – Former Chair

Michigan State University – B.S., M.S. in Park and Recreation Resource Administration

Trustees

Meredyth Armitage

Meredyth Armitage Interiors- Owner
Rumson Planning Board – Former Member
Rumson Borough Council – Former Elected Member
Rumson Board of Education – Former Board Member
Planned Parenthood – Former Board Member
Oceanic Free Library - Former Board Member
Monmouth Park Charity – Former Board Member
Riverview Medical Center Former Board Member
Riverview Medical Center Foundation - Former Board Member
Meridian Hospital Corporation - Current Trustee
Meridian Quality Care - Current Trustee
Meridian Homecare/Hospice - Current Trustee
Smith College - Bachelor of Arts
Rumson Country Club
Seabright Beach Club
Rumson Garden Club

Jennifer Beck, Ex-Officio

State of New Jersey – Senator
State of New Jersey – Former Member, General Assembly
Red Bank Borough Council – Former Member
JAB Marketing LLC – President
MWW – Former Manager
Red Bank Woman’s Club – Member 180 Turning Lives Around – Former
Counselor
Boston College – B.S.
University of Pennsylvania – M.A.

Steve Cottrell

Maetrics, LLC – President
Rumson Zoning Board of Adjustment – Member
Central Jersey Blood Center – Board Member
Rumson Yacht Club – Past Commodore
Rumson Fair Haven American Youth Football Association – Former Board Member

David J. Dupree, M.D

Hernia Institute of New Jersey
Monmouth Medical Center-Chief Resident-Surgery
Saba University School of Medicine, Netherlands, Antilles

Mary Vaden Eisenstadt

Virginia Cocktail Peanuts Owner, Founder
Riverview Medical Foundation, Trustee
Elon Parent Council
Georgia State University, B.A., Journalism

Jaclyn Wilson Foley

Bartender Magazine-Co-founder, Editor,
Author “The Pink Drink Book”
Rosemont College, B.A.
Absolut Akademi, Sweden

Mark F. Gilbertson

Museum of the City of New York, Directors Council – Founder and Trustee
Monmouth County Historical Association
ASPCA
New York Philharmonic
The Horticultural Society of New York
Lenox Hill Neighborhood House
Rollins College – B.A.
Engineering Columbia University – M.B.A.
Temple University – J.D.
New York University – L.L.M.
U.S. Army Corps of Engineers – Former Reserve Officer

Louis S.T. Gimbel, III

S.S. Steiner, Inc. – Chairman and C.E.O.
Gulfmark Offshore – Former Director
Yale University – B.A.
Harvard Business School Advanced Management Program
United States Air Force – First Lieutenant
Yale Alumni Fund – Former Representative
Peace Corps – Former Advisory Council Member

David J. Hoder, P.E.

Hoder Associates, Consulting Engineers
Professional Engineer (P.E.) – New Jersey, Pennsylvania Professional Planner (P.P.) –
New Jersey
Certified Municipal Engineer (C.M.E.)
Certified Public Works Manager (C.P.W.M.)
American Society of Civil Engineers
New Jersey Federation of Planning Officials
Township of Cranbury - Planning and Zoning Board Engineer
Township of Middletown –Conflict Planning Board

Engineer, Zoning Board Engineer, Qualified Consulting Engineer
Borough of Sea Bright –Planning Board Engineer
Township of Bridgewater - Consulting Engineer
Township of Hazlet – Past Zoning Board Engineer
Borough of Keansburg – Past Municipal Engineer
Borough of Metuchen – Planning and Zoning Board Engineer
Borough of Atlantic Highlands – Past Municipal Engineer
Lehigh University - B.S. Civil Engineering
Villanova University - Graduate Study, Environmental Engineering

Lynne A. Mangini

American Cancer Society, Chairwoman
Visiting Nurse Association, House Tour Captain
Prevention First, Board Member
N.J. Licensed Physical Therapist
FYZICAL/Sports Care and Physical Rehabilitation
West Side Dance Physical Therapy, NY, NY
New York City Ballet, NY, NY
Touro College, Dix Hills, NY - Masters Physical Therapy United States Sports
Academy,-Masters in Sports Science
Rutgers University, Bachelor of Science, Agriculture Science

Chris Meagher

Suntrust Robinson Humphrey, Director Equity Sales
Lazard Capital Markets, Director Institutional Equity Sales
Manhattan College, B.S. Finance

Valerie Montecalvo

Bayshore Recycling Corporation – Owner, C.E.O.
NJ Nature Conservancy - Board Member
Clean Ocean Action – Board Member Commerce and
Commerce and Industry Association of NJ – Board Member
Edison Wetlands Association
Sustainable Raritan River Roundtable
Citigroup – Former Vice Chair of Global Banking
Citi Energy, Power and Chemical Groups – Former Chair
Tufts University – Trustee
Fletcher School of Law and Diplomacy – Board of Advisors
New York Botanical Garden – Board of Managers
Tufts University – B.A.
Fletcher School of Law and Diplomacy – M.A.

Elizabeth Rechnitz

Lycee Condorcet – Former English Teaching Assistant
ASDI – Former Training Manager and Editor
Hollins University – B.A. cum laude

Andrew Safran

Deutsche Bank – Vice Chair
Investment Banking Citigroup – Former Vice Chair of Global Banking
Citi Energy, Power and Chemical Groups – Former Chair
Tufts University – Trustee
Fletcher School of Law and Diplomacy – Board of Advisors
New York Botanical Garden – Board of Managers
Tufts University – B.A.
Fletcher School of Law and Diplomacy – M.A.

Mary Tassini

Cablevision Systems Corporation
Douglass College – B.A.
Rutgers University – M.A.

George N. Whitelaw

Strategic Marketing Technologies (SMT) – President
Eli Lilly and Company – Former Policy Executive
Schering-Plough – Former Director
Global Health Policy Group – Former Administrator State of New York - Registered
Mental Health Association of Monmouth County Foundation – President
Pharmacist St. John's College of Pharmacy – B.S.
Wharton School of Business – Graduate credits
Kellogg School of Management, Northwestern University – Guest Lecturer

Advisory Council

Hon. Lillian Burry
Freeholder
Peter R. Kemmerer
Robert M. Rechnitz
John L. Ryan
Paul F. Timolat
Co-Founders in memoriam
Michael Huber and
Judith Stanley Coleman

Monmouth Conservation Foundation
 Budget Planning
 Spreadsheet for
 January to
 December 2017

		2016 Actual	2017 Budget	2017 B vs 2016 A
Revenue				
1	Development Revenue	\$ 273,169	\$ 499,550	\$ 226,381
2	Fundraising Event Revenue	\$ 280,449	\$ 179,800	\$ (100,649)
3	Property Preservation Administrative Revenue	\$ 19,637	\$ 22,000	\$ 2,363
4	Total Revenue	\$ 573,255	\$ 701,350	\$ 128,095
Expenses				
1	Development Program Expenses	\$ 107,474	\$ 153,630	\$ 46,156
2	General & Operating Expenses	\$ 374,220	\$ 393,523	\$ 19,303
3	Property Preservation Administrative Expenses	\$ 71,057	\$ 76,139	\$ 5,082
4	Total Expenses	\$ 552,751	\$ 623,292	\$ 70,541
7	Net Operating	\$ 20,504	\$ 78,058	\$ 269,177
8	Interest and Dividends	\$ 59,970	\$ -	\$ (59,970)
9	Return on Investments (Realized Gains Only)	\$ 8,006	\$ 74,826	\$ 66,820
10	Net including Interest, Dividends and ROI (Realized Gains Only)	\$ 88,480	\$ 152,884	\$ 64,404