



PHOTO BY JENA COSIMO

The Swimming River taken from Chris' River Plaza Marina, now Swimming River Park.

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NEVER SAY NEVER! SWIMMING RIVER PARK CONFIRMED

Jumping a decade's worth of hurdles, Monmouth Conservation Foundation is pleased to announce the transformation of the former Chris' River Plaza Marina property into a new Monmouth County park.

Perseverance is an essential quality for success in land preservation, and Monmouth Conservation Foundation (MCF) has demonstrated plenty of it. Over a decade ago, we began working to preserve Chris' River Plaza Marina on West Front Street in the River Plaza section of Middletown. Now, MCF is happy to announce that the well-known site has been acquired and will soon be transformed into a new Monmouth County Park, known as Swimming River Park.

Judith Stanley-Coleman, co-founder and longtime Foundation president, was among the first to envision the property as an opportunity to bring open space to an underserved neighborhood. Others imagined the locale filled up with twenty-plus townhomes, a concept that would have added more congestion to an already well-trafficked West Front Street, which leads into the Borough of Red Bank.

MCF's long-held vision became a reality when the Monmouth County Board of Chosen Freeholders approved the project in April 2013. "The preservation of this property is an important location and rare opportunity to purchase a park that will be particularly accessible by bike and foot to many Monmouth County residents," said Freeholder Lillian G. Burry.

The parcel still has two years of environmental clean-up and restoration ahead. Once that's complete, the newly opened Swimming River Park will feature passive waterfront recreational opportunities, including an improved boat launch ramp and a sledding hill for the public to enjoy.

Located at the confluence of the Navesink and Swimming Rivers, the property is an ideal setting for a new park. The upstream section of the Swimming River, with its Category 1 designation, must meet the most stringent environmental standards because it flows into the Swimming River Reservoir. Permanent protection of the 14-acre site will also contribute to water quality protection downstream.

Much like the growth of a tree, land deals never flourish overnight, but also like a tree, the benefits are well worth the wait. ■

Freneau Woods BRINGING A PARK TO THE PEOPLE

Marlboro and Aberdeen Townships serve as a gateway from Northern New Jersey into Monmouth County. What better way to welcome visitors and honor the area's unique history than with Freneau Woods Park!

The site is rich in history, and was part of the Freneau family estate during the 1700s. Philip Morin Freneau — called the “Poet of the American Revolution” — was a renowned poet and newspaper writer whose works were clearly influenced by the natural beauty of the area. In the July 4, 1795 edition of the *Jersey Chronicle* newspaper, Freneau remarks, “I frequently walk into the fields over the cultivated farms and through the little forests that lay beyond the two rivers... What most of all disgusts me in these excursions is that men seem too much to have strayed from the grand simplicity of Nature.”

Freneau would likely be pleased to see the new park named in his honor. Situated at the headwaters of Matawan Creek, the site includes Lake Lefferts and boasts varied wildlife habitat, including wetlands, vernal pools and upland forest. “MCF is proud to have facilitated these acquisitions for Monmouth County, and to have provided funding toward the magnificent and ecologically significant Freneau Woods Park,” said MCF’s Executive Director William Kastning.

To date, 154 acres have been purchased, which, when combined with future acquisitions, will grow to be a 250-acre regional park. This project is yet another collaborative effort between the Monmouth County Park System and the Monmouth Conservation Foundation. Both are pleased to have created this park, an exquisite green jewel that will allow all to appreciate “the grand simplicity of Nature.” ■

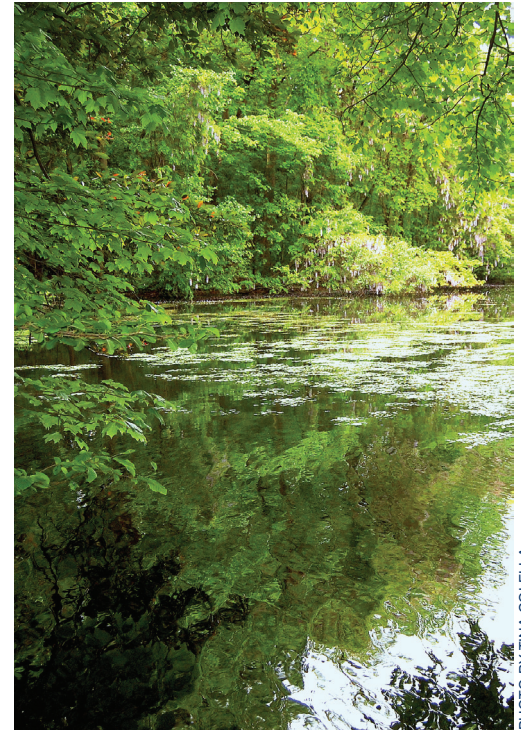


PHOTO BY TINA COLELLA

OVER \$150,000 RAISED MAKING SPRINGWOOD AVENUE PARK A REALITY

Monmouth Conservation Foundation recognizes the importance of bringing green open spaces to underserved urban communities that lack parks. That’s why we are proud to be partnering on select green urban projects, such as facilitating the creation of Springwood Avenue Park.

Springwood Avenue Park will be the first city-owned and city-maintained park ever established on the West Side of Asbury Park. It is expected that creation of this green space will help spur the development of vacant parcels in the Springwood Avenue Redevelopment Area.

Four local foundations joined forces to raise the funds required to bring this much-needed park to the West Side of Asbury Park. Generous grants from the Mary Owen Borden Foundation, Stone Foundation and Benjamin Foundation, combined with individual donations and Monmouth Conservation Foundation funding, total \$168,000 — helping make this urban park a reality.

MCF, in partnership with Monmouth County, the City of Asbury Park, and Interfaith Neighbors, is participating in laying the groundwork for the 1.3-acre park in the Springwood Avenue Redevelopment Area. It will include a playground, courtyard, walking path, civic plaza and recreational lawn.

Monmouth Conservation Foundation is pleased to help fund and facilitate Springwood Avenue Park — soon to be a green oasis in an urban setting. ■



PHOTO BY DJ GLISSON, II

MCF WELCOMES NEW BOARD MEMBERS

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Michael V. Canavan
Daniel Crabbe
John Duffy
Larry Fink
Mark F. Gilbertson
Louis S.T. Gimbel, III
Marti Huber
John L. Ryan
Andrew Safran
Robert H. Sickles
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Amanda Brockwell
Deputy Executive Director

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Jena Cosimo
Director of Acquisitions
Chris Horrigan
Operations Manager
Alexandra Smith
*Financial Records Manager and
Development Associate*

Co-Founders in Memoriam

Michael Huber and
Judith Stanley Coleman

PHOTO BY TINA COLELLA



MEREDYTH ARMITAGE

Meredyth Armitage, the owner of Meredyth Armitage Interiors, is a long-time resident of Rumson. She has served on the Rumson Planning Board and was elected to the Rumson Borough Council and Rumson Board of Education. A graduate of Smith College, Armitage is currently secretary of the Meridian Hospitals Corporation Board of Trustees. She is a member of the Meridian Home Care/Hospice Board and Meridian Quality Care Board, as well as Meridian's marketing, nominating and professional-care committees. She has also served on the Planned Parenthood and Monmouth Park Charity Fund Boards.

PHOTO BY MARK LUDAK



PAUL R. BROWN

Paul R. Brown, Ph.D. is the eighth president of Monmouth University. Previously, Brown served as dean of the College of Business and Economics at Lehigh University and held senior academic and administrative positions at New York University's Stern School of Business. A Phi Beta Kappa graduate of Franklin and Marshall College, where he received his Bachelor of Arts degree, Brown earned his Doctor of Philosophy and Masters of Professional Accountancy degrees from the University of Texas at Austin. During his tenure at Monmouth, Brown has completed a comprehensive strategic plan and has overseen substantial campus improvements. He recently led the university to its highest levels of outside financial support including a \$5 million Marine Science & Policy Challenge Grant for the Urban Coast Institute. Brown and his wife, Joan G. Fishman, are the parents of Emma Brown, who is currently a student at Franklin & Marshall College.

PHOTO BY TINA COLELLA



MARK FORREST GILBERTSON

Mark Forrest Gilbertson is a sixth-generation Monmouth County resident who continues to live in his childhood home in Rumson. He has supported Monmouth Conservation Foundation, the Monmouth County Historical Association, and other area organizations. A graduate of The Rumson Country Day School, The Lawrenceville School, and Rollins College, Gilbertson is a trustee of the Museum of the City of New York and the founder of the organization's Directors Council. As a child, Gilbertson grew up knowing Judith Stanley Coleman, a co-founder of Monmouth Conservation Foundation.

PHOTO BY TINA COLELLA



BOB SICKLES

Bob Sickles, is the third-generation owner of Sickles Market in Little Silver. While growing up, he worked on his family farm. He has transformed Sickles Market, which was founded in 1908, into a nationally known, award winning year-round business that employs more than 175 individuals. Sickles has instituted several popular fundraising events in support of Holiday Express and other local organizations. As a Board Member for the Parker Homestead-1665 and in partnership with the Monmouth Historical Association, he helped generate more than \$130,000 to preserve the historic property adjacent to Sickles Market. The homestead is believed to be one of the oldest farm properties in the United States owned continuously by one family.



OUR MISSION

*...is to create a permanent legacy of open space,
farmland and parks, while protecting wildlife and the
natural habitat for our generation and all those to follow.*

CONSERVATION EASEMENTS 101

A VITAL TOOL FOR PRESERVING NATURAL RESOURCES FOR FUTURE GENERATIONS

Are you considering conserving your land? Conservation Easements can help estate heirs financially and preserve a family's legacy. Conservation easements are vital tools for preserving land and its natural resources for future generations. Here are the basics:

- A conservation easement allows a landowner to dedicate clearly designated rights of ownership, such as the right to subdivide or cut down trees. This allows the owner to protect the land while still owning it. No public access is allowed on conserved land, unless granted by the landowner in the easement.
- Once an easement is placed on the land, the owner can continue to use it, as long as that use does not conflict with the terms of the easement.
- Conservation easements are held by a qualified land trust, such as MCF, and monitored annually, at no cost to the landowner, to ensure that easement terms continue to be honored.
- There are often financial benefits to granting conservation easements, so long as the purpose is to protect the land for "conservation purposes." The IRS has rules that define "conservation purposes" — ensuring the preservation of significant natural resources for the public good.
- Restricting the use of the land to protect it from being developed often decreases the fair market value. A reduction in value can decrease estate and inheritance taxes owed, assuming the easement was placed prior to the time of death.

Monmouth Conservation Foundation is a nationally accredited land trust that currently holds 24 easements. With 38 years of experience, MCF is highly qualified to discuss and answer any questions you may have about conservation easements. The needs of each landowner are different, and the Foundation is highly skilled at helping to determine the best options to fit each individual's land preservation goals.

PLEASE CONTACT THE MCF OFFICE FOR MORE INFORMATION
732.671.7000 or abrockwell@monmouthconservation.org



PHOTO BY AVERY BRIGHTON



CALL TO ACTION:

SUPPORT OUR MONMOUTH COUNTY FARMS

“ *PERHAPS THE BEST WAY TO PROTECT OUR FARMS FROM BEING DEVELOPED IS BY SUPPORTING OUR FARM BUSINESSES...*

SO BUY YOUR PUMPKINS, APPLES, CIDER, CORN STALKS AND CHRISTMAS TREES FROM YOUR LOCAL FARMER. THE RURAL CHARACTER OF OUR COUNTY DEPENDS UPON IT! ”

SAYS Patricia Butch,
Chairwoman of the Monmouth County Board of Agriculture

HERE ARE A FEW LOCAL, PERMANENTLY PRESERVED FARMS NOT TO BE MISSED THIS FALL AND WINTER:

CONOVER CHRISTMAS TREE FARM

3015 Hurley Pond Road • Wall Township
– to be preserved by MCF this December!

BULLOCK FARMS and SCREAMIN' HILL BREWERY

83 Emley's Hill Road • Upper Freehold
– pumpkins, trees & microbrewery!

EASTMONT ORCHARDS

169 Route 537 • Colts Neck
– apples galore!

BUILDING THE NEXT GENERATION OF SUPPORT FOR CONSERVATION

MCF PREPARES TO LAUNCH PROJECT BUTTERFLY/SAVING THEM! ON EARTH DAY 2016

We at **Monmouth Conservation Foundation** know that to truly achieve our mission of conservation, we must work to develop an appreciation of nature in our children.

As part of that commitment, Spring 2016 will mark the third year of our **MCF's KIDS FOR CONSERVATION CONTEST**, where preschoolers and kindergarteners are invited to draw a picture or take a photo of something in nature that has inspired them. In addition, on Earth Day 2016, **PROJECT BUTTERFLY/SAVING THEM!** will be launched in partnership with Monmouth University.

PROJECT BUTTERFLY/SAVING THEM! will teach Monmouth County children and adults about the importance of butterflies, as well as other pollinator species such as bees, birds and bats. Youth and adult community groups will be encouraged to create pollinator habitats in schools, backyards, and public spaces.

WHY ARE POLLINATORS IMPORTANT?

Pollinators such as butterflies, birds, bees and bats move pollen from one plant to another, which leads to successful seed production, and to the growth of most fruits and vegetables. An estimated 75% of food plants grown around the world depend on pollinator species. But pollinators are in trouble: excessive use of pesticides and the conversion of natural landscapes has led to dramatic declines in pollinator species. If we don't help them recover, this could have dramatic implications for food production in the near future and beyond.



PHOTO BY TINA COLELLA

HAVE SOME *TIME* TO SPARE?
VOLUNTEER TO HELP US MAKE
KIDS FOR CONSERVATION
PROJECT BUTTERFLY/SAVING THEM!
A SUCCESS!

“
A TRUE
CONSERVATIONIST
IS A MAN WHO KNOWS
THAT THE WORLD
IS NOT GIVEN BY
HIS FATHERS
BUT BORROWED ”
FROM HIS CHILDREN.

– JOHN JAMES AUDUBON

FALL TIPS FOR PROTECTING POLLINATORS IN YOUR YARD

During autumn, pollinators get busy stocking up on nectar for hibernation or migration. To help them over winter, you can:

1 LEAVE LEAF LITTER:

Pollinators need places to hide out during the cold winter months, and leaf litter is the perfect place. Many species use leaf litter to insulate larvae that will transform into moths and butterflies in the spring.

2 USE NATURAL FERTILIZERS:

Chemical fertilizers can harm pollinators.

3 PLANT MORE FLOWERS:

Fall is the time to plant many types of flowering bulbs which bloom in the spring, and provide nectar for butterflies, bees and other species.

PLEASE CONTACT THE MCF OFFICE
FOR MORE INFORMATION
732.671.7000 or
abrockwell@monmouthconservation.org

38TH ANNUAL DINNER DANCE

HONORING

FRANK SCHEUER



SENATOR JOE KYRILLOS
SUSAN DOCTORIAN KYRILLOS

Honorary Co-Chairs



TRACY AND BOB BOYLE
Honorary Co-Chairs

MCF celebrated 38 years of collaboratively saving over 22,500 acres of farms, woodlands, wetlands, wildlife and open space throughout Monmouth County.

The Harvest Moon Ball was held at Fairway Farm in Middletown. The 40-acre property was preserved by MCF in 2007.

SAVE THE DATES MONMOUTH CONSERVATION FOUNDATION'S UPCOMING EVENTS

Thursday . November 19
J. McLaughlin Cocktail Party, Rumson
15% OF SALES TO BENEFIT MCF

**Friday and Saturday
November 20 and 21**

MCF Days at J. McLaughlin, Rumson
15% OF SALES TO BENEFIT MCF

Sunday . November 29
Navesink Challenge, Bodman Park
5K AND 15K RACES

Thursday . December 3
Holiday Style Luncheon & Shopping Spree
TITLE SPONSOR:

THE UNTERBERG CHILDREN'S HOSPITAL
AT MONMOUTH MEDICAL CENTER



FOR ADDITIONAL INFORMATION AND/OR TO DISCUSS SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT CHRIS HARRIGAN AT 732.671.7000 OR EMAIL chorrigan@monmouthconservation.org

JOIN OUR EMAIL LIST!

For updates on MCF's news, events, alerts and programs, please send your email address to: info@monmouthconservation.org or call: **732.671.7000 THANK YOU!**



▲ HOWARD ARONSON AND ROBIN BLAIR



▲ TOM FRENCH, SENATOR JOSEPH KYRILLOS



▲ ALEX BOYLE AND TRAVIS CONLEY



▲ BRUCE AND LAURIE BRUCKMANN



▲ CHARLES AND FRANK SCHEUER, LEIGH ROYER



▲ CHRIS AND VERONICA MEAGHER



▲ PETER AND LILLY KEMMERER



▲ QUINNY MCKEAN, TRACY AND BOB BOYLE



▲ RICA AND MIKE CANAVAN, DIANA KENNEDY



▲ TOM FRENCH, MIKE HOLCOMB, RENEE FRENCH, BRIAN HENKE



◀ MCF JUNIOR COMMITTEE:

FRONT ROW:

FROM LEFT TO RIGHT:

GEORGIA TILDESLEY,
AMANDA MCKEAN,
ALI LOSPINUSO,
BREE BELMONTE

BACK ROW:

FROM LEFT TO RIGHT:

LILY SAFRAN,
CAROLINE SAFRAN,
KEVIN BOYLE,
CHANALEE HOCHAROEN,
JP ROTCHFORD,
ALEX BOYLE,
TAYLOR BROWN

MCF
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