



**2012** ANNUAL REPORT  
MONMOUTH CONSERVATION FOUNDATION

Judith Stanley Coleman\*  
President and Founder, 1977 – 2010

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Jamie Evans, *Executive Assistant and GIS Specialist*  
Kim McDavitt, *Bookkeeper and Marketing Assistant*

\*Deceased



# MESSAGE FROM THE PRESIDENT

Dear Friends,

The goal of **Monmouth Conservation Foundation** has always been to create a permanent, regional legacy of open space, parks, and protected natural resources. We carry out that mission mindful not only that we're doing it for our generation and our children's, but also for future generations, we're creating a better quality of life for all; we're increasing property values in the process; we're providing opportunities for education and outreach about nature; we're promoting outdoor recreation; and we're encouraging sensible, sustainable growth.

*We're extremely proud of the work we've done, and  
the exciting forward momentum that our progress has taken on.*

The past year has represented a period of exceptional success for us – which would not be true without your funding and support. During 2012, Monmouth Conservation Foundation and its partners preserved over 1,300 new acres. Properties acquired and/or protected in perpetuity include the 22-acre Hauser Farm in Aberdeen; the \$28 million transaction known as the Flemer Entities, primarily in Upper Freehold, representing over 1,200 acres; the 44-acre Gimbel Farm in Middletown; the 7.5-acre Historic Baird Homestead in Millstone; and the 55-acre Sacco Farm in Upper Freehold.

Thanks to supporters like you, that momentum continues. Just one recent example is the initiative in which we're leading a community partnership to preserve the property known as Chris's Landing along the Navesink and Swimming Rivers bordering Middletown Township and the Borough of Red Bank. Two additional acquisitions of agricultural easements are the scenic family owned Conover Farm and Conover Christmas Tree Farm, which will ensure the farming heritage in Wall Township is recognized and will be forever remembered.

We've always believed that investment in "natural infrastructure" is vitally important. Nature is an intelligent investment – beneficial not just for wildlife, but for citizens, towns and cities, and local and state economies. Responsibly cared-for lands and waters are essential to farming, fishing, forestry, potable water and the ever-expanding outdoor-recreation industry. And the benefits are literally incalculable.

Going forward, the issue of climate change remains an undeniable reality, and with recent natural disasters still top-of-mind, preservation must take on an even greater role in protecting our land from disasters both natural and man-made. On a local level, that's one of the responsibilities we assumed upon our founding in 1977 – well before preservation and open space were part of the lexicon.

Our environment is as fragile as it is life-sustaining, and we consider it both a moral imperative and a privilege to serve as its stewards. With your support, we can continue to do so, and keep the momentum that fuels our progress going in the years to come.

William J. Marraccini



TIMOLAT FARM  
PHOTO BY JENA COSIMO

**To our Friends, Sponsors, Supporters, and Beneficiaries:**

While 2012 was the year of successes; 2013 is the year of challenges, opportunities and exciting prospective accomplishments. 2012 was an exceptional year for **Monmouth Conservation Foundation**, as illustrated in our President's message. Through the collective and collaborative efforts and resources of many, the residents of Monmouth County are the beneficiaries. Although the forward momentum sets the stage well for 2013, the challenges are significant – which make the accomplishments that much more momentous.

We are mindful of three significant challenges in 2013: maintaining our 2012 progress; obtaining the necessary resources to consummate land preservation opportunities; and making the right choices given the aftermath of Hurricane Sandy and the likelihood of similar natural events.

We continue our efforts to preserve the 15-acre Chris's Landing along the Swimming and Navesink Rivers dividing Middletown Township and the Borough of Red Bank. We are fortunate that the project has garnered the support of many public and private partners; however, challenges remain, most significantly cobbling together the funding in light of current circumstances. As is mentioned in the President's message, we also have two Wall Township farmland-preservation projects with additional acquisitions under consideration.

It is important to recognize these projects are in jeopardy as all state funding of New Jersey's open space, farmland, and historic-preservation programs has been appropriated. Renewed funding is absolutely vital. To ensure continued state funding for land preservation, Monmouth Conservation Foundation is working with 180 organizations as part of the NJ Keep It Green Coalition, which is committed to ensuring sustainable funding for preservation and stewardship. NJ Keep It Green is calling for a November 2013 ballot question that would establish a stable, long-term source of funding for the Garden State's preservation programs. We are hopeful about the placement of a ballot question and its approval by the voters.

Continuing our preservation efforts has major "Green Acres" benefits. Some of the more notable ones are stabilizing property taxes, flood control and filtering pollutants from water and air, producing farm-fresh local food, generating tourism revenue, promoting increased physical activity levels, and protecting habitat for about 900 wildlife species.

Lastly, we cannot forget the aftermath of Hurricane Sandy and the critical lessons we need to learn, e.g., where and how to rebuild (or not). The challenge we all face is to avoid the repetition of consequences by doing the same things all over again. Proper "Blue Acres" planning and implementation is absolutely necessary. Again, without the requisite resources to do both, we'll see the recurrence of similar outcomes. These indispensable funds are also part of NJ Keep It Green's initiative.

Your past support and loyalty remain very much appreciated while your continued support will allow us to sustain the forward momentum to address the complex challenges and extraordinary opportunities ahead.

  
**William D. Kastning, AICP**

## EXECUTIVE DIRECTOR'S LETTER



FISHER-STERN  
PHOTO BY KEN OLSEN

Cover: *HARTSHORNE WOODS*  
Photo by Jena Cosimo

Back Cover: *GIMBEL FARM EASEMENTS*  
Photo by Jena Cosimo

As Monmouth County's only countywide land trust, Monmouth Conservation Foundation's overarching mission is to create a permanent legacy of open space, parks and protected natural resources for our generation, our children's generation, and future generations.

Established as a 501(c)(3) in 1977, the Foundation has preserved over 6,500 acres throughout Monmouth County, preserving and safeguarding the open space – farmland, wetlands, and parks – we all cherish. The conservation and preservation of land creates a better quality of life – protecting the character and integrity of Monmouth County for everyone to appreciate and benefit from.

Our ongoing charge is to steadfastly continue that mission and serve our community to make Monmouth County an even more extraordinary place to live than it is already.

In 2012, the **Monmouth Conservation Foundation** achieved extraordinary success, working in partnership with others, to preserve over 1,300 acres of open space and farmland in Monmouth County, one of the most densely populated counties in New Jersey. With your support we continue to uphold the Foundation's responsibility of preserving open space and protecting the incomparable historic properties and spectacular natural resources throughout Monmouth County.

These significant endeavors encompassed a variety of different land preservation methods and partners including the Monmouth County Park System, the NJ Department of Environmental Protection Green Acres Program, the Monmouth County Agricultural Development Board, the State Agricultural Development Committee, NY/NJ Baykeeper, the Trust for Public Land, the NJ Department of Natural Resources, and Aberdeen, Upper Freehold and Millstone Townships united by their collective preservation goals. MCF's 2013 pending projects include partnering with Wall and Middletown Townships, the Borough of Fair Haven and the NJ Department of Environmental Protection Blue Acres Program and many others.

## ACQUISITION COMMITTEE PROJECTS

**Chair:** *Howard P. Aronson*

Thanks to the members who served on this committee:  
Teja Anderson, Rosemary Brewer, Michael Canavan,  
Andrew Coeyman, John Duffy, Larry Fink, Ronald Gumbaz,  
Alexander Halsey, George Keller, William Marraccini,  
Mary Tassini, James Truncer, Cory Wingerter, Richard Venino.



### **GIMBEL FARM** 44 acres, *Middletown Township*

The purchase of an Agricultural Easement on 38 acres of the Gimbel Farm, and the donation of a 6 acre Conservation Easement from the Gimbel Family on the remaining acreage, ensures the property will always remain as farmland and open space.

### **HAUSER FARM** 22 acres, *Aberdeen Township*

The preservation of the Hauser Farm, located within the headwaters of the Matawan Creek and consisting of wetlands and uplands, eliminated the construction of over 200 new housing units ensuring the Farm will forever exist in its natural state. Rich with wildlife, the property will become a passive recreational park with hiking trails, picnic and bird watching areas.

### **HISTORIC BAIRD HOMESTEAD** 7.5 acres, *Millstone Township*

The Historic Baird Homestead is a Greek revival farmhouse dating back to 1836. Now owned by the Township, it will be utilized as a community cultural resource center focusing on the history of New Jersey agriculture and will showcase historic items once displayed at the Rutgers Museum of Agriculture.



PHOTO BY JENA COSIMO

CONOVER CHRISTMAS TREE FARM

### **SACCO FARM** 55 acres, *Upper Freehold Township*

The preservation of Sacco Farm became a wonderful addition to the Crosswicks Creek Greenway, an extension of the Monmouth County Park System. The acquisition of this key parcel was essential in connecting two trail systems in the Greenway.

### **CHRIS'S LANDING** 15 acres, *Middletown Township*

The pending preservation of this scenic and ecologically significant waterfront property, located at the confluence of the Navesink and Swimming Rivers, will prevent future development and allow for permanent public access to the water.

### **CONOVER FARM** 36 acres, *Wall Township*

The imminent purchase of an agricultural easement on this Farm will assist in sustaining the overall environmental and farming integrity of the area for generations to come.

### **CONOVER CHRISTMAS TREE FARM** 14 acres, *Wall Township*

The pending acquisition of an agricultural easement on this scenic family owned Christmas Tree Farm, contiguous to the Conover Farm, will ensure the farming heritage in the Township will be forever maintained.

### **DENORMANDIE** 0.7 acres, *Borough of Fair Haven*

Located on the Navesink River, the pending preservation of this scenic waterfront property will grant permanent public access to the River. The Borough envisions the property as a passive waterfront park.

### **FLEMER ENTITIES** 1,200 acres, *Upper Freehold Township*

Monmouth County's largest joint preservation project to date, Flemer Entities, is an expansive nursery property previously operating as "Princeton Nurseries." A large portion will connect existing Monmouth and Mercer County Park Systems lands and greenways, providing trails for hiking, horseback riding and bicycle riding. Another portion will become a State Wildlife Management Area, with the remainder restricted to farmland use, ensuring future generations will continue farming this fertile land.



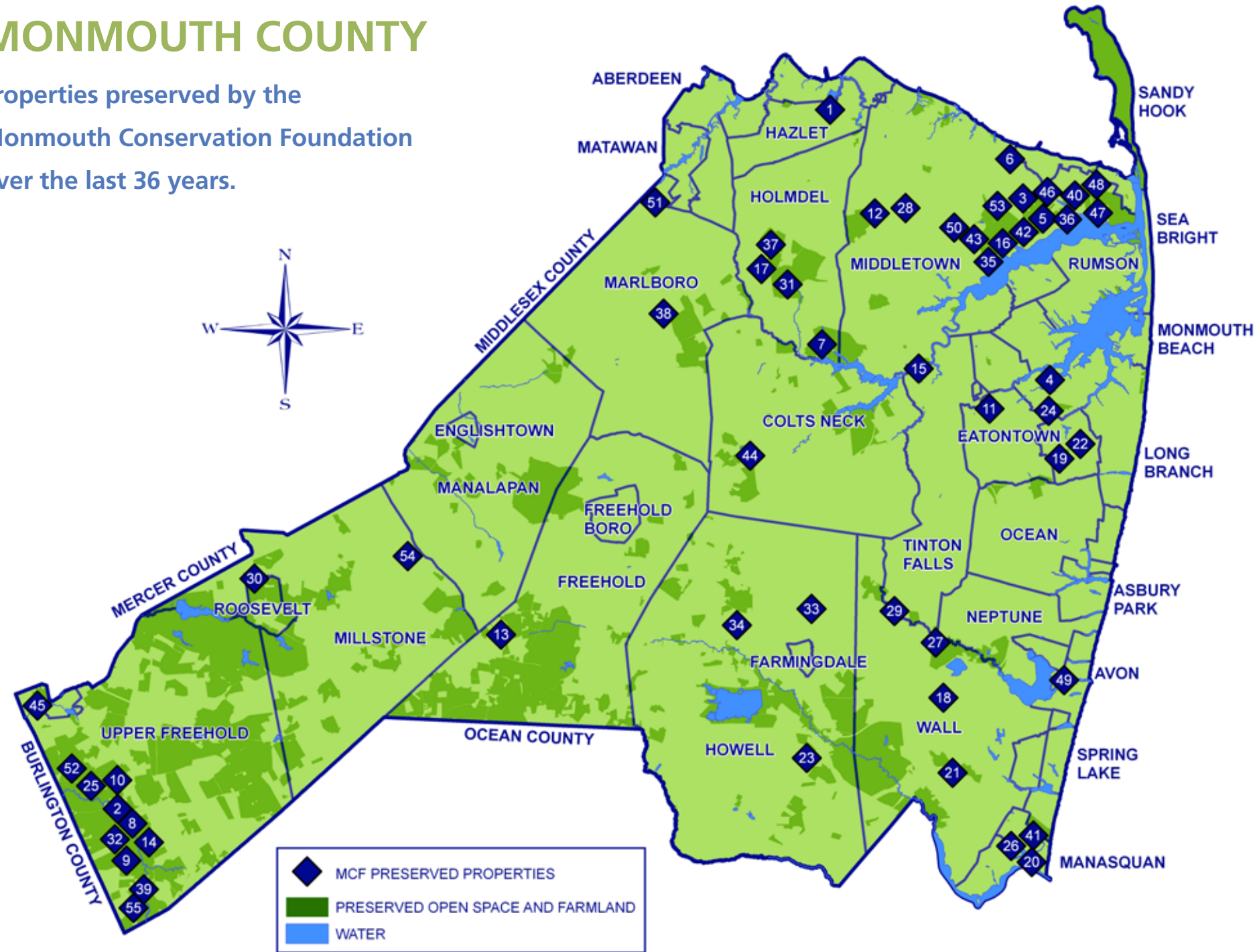
PHOTO BY JENA COSIMO

SACCO FARM

PHOTO BY TINA COLELLA

# MONMOUTH COUNTY

Properties preserved by the Monmouth Conservation Foundation over the last 36 years.



- 1 NATCO LAKE, Hazlet Twp. - Completed 1980, 73.5 acres
- 2 HISTORIC WALNFORD, Upper Freehold Twp. - Completed 1980, 41 acres
- 3 SCUDDER EASEMENTS, Middletown Twp. - Completed 1983-1999, 91 acres
- 4 OLD WHARF PARK, Borough of Oceanport - Completed 1983, .50 acres
- 5 HUBER WOODS PARK, Middletown Twp. - Completed 1985, 255 acres
- 6 BOWNE HOUSE EASEMENT, Middletown Twp. - Completed 1987, .34 acres
- 7 MARLU-TWITCHELL TRACT, Holmdel/Middletown Twps. Completed 1987, 456 acres
- 8 GOWER FARM, Upper Freehold Twp. - Completed 1989, 82 acres
- 9 GRAY FARM, Upper Freehold Twp. - Completed 1989, 167 acres
- 10 TINDALL FARM, Upper Freehold Twp. - Completed 1989, 122 acres
- 11 WAMPUM LAKE, Borough of Eatontown - Completed 1989, 9 acres
- 12 KEELLEN, Middletown Twp. - Completed 1990, 12 acres
- 13 LANGEVELD DUTCH BULB COMPANY, Freehold Twp. Completed 1990, 375 acres
- 14 SEARCH & LAMB FARMS, Upper Freehold Twp. Completed 1990, 141 acres
- 15 WENY, Borough of Tinton Falls - Completed 1991, 5.8 acres
- 16 HUNTS CROSSING EASEMENT, Middletown Twp. Completed 1992, 84 acres
- 17 SPELLMAN, Holmdel Twp. - Completed 1993, 3 acres
- 18 HURLEY POND, Wall Twp. - Completed 1994, 25 acres
- 19 OWEN NATURE PRESERVE EASEMENT, Borough of West Long Branch Completed 1994, 7+ acres
- 20 FISHERMAN'S COVE, Borough of Manasquan - Completed 1995, 65 acres
- 21 HALIFAX PIECE, Wall Twp. - Completed 1995, 119 acres
- 22 GIAMBRONE FARM, Borough of West Long Branch Completed 1996, 10 acres
- 23 MURRAY FARM, Howell Twp. - Completed 1997, 76 acres
- 24 WOLF HILL FARM, Borough of Oceanport - Completed 1997, 95 acres
- 25 PRINCETON NURSERIES, Upper Freehold Twp. Completed 1998, 33 acres
- 26 ROBERTS SWAMP BROOK, Boroughs of Manasquan & Brielle Completed 1998, 3 acres
- 27 BATES, Wall Twp. - Completed 1999, .5 acres
- 28 MADSEN, Middletown Twp. - Completed 1999, 10.5 acres
- 29 BAUM, Borough of Tinton Falls - Completed 2000, 10+ acres
- 30 NURKO & CUZZOLINO FARMS, Borough of Roosevelt Completed 2000, 300+ acres
- 31 CHASE TRACT, Holmdel Twp. - Completed 2001, 416 acres
- 32 DEY, Upper Freehold Twp. - Completed 2001, 15+ acres
- 33 HAIN, Howell Twp. - Completed 2001, 11 small lots
- 34 MERRICK FARM, Howell Twp. - Completed 2001, 66 acres
- 35 STANLEY COLEMAN EASEMENT, Middletown Twp. Completed 2001, 8 acres
- 36 MAHON EASEMENT, Middletown Twp. - Completed 2002, 6 acres
- 37 SCHUMAKER EASEMENT, Holmdel Twp. - Completed 2002, 5 acres
- 38 WENZEL, Borough of Marlboro - Completed 2002, 3 acres
- 39 THOROUGHbred BREEDERS PARTNERSHIP Upper Freehold Twp. - Completed 2003, 58 acres
- 40 FISHER-STERN, Middletown Twp. - Completed 2005, 40 acres
- 41 SEA WATCH, Borough of Manasquan - Completed 2005, 1.6 acres
- 42 TIMOLAT FARM, Middletown Twp. - Completed 2006, 99 acres
- 43 ELLIS EASEMENT, Middletown Twp. - Completed 2007, 40 acres
- 44 DITTMAR EASEMENT, Colts Neck Twp. - Completed 2007, 1.5 acres
- 45 BREZA ROAD, Upper Freehold Twp. & Borough of Allentown Completed 2008, 101 acres
- 46 HOLLY CREST FARM EASEMENT, Middletown Twp. Completed 2008, 37 acres
- 47 SEITZ EASEMENT, Middletown Twp. - Completed 2008, 4.7 acres
- 48 SCHEUING, Middletown Twp. - Completed 2009, 2.27 acres
- 49 RIVERFRONT PARK AND MARINA, Borough of Avon Completed 2009, .37 acres
- 50 COE, Middletown Twp. - Completed 2011, 25 acres
- 51 HAUSER FARM, Aberdeen Twp. - Completed 2012, 22 acres
- 52 FLEMER ENTITIES, Upper Freehold Twp. - Completed 2012, 1,200 acres
- 53 GIMBEL FARM EASEMENTS, Middletown Twp. - Completed 2012, 44 acres
- 54 HISTORIC BAIRD FARMSTEAD, Millstone Twp. - Completed 2012, 7.5 acres
- 55 SACCO FARM, Upper Freehold Twp. - Completed 2012, 55 acres

## FUNDRAISING COMMITTEE REPORT

**Co-Chairs:** John Caroli and Holly Boylan-Flego

2012 proved to be a highly rewarding year for Monmouth Conservation Foundation, in all of its major fundraising efforts, to include: the 35th Anniversary Dinner Dance, Holiday Style Luncheon, and the Annual Appeal, thanks to our MCF Trustees and donors, as well as the generous underwriting received from current and new foundations, and corporate sponsors.

The 2012 Dinner Dance honored Joan and Robert Rechnitz, founders of the Two River Theater. Robert Rechnitz has been a longstanding member of MCF's Advisory Council. Both he and his wife, Joan, are true champions of the arts, nature and land conservation. Like MCF, they have an ongoing determination to enrich our community. Revenue derived from our 2012 Dinner Dance exceeded all previous events in MCF history. Plans are well underway for another entertaining, well-attended, and supported Dinner Dance, to celebrate MCF's 36th Anniversary on Saturday, September 28th.

The Holiday Style Luncheon was held on Friday, December 5th at the Navesink Country Club, featuring best-selling author, Kim Johnson Gross. Thanks to the Enhancing Monmouth County Style Committee, turnout was double that of the previous year, with revenue well exceeding the projected budget. The event is on the calendar for December 2013.

The Annual Appeal notably proved to be the most profitable in MCF history.

**Thanks to the members who served on this Committee:**  
**Teja Anderson, Leigh Birch, Michael Canavan, Catherine Duddy, Jan Eisner, Marti Huber, Marsha Kay Mullen, Missy Potter, John Ryan, Laura Saker, and Cory Wingerter.**

## GOVERNMENT RELATIONS COMMITTEE REPORT

**Chair:** John Dunigan

The Government Relations Committee continued to focus its attention on the renewal of the Garden State Preservation Trust funding which has provided millions of dollars in matching funds to counties, municipalities and nonprofits for preservation projects. The Trust ended 2012 with no monies for these important efforts after appropriations bills for farmland and open space were approved by the state legislature and signed by the Governor.

MCF is a member of the 180-member NJ Keep It Green Campaign whose mission is to secure a long-term stable source of funding for the Trust to have the resources to continue shared financing of the acquisition of open space, farmland and historic sites, as well as, capital improvements, operations, maintenance, and stewardship of state and local natural areas, parks and historic sites throughout New Jersey. In 2012, MCF contributed \$20,000 to the Campaign for legislative outreach to persuade elected officials of the importance of a stable funding source.

Through policy updates from the New Jersey Conservation Foundation and other organizations, the Committee monitors legislation and proposed rules that may impact MCF's mission. They have been closely following the proposed Farmland Assessment Bill, Fort Monmouth redevelopment, the crisis in the horse racing industry, Sandy Hook redevelopment, and the federal legislation that may impose limits on charitable giving.

**Thanks to the members who served on this Committee:**

**William Marraccini, Peter Kemmerer, Mary Tassini, James Truncer, George Whitelaw, and Cory Wingerter.**



ELLIS EASEMENT  
 PHOTO BY JENA COSIMO

## COMMITTEE ON TRUSTEES REPORT

**Co-Chairs:** Gloria Nilson and John L. Ryan

As with prior years, the Committee met often in 2012 to fulfill one of its most important responsibilities: identifying, cultivating, and interviewing prospective trustees. The Committee continually strives to ensure that MCF's Board of Trustees is of appropriate size to conduct its work effectively and is comprised of members with diverse skills, backgrounds and experiences who are committed to Board service. The Committee is also responsible for developing a New Trustee Orientation Program and on-going training materials for all Trustees.

Early in 2012, the Committee reviewed the existing committee appointments, chairs and officers to ensure Trustees were placed in positions where they wished to be and would have the greatest impact upon the Foundation. This ongoing effort assures matching each Trustee's skills and interests with an appropriate committee assignment. The Committee's recommendations were approved at the Board's Annual Meeting in April 2012.

The Committee on Trustees thanks all of the Trustees for their commitment of time, talent and generous financial support in 2012.

**Thanks to the members who served on this Committee:**

**William Marraccini, Frank Scheuer, and Mary Tassini.**



TIMOLAT FARM  
 PHOTO BY JENA COSIMO



# FINANCE COMMITTEE REPORT

## Chair: Frank Scheuer

The consolidated financial statement for the year ending December 31, 2012 reflects MCF's continued sound and liquid financial position.

**Total support and revenue** amounted to \$1,680,158, a 12 percent increase over 2011. Grants from state and county agencies and contributions amounted to 86 percent of the total organizational support and revenue.

**Organizational expenses** for the year totaled \$2,237,570, a 269 percent increase over 2011. The substantial increase in program expenses was associated with the completion of five major acquisition projects during 2012. The majority of MCF's \$1,914,000 acquisition costs were for Flemer Entities and Gimbel, both of which preserved significant open space and ecologically important properties. **Management and general expenses** continued to reflect a low percentage of the total organizational expenses. **Fundraising expenses** doubled in 2012 over 2011, yet amount to only 2 percent of total organization expenses.

The 2012 financial results reflect the Foundation's significant increase in completed acquisitions, expanded fundraising activities and staff reorganization.

Thanks to the members who served on this committee:

**Howard Aronson, Alexander V. R. Halsey, Peter Kemmerer, William Marraccini, Paige Metzger, John Ryan, and Tom Widener.**

### Organization Support & Revenue

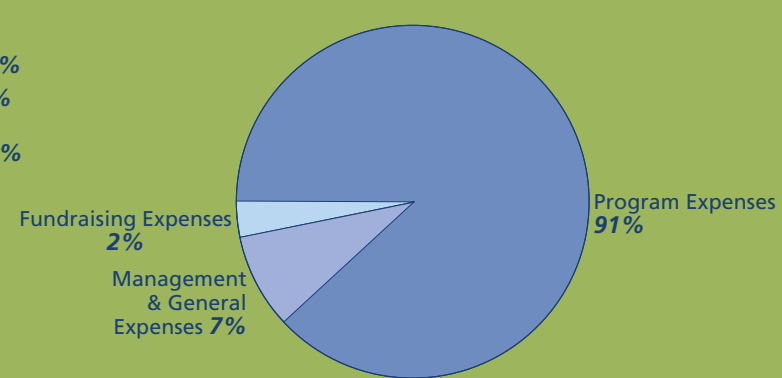
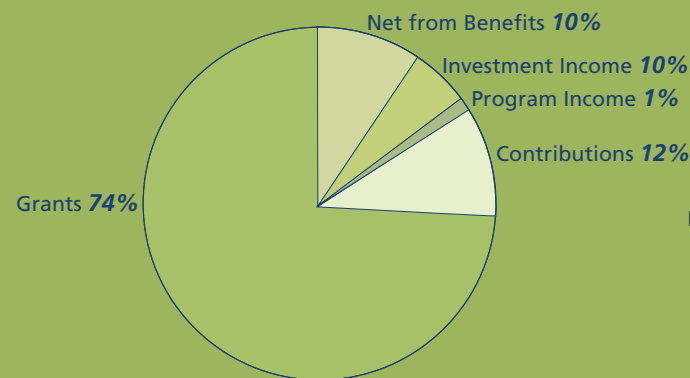
Contributions	\$ 201,403
Grants	\$ 1,236,117
Net From Benefits	\$ 173,127
Investment Income	\$ 59,905
Program Income	\$ 9,606

**Total Organization Support & Revenue \$ 1,680,158**

### Organization Expenses

Program Expenses	\$ 2,031,396
Management & General Expenses	\$ 148,258
Fundraising Expenses	\$ 57,916

**Total Organization Expenses \$ 2,237,570**  
**Increase in Net Assets (\$ 557,412)**



## 2012 ANNUAL REPORT DONOR LISTING

Thank you to the following individuals, corporations, organizations and foundations for their generous support to **Monmouth Conservation Foundation** in 2012.

### Founding Preservation Sponsor \$30,000 or Greater

Mr. and Mrs. Peter R. Kemmerer  
Mr. and Mrs. Sheldon Vogel

### Stewards of the Land \$20,000 to \$29,999

Mr. & Mrs. William J. Marraccini  
Dr. and Mrs. Robert M. Rechnitz

### \$10,000 to \$19,999

Mr. Ronald Gumbaz and Ms. Juliet Cozzi  
Mr. George A. Hambrecht and  
Ms. Andrea Henderson Fahnestock  
Mr. and Mrs. Lennart Nilson  
Mr. and Mrs. Thomas Unterberg

### Conservator of Preservation \$5,000 to \$9,999

Mr. and Mrs. Louis S.T. Gimbel, III  
Mrs. Cecile McCaffery  
Ms. Linda B. McKean  
Mr. Frank Scheuer and Ms. Leigh Royer  
Mrs. Mary Tassini

### Benefactor of Preservation \$2,500 to \$4,999

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Mr. and Mrs. Richard Blank  
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Mr. and Mrs. John Cleary  
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Mr. George Whitelaw  
Mr. Thomas Widener  
Mr. Robert Wilson

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### Save the Farm Friend \$250 to \$499

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Mr. and Mrs. Robin S. Balding  
Mr. Robert Bennett  
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Mr. and Mrs. William D. Moss  
Ms. Carol A. Nelson  
Mr. Richard O'Sullivan  
Mr. and Mrs. Blair Potter  
Mr. and Mrs. Casey Reilly  
Ms. Justine Robertson  
Mr. and Mrs. Arthur Sorensen  
Ms. Carol Toolan  
Mr. and Mrs. Richard Venino  
Ms. Chryssa Yaccarino  
Ms. Elizabeth S. Young

### Save the Orchard Friend \$125 to \$249

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Ms. Elizabeth Barrett  
Ms. Pamela T. Bathgate  
Mr. Edward Beckenstein  
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