

Friends of the Tonto National Forest  
Minutes for Board Meeting 23 November 2020  
Remote Zoom meeting

Call to order – Brian+ - Approx. 6:00 pm (time not stated in recording)

Attending were: Pete Allard, Trent Shue, Eric Yamane, Scott Wood, Georgy Naimoli, Susan Sridharan, Ann Adkins, Brian Stultz, Patti Fenner, John Matteson, Don Pike, Bert Roy, Dayan Anderson, and Elizabeth Butler

President’s Report – Brian

- Still problems with emails being set up and ability to use them. If an email is received from Bert, get it set up as that is how to enable access to the drive.
  
- Question for Bert as to status of setting up the drive. Bert called out the names of those who have not signed in. Bert will resend to those from whom he has not heard. Groups have been created for various areas: Administrator, Board Members, Communication, Finance, Cultural Resources, Membership, and Natural Resources. MyDrive has been set up having various folders for which not everyone has rights. Folders are: Projects, Operations, Membership, Management Reports, Google Administrative Downloads, and Friends of the Tonto. He will try to send out a list of the folders, subfolders, and permissions. There was discussion as to who should have permissions to the folders. Decided everyone should have access to all but tax and finance info. A “How To” guide will be created to assist us in the use of the drive.
  
- John Matteson – Six archeological sites are to be avoided except for brushing. A map of site locations is not available. Crews scheduled in Feb and mid-March. There was a question as to whether adequate volunteer hours will be involved to avoid Friends having to pay \$1,800. John will look into the detail of the grant. Per Brian, this should be clarified prior to our entering into the agreement. Per John, grant will not change with clarification. John thought that perhaps some of the ACE crew time counted toward our match, but the agreement says that the match will be from Friends. Expect we can contribute 20 volunteer hours/hitch. John is requesting approval for from \$-0- to \$1,800 depending on volunteer hours. Motion by Don Pike to approve John’s request and authorize Brian to sign the document. Motion approved. John will record his hours.

Financial Report – Susan

\$ 9,182 Checking  
\$ 19,714 Money market  
\$ 20,216 CD’s  
\$ 49,112 Total (Susan said \$49,112)  
\$ 18,367 Less: Restricted  
\$ 30,745 Net Unrestricted (Susan said \$30,745)

A CD for \$5,049 is due on 12/26/20

Income:

\$ 32 Amazon Smiles  
95 Membership  
10 Interest/Dividends  
318 Home Depot (soil & wire mesh for milkweed)  
\$455 Total Income

Expenses:

\$ 432 Includes Tools & Materials  
\$ 23 Net Income

- Finances are in good shape. It was stated that Susan has done a fantastic job. Uses accepted accounting principles for what she does.
- Susan requested input on budget detail items such as corporate donations, etc. She will work with those who cover affected areas.

Membership Renewals – Georgy

Membership renewals will be due once a year in January, and a letter should be sent to that effect. If unpaid, delinquent in Feb. It was decided that those who renewed their membership in 4Q20, are considered as paid up through 2021. Our membership year will now start in January for everyone, as opposed to each member having a different term depending upon when they first paid dues. Renewal checks for the following year will be accepted at any time, and a renewal reminder will be sent out in the last quarter of each year. A motion was made to this effect. Motion passed. Relative to new members - Bylaws state new memberships in the Sept-Dec timeframe will include the following year.

Communications Committee Report – Elizabeth

- Brian will create a letter for an annual appeal to be sent in 12/20. Also discussed was an annual report to include projects and photos, which would be sent in January, 2021. This could also be used as a handout. Also, an email for Giving Tuesday will be sent. Will see what's available for a January newsletter, which may or may not be needed..
- Virtual office or phone was discussed. Looking at how to use and how secure a virtual office would be relative to financial issues. Appeared to be no advantage to use of virtual phone numbers.
- Question of handing out personal phone numbers in case of emergencies. Discussed pro/cons of this and potential liability exposure. Dispatch could be called. Patti will look into whether dispatch would be open to being called.

Google Analytics – Trent

- Showed slides of findings for 180 days (May-Nov). Top channels were direct (37%), referrals (26%), organic search (22%), and social network (14%). Most users are new (73%) with 26.3% being returning users. Most of the traffic was to the home page. Trent showed the details for various days. Trent will make the slides available to the Board.

- Slides were shown with detail for various months. Although sample size is relatively small, it did show spikes were triggered by events. However, bots skewed some results. Trent stated we need to direct people to our website as we publicize events.

#### Invasive Plants update – Don

Stated good progress being made in removal of invasive plants..

#### Executive Director's Report – Patti

- Susan received a bill for \$165 from the Cave Creek Chamber for renewal. It was decided not to renew.
- Vote for Executive Director to be made at next meeting.
- Working on getting items to put up for sale on web site. Have selected a number of items.
- Determined that, at this point, no requirement for use of juveniles from Maricopa County detention.

#### Ongoing Projects: Milkweed Planting 2020 update/Watering schedule – Patti/Susan

Milkweed planting/watering – Discussed watering and as to whether a water tank could be put at the site. There is a concern about vandalism. Susan discussed how it's being handled at this point.

Next meeting: Monday, Dec. 28, 2020

Adjourned: 8:30pm

Submitted by:

Urb Weidner  
602-300-8505