

Friends of the Tonto National Forest
Board Meeting Minutes for 22 November 2021

Attending via Zoom were Don Pike, Scott Walker, Patti Fenner, Dayan Anderson, Winnie Liang, Ann Adkins, Dave Ettelson, Helene Tack, and Urb Weidner

6:06 Call to order

Executive Director's Report – Patti

- Some signatures still needed for Strategic Plan electronic signing.
- Finance Committee Chair – Patti put notices on ASU Lodestar Center site, which highlights nonprofit jobs and career opportunities. One person has responded and appears to have a good background. Patti will follow-up with candidate. Will perform background check and arrange for him to meet the Board.
- First Aid Training - Asked Forest Service if something could be arranged. Interest was shown by those Board members who attended this meeting. Patti will pursue.

Treasurer's Report – Susan (Financial report details submitted by Susan to the Friend's data base

- Highlights:
 - Have plans for invasive removal on Cave Creek trail next year.
 - Received \$2,000 donation from Pete Allard and his wife and \$500 from Mark Ekland.
 - Payment for seven memberships was received.
 - Bought one year subscription to QuickBooks On-line and paid for tech support for the transition to the on-line version.
 - Cave Creek Trail grant – Have received estimates for signs from one company. Eric Norman hiked trail and determined that brush work may be a higher priority than signage. Should be able to get the signs and also get a crew for brush work on the trail.

Analytics – Winnie Liang

- Showed charts of the results of Google Analytics analysis.
- Focused on number of users, acquisition source, and engagement metrics.
- Data collection started on 10/26/21.

- While sample size is relatively small, most activity results from people going directly to the Friends' web site. Average engagement time is about 1 ½ minutes.
- Information gathered can enable us to see if people are responding to things sent out by us. Also, shows us which on which pages we should put focus.
- Pages will be saved to Google Drive.

Communications Committee Report - Elizabeth Butler and Jenn Nerat (not present)

- Question raised by Dayan about part-time communications related assistance. Could hire student part-time; however, would need someone to monitor their work.
- Dayan suggested we may be able to coordinate with CAZCA on funding & monitoring of a junior marketing or recent graduate for this area. The person could coordinate across all the supporting organizations under the CAZCA umbrella. Potentially CAZCA could oversee, and we would provide content as to our planned events, etc. Could lead to more people being directed to our website as well. May also lead to organizations being made aware of what other organizations are doing.
- Dayan will contact Don, who is meeting with them tomorrow.
- Winnie brought up an organization called Catchafire for which people can volunteer to provide services. There is no charge to a nonprofit. She will send the link to Catchafire.

Natural Resources Committee Report

- Noxious Weed Grant - Patti
 - Pesticide use proposal submitted to State office. Know where it will be sourced. Contract completed. Moved up start date from Feb/March to Jan/February due to early sprouting. Using improved herbicide to cover multiple germinations. Also, less toxic to people.
- Water Source Inventory Project – Trent
 - Want to do additional monitoring on Upper East Verde watershed.
 - Will need some additional training for more sophisticated monitoring.
 - Should be an attractive project for people living in the Payson area.
 - Patti will pursue arrangement of a Zoom meeting for planning purposes.

Milkweed for Monarchs: Patti - Phon D; Susan – Rattlesnake Cove

- Had participation by 23 people at Phon D for the planting event, including 6-7 young people. Patti saw a Monarch at the site.
- Event was held at Rattlesnake Cove on Bartlett Lake on Nov 20th with 18 participants, including a group of 13 from the Glendale HS Conservation Club. Planted 60 plants. Urb had arranged for the participation by the students and members of the Sierra Club Saguaro Group.
- Susan and Patti have done a great job on the organization and implementation of the Milkweed planting for Monarch butterflies.

Central AZ Conservation Alliance (CAZCA) Liaison report – Dayan

- Meeting in Dec regarding Seed Summit, which is planned for April 5th at the Desert Botanical Garden
- Will be speakers and work groups at the Summit.
- At the Dec meeting Dayan may review the part-time support person proposal depending on the outcome of tomorrow's meeting.

Membership Committee Report – Pete (not present; numbers submitted via email on Nov 28th)

- Elections coming up. Pete appointed by Brian to head up the nominating committee. A couple of people interested including Dave Ettelson. Terms are for two years.
- We have 41 individual members, 24 families, and 3 organizations = 68 total
- One new individual member and one new family membership in November.
- Since a renewal notice for 2022 dues was sent in November, 12 memberships have been renewed.

New Business

- No new business

Adjourn 6:59pm

Submitted by Urb Weidner
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