YYYY-MM-DD
Members present

Action items
- ○

Agenda items
- ○

2022-05-19

Ethan, Jeff, Emily, Craig

Action items
- Ethan: Send an email
    - Invitation to slack and private (board of directors) channel
    - Ask Craig about Europe dates
    - Next meeting Sunday June 5?

Agenda items
- Check ins
- Website development phases (https://github.com/falling-fruit/falling-fruit-web/issues)
    - P0: Minimal beta release
    - P1: Feature parity with existing website
- Website testing
    - Existing website: https://fallingfruit.org
    - Existing mobile app: https://mobile.fallingfruit.org
    - New web app (development, using test database): https://dev.fallingfruit.org
    - Issue tracker: https://github.com/falling-fruit/falling-fruit-web
- Website feedback
    - Craig [desktop]
        - Asked for location permission more than once [click on location, then went back and asked again].
        - Adding a location failed.
        - Don't make type expandable with only one child.
    - Jeff [desktop]
        - Likes that type list filters down to manageable list. Overwhelming to novices if more zoomed out.
        - Confusing that type has a child that is identical. See Craig's idea.
        - Show locations while adding new location.
    - Emily [desktop]
        - Mark the destination of the address search. Maybe something like the '+' in the existing website, but more obvious, and on top so not covered up by other map elements. Or reuse the current location marker.
        - "Only on Map" should be checked by default.
        - Expand all / collapse all not needed.
        - Search for types should filter types. Create a custom filter in a special mode.
        - Add hover title to map placemarks.
        - Prefer to move cursor rather than pan map below it.
        - Could we hold down on map to add a location? Maybe good way to initiate adding a location. And right click in desktop.
    - Slack workspace (https://fallingfruit.slack.com)
        - Jeff & Emily: Does Slack cater to a certain kind of more techy user? Are there other alternatives?

- - Ethan: Slack fills a need for a community space that is semi-personal (scheduling huddles, etc) and not specific to software development (like GitHub)
  - Data reuse terms
    - Jeff: The duo who contacted us sounds like they are starting a commercial venture…
    - Emily: Big topic that we should give more space to.
  - Next meeting

2022-03-11

Ethan, Jeff, Emily, Craig

Action items
- Ethan starts to recruit a team of volunteer software developers
  - Find interested professors / students at UZH or ETH
  - Advertise on Falling Fruit social media channels
- Craig asks his contacts at Georgia Tech about student work
- Ethan schedules website testing party with board members
- Ethan sends more tasks to his board members

Agenda items
- Check ins
- 2021 State of the FF
  - Record annual earnings: $14K due to Ethan forfeiting annual stipend and record mobile app sales ($16K, up from $11K in 2020).
  - Despite 15% decline in usage over 2020 (perhaps because we received lots of traffic from Reddit and Tiktok)
  - Total assets: $38K, Annual expenses: $1.5K
  - Users: 258K (web: 70% mobile, 30% desktop), 5-10K (mobile)
- Hack4Impact website
  - Status: Two leads still willing to put in time. Available again in April. Prioritizing hand-off process and recruiting more developers.
  - Demo: https://falling-fruit.vercel.app (development database)
  - Feedback? https://github.com/hack4impact-uiuc/falling-fruit/issues
  - Transition
    - Phased replacement of website
    - Discontinue or replace mobile app
- Funding
- Community building
- Ethan's role going forward

2020-07-14

Ethan, Jeff, Emily, Craig

Agenda items
- Diversity, Equity and Inclusion
  - FF values, actions
  - Link in with partnerships and funding
  - Research questions?
- Comprehensive grant search and grant timeline
- Funding outside of posted/public grants
  - direct corporate giving
- Mobile App iOS rebuild.
- Web rebuild
  - Develop a storyboard and outline of goals.
  - Potentially use as pitch project for funding and/or those that have reached out in the past.

  On the call
- Community-focused outreach and building for underserved populations. Inner-city educational opportunity.
- With schools likely to operate on reduced or limited schedules in the fall it could be a interesting pitch to computer science and environmental studies curriculums through foraging. It seems like opportunities for this in urban areas would be well received however how to make the pitch is beyond me. (Jeff)

2020-03-18

Ethan, Jeff, Craig, Emily

Action items

Agenda items
- ○ Edible cities campaign
  - ○ Partnerships
  - ○ Business model
  - ○ Funding
- ○ Registration in France (service-public.fr/associations/vosdroits/F1119)
- ○ Partnerships:
  - ○ Steve Bennett (opentrees.org)
  - ○ Communes à croquer (communesacroquer.fr/)
- ○ Payroll
  - ○ Ethan should be considered an employee. Contact Steve Winter about payroll taxes. Falling Fruit will cover the taxes on the $4000 annual salary.
- ○ Falling Fruit policies, continued (20 minutes)
  - ○ Emily: Provide signs for people to print out with different access levels: "harvest" or "don't harvest". Respond to homeowners with a suite of options (we can flag it as private, etc). Could we embargo private properties and trigger online warnings? Potential grant application with environmental application: encouraging good stewardship. Tag trees being overharvested or damaged by harvesters, etc.
  - ○ Craig: Prepare response template. Fine with hiding locations when requested – such a small fraction of database.
  - ○ Requests for removal - Private property
    - ■ Stated problems
      - ● Disincentive to plant more fruit trees
      - ● Financially dependent on harvest
      - ● Want fruit for family and friends
      - ● Forced to pick unripe fruit (before harvested by strangers)
      - ● Trees in parking strip "public" but paid for and maintained by property owner
      - ● Agreement between owner and current forager precludes others from harvesting
      - ● (federal facility) Too many people trespassing
    - ■ Suggested solutions
      - ● Require written permission from the property owner before including on map.
      - ● Caution users to not pick unless they get specific permission each time directly from the property owner. Current message: "This source is private. Ask for permission before you pick."
  - ○ Location no longer exists (information out of date)
    - ■ Removed (tree cut down), closed (store closed), or dead (plants have died)

- Inaccessible to the public

2019-12-13

Ethan, Jeff, Craig, Emily

Action items
- Ethan and Craig discuss technology handoff. Have Caleb as backup.

Agenda items
- Travel vs. Recurring meeting schedule
  - Ethan leaving Tuesday for 6.5 month in Europe. On ship at north pole end March – end June. Jeff: Board meetings without Ethan during that time?
  - Difficult to schedule this group because of travel and time zones. Emily: very available early January - January 13. Ethan can include a call for meeting time suggestions in his monthly email.
- Data for Civic Engagement
  - Due today! Review application draft.
  - Email Knight Foundation asking for a quick call with questions regarding word counts. Good to make personal contact with the foundation. Otherwise, probably fine to stick to word limits. Also ask about what they fund (salary?).
  - Dropping 3 years of one person's salary may be a hard sell. Does not cover operating costs, either, so drop expenses. Instead, flesh out how much each project segment will take in time / money. Foundations do not like feeling like they are in it alone (one of many income streams), so make it sound like part of a bigger budget.
  - Free mobile app? Insinuate that grant will help support making the mobile app free, don't go into details. Facilitate more equity by lowering the financial barriers to entry.
  - Focus on how great the platform already is. Used by a lot of people, engaging with public spaces.
  - Make it clear already working in 2-3 Knight Foundation cities and applying for funding to work with more Knight Foundation cities.

2019-10-24

Staff: Ethan Welty (Executive Director)
Board: Craig Durkin, Emily Sigman, Jeff Wanner

Action items
- Craig: Ask design researcher at Georgia Tech for civic tech funding suggestions.
- Ethan: Invoice Falling Fruit for back pay since 2019-05-01, mail time use report to board, and pay salary.

Agenda items
- [Finance report](#) (5 minutes)
  - Balance: $20,619 (including back pay owed to ED)
  - Expenses stable: $1800 (2018-2019)
  - Income (app sales) stable: $6500 (2018-2019), up from $5400 (2016-2017)
- [Usage report](#) (5 minutes)
  - Overview
    - Growth 2013-2016, stable since 2016
    - Annually: 4000 registered users, 4500 locations and 2000 location reviews across 1200 cities, 100 problem reports.
  - Demographics (2019)
    - Country: USA (45%), France (30%), UK/Australia/Canada (3x5%), Belgium (2%), Switzerland (1%), …
    - Language: English (62%), French (32%), ...
    - Gender: Female (60%), Male (40%)
    - Age: 25-34 (40%), 35-44 (35%), 45-54 (13%), 18-24/55-64 (2x10%), 65+ (5%)
  - Web traffic (2019)
    - Direct (32%), Search (20%), Web referral (31%)
    - Social referral (17%): Facebook (60%), Hacker News (25%), Blogger (6%), Reddit (4%), Instagram (3%), Twitter (2%)
  - Web vs mobile:
    - Desktop use of website declining (to 40% of website users). 60% of traffic on mobile devices, but website unusable on smartphones.
    - ⅓ of app sales made via website
  - Although sales stable, app ratings are dropping due to continued difficulty with account registration and sign in. Suggested solutions:
    - Add option to sign in using existing Facebook, Google, … accounts
    - Use text message verification instead of email
    - Allow the mobile app to be used anonymously (like the website)
- Executive Director [work plan](#) (20 minutes)
  - Independence in decision making relative to board?
    - Craig: Board should weigh in on general directions. Technical choices can be left to Ethan's discretion.

- ■ Emily: When something new is happening, check in by email to keep board informed. Over time, gives board a sense of how things get done and can contribute.
  - ■ Ethan (finance): For the next ~2 year push, less concerned about money. Beyond that, can go back into hibernation or need to raise more money to pay 1+ people a more sustainable salary.
  - ■ Ethan (vision): Falling Fruit is about reimagining what cities can provide their residents, about increasing the demand for an increased supply. Also, not only serving individual forager, but achieving this through partnerships with cities, with other organizations.
  - ■ Emily: Could we create a project within iNaturalist rather than continue to maintain our own platforms. What is gained by having an independent platform?
  - ■ Jeff: Some tension with conservation community, need to make sure Falling Fruit is not a vehicle for overharvesting, etc. We want to be the backend for front end operation, for example for organizations in Europe with on the ground presence. Being independent organization gives us a seat at the table. But danger of spreading ourselves too thin.
  - ■ Ethan: Our history of press coverage suggests that there is a lot of value in having a Falling Fruit-branded public frontend, even just as a demo of our work and our data.
- ○ Executive Director compensation (10 minutes)
  - ○ Decided last meeting: $35 per hour starting 2019-05-01. $4,000 per year salary cap. Paid quarterly. Only includes time spent on tasks marked as paid unless pre-approved by board. The board can consider raising the salary cap to allow more rapid development.
  - ○ Often difficult to assign time to tasks taxonomy. Can we simply rely on a salary cap?
    - ■ APPROVED: No need to match tracked time to tasks marked as paid. Ethan will still send the board a detailed time-use report, however.
  - ○ Craig: Funding issue should be front and center to unlock more capital. How can we get the organization to a place where we don't have to beg for Ethan's time. Based on Concrete Jungle experience, lots of people with lots of money. Met someone at fruit tree sale, wrote a check for $5K after 5 minutes. Someone that comes to mind, on our board, is a design researcher at Georgia Tech - can ask him for funding ideas for civic tech. Need to flesh out vision and mission a bit more.
  - ○ Ethan: Would rather have something to apply to.
  - ○ Jeff: Maybe this is an elevator pitch for private money. Corporate giving, large private money. Could be to offset app sales, or part time salary for Executive Director.
  - ○ Emily: Need to think simultaneously about independent income (app sales, API, super features, etc). Money buys us time to build something that can bring in income for the organization (earned income).
- ○ Mission to Europe (5 minutes)
  - ○ Registering Falling Fruit in France
  - ○ Applying for joint European funding with Mundraub (Germany) and Na Ovoce (Czechia)
- ○ Falling Fruit policies (20 minutes)
  - ○ Requests for removal - Parks

- ■ Stated problems
  - ● Gives wrong impression that all trees are available for harvest
  - ● Foragers causing habitat damage
  - ● Foraging finable or punishable by law
  - ● Fruit for resident wildlife, not recreating humans
- ■ Suggested solutions
  - ● Maintain database of park boundaries. Make listings in these areas visible only to their authors. Warn that foraging may be prohibited in area.
    - ○ APPROVED (Emily Sigman not present)
- ■ Hiding iNaturalist locations
  - ● High percentage are in protected areas. Locations could be re-imported from iNaturalist once embargo feature is live.
    - ○ APPROVED (Emily Sigman not present)
- ○ Board member onboarding (5 minutes)
  - ○ Google Drive access, layout
  - ○ *@fallingfruit.org Google accounts

2019-04-30

Ethan, Caleb, Jeff (scribe)

Action items
- **Ethan** sends out action items.
- **Ethan** approves bylaw changes and updates changelog.
- **Everyone** reaches out to their assigned board candidates (https://docs.google.com/spreadsheets/d/15poif739t3pWfx87TGJdrtuvpSDOvKTsk9yT_gpnUzo/edit#gid=0).
- **Caleb & Jeff:** Report their personal expenses for 2018.
- **Ethan & Caleb:** Meet to handover technology infrastructure and recurring payments.

Agenda items
- "It's been a minute" (15 minutes)
  - Caleb (transition to Advisory Board)
    - work NREL & CU dominating time, feeling like he does not/cannot allocate as much time to Falling Fruit as he would like.
    - Feels like the organization would benefit from a board member that can be more engaged and active with leadership and direction.
    - **As an advisor his involvement would be if leadership and staff is reaches out.**
  - Ethan (transition to ED) – stepped down from CFR direct leadership. Working on a few papers to be published & some contract work and consulting. Comfortable with work balance currently so that he can take on a larger role with FF as the ED.
  - Jeff – Still working in energy efficiency. Plan to stay in Colorado, but maybe not Boulder (too expensive). Happy to remain on the board. Don't contribute as much as would like to, lacking programming skills crucial to the organization. But can provide project oversight, "outside non-coding perspective", could take a larger role in finances and other tasks that are valuable contributions, also being the Chair of the board.
- Split Roles & Tasks between Executive Director and Officers (10 minutes) reviewed by board and "assigned" to various parties within the organization. Board decision of CP, EW & JW
- Amend bylaws (Ethan, 10 minutes) -
  - review and revise among board of CP, EW, JW. Modified bi-laws. ACTION ITEM for EW to approve byLaw changes and additions, namely for addition of ED Role and responsibilities.
  - Introduce Executive Director as a non-voting board member hired by the Board of Directors
  - Assign meeting facilitation and notetaking responsibilities
  - Define officer roles (President, Treasurer, Secretary)
  - Define procedure for calling special meetings
  - Review meeting frequency
- Recruiting new board members (15 minutes)
  - List of candidates
  - Application and selection process

  - Finance report (Ethan, 5 minutes)
    - Operating expenses stable: $1800 (2018-)
    - Income (app sales) increasing: $6500 (2018), up from $5400 (2016, 2017)
      - Estimated $16-17k in account currently
    - **Donations baseline close to $0**
  - Usage report (Ethan, 10 minutes)
    - 2018 drop in French users after 2017 spike (90 to 30K)
    - 2017 spike in users mostly (French, 25-44 year old?) women
    - Continued decline of desktop use of website (to 40% of users)
    - Slight drop in engagement from 2017 to 2018 across the board, except for location editing, which is on the rise (with a corresponding increase in location "sabotage")
    - Many users are not using the site translation matching their browser language
  - Executive Director compensation (10 minutes)
    - Have ~ $4,000 per year of salary
      - Based on current revenue the board (CP and JW) are comfortable with a Executive Director for 115 hours per year at a rate of $35/hr.
      - Ethan Welty recused from this discussion based on his candidacy for the role of Executive Director. Remaining board members, Jeff Wanner and Caleb Phillips voted unanimously to approve the role description and compensation allotment for the role of ED.
      - A second vote was held to appoint/hire Ethan Welty as the Executive Director, starting on the first of May in the 2019 CE.
      - Compensation for hours work will be paid quarterly based on hours tracked by the ED.
  - Next meeting
    - After conversations with board candidates… **Targeting a board meeting for May 21st in the afternoon 12-1:30pm. Should work for all three currently.**

Tabled
  - Deleting iNaturalist locations
    - High percentage are in protected areas. Locations could be re-imported from iNaturalist once embargo feature is live.

- Executive Director [work plan](#) (20 minutes)
  - Independence in decision making relative to board?
- Falling Fruit policies (15 minutes)
  - Homeowner requests for removal (private property).
    - Stated problems
      - Disincentive to plant more fruit trees
      - Financially dependent on harvest
      - Want fruit for family and friends
      - Forced to pick unripe fruit (before harvested by strangers)
      - Trees in parking strip "public" but paid for and maintained by property owner
      - Tree located on federal property (USDA Plant Science Research Building). Too many people trespassing has created a problem.
      - Agreement between owner and current forager precludes others from harvesting
    - Suggested solutions
      - Should not add to residents' expense
      - Remove listings on private property, absent written permission from the property owner
      - Caution user to NOT pick from private trees unless they get specific permission EACH TIME directly from the property owner
      - Act before the next recession hits, when problem will get worse
  - Park requests for removal (regulations)
    - Stated problems
      - Gives wrong impression that all trees are available for harvest
      - Foragers causing habitat damage
      - Foraging finable or punishable by law
      - Fruit for resident wildlife, not recreating humans
    - Suggested solutions
      - Remove listings from protected lands and sensitive habitats
  - Location no longer exists (information out of date)
    - Removed (tree cut down), closed (store closed), or dead (plants have died)
    - Inaccessible to the public
- Palo Alto homeowners
  - Maureen Roddy and Eve Sutton: Reached out as go-betweens
  - Phil Burton: https://fallingfruit.org/locations/602786 (tree inventory, front yard)
  - Sue Thiemann: https://fallingfruit.org/locations/1063700 (added by Becky, front yard)
  - Daniel Bartsch: https://fallingfruit.org/locations/1524844 (added by user, front yard)
- Migrating accounts and payments to Falling Fruit
  - Unreported 2018 expenses?
  - Colorado Secretary of State Periodic Report Filing Fee
  - Apple Developer Program membership
  - Amazon AWS
  - Gandi.net
- Trip to Berlin (Ethan, 10 minutes)

- ○ Mundraub team very welcoming. Stayed with Kaï Gildhorn and his family. Went to rock gym with Kaï and Adrien Labaeye (digital commons PhD student).
  - ○ Mundraub works closely with Na-Ovoce (Prague). Both are community-focused, while we are technology-focused and a good compliment to their abilities.
  - ○ Edible Cities: Mundraub moving towards promoting edible cities (http://essbare-stadt.net/) to engage city governments more directly. Interested in drafting joint proposal with Na-Ovoce (Prague) and us for European Commission funding. Would require us to be registered in France (or maybe Switzerland).
  - ○ Open Fruit Format: Shared database for types and locations is possible, but perhaps too centralized. Better to define a standard (minimum) API on top of which each organization (and others) can integrate into their platforms. Nicco Kunzman has made an Android app attempting to combine the major foraging maps (https://github.com/niccokunzmann/mundraub-android). Consider using a scientific taxonomy backbone to simplify challenge of mapping types between different databases.
- ○ NewsWatch segment (Ethan, 5 minutes)
  - ○ Ethan spoke with Chris MacDonald (Sales and Content Manager). For a fee ($4500+), they:
    - ■ Produce a short television advertorial segment, which we then own (samples)
    - ■ Air the segment on AMC
    - ■ Promote the segment in a 4-week social media campaign on their network and a distribution campaign to major news outlets

2018-07-31

Ethan Welty, Caleb Phillips, Jeff Wanner (scribe)

Action items
- Workplan Drafted for ED role. (Ethan to develop initially) This should be both a generic role of the ED and roles specific to Ethan as ED.
- It would also be ideal to know/discuss the initiatives Ethan will peruse for FF with his "volunteer/donated" time (likely initiatives beyond the general responsibilities of the ED role, though obvious overlap will happen). (added by Jeff after the meeting was closed)
- Assess finances – review with mindset of hiring part-time ED (Jeff initially)
- Press round would be valuable given the time of year and seasonality. Should likely be touching base with these networks now
- Look at bylaws for perspective on staff and hire of ED and changes necessary.

Open discussion of current business and outlook for the next 6-12 months.

- App Generating ~350/moth
  - Still looking modern enough however will look dated in time
- Website definitely looks dated and updates to the UX would be very valuable. Very much a want of all but know that it is beyond our current capacity.
  - If/when full rewrite occurred what additional features and future capabilities should be incorporated?
  - Tabled as this is a long conversation that is not within out means currently. Discuss in early 2019 to formalize a plan/strategy.
- If Ethan took on staff role we would ideally like to bring in a fourth member of the board to maintain three voting members of the board.
  - Discussion of potential candidates.
  - "Any we know locally that would be a good fit", "Not really necessary to have a local board member and since FF operates globally it would be nice to bring in someone in other locations and with different experience/life than our own.
  - Could potentially add more than one to the board if worthwhile but would want to temper the addition of new board members.
- Related to a fulltime Executive Director (ED) role, this is how Ethan sees his work life proceeding currently…
  - Photography as primary income
  - Involvement with Fruit Rescue
  - Some Research work
  - Significant staff/leadership role in Falling Fruit
    - Potentially 12-15hrs per week.
- Skillsets needed as a sole employee are very diverse… programming and development and also ED leadership skillsets. Ethan is uniquely able to fill all these roles for FF and with an intimate knowledge of the organization. It will be tough (near impossible) to replace or build with one person (if/when Ethan would step down).
- We've had growth cycles in the past and gone into "dormant mode" and potentially another growth cycle with Ethan as ED to lead and oversee this 'charge'

- o Caleb liked that this idea would not have the mindset that Ethan is always leading the organization and his term as staff will be for a limited. Mainly that it positions FF to move into a phase of life after Ethan has moved past the role or should other opportunities arise for him.
- Filing FF as an international organization in a European Nation (Switzerland) for international trademark and placing ourselves in the strongest position as an organization.
  - o Ethan mentioned funding that groups in Europe see from public agencies.
- More difficult to find funding for continued operation than it is to have funded projects.
- Ethan's hours invested 'split' between volunteer time and compensated ED time. He could direct volunteer hours in direction that he chooses.
- Identify Fourth Board Member
  - o Women in Montevidou
  - o Kira Dell
  - o Some connected with Barn Raiser
  - o GIS developer in Switzerland
  - o Crosspollinate from Moundrab
  - o _____
- In adding to the board need a Board Chairman & Treasurer primarily

Abrupt close to meeting due to other work commitments. Ideally a BOD meeting in early/mid January.

2017-11-17

Ethan Welty (scribe), Caleb Phillips, Jeff Wanner

Taxes
- **2016 return:** The IRS sent us a letter saying we did not file a return for 2016. We need to e-file Form 990-N as soon as possible.
  - Action Item: Jeff will look for record of submission and file 990-N as needed
  - ~~Action Item: Ethan will send letter (images) to Jeff~~
- **Past returns:** Where are our past tax returns? They should be archived in the Drive.
  - Gone missing, maybe not so important to find
- **Payroll:** Do we know how to issue 1099 for contract work (Rylan Bowers and David Balatero)?
  - Yes - income is greater than $500 requires this
  - Let's do this in 2017! Caleb may have extra forms.

Finances
- **Balance:**
  - Money in the bank: $9,792
  - Income (2017): $5,000 app sales + $3,000 donations
  - Expenses (2017): $1,400 developers + $1,800 for server and miscellaneous (list here).
- **[tabled] Paid API:** Do we want it?
  - Quotas for free use
  - Rates for paid use
- **[tabled] Free App:** Can we afford it?
  - Ethan's arguments:
    - Many poorer individuals only access the internet from a phone.
    - Our "competitors" have free apps or mobile-friendly websites.
    - Over half of the visits to our website are from mobile devices.
- **Reimbursements:**
  - Ethan's costs of attending 2017 International Gleaners Symposium ($150 registration, $148 travel, $24 lodging)
    - Reimbursement has been approved.
    - Ethan will process his own reimbursement
  - Jeff has a receipt for Microbrews poster
    - Will process himself
  - Action Item: Caleb will setup google voice to forward to everyone

Usage
- **Locations:** 1,394,265 (97% muni imports, 2% indie imports, 1% user-added)
- **Coverage:** 109 countries and 6,239 cities
- **Types:** 2,515 (1,707 forager | 33 freegan | 174 grafter | 405 honeybee)
- **Grafts:** 2
- **User countries (2017):**
  1. France: 88,849 (42.13%)
  2. United States: 74,751 (35.45%)

3. Australia: 6,935 (3.29%)
4. United Kingdom: 6,108 (2.90%)
5. Canada: 5,797 (2.75%)
6. Belgium: 4,234 (2.01%)
7. India: 3,211 (1.52%)
8. Switzerland: 2,365 (1.12%)
9. Germany: 1,787 (0.85%)
10. Poland: 1,532 (0.73%)

- **Trends:**

	2013	2014	2015	2016	2017	Total
Users: Web	175,197	227,045	135,953	143,212	210,475	891,654
Users: Web (USA)	90%	86%	76%	56%	35%	68%
Sessions: Web (Dekstop)	67%	72%	59%	54%	42%	59%
Users: Registrations	756	1,666	3,317	3,358	4,101	13,198
Locations: By users	3,550	3,128	2,875	4,582	4,320	18,455
Cities: By users	943	799	745	1,051	1,354	3,450
Types: Forager	641	314	285	184	283	1,707
Observations: Status	7	1,346	1,215	1,859	1,867	6,294
Observations: Ratings	2,021	1,908	1,515	2,312	2,175	9,931
Observations: User photos	-	41	243	471	637	1,392
Problems	4	101	78	102	79	364
Routes	1	22	32	30	31	116

- Take aways: trend towards international users and mobile
  - Caleb: missing revenue on app sales by not having translated app. Need income to support hire if that's what we want to do.
  - Jeff: what investment would be reasonable to support pursuing these new markets?
  - Ethan: can we emphasize/incent user additions that create the most value for the organization?
  - Jeff: should we have a popup (Ethan: with Cheeky Pirate(™)) when a search location has nada? More interactivity on the map in general.

Events and partnerships

- **International Gleaners Symposium:** April 6-7, 2018 in Atlanta, Georgia. Co-hosted by Concrete Jungle and Green Urban Lunchbox (Salt Lake City, Utah). Can Jeff or Caleb attend?
    - Ethan reports back:
        - Useful event with lots of energy
        - Craig Durkin (Concrete Jungle) has a 'tree adoption' feature. Could work together on it (eventually)
    - Ethan can't go. Jeff likely cannot. Caleb has a lot of travel in April. Nevertheless would be good to have representation.
    - Caleb: should we host it (in Denver) sometime? Ethan: could be good opportunity if aligned with software strategy. Jeff: could city be a partner? Caleb: would be good role for us as international 'fruit informatics' organization.
- **Fior di Latte partnership:** What is the status of this?
    - Jeff: seems like partnership is growing stale. Pints for charity isn't on menu. Could we use the model to build collaborations with restaurants? Caleb: restaurants may require a bigger lift in terms of amount foraged. Jeff: maybe a one-off tasting dinner? Caleb: time to have a meeting and ask about commitment? Ethan: What 'materials' can we provide -- flyers, stickers, sign.
    - Caleb: could we establish a budget for business development? Should also establish expectations for ROI on BD funds. Ethan: let's track labor/hours too. Budget for BD as differentiated from advertising.
    - <u>Action Item</u>: Jeff and Ethan to have a meeting, maybe next week.

[tabled] Foraging ethics
- Review Urban Edibles' page (here)
- Draft our own

- Personal availability & timelines in next year
    - Jeff: Staying the same, living in Utah or elsewhere. Able to contribute ~5 hours per week.
    - Caleb: Few hours to spare. Available as needed for specific tasks. Sees himself more as a board member than as a volunteer employee. Will continue to put out fires and do the work that makes most sense for him (me) to do.
    - Ethan: Has been serving as project manager for software, making software improvements. Going forward, focusing more on community building, networking, outreach. Becomes a doctor in early summer.
- Structure of organization after Ethan's graduation
    - Wants to be bohemian 4ever. Will work for little money if needed. Proposes tracking hours and being paid a 'minimum' salary.
    - Jeff: wants to be able to fund a full time employee, even if it's not entirely to pay Ethan. Caleb: agrees, should plan for paying a competitive wage even if it takes years to realize. Need to also consider organizational/culture changes with hiring an employee.
    - Ethan: Can we start small, with me as a contractor?
    - Caleb: Falling fruit could have 5 employees and an office. Jeff: we have strong foundation for growth.

- Ethan: could devote ⅓ of his time post-Ph.D. to FF. Jeff: Could start as ED, transition to a technical/advisory role.
- Caleb: Do not want to take advantage of passion of Ethan or anyone else. Ethan: prefers the flexibility and willing to take a pay cut for it.
- Caleb: Logistics for contractor and employee option may be different. Employee would leave board. Contractor may stay on it. In either case they would follow our COI policy. Would need to draft a SOW/contract for contractor and a job description for employee.
- Caleb: Can we resume this discussion 2-3 months prior to start date. Ethan: Action Item: will keep board informed of timeline and schedule meetings as necessary.

Assign recurring external responsibilities
- File IRS 990-N Form (Jeff)
- File Colorado Secretary of State Periodic Report (Jeff)
- Update Finances spreadsheet (must happen annually before taxes happen) (Jeff)
- Amazon AWS, Domain name, SSL certificate, Google Maps grant, … (Caleb)

Assign recurring internal responsibilities
- Respond to Problem reports (Jeff)
- Curate Pending types (Ethan)
- Update our Press page (Ethan)
- Update our Sharing page (Ethan)
- Import submitted datasets (Ethan & Caleb)
- Respond to Facebook messages (Ethan & Jeff)
- Post to Facebook page (Ethan & Jeff)
- Respond to Google Play reviews and provide support if needed (Ethan & Jeff)
- Respond to App Store reviews and provide support if needed (Ethan & Jeff)

[operations] Project management
- Migrating from Trello board to GitHub issues
- Cleaning up API:
  - API documentation
  - API rewrite
  - Separating API and website
- Bringing web and mobile clients closer together

Schedule next meeting
- Aim for February. Jeff will be in Leadville for March.

2016-09-05

Ethan Welty, Caleb Phillips, Jeff Wanner (scribe)

- **Finances Overall**
  - 2016 finance, we have made roughly $3,000 in App sales. Mostly from Apple but some Google as well.
  - Our annual server costs roughly $2,500 per year.
  - Potentially receiving $1,000 – 2,000 from gelato Pints for Charity.
  - Best investment of X-Dollars in the Mobile App so that we feel it is in a good place to market and promote properly.
  - Spend down funds to build out and make the App more robust so that we can more put effort toward promoting.
- **Website**
  - Need to in the near future re-design and incorporate all common branding into the website.
  - Need of UI update.
- Mobile app
  - Revenue (included in Finances Overall)
  - Ethan has been program manager for Mobile App development. It is getting to a point that the API development is moving hand-in-hand with the Mobile App
  - Development budget
    - Revenue warrant investment of assets in more robust build-out and having app at a comfortable "complete" (1.0 Version)
  - Requests for the app that are coming to us include…
    - Names on Map
    - **Ability to have species-sets and saved sets of types for users and "common edible" species sets.**
    - Tagging points
    - Would it make sense to target features to markets where we have more users? **Are their tools and features that are specific to markets we are after? What are these?**
  - Price setting can be location (country) specific. Ability to make App free in 3rd World (and second world nations)
  - Gamification
    - Unfiltered activity board in the mobile app
    - Verify trees
    - Harvested species/sources (NOT QUANTITY)
    - Added points
    - Reviewed locations and species
    - Profile page with stats of users
    - Leaderboards
    - User profile page with stats. Rankings?
    - Ability to incorporate gamification qualities into the app: Log harvest data, events, yield…

- - - Track personal additions, favorite locations, those along frequent paths of travel.
  - ○ Tasks for David & Bion
- ○ **Upcoming events**
  - ○ ELP Awards (Oct 5) - Ethan will be lead attendee and if in town Jeff will join for the event.
  - ○ Feeding the 5000 Denver (Oct 14) - Seems like a "pass" based on schedules and availability of the three of us. Could this be passed along to Community Fruit Rescue?
  - ○ Green Beer Festival (Oct 1-2) - Ethan to pass along to Community Fruit Rescue.
  - ○ Should SXSW remain on our radar? **No**
- ○ **Collaborations**
  - ○ Fior di Latte - **Gelato partnership**
    - ■ They are loving the use of fruit in many flavors coming out
    - ■ Has been tough to track the number of scoops sold for paying FF $1 per scoop. They proposed making Falling Fruit the permanent recipient of their **Pints for Charity** program as an alternative. Ethan agreed this is reasonable and moving in that direction going forward. This would likely be $1,000 annually.
  - ○ Gunbarrel Brewing
    - ■ October 15th having their "harvested beer" Found Fruit Beer party with tasting of all beers produced from foraged sources. We are invited to attend event.
  - ○ Smithsonian Natural History Museum
    - ■ We are a contributor to the museum of natural life.
  - ○ Art installation thing (Leuven, Belgium)
    - ■ Want all European locations for their art exhibit.
- ○ **Fallen Fruit Agreement**
  - ○ Does not limit our potential for On-the-Ground project efforts within Colorado or outside of the US.
    - ■ more broad opportunities in Colorado (RTD bus-stop maps). **Reach out to RTD Special Programs manager about the concept to implement through a partnership.**
- ○ **Should we hide "nonstandard" edible by default or make them easier to hide?**
  - ○ Philosophical implications v.s. User requests
  - ○ Foragers vs. freegans
- ○ Responding to requests to delete private locations
  - ○ Falling Fruit's foraging ethics
  - ○ Emphasizing these through our interface
- ○ Personal availability & timelines
- ○ Schedule next meeting
- ○ **Freegan/Dumpster category** on map to add or list points that are "non-access" or "non-usage". Dumpster is now compacter, locked/fenced.
- ○ **Need to include foraging ethics document into our site.** Opportunity to make this a robust documentation and publish policies. Doing so properly and in a holistic/complete manor could open opportunities for published partnership and backers/supporters. "Whole Foods supports Falling Fruit efforts and the legality and ethics of foraging. With buy-in from experts…"

2016-09-05 (Tech)

Ethan Welty, Caleb Phillips, Jeff Wanner (scribe)

- Translation
  - Localeapp to Phraseapp
  - Broader type translation support (synonyms, wikipedia, country locales, etc)
  - Live preview from Github for in context translation
  - Right-left text support
- Update on backlogged data import, streamlining, etc.
- Technical issues
  - Email infrastructure
    - Confirmation emails sometimes never received.
    - HTML markup not rendering properly.
    - Use 3rd party email service?
- Research
  - Austin Arrington (SUNY)
- Ethan test mobile app on Jeff's iPhone
  - Review other's location
  - Edit other's location

2015-11-16

Ethan Welty, Caleb Phillips, Jeff Wanner (scribe)

1. Bylaw amendment: How often shall the board meet? - 5 minutes.
   a. **Twice per year Board Meetings or as needed and called for by one or more board members.**
2. Intern (?) - 10 minutes
   a. Nancy Billica: "I'm currently teaching an environmental policy class with 90+ students, many of whom are ENVS majors, and some with geography/GIS background. If you have a brief write-up and contact information I will get that out to my students. Let me know if you're interested so I can announce that before the end of the semester."
      i. **Yes, we would certainly value the involvement and support of an intern but would need to have a set/defined project for them and oversight/leadership from us. Student could get paid (potentially matched by university) and school credit is a possibility as well. Develop an outline for work they could take on including: data acquisition, outreach, potentially: grant writing, data import, or research depending on their strengths and interests. Ethan will develop an initial email to Nancy Billica with type of work and let her post the internship opportunity.**
3. Finances (?) - 40 minutes
   a. Current balance (Ethan)
      i. **account balance ~$5,600. Spend 2,500 in 2014 and about the same thus far into 2015 in app development.**
   b. Income: App sales (Caleb)
      i. **Sales revenue of $800 since launch. About $150 per month.**
   c. Expenses: Server (Caleb), App development (Ethan)
      i. **A scalable server & data storage from Amazon is ~$500/month which would be the desired upgrade for future consideration.**
   d. Budget check-in
      i. **Few but not significant donations recently.**
   e. Fundraising (Jeff)
      i. **Colorado Gives has a $50,000 budget limit but Jeff thinks there is a workaround for that to have FF included. Jeff will investigate and reach out to CO gives.**
      ii. **Austin a good market to reach out to local publications, newspaper and other avenues with respect to our coordination and ongoing work with City staff.**
      iii. **Have FF on any list we can get added to for charitable donations.**
      iv. **Grant proposal to city of Boulder for youth education grant**
      v. **https://bouldercolorado.gov/child-youth-family/youth-opportunities-grant Jeff to follow up with the city.**
      vi. **Lush Cosmetics donates X% of profit.**
   f. Large Fundraising - (Stuart Jeckel)

        i.   **Jeff to draft ~2 page summary of Falling Fruit hitting the 10 bullets that Stewart recommended needing (Ouishare awards for starting document).**

4. Legal Update (Caleb) - [Optional, I don't have any news since last email] - 5 minutes or less

        i.   **Update on current status is that the latest agreement and our concessions is in the hands of Fallen Fruit for their acceptance or rejection. That will take time and no reason for concerns or changes to our current workings.**

        ii.   **Our legal team is fully comfortable supporting us to federal court if the case demands that level of defense.**

5. Press & Outreach - related to app

        i.   **For spring 2016 we will want to touch base with all publications that we reached out to in the past.**

2015-11-16 (Operations)

Ethan Welty, Caleb Phillips, Jeff Wanner (scribe)

6. Mobile app
    a. Next release
        i. **version 0.2 out before end of year.**
        ii. **Caleb to lead push out of release.**
    b. Responding to disgruntled paying users
        i. **Jeff to lead responses and make requests from Caleb and Ethan if more technical/higher level insight necessary.**
    c. App store description
        i. **Caleb to redraft app description. Continue to harass Apple for categorization change for the app.**
7. Data processing (Ethan)
    i. **Ethan rewriting all in R. Potentially expand API and database (Caleb wants very careful manipulation of database that could upset the Rails API which pushes to mobile app.) Potentially easier for Caleb to do this with knowledge of Node, unless Ethan wants to learn the coding. Conversation and developments will continue on this front on the Trello task card for coordination and updates. Best option JSON for query among multiple common names to allow for prefered name based on language specific**
8. Subbrands
    a. Grafters
    b. Pollinator/ map
    c. Invasivore
    d. Branding our subbrands
9. Community Fruit Rescue Update (Ethan)
    a. Code for Boulder - not a good deal of useful and benificial support from this group so far. Ethan at meeting this wednesday and will request volunteers for the project and encourage members to take part in the GiveFirst Hackfest. Look at www.wikia.com as an exaple of what the unique version and creation of Rescue per location/instance.
    b. #GiveFirst Hackfest
10. Website redesign (?)
11. Science (Caleb)
    a. Austin Arrington

2014-10-12

Under the Sun, Boulder, Colorado
Caleb Phillips, Ethan Welty, Jeff Wanner

Agenda items
- Budget
    - All recurring expenses and revenue
- Mobile Application Rollout
- Status of donor/backer gifts
- Website Development/Issues/Priorities
- Open Threads and Activities in Trello
- Upcoming Workload of FF Team and Time Resource Allocation for development and FF efforts.
- Partnerships
- Falling Fruit Advisory Board

Budget
- Hummingbird contract for API data supply. $750/month (likely to be operational December or January 2015)
- Mobile App Sales conservatively estimated 50/month @ $5 each ($250/month)
- Donations ~ $10/month (historically)
- **Need to actively identify and seek grant funding opportunities (will be discussed at length after budget)**
- Server $125-150 /month
- Miscellaneous Materials $20 /month
- Discussed that targeted advertising would be warranted to test. And likely begin this near/after the release of Mobile App. Estimated expense of $20 /month
- Domain registrations. $15 /year (each, currently two owned)
- App Stores for FF Mobile App Hosting (Google $20/yr, iTunes $100/yr, Microsoft ~$50/yr)
    - **Side Note on Microsoft that we will likely request open support from a handful of power users as we don't have internal capacity to support Microsoft platform.**

Mobile Application Rollout
1. Achyuta (Developer, Phone Gap platform) will perform 1st Beta Test before passing the App to FF staff.
2. Pre-Alpha group to load and use/troubleshoot app will include Caleb, Ethan, & Jeff and select small beta test group to vet features and functionality.
    a. Our timeline is TIGHT for the Alpha release meeting the commitment of the Barnraiser campaign.
    b. Any/all issues and errors will be communicated to Achyuta they will be corrected by him or FF team.
    c. Build and share a "$10 donation for 'Advance Download' of mobile app".   Allowing additional people to join the Alpha release group.

3. Need to investigate the desired method of pushing App out to Barnraiser backers. Alpha release group.
- **Timeline, capacity and reasonable to move towards Language Translations of Mobile App? If so deemed reasonable identify timeline for doing so.**

Web Developments
- Language Translations of Fallingfruit.org (ongoing efforts)
  - Japanese would be very cool exposure and user base to tap. Jeff to discuss with Michi Arai if she would be interested in working towards that effort.
- IP/API development. Caleb is working on this as time allows. Expecting iteration working and ready for use in the next month. (progress and updates are well documented on Trello threads)
- In conjunction with Mobile Application release target "Rebranding" of fallingfruit.org with logo and color platform in coordination with design aesthetics from Konrad

Open Threads (Trello)
- Scale and Performance of fallingfruit.org is currently meeting demands. However once API and app are live upgrading to Medusa to meet increasing and higher taxing demands.
- Seasonality and ripeness indications. This will be a longer term ongoing effort/project to develop and implement.
  - employ analytical methods and/or sensor monitoring to track and predict seasonal adjustment and indicate potential crop yields and ripeness
  - Could be a great project/focus to identify grant funding opportunities for (discussed further in "Partnership" section of meeting minutes)
- Partnership with Craig Dirkin & Georgia Tech Univ for developments related to Data Tracking and scientific analytics
- Dumpsters - no current actions/priority efforts but progressing forward. Potentially highlight further in the ~6 months ahead to highlight and focus on food waste and it's prevention.
- Species Type Filter - advance filters are in continued development to meet request of many users. Species will be organized and classified by Sub and Parent Species groups.
- **Honey Bees.**
  - Conversations continue with "Hive Tool" (based in Chicago) around hive observation (human scale observations. Possibly an non-profit API user relationship established and beneficial. Likely Spring 2015 at earliest.
  - Bike-a-Bee has been off the radar and completely unresponsive over teh past few months without any warning or justification.
  - Open Source Beehives, Tristan, is working on data collection from hives to observation and predictive analytics. Temp, pressure…
    - Caleb is talking with their developers related to efforts and data analysis
  - Potentially Spring 2015 release of Honeybee Map iterations of forage map and ranges.
    - Ability to tag and create foraging ranges for Beekeepers. "Forage Radius" tool to show what is within x-mile range of a hive.
    - Could be a catchy "Label Maker" tool to allow for creation of Honey Label with % breakdown of pollens/sugars likely sourced by the bees
  - Discussion of how species are identified as "foraged by bees" and included in the map.

- Beekeeper networks do have common lists and research into what bees prefer and all that they will typically source
- Similar to edibility (FF map) as a "new" species presents itself (from user upload or more commonly incorporating a large dataset) the species that is not yet present in the full list of species is researched online for current usage by humans and any historical homosapien usage of the species.

Partnerships

- **Partnerships / "Private View" of FallingFruit map**
  - Organizations like Community Fruit Rescue in Boulder (http://fruitrescue.org/) could be catered to as they would be quality users and organized effort of food-sharing and using available resources (fruit trees)
    - To do so we would have to integrate "private tree" functions for the tracking of many trees included in these groups harvest networks.
    - Would require additional code and development of FallingFruit.
    - If the platform is built and publicised it could spur groups forming and encourage the development of fruit rescue efforts in many locations.
    - Discuss the interest in this with Craig Durkin (Concrete Jungle). Would it add value for their work? Could he see it helping to create a groundswell for rescues in many locations.
- American Chestnut - CLOSED, unless they reach out to us
- Canopy features - Low Prioirty, possibly in the future
- Stewardship Partners - heritage species identifications, inventorying and maintaining. Care for fruit trees and offering support for this need.
- Invasivore - they have identified some species for us but we need time to intigrate information.
  - Challenge from coding and mapping perspective is that species are not universally invasive and must code native vs invasive regions for those we are including.
    - Likely default to state/jurisdictional Department of Ag. designation of "invasive" for regional locations as parameters for species status (native vs invasive)