



Dane County

Minutes - Final Unless Amended by Committee

Tree Board Outreach Work Group

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Tuesday, April 5, 2022

4:00 PM

Virtual Zoom Meeting: See top of agenda for
instructions on how to join the webinar or call in by
phone.

A. Call To Order

Present 4 - Lead Member LAURA WYATT, ALEX MODERHOCK, MCKINZIE MYSZKA, and
JAY WEISS

B. Consideration of Minutes

C. Discussion Items

1. *Discuss work group organization:*

- WYATT proposed that we have regular meetings.
- Selected fourth Tuesday of month 3:30-4:30

2. *Website:*

- JOHNSON sent link to work group members to review 90-minute website training video. Each work group member should commit to watching by next meeting.
- JOHNSON: access to CMS has been submitted, WEISS has already received email. Attendees should register to use CMS by next meeting.
- JOHNSON: we can change website logic and content. Easier now that we have greater control.
- JOHNSON: minor changes have been made over past year, we could re-visit top line menu as well.
- WYATT: can we resurrect notes from existing website discussion as a starting point? JOHNSON will attempt to find notes and share with work group.
- WYATT: group members should commit to reviewing current tree board website by next meeting

3. *Social media (Facebook page)*

- WYATT: wants all members to be added as admins
- WEISS: in past paid boosts didn't have as much reach as Next Door.
- MODERHOCK: focus on website before too much social media work?

4. *PSAs:*

- money budgeted this year: \$5026 (\$1026 carried over from last year)
- JOHNSON: historically we do two waves throughout year, she hasn't yet met with EDDY to select spring topic(s)
- WYATT: schedule next set of work on calendar
- JOHNSON: move scheduling to outreach committee given that EDDY is not part of committee.
- WYATT to JOHNSON: prepare current PSA portfolio and distribute to work group

D. Presentations

E. Reports to Committee

F. Future Meeting Items and Dates

- *Next meeting May 24.*
- *Given that WEISS is on vacation that week could he highlight points of concern, recommendations, etc. regarding website design.*

G. Public Comment on Items not on the Agenda

H. Such Other Business as Allowed by Law

I. Adjourn