



Dane County

Minutes - Final

Tree Board

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Tuesday, August 20, 2019

3:45 PM

5201 Fen Oak Drive Madison WI 53718

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A. Call To Order

- Present** 6 - MARLA EDDY, ED BARTELL, ADAM HELMINIAK, MICHELE RITT, JAY WEISS,
and KEVIN SHORT
- Excused** 1 - ERNIE PEARSON
- Absent** 1 - LAURA WYATT

Also in attendance: Lisa Johnson

B. Consideration of Minutes

[2019](#) 7-10-19 TREE BOARD MINUTES

[MIN-174](#)

Attachments: [2019 MIN-174](#)

A motion was made by SHORT, seconded by RITT, that the Minutes be approved.
The motion carried by a voice vote of 6-0.

C. Action Items

1. Social Media

1.1. Corey Furmanick's Presentation: Most important rule is to distinguish yourself. Website is 'home base' and credibility; public should be directed back from social media (SM) to website for more info. Social media use statistics: Millennials: 90%, GenX 77.5%, Baby Boomers 48.2% but growing. Most SM users spend 2.22 hours per day. 68% still use Facebook (FB) but Instagram, LinkedIn, etc. growing. 73% of businesses say SM ads are somewhat or very effective—even to grow familiarity with your logo, and that 54% of the public uses SM to research products. 49% use SM recommendations to guide them with product choices. Furmanick suggests posts 3x/week, hashtags, and creating educational videos with a call to action. For videos, he suggests a You-Tube page to collect the videos. Johnson noted that Extension has a You-Tube channel for educational resources. If communicating to followers in emails, people are more likely to view emails if a video is attached. Furmanick suggested if possible to have website track when people visit homepage and other pages and develop a customized audience list. Example given of a split test ad that has different images based on audience demographics.

2. Grants

2.1. ATC: BARTELL will create a draft. Have used for Arbor Day in the past. Continue, or different ideas? Joint app with Dane County Parks again?

2.2. DNR Forestry Grant: Due October 1. Contact BARTELL if you have a project in mind. They are especially interested in projects featuring EAB mitigation, 'innovative projects', or projects creating a 'model' for something that can be replicated.

3. Arbor Day: It was decided to use a checklist instead of a MOU. JOHNSON will bring a draft of a project checklist for the schools and a 1-2 min follow-up survey draft to the next meeting; BARTELL will assist. Someone will need to harvest tree cookies for 2020. BARTELL brought more info on the cookie wood brander from Gearheart Industries: Temp control for electric brander is \$110 plus cost of adding the 1.5" diameter logo plus the brand is a total of \$309. BARTELL showed several sample logos; Board liked ones with hands holding a tree or a hand in the shape of a tree with Dane County Tree board on it. JOHNSON researched costs for magnifying glasses for 2020. She purchased 24 for a cost of \$31.98—motion needed to order more and reimburse in September. She calculated the costs of the magnets, magnifying glasses and stickers purchased for this year's event that can be reimbursed for 2019 as specified in June 2019 minutes; the total was \$123.47. Need a motion at September meeting for reimbursement.

4. *Award/Recognition Program: HELMINIAK - suggestions for choosing an individual or entity for FOF award include a form that has scored responses using a point system. The form should address activities/education that aligns with the Board's values and goals. Points attained should include # of persons or trees impacted, equity, etc. A sample template with succinct responses and photos will be included. He suggests the award should be something personal and meaningful that can be displayed at a person's office or at home.*

5. *PSA's - Fall Ad Copy: They are being broadcast currently. Bill has arrived, was paid by UWEX office creditcard, will reimburse from Tree Board account –motion needed in September. Cost \$1,022.00*

6. *Forest Conservation Ordinance Proposal*

6.1. *Ordinance examples*

6.2. *Oaks on the property at the corner of Mineral Point Road and South High Point Road*

A motion was made by WEISS, seconded by SHORT, to table this item due to lack of time for discussion. The motion carried by a voice vote of 6-0.

7. *Lingering Ash Citizen Science Training: A draft letter from the Tree Board to Preston Cole supporting the initiation of a partnership with Extension to start a Lingering Ash program in Wisconsin was presented by BARTELL and was edited by the Board. A MOTION was made to accept and mail the amended letter by SHORT and was seconded by HELMINIAK. MOTION PASSED.*

A motion was made by SHORT, seconded by HELMINIAK, that the amended letter be accepted and mailed..The motion carried unanimously by a voice vote of 6-0.

8. *WAA-TCC Arbor Fair Public Event, September 14, 2019: Organized by ALVES. 9-3 Goodman Park. Announced to Board if anyone can help. Johnson sent a request for help to master gardener volunteers.*

9. *Climate Change Action Plan: Tabled*

A motion was made by WEISS, seconded by SHORT, that this be tabled due to lack of discussion time. The motion carried by a voice vote of 6-0.

D. Presentations - None

E. Reports to Committee

1. *2019 Tree Climbing Championship & Arbor Fair, 9/13-14, 2019, Goodman Park*

2. 2019 Urban Forestry Workshop, 10/1/19 Diseases, Insects, and Invasive Species, Fen Oak

F. Future Meeting Items and Dates

2. September 17 (BARTELL and WEISS not available - HELMINIAK will chair), October 8 (HELMINIAK not available), November 19, December 17

G. Public Comment on Items not on the Agenda - None

H. Such Other Business as Allowed by Law - None

I. Adjourn

A motion was made by WEISS, seconded by SHORT, that the meeting be adjourned. The motion carried by a voice vote of 6-0.

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NOTA: Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

LUS CIM: Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

Lisa Johnson, johnson.lisa@countyofdane.com, 608-224-3715, 711 WI Relay