



Dane County

Minutes - Draft

Tree Board

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Tuesday, February 26, 2019

3:45 PM

5201 Fen Oak Drive Madison WI 53718

5201 Fen Oak Drive Madison WI 53718

A. Call To Order

Present 4 - ED BARTELL, LAURA WYATT, ADAM HELMINIAK, and ERNIE PEARSON

Excused 3 - MARLA EDDY, NICOLAS CORRELL, and MICHELE RITT

Also Present: Lisa Johnson, Jay Weiss, Kevin Short.

B. Consideration of Minutes

A motion was made by HELMINIAK, seconded by PEARSON, that the 2-26-2019 minutes be approved. The motion carried by a voice vote 4-0.

[2018](#)
[MIN-448](#)

1-15-19 TREE BOARD MINUTES

Attachments: [2018 MIN-448](#)

C. Action Items

a. Board Vacancies: The Tree Board will recommend to the County Executive's office that Jay Weiss and Kevin Short be appointed to fill the two vacant spots on the board.

A motion was made by WYATT, seconded by HELMINIAK, that the motion be approved. The motion carried by a voice vote 4-0.

b. Tree board Arbor Day Application: Token Springs Elementary in Sun Prairie was selected as the school. If Token Springs does not accept, the second choice is West Middleton Elementary. JOHNSON has contacted Emily at Token Springs to let her know of the selection, and notified the other schools that were not selected and encourage them to apply in the future. Token Springs has accepted the selection of their site.

A motion was made by BARTELL, seconded by PEARSON, that the motion be approved. The motion carried by a voice vote 4-0.

c. County Proclamation Update: JOHNSON was not able to locate last year's document. BARTELL is checking with Bill Clausius' staff from last year as they generated the 2018 proclamation from Johnson's original text and may have it electronically. JOHNSON will check with RITT to see who at the county needs to approve the proclamation full board or Executive only.

d. Social Media update: WYATT and WEISS formed a subcommittee to create goals for messages on tree diversity and tree planting that they will work on refining with Bret Shaw. JOHNSON and BARTELL will be secondaries for the subcommittee. WYATT and WEISS reported that currently the Tree Board's Facebook posts are mostly for green industry people, not necessarily the general public. They suggest that the Board ID a couple different messages and use Facebook tools to figure out demographics messages should target. Questions to ask about the messages include: Should there be a call to action in the messages and how to evaluate their effectiveness.

e. Grant update: A motion was made by PEARSON and seconded by BARTELL that the \$2000 ATC grant will be divided evenly between Dane County Parks and the Tree Board.

A motion was made by PEARSON, seconded by BARTELL, that the motion be approved. The motion carried by a voice vote 4-0.

D. Presentations

Keith Reopelle, of the Dane County Council on Climate Change attended. The DCCC was created in 2017 under the Office of Energy and Climate Change. There are 38 stakeholder organizations to give perspective on the recommendations the DCCC will make for the county. Some organizations include the UW, businesses, utilities, etc. DCCC is charged by the County Exec with decreasing the carbon footprint of Dane County departments and generating a Climate Action Plan with recommendations that will make Dane County a leader in climate change mitigation through the art of the possible. The stakeholder organizations are to provide a consensus on policies, programs and projects to adopt that will reduce greenhouse gases, mitigate current and upcoming effects of climate change and increase resiliency of our infrastructure and populace, using an equity lens so no groups are disproportionately affected or unable to comply due to expense. The recommendations are voluntary and use incentives and outreach; there are some policies that would affect municipalities. Reopelle reported that the global impact report that wanted to keep temps at 1.5°C will require a 45% reduction in gas emission by 2030. The DCCC recommendations have 10 work groups working on different topics such as energy efficiency, water and land use, transportation and Ag, Forestry and Food (AFF). The AFF group includes Darryl Zastrow of UWEX Environmental Resources Center. The Tree Board may wish to meet with him. Recommendations from AFF are 1. Increase use of forest products, 2. Keep currently existing forests in good health, 3. Increase number of forests the county maintains (either new or existing ones), 4. Keep carbon in wood –includes tradeable credits, 5. Protect and maintain urban forests. Other persons the Tree Board may want to consult are Gary Radlov (UW Energy Institute) and Jamie Derr (Ecosystems and Climate). WYATT mentioned the Green Tier Legacy Program for communities and businesses: if they voluntarily reduce emissions and runoff, there are streamlined regulations at the government level they can take advantage of. Neither Madison nor Dane County are part of the program currently.

E. Reports to Committee

Arbor Day Awards group to find out if 'Friends of the Forest' is copyrighted. RITT will have the county attorney look into it.

F. Future Meeting Items and Dates

March 19, April 16 (RITT not able to attend that day), May 14 (RITT not able to attend that day), June 18, July 16, August 20, September 17, October 8, November 19, December 17.

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

H. Such Other Business as Allowed by Law.

BARTELL will send copies of radio PSAs and drafts to all members to review and discuss at the March meeting. The board will continue to use some of the budget for producing and airing radio PSAs on relevant topics.

I. Adjourn

A motion was made by HELMINIAK, seconded by CORRELL, that the meeting be adjourned. The motion carried by a voice vote 4-0.

Minutes respectfully submitted by Lisa Johnson, pending committee approval.