



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?

Wednesday, July 10, 2019

3:45 PM

5201 Fen Oak Drive Madison WI 53718

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A. Call To Order

Present 7 - MARLA EDDY, ED BARTELL, LAURA WYATT, ERNIE PEARSON, MICHELE RITT, JAY WEISS, and KEVIN SHORT
Excused 1 - ADAM HELMINIAK
Absent 1 - NICOLAS CORRELL

B. Consideration of Minutes

[2019](#) 6-18-19 TREE BOARD MINUTES
[MIN-116](#)

Attachments: [2019 min-116](#)

A motion was made by SHORT, seconded by RITT, that the Minutes be approved as amended. An Amendment was made that under C. Action, Item D. PSA's the topic "dead ash" was inadvertently left off the list and should be added. The motion carried by a voice vote of 7-0.

C. Action Items

1. Annual Budget: Review/Discussion

The Board has \$2350 left to spend. \$250 has been allocated for Facebook ads but not yet spent. A motion to accept the following budget items was made by RITT and seconded by WEISS. Motion passed. \$250 is reserved for marketing/technology expenses. A maximum of \$150 is authorized for 2020 Arbor Day supplies. Johnson researched costs for magnifying glasses for 2020. A product by Blulu that was rated well by teachers seems the best option. They are 12 for \$15.99. She checked on the costs of the magnets, magnifying glasses and stickers purchased for the 2019 event that can be reimbursed as specified in June 2019 minutes; the total was \$123.47. EDDY researched costs of a plaque for the Friends of the Forest (FOF) award. A plaque from Championship Awards in Madison for a plaque that can be designed for us is \$16-28 without set-up and lettering. A metal donut-sized medallion has a set-up cost of \$250. Letters cost 17¢ each. A minimum quantity is 50; at an estimated total cost of \$1250. Other suggestions for FOF awards included small trees, mugs, cutting boards, and wooden laser-cut medallions. WYATT will send the board info on the wooden laser-cut medallions. RITT suggested the idea of plaque with recipient's name to be added that would be displayed in the Fen Oak lobby and a framed certificate to be awarded at a county board meeting plus an activity funded in their honor. \$400 was reserved for FOF awards expenses. \$1000 was reserved for fall radio PSAs that CORRELL is following up on.

A motion was made by RITT, seconded by WEISS, that money for budget items be approved. The motion carried by a voice vote of 7-0.

2. Arbor Day Recap: Discussion/Action

Due to the 2020 application form changes not yet being implemented for review, EDDY motioned to table the discussion till the next meeting. Motion was seconded by BARTELL. Motion Passed.

A motion was made by EDDY, seconded by BARTELL, that the changes be tabled until the next meeting. The motion carried by a voice vote of 7-0.

3. Award/Recognition Program

EDDY gave an update about modifying the application for multi-year projects and the first award in 2020. The form will have a small number of questions and will be scored on a point scale and be based on the Board's mission and values. Legacy awards for multi-year projects were discussed. Equity issues were also discussed.

4. Social Media: Discussion/Action

SHORT discussed having a friend review the in-progress Facebook ad that WEISS and WYATT have created and to talk to the Board about FB campaign effectiveness, for the August meeting.

5. PSAs - Fall Topics: Discussion

Summer ads will include storm damage and preventing or mitigating it with prophylactic pruning and dead ash removal. Copy for the ads was edited by the Board. A motion to accept the edited scripts was made by PEARSON and seconded by SHORT. Motion had 5 in favor, one against, one abstaining. Motion passed. Ads to run on WOLX and 105.5 WMMM.

A motion was made by PEARSON, seconded by SHORT, that the edited scripts be accepted. The motion carried by a voice vote of 5 in favor, with 1 against and 1 abstaining.

6. Forest Conservation Ordinance Proposal: Discussion/Action

Johnson made an attempt to contact Waukesha County forestry and Shelly Strom, but there has been no response.

BARTELL and Johnson will ask Laura Hicklin of Dane County Land and Water Resources about County ordinances and her perspective. PEARSON will research Connecticut policies and send to BARTELL. RITT will research the ordinance process. Goals included accountability by development firms in protecting trees, recognizing forests as a resource to combat climate change and for protection, increasing canopy cover that is being eliminated through EAB and other events and how to maintain and increase it instead, achieving Tree Board mission through the ordinances developed.

7. Lingering Ash Citizen Science Training: Discussion/Action

Wahl was not familiar with the Morton program. EDDY suggested contacting Fred Souba, state forester about this program and suggested partnering with Carmen Hacker, Section Chief of Urban Forestry and Extension to get support for a Lingering Ash program. EDDY and BARTELL will draft a letter to Preston Cole, the DNR Forestry Secretary for support for a Lingering Ash program.

8. WAA-TCC Arbor Fair Public Event, September 14, 2019

Alves suggested the Tree Board may want to host an outreach component at the Arbor Fair Public event on September 14. Further discussion at the August meeting

D. Presentations - None

E. Reports to Committee - None

F. Future Meeting Items and Dates

August 20, September 17, October 8, November 19, December 17. Note: EDDY cannot attend the August 20 meeting.

For the August 20 meeting, Corey Furmanik of Digital Media Real Communications will give a 15-20 minute talk on social media as it relates to Tree Board upcoming Facebook ads.

G. Public Comment on Items not on the Agenda

H. Such Other Business as Allowed by Law

I. Adjourn

A motion was made by EDDY, seconded by WEISS, that the meeting be adjourned. The motion carried by a voice vote of 7-0.

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