



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, November 19, 2019

3:45 PM

5201 Fen Oak Drive Madison WI 53718

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A. Call To Order

Present 7 - ED BARTELL, MARLA EDDY, ERNIE PEARSON, Supervisor MICHELE RITT, KEVIN SHORT, JAY WEISS, and LAURA WYATT

Excused 1 - ADAM HELMINIAK

Also present: Lisa Johnson

B. Consideration of Minutes

[2019](#) 10-22-19 TREE BOARD MINUTES
[MIN-327](#)

Attachments: [2019 MIN-327](#)

A motion was made by RITT, seconded by EDDY, that the Minutes be approved.
The motion carried by a voice vote of 7-0.

C. Action Items

1. 2019 Budget Update and Remaining Funds

i. \$250 has been spent for tree diversity ads on FaceBook. \$155.45 spent for reimbursing Extension for Arbor Day expenses (from marketing/tech fund). FOF expenses still discussing, branding iron is \$300 plus \$75 from marketing/tech fund.

2. 2020 Budget Consideration, Recommendation and Approval

- a. Arbor Day Celebration
- b. PSAs
- c. Social media
- d. Other

i. Total budget is \$4000. \$1000 set aside for trees for Arbor Day. \$3000 remains.
Budget will be set in December meeting for January 1.

1. Potential 2020 expenses discussed for Arbor Day (2020 magnifiers paid for, stickers \$31.87 in 2019, magnets \$74.62 in 2019), PSAs, social media, website-related expenses

3. Arbor Day: Update/Discussion/Action

- a. Application and follow-up letter
- b. Next action - follow-up letter and email reminder

- i. *Johnson sent applications and letters out to all elementary schools*
- ii. *Token Springs survey not yet out, Johnson will have out by December meeting*
- iii. *Johnson will send follow-up applications 2nd week December*

4. Social Media: Update/Discussion/Action

- a. Facebook and ad types and audience attributes

- i. *Currently, 127 people reached by tree diversity ad with no boost. To reach more, we can have it put in news feeds with a boost. Discussion on audience to get most response. Research indicated females, 25-65, and new homeowners as best audience. \$250 to be spent on boosting to this audience as per previous motions.*

5. Award/Recognition Program: Update/Discussion/Action

- a. Evaluation criteria
- b. Award options

- i. *Current criteria for points system were reviewed and discussed. Since Helminiak was not able to attend, further discussion was tabled. \$400 was allocated and needs to be spent. For awards, 48 minimum for plaques, \$50 for design.*

A motion was made by RITT, seconded by WEISS, that further discussion of this program be tabled. The motion carried by a voice vote of 7-0.

[2019
RPT-392](#)

TREE BOARD AWARDS NOTES

Attachments: [2019 RPT-392](#)

[2019
RPT-396](#)

FRIENDS OF THE FOREST EVALUATION

Attachments: [2019 RPT-396](#)

[2019
RPT-397](#)

NOMINATION FORM

Attachments: [2019 RPT-397](#)

Website Updates

The subcommittee (BARTELL, HELMINIAK, Johnson) met. The intro page with board member names was updated. The subcommittee assigned pages to members to check, and suggest and/or create content. Johnson and HELMINIAK will take the FAQ page, due January 2020 for board review. RITT will take Presentations page, due for December 2019 meeting. SHORT will take Tree Care (planting and preservation) due January 2020. WEISS will take Diseases/Insects due February 2020. WYATT will take Links due February 2020. BARTELL will take Projects due December. Link to new Arbor Day application form needs to be fixed. Johnson will contact Kenealy.

D. Presentations

None

E. Reports to Committee

1. Forest Conservation Ordinance Proposal: Discussion

F. Future Meeting Items and Dates

November 19, December 17 (Correll not able to attend), January 21 2020, February 11 2020, March 17 2020, April 21 2020

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 WYATT, seconded by WEISS, that the be adjourned. The motion carried by a voice vote.

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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