



# Dane County

## Minutes - Final Unless Amended by Committee

### Tree Board

*Consider:*

*Who benefits? Who is burdened?*

*Who does not have a voice at the table?*

*How can policymakers mitigate unintended consequences?*

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Tuesday, February 25, 2020

3:45 PM

5201 Fen Oak Drive Madison WI 53718

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#### A. Call To Order

Bartell called the meeting to order at 3:50pm

**Present** 7 - ED BARTELL, ERNIE PEARSON, Supervisor MICHELE RITT, KEVIN SHORT, JAY WEISS, LAURA WYATT, and NICOLAS CORRELL

**Excused** 2 - MARLA EDDY, and ADAM HELMINIAK

#### B. Consideration of Minutes

A motion was made by PEARSON, seconded by SHORT, to accept the minutes be approved. The motion carried by unanimously.

[2019](#)  
[MIN-467](#)

TREE BOARD MINUTES 24.FEB.2020

Attachments: [2019 MIN-467](#)

#### C. Action Items

##### 1.Arbor Day: Update/Discussion/Action

###### 1.1.School selection

###### 1.2.Proclamation

*i. Applications were reviewed and Mendota Elementary was selected. Passed with a unanimous voice vote with RITT abstaining. Johnson will notify the school. Johnson will also notify the schools that were not selected and encourage them to apply again next year.*

*ii. Branding iron discussion re tree cookies for Arbor Day. BARTELL will work with Johnson on procuring cookies and branding technique.*

*iii. Proclamation Certificate for Arbor Day from County will be read at the April 2 County board meeting. BARTELL, RITT and Johnson to attend. Amy Horton from Mendota will be invited to attend as well.*

**2. Friends of the Forest Recognition Program Update: Discussion/Action****2.1. Program promotion**

*i. Postponed as HELMINIAK and EDDY were not present.*

**3. Website Updates Plan: Discussion/Action****3.1. Lisa and Adam: FAQs****3.2. Kevin: Planting; Preservation****3.3. Laura: Links****3.4. Jay: Diseases and Insects**

*i. FAQs page changes discussed and Links page discussed.*

*ii. WEISS will compile new banner menu tabs and this will inform changes in Links and FAQ pages. He will work with Johnson to implement content changes in various tabs that will reflect the banner menu changes.*

**4. Earth Day, 50 Year Celebration: Discussion/Action**

*i. Johnson is checking with the Zoo on booth status*

**5. Social Media: Update/Discussion/Action**

*i. Statistics regarding the Tree Board Facebook campaign and its success were reviewed. Discussed potential new messages and what graphics to use. WEISS will create a new message post on tree diversity and retain the original graphic. WEISS will look into video options as well.*

**6. Media Buys: Discussion/Action****6.1. PSAs**

*i. Radio PSAs discussion – the Board decided to continue with radio ads. CORRELL PSAs on planting and diseases with a window of April 15-20.*

**D. Presentations****E. Reports to Committee****1. Organizational changes to County Extension/UW-Madison****F. Future Meeting Items and Dates**

*February 11 2020 (changed to February 25), March 17 2020, April 21 2020, May 19, 2020, June 16, 2020*

**1. Forest Conservation Ordinance proposal****2. Climate Change Action Plan Recommendations: Discussion/Action****3. March 17, April 21****G. Public Comment on Items not on the Agenda**

**H. Such Other Business as Allowed by Law****I. Adjourn**

**A motion was made by CORRELL, seconded by SHORT, that the Meeting be adjourned. The motion carried by unanimously at 5:20pm**

*NOTE: If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.*

*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 for Wisconsin Relay*