



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?

Tuesday, August 18, 2020

3:45 PM

Remote Meeting: Call 1 866 899 4679

Access Code: 594-208-373

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The August 18th Dane County Tree Board Meeting is being held remotely. The public can access the meeting by calling the number below.

Once prompted, enter in the access code and you will be connected to the meeting.

NOTE: You will be placed on hold until the host joins.

United States (Toll Free): 1 866 899 4679

Access Code: 594-208-373

If you would like to register to speak on/support/oppose an agenda item, please fill out a registration form by clicking on the following link:

<https://www.surveymonkey.com/r/9P3FDZR>

Registrations will be accepted until 30 minutes prior to the beginning of the meeting.

Staff will then call you into the meeting when the item is before the committee.

A. Call To Order

Call to order 3:58 pm due to technical problems

Others present: Lisa Johnson, Brian Wahl and Charles Thompson

Present 6 - ED BARTELL, MARLA EDDY, ADAM HELMINIAK, Supervisor MICHELE RITT, KEVIN SHORT, and LAURA WYATT

Excused 1 - JAY WEISS

Absent 2 - ERNIE PEARSON, and NICOLAS CORRELL

B. Consideration of Minutes

[2020](#)
[MIN-129](#)

TREE BOARD MINUTES 21.JUL.2020

Attachments: [2020 MIN-129](#)

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

C. Action Items*1. Budget: Update/Discussion/Action**a. Arbor Day Funds*

The Board had received extra funding for trees for Arbor Day. The Board was not able to use it as the Arbor Day event was canceled due to COVID-19. RITT checked and the funds can be used for other things, but it will not roll over, so need to spend this year.

Discussion RITT: Maybe plant trees at chosen school even without the educational program piece. LEAF curriculum could be shared as education or some online program. Other suggestions: Spend money to offer educational resources? Need to contact school to see if the teacher contact is still there and trees are wanted.

A motion was made by RITT, seconded by WYATT, to plant at least two trees at Mendota School and create a subcommittee to discuss other resources to report back. Subcommittee to consist of RITT, BARTELL, Johnson. The motion carried by a voice vote 6-0.

b. Funds for PSAs

\$1000 was budgeted for PSAs, running on WMMM and Fitchburg TV (free). WMMM 30 sec spots 50 times on storm damage-preventative pruning and the dead and dying ash message. \$1000 approx for these two PSAs.

Next meeting agenda hold other PSA messages discussion. FaceBook: spent \$125 on dead standing ash post on social media. 102 likes. Discussion: Boost? Change message? Something more interactive? Post favorite tree? Intentional interaction through friends groups? Discussion of 'prizes' for interactive posts. Tree and EAB Silly Bandz; check the youth educator at Morton Arboretum for a source.

A motion was made by WYATT, seconded by SHORT, to fund \$250 for Arbor Day supplies remainder in miscellaneous. The motion carried by a voice vote 6-0.

*2. Arbor Day: Update/Discussion/Action**2.1. Review application for changes*

Arbor Day review form update discussion action no changes needed to form

3. Social Media: Update/Discussion/Action

\$125 to boost current messages? New message? SHORT suggested a new post in fall. Discussion of posts via Next Door messages? Discussed Johnson's column on standing dead ash.

Approve current article for other uses as Dane County Tree Board? RITT will check with DC communications staff about any approvals needed to make sure it is approved before sending to media outlets.

A motion was made by SHORT, seconded by HELMINIAK, to use remaining \$125 new ad for fall rather than boost current one. The motion carried by a voice vote 6-0.

4. Media Buys: Update/Discussion/Action**4.1. Late Summer PSAs****4.2. Fall/Winter PSAs**

Suggestions: Fall/winter PSAs tree planting? Oaks and winter pruning?

[2020
RPT-191](#)

PSAS SUMMER (AUG-SEPT) 2020 FINAL DRAFTS

Attachments: [2020 RPT-191](#)

D. Presentations

None

E. Reports to Committee**1. Friends of the Forest Recognition Program**

FOF committee will meet to talk to Nestled Pines and how to proceed re awards

2. Website Updates Plan: Discussion/Action

Johnson did not get a response from Dane County IT re a meeting with the Board. Johnson will email DCIT again with these questions: Since we have changes can we make them? Or should we wait, what is their timeline, keep working, still access?

F. Future Meeting Items and Dates

- Forest Conservation Ordinance proposal
- Climate Change Action Plan Recommendations: Discussion/Action
- September 15, 2020 October 20, 2020 November 17, 2020 December 15, 2020

G. Public Comment on Items not on the Agenda

None

H. Such Other Business as Allowed by Law

None

I. Adjourn

Adjourn 5:21 pm

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

Minutes respectfully submitted by Lisa Johnson, pending committee approval.