



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, October 20, 2020

3:45 PM

Virtual Zoom Meeting: See top of agenda for
instructions on how to join the webinar or call in by
phone.

The October 20th, 2020 Dane County Tree Board meeting is being held virtually. The public can access the meeting with the Zoom application or by telephone.

To join the meeting in Zoom, click the following link (after you fill out the form, the meeting link and access information will be emailed to you):

https://us02web.zoom.us/webinar/register/WN_j8ITyLQbTOWGbwMdUNRk3w

This link will be active until the end of the meeting.

To join the meeting by phone, dial-in using one of the following three phone numbers

1-833-548-0276

1-833-548-0282

1-888-788-0099

When prompted, enter the following Webinar ID: 886 8394 0550

If you want to submit a written comment for this meeting, or send handouts for committee members, please send them to johnson.lisa@countyofdane.com

PROCESS TO PROVIDE PUBLIC COMMENT: ANY MEMBERS OF THE PUBLIC WISHING TO REGISTER TO SPEAK ON/SUPPORT/OPPOSE AN AGENDA ITEM MUST REGISTER USING THE LINK ABOVE (even if you plan to attend using your phone).

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

If you join the meeting with Zoom, when the item you have registered for is before the board/committee, you will be promoted to a panelist. Once a panelist, you can turn on your webcam and you will be able to unmute yourself.

If you join the meeting with your phone, when the item you have registered for is before the board/committee, you will be unmuted and hear, "the host would like you to unmute your microphone, you can press *6 to unmute." Please press *6.

If you indicated that you would like to be called if you aren't attending the Zoom meeting when the item you have registered for is before the board/committee, you will be called. Please answer your phone. You will be directed to press 1 to join the meeting and then *6 to unmute yourself.

A. Call To Order

Call to Order 3:58 pm

Others present: Lisa Johnson and Charles Thompson

Present 6 - ED BARTELL, ERNIE PEARSON, Supervisor MICHELE RITT, KEVIN SHORT, JAY WEISS, and LAURA WYATT

Excused 2 - MARLA EDDY, and ADAM HELMINIAK

Absent 1 - NICOLAS CORRELL

B. Consideration of Minutes

[2020](#)
[MIN-194](#)

TREE BOARD MINUTES 15.SEP.2020

Attachments: [2020 MIN-194](#)

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

C. Action Items

1. Media Buys: Update/Discussion/Action

- 1.1. Discussed ways to reach a broader audience with radio PSAs. RITT suggests waiting to talk to Equity office. RITT and WYATT suggest sending PSAs to Rooted and Food Council. BARTELL will ask radio station about their demographics. 30-second topics of fall planting and fall watering of trees were chosen.

A motion was made by WEISS to change wording in one of the PSAs, then the motion was retracted.

2. Social Media Update/Discussion/Action

- a) Facebook boosted post on dying ash reached 737, many likes and shares. 2nd post needed.
- b) Next Door post (free) brought 80 comments after just 6 days of posting. 34408 impressions were also noted in statistical report. Discussion: What to do about questions put in Next Door in response to our posts? Not feasible to monitor. Suggest adding a include link to WAA to find a certified arborist. WYATT recommended having a disclaimer not endorsing any company, and saying no posts from professional/commercial companies are endorsed by DCTB—consult with a certified arborist, people should check for insurance.
- c) PSA topic suggestions for winter, pruning oaks, tree diversity highlighting trees, conifers and other trees and salt

3. Working Groups: Discussion/Action.

Should they be made into formal work groups? BARTELL suggested the Board may want to create other work groups to be more efficient, accomplish more, expanding to do other things that are in our mission statement such as community forestry, forestry policy and natural resource issues.

WYATT asked if any work was being done by a partner that the Board could support. Potential partners would be DNR Urban Forestry, Dane County Parks, UW-Madison, Madison Community Foundation, and Urban Tree Alliance. Need to identify county needs that we can assist with. Voucher for funds to support discount on buying a local tree for private lands?

Current work groups list:

- a. Arbor Day (Johnson, RITT, BARTELL)
- b. Social Media (Facebook: WEISS, WYATT, BARTELL; Next Door: BARTELL; Instagram, no members identified)
- c. PSAs (BARTELL, HELMINIAK)
- d. Friends of the Forest (EDDY, HELMINIAK, BARTELL)
- e. Website (Johnson, HELMINIAK, BARTELL, WEISS, SHORT)
- f. Other: Tree Planting Events, Education, Policy

D. Presentations

None

E. Reports to Committee*1. Arbor Day*

1. Fall Program postponed until next spring. Suggestions to create a video re tree planting for re-use, maybe with a professional media company. 2021 event will be at Mendota Elementary School

2. Friends of the Forest Recognition Program

- 1. Press Release*
- 2. Program roll-out discussed*

A motion was made by PEARSON, seconded by SHORT, that the press release be approved. The motion carried by a voice vote 6-0.

3. Website Updates Plan

- 1. Status of new design, New design is in, new menu logic was rejected by DCIT, changes are being made, launch to occur Friday Oct. 23.*
- 2. Transfer and editing of content after the launch and election blackout period*

F. Future Meeting Items and Dates

- 1. Forest Conservation Ordinance proposal*
- 2. Climate Change Action Plan Recommendations:
Discussion/Action*
- 3. Upcoming meeting dates:
November 17, 2020, December 15, 2020,
January 19, 2021, February 16, 2021*

G. Public Comment on Items not on the Agenda

None

H. Such Other Business as Allowed by Law

- a. CORRELL resigning. Vacancy discussion next time.*
- b. Supervisor PAUL RUSK, former Board member passed, Tree Board will support planting a tree in a northside park. Alves suggests Lakeview*

I. Adjourn

RITT left meeting at 4:30 pm

Adjourned at 5:26 pm

A motion was made by WEISS, seconded by WYATT, that the meeting be adjourned. The motion carried by a voice vote 5-0 .

Minutes respectfully submitted by Lisa Johnson, pending committee approval