



# 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, December 15, 2020

3:45 PM

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

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The December 15th, 2020 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\\_II5G\\_grpT7isKDzENUgFTA](https://us02web.zoom.us/webinar/register/WN_II5G_grpT7isKDzENUgFTA)

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: 869 0788 6408

If you want to submit a written comment for this meeting, or send handouts for board members, please send them to [johnson.lisa@countyofdane.com](mailto: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).**

In order to testify (provide public comment), you must be in attendance at the meeting via Zoom or phone, you will then either be unmuted or promoted to a panelist and provided time to speak to the body.

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

### A. Call To Order

*Also Present: Abe Lenocho, Brian Wahl, Lisa Johnson, Chip Thompson*

*Call To Order 3:47 pm*

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

Absent 2 - ERNIE PEARSON, and JAY WEISS

## B. Consideration of Minutes

[2020  
MIN-326](#)

TREE BOARD MINUTES 17.NOV.2020

Attachments: [2020 MIN-326](#)

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

## C. Action Items

### 1. Educational Online Programs for Public.

Johnson presented an idea about doing online educational presentations for the public hosted by the Tree Board. They could be monthly, and feature Tree Board staff, members, UW-Madison specialists. They would be about topics the public is interested in. She has canned talks on Native and Nativar Small Scale Trees, Trees Over 40', Trees Under 40', Conifers, Trees for Good Fall Color, Proper Tree Pruning, Fruit Tree Pruning, Pruning Neglected Fruit Trees, Proper Tree Planting. UW specialists have numerous presentations on diseases and insect issues on landscape trees. Johnson thought some of these might be appropriate for the 1000 Friends Series.

#### —1000 Friends Potential Collaboration

Abe Leno of 1000 Friends, a land planning and land use planning policy advocacy non-profit, has a grant to present virtual topics to educate and inspire to plant more trees. Trying to get presenters from different size and locations of communities, different races and genders. Looking at topics homeowners would be interested in. May do as a panel and once a month starting in January 2021. Shared potential topics with the Board. They are statewide, so scope of their presentations are statewide. Virtual Education Work Group: Johnson, EDDY, BARTELL, SHORT will meet with Leno. Johnson will send out a Doodle poll for meeting dates in early January.

### 2. 2021 budget

\$4000. BARTELL did a proposed breakout of expenses: Trees \$1000, PSAs \$2000, Friends of Forest awards \$450, social media ads \$200, Arbor Day supplies \$350. It was mentioned that for the new virtual educational series some speakers may want honoraria. RITT checking with Controller to see if the Board is able to pay speaker honoraria for speakers for educational programs online.

—Media budget approval for spring 2021: PSAs and Facebook boosts.

On hold since unsure of whether honoraria can be paid

## D. Presentations

None

**E. Reports to Committee***1. Paul Rusk Memorial Tree*

*EDDY checked with Ann Freiwald of Madison Parks for a Warner Park memorial tree. Freiwald will forward to Parks leadership; possibly a bench as trees no longer planted for the most part. RITT is following up on possibility of a tree at Lake Hill park.*

*2. Media Updates: PSAs, Facebook, NextDoor*

*Winter salt use and trees message running now. May collaborate with Susan Sandford of LWRD on some future messages. February message will be planting oaks.*

*3. Tree Planting with Urban Tree Alliance*

*BARTELL has not heard from Jeremy Cain or Adam Alves, will report next meeting*

**F. Future Meeting Items and Dates***1. Forest Conservation Ordinance proposal**2. Climate Change Action Plan Recommendations: Discussion/Action**3. Website**4. Friends of the Forest Recognition Program**5. Tree Planting with Urban Tree Alliance**6. Educational Online Presentations/1000 Friends Collaboration*

*5. Upcoming meeting dates: January 19, 2021, February 16, 2021, March 16, 2021, April 20, 2021, May 18, 2021, June 15, 2021, July 20, 2021, August 17, 2021, September 21, 2021, October 19, 2021, November 16, 2021, December 21, 2021 the board will need to discuss alternate meeting dates for the July and September meetings as those conflict with observed religious holidays.*

**G. Public Comment on Items not on the Agenda**

*None*

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

*None*

**I. Adjourn**

*Adjourn at 4:54 pm*

*Minutes respectfully submitted by Lisa Johnson, pending committee approval.*