



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, January 19, 2021

3:45 PM

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

The January 19th, 2021 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_ULeZ0ieCT-GeB2hb0d-AQw

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: 870 2437 6353

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

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: Brian Wahl, Lisa Johnson

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

Absent 2 - ERNIE PEARSON, and KEVIN SHORT

B. Consideration of Minutes

[2020](#)
[MIN-353](#)

TREE BOARD MINUTES 15.DEC.2020

Attachments: [2020 MIN-353](#)

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

Action Items

A motion was made by RITT, seconded by EDDY, that the item 3 (budget) be moved to item 1 for discussion be approved as amended. The motion carried Voice Vote 6-0

1.Educational Online Programs for Public**1.Workgroup**

Workgroup met and made recommendations for working with 1000 Friends on collaborating to present online education for their webinar series 'Leafing Out'. Discussed topics, timing, who is involved, cooperative topics vs tree board alone topics. Johnson, Bartell, Abe Lenocho decided on Leafing Out topics: Jan 28, Tree Appreciation Bruce Allison; Feb 18: Tree Pruning Lisa Johnson, others to follow. Workgroup recommends \$500 from Tree Board budget to be spent at workgroup's discretion on speaker honoraria (not including Johnson who is not charging). Eddy wants reports on the spending as it occurs. Helminiak suggested finding ways to recognize the Tree Board in the partnership. An evaluation form was discussed, Johnson will provide a template.

A motion was made by WEISS, seconded by HELMINIAK, to continue to collaborate with 1000 Friends on an education program for the calendar year 2021 to determine and participate in topics, schedule, production, marketing and distribution and allot a \$500 speaker fee budget to be used for speakers/presenters in a partnership with 1000 Friends to be spent at the discretion of the workgroup be approved. The motion carried Voice Vote 6-0.

2. Board Vacancy

suggestions discussed to fill the Correll vacancy to give to the County Exec's office. Abe Lenocho was suggested as a candidate. Discussion ensued regarding finding diverse candidates.

A motion was made by EDDY, seconded by RITT, that the discussion be tabled. The motion carried by Voice Vote 6-0.

3. 2021 budget

Trees for Arbor Day event \$1000, PSA radio messages \$1800, Friends of the Forest awards \$400, social media educational ads \$125, other Arbor Day supplies/expenses \$175, speaker honoraria for educational online programs in conjunction with or separately from the 1000 Friends partnership. Budgeted \$100 honorarium per speaker. If needed, can go up to \$200 cap per speaker. \$500 total for speakers. This \$500 accounts for the adjustment to the previous budget.

1. Honorarium for speakers

A motion was made by HELMINIAK, seconded by RITT, to approve adjusted budget to figures above be approved. The motion carried Voice Vote 6-0.

2. 2021 Media Budget approval: PSAs and Facebook boosts

PSAs and Facebook boosts were discussed. Social Media Workgroup sought approval for autonomy to spend the funds budgeted (\$1800 PSAs and Facebook \$125) on PSAs and Facebook messages they deem appropriate.

A motion was made by EDDY, seconded by WYATT, to give Social Media Workgroup authority to spend funds as it sees fit and to report back to Board on progress and expenditures. be approved. The motion carried Voice Vote 6-0.

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

RITT reported Lakeview Hill Park will work with the Board to plant a tree with no marker, but they are also open to bench memorializing Rusk. Waiting till COVID conditions are safe and family can attend.

2. Media Updates: PSAs, Facebook, NextDoor

NextDoor PSA on de-icing salts in December. Another in Feb is planned on planting oaks. The de-icing post on Next Door garnered 32,000 impressions, 45 responses, 32 comments, and 90 replies. Several referrals were made to City of Madison sand sites, UW Limnology Dept., WI Saltwise program. Consumer Reports Salt Awareness Week was 1-11 to 1-15. Most replies in the first week. Facebook post (same topic) on December 21st (without boosting) garnered 5 likes and 4 shares. It was noted that WI Saltwise did give a shout out for our post. Helminiak asked what our responsibility is if incorrect info gets out in discussion in community. Next workgroup discussion will address this, see if there is someone to contact to give us tips on do's and don'ts, when to step in and when not. Good platform for community engagement. Eddy asked Wyatt about the Lakeshore Facebook page regarding any negative comments, is there a moderator? Wyatt said yes. Eddy will check with her neighborhood Next Door moderator, who is President of the neighborhood association to see if they have tips. Bartell will check with Susan Sanford about removing any abusive posts

A motion was made by EDDY, seconded by WYATT, to approve workgroup budget to spend at its discretion and report back be approved. The motion carried Voice Vote 6-0.

3. Website

Johnson reported that N.Bubb got the worksgroup on the right CMS account, as previous attempts to make changes on the website had not been successful as IT had not updated the website group's CMS. The workgroup will meet again

F. Future Meeting Items and Dates

1. 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.

2. Forest Conservation Ordinance proposal

3. Forest Conservation Ordinance proposal

4. Friends of the Forest Recognition Program

5. Facebook, Next Door and post moderating

6. Is it ok with the County to use the logo on our tree cookies on letterhead, etc.?

G. Public Comment on Items not on the Agenda**H. Such Other Business as Allowed by Law****I. Adjourn**

A motion was made by WEISS, seconded by WYATT, that the Meeting be adjourned. The motion carried Voice Vote 6-0.

Minutes Submitted Respectfully by Lisa Johnson, pending approval.