



Dane County

Minutes - Final Unless Amended by Committee Tree Board

Tuesday, July 18, 2017

3:45 PM

5201 Fen Oak Drive, Madison, WI 53718

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A. Call To Order

Present 5 - MARLA EDDY, ED BARTELL, NICOLAS CORRELL, ADAM HELMINIAK, and
BILL CLAUSIUS

Excused 1 - NANCY SCHLIMGEN

Absent 2 - LAURA WYATT, and JONATHAN KLAAS

Also Present: Brian Wahl and Lisa Johnson

B. Consideration of Minutes

A motion was made by HELMINIAK, seconded by BARTELL, that the minutes of 6-20-17 be approved. The motion carried by a voice vote of 5-0.

[2017](#)
[MIN-166](#) 6-20-17 TREE BOARD MINUTES

Attachments: [2017 MIN-166](#)

C. Action Items

1. *Rotary Club Tree Planing Initiative - WAHL reports that Sara Minkoff of DNR Urban Forestry is working with Edgerton Rotary re: the tree planting one tree/member challenge from the International Rotary in Australia. Each group is handling it differently. Edgerton Rotary is planting 40 trees. The Tree Board had invited Urban Tree Alliance that is working with the project to a Tree Board meeting to discuss, but received no response as of yet. BARTELL and Johnson will work on a letter to the various Rotary Clubs with info and resources on proper tree planting. Will stress the importance of canopy, especially as ash is removed due to EAB. Will also indicate that the Tree Board supports the effort and is interested in future partnership opportunities.*
2. *Plan it Geo - This is the contractor that is putting the municipal tree inventories from the last five years online for DNR. The project should go live in August. Johnson will contact DNR's Dan Buckler re: a report to the Tree Board on the project.*
3. *Web Review - No response from County IT as of yet. Johnson will send a reminder email.*

D. Presentations - none

E. Reports to Committee

1. Radio ads - CORRELL is working with Entercom. The TB 15 second spot on EAB will run on WOLX and TripleM 15 times for each station for 4 weekends for \$1800. CORRELL will send the invoice to DC UWEX—ads can begin as soon as payment is received by Entercom. If needed, CLAUSIUS has volunteered to read the copy for the ads. Johnson will send a press release to tell public the ads are coming out ahead of spots airing.
2. BARTELL contacted Fitchburg public access TV (FACT) re a 15-second ad. They can do a 15-second spot of audio/video for \$100/hour. It would take 3-5 hours to do. CLAUSIUS has volunteered to do the audio if needed. FACT would give the TB a thumb drive of the ad to give to other stations as well.

F. Future Meeting Items and Dates

Items: Website, radio ads, Rotary project, Plan It Geo project, brochure re-do

Dates: August 22; September 19; October 17

G. Public Comment on Items not on the Agenda - none

H. Such Other Business as Allowed by Law

Discussion about revising the Tree Board brochure, which is very old.

I. Adjourn

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

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, WI Relay 711