



# 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, January 15, 2019

3:45 PM

5201 Fen Oak Madison

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#### A. Call To Order

**Present** 6 - MARLA EDDY, ED BARTELL, LAURA WYATT, NICOLAS CORRELL, ADAM HELMINIAK, and MICHELE RITT

**Excused** 1 - ERNIE PEARSON

*Others Present: Lisa Johnson, Jay Weiss, Kevin Short, Bret Shaw, Katy Thostenson, Ellen Clark*

#### B. Consideration of Minutes

[2018](#)  
[MIN-420](#)

MINUTES OF THE 12/18/2018 TREE BOARD

**Attachments:** [2018 MIN-420](#)

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

#### C. Action Items

a. Board Vacancies: BARTELL received two applications: from Jay Weiss (Cambridge) and Kevin Short (Tree Health Management). They attended the December meeting. Both have applied to the County Exec's office and BARTELL is checking to see that the applications were received. WEISS is the village forester in Cambridge and runs the Cambridge Tree Project, an effort to increase canopy cover. SHORT is a certified arborist with Tree Health Management. Interest was expressed by Briana Frank of Tree Health Management, but she did not apply. The next step is for the Board to recommend candidates to the Exec's office. EDDY motioned to decide on the two vacancy recommendation candidates at the February meeting. WYATT seconded. Motion Passed.

A motion was made by MARLA EDDY, seconded by LAURA WYATT, that the candidates recommended for the Tree Board vacancies be decided in February. The motion carried unanimously by a voice vote of 6-0.

- b. WAA Events Coordination: Discussed Garden Expo, requested volunteers
- c. Grants: Tree Board received \$2000 from ATC grant; funds stored in Extension budget. BARTELL will contact ALVES re disbursement. Other grants to consider: Bock Family Foundation, Alliant Energy Grants, Rotary Grants, MCF Foundation, Stanley Horticultural, Baldwin grants
- d. Tree Board Arbor Day Application: Johnson presented email lists that were sent to on January 14.
- e. Proclamation Update: County to review the proclamation, awards/recognition.
- f. Discuss PSAs: CORRELL brought previous PSAs but due to time constraints this item was moved to the February meeting. WYATT will scout out a cost for billboards. WEISS talked about what Cambridge did re Facebook ads. Facebook ads valued on clicks per dollar. You commit to a dollar amount and select demographics group (like new homeowners or just married) to promote a message for the ad campaign. Get reports based on likes, clicks, shares. A campaign can cost small amounts like \$200. WYATT AND WEISS to form a subcommittee to create goals to go to Bret Shaw.
- g. Awards/Recognition Update: HELMINIAK commented on proposal evaluation process. Suggested Tree Board evaluate candidates instead of trying to put together a separate outside committee due to the difficulty of getting commitments to do that. EDDY suggested a strict set of criteria for candidates and to put the Tree Board mission on the application and turn those into questions to rate on a 1-4 point scale.
- h. Maryland Forest Conservation Act was discussed as well as Dane County Climate Change Council recommendations. Motion was made to continue to research a potential proposal from the Tree Board on Forest Conservation Policy based on Maryland document. Motion made by BARTELL and seconded by RITT. Motion Passed. Johnson and RITT to locate and bring land use and past Tree Board recommendations to EANR concerning development and tree retention to February meeting. BARTELL to bring Fitchburg canopy loss and population increase stats.

A motion was made by BARTELL, seconded by RITT, that the research into a potential proposal from the Tree Board on Forest Conservation Policy based on Maryland Document be approved. The motion carried by a voice vote of 6-0.

## **D. Presentations**

Bret Shaw, Environmental Communications Specialist at UWEX, along with Katy Thostenson and Ellen Clark of DNR presented on research surrounding PSA messaging about trees to help the Board increase effectiveness of communication and generate content for the website.

Pertinent findings: negative vs positive framing on pruning. Most clickers were women, suburban tree owners. Found that image drives reaction (clicks). 88% planned to do pruning in next 5 years, planting 37% same time frame. Info sources, most trusted neighbors, friends, lawn care or garden center. Extension way down on the list. Lead with messages on beauty, shade, air quality, property value, better lives, but also address concerns re property damage. Leverage people to deliver messages. UTA finds diversity makes environment more resilient; social justice message that all deserve trees.

#### **E. Reports to Committee - None**

#### **F. Future Meeting Dates and Reminders for 2019**

February 26, March 19, April 16 (RITT not able to attend that day), May 14 (RITT not able to attend that day), June 18, July 16, August 20, September 17, October 8, November 19, December 17.

*Johnson - Find past Tree Board recommendations to EANR concerning development and tree retention*

*Johnson - Doodle poll for scheduling IT meeting with BARTELL, HELMINIAK after getting a date with IT for training (send another email)*

*BARTELL - Bring Fitchburg model stats on canopy loss and population increase*

*RITT - Find land use recommendations to EANR*

*CORRELL - Have MP3s of PSAs and any existing scripts ready for Board review*

*WYATT - Check on billboard costs*

*Johnson - Send another email to Dane County IT re training on CMS system.*

*All Board Members - Review forestry draft recommendations for Climate Action Plan and Maryland Forest Conservation Plan prior to January meeting and be prepared to discuss in January*

#### **G. Public Comment on Items not on the Agenda - None**

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

Johnson will send another email to Dane County IT re training on CMS system. EDDY requested the Maryland Forest Conservation Act (attached) be reviewed and added to the agenda for January meeting

**I. Adjourn**

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

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*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, 608-224-3715; johnson.lisa@countyofdane.com; 711 WI Relay*