



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 21, 2020

3:45 PM

5201 Fen Oak Drive Madison WI

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A. Call To Order

Also Present: Lisa Johnson

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

Excused 2 - MARLA EDDY, and ERNIE PEARSON

Absent 1 - NICOLAS CORRELL

B. Consideration of Minutes

[2019](#) 12-17-19 TREE BOARD MINUTES
[MIN-415](#)

Attachments: [2019 MIN-415](#)

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

C. Action Items

1. Budget update

Tree Board logo

Friends of the Forest Award

Branding iron

Discussion Postponed

2. Arbor Day: Applications Proclamation

RITT asked for a list of the schools that receive the Arbor Day App.

i. Johnson said the post-activity survey to Token Creek had been sent, but no response received

ii. Proclamation Certificate for Arbor Day from County was reviewed

iii. Johnson will check app on website to make sure it is fillable pdf and will send one last time to schools

iv. Next meeting (February) vote on school for Arbor Day

A motion was made by HELMINIAK, seconded by RITT, that the proclamation Certificate for Arbor Day from County was reviewed and approved. The motion carried by a voice vote 6-0.

3. Friends of the Forest Recognition Program Update: Discussion/Action
Nomination form changes
Program promotion

Discussion Postponed

4. Website Updates Plan: Discussion/Action

Lisa and Adam: FAQs

Kevin: Planting; Preservation

February Meeting Discussions

Laura: Links

Jay: Diseases and Insects

Discussion Postponed

5. Earth Day, 50 Year Celebration at Zoo: Discussion/Action

Extension-Zoo Partnership Kickoff 50th Anniversary of Earth Day – Tree Board Participation

i. Tree Board would like a booth. BARTELL, RITT and Johnson can attend.

ii. Events to include matching wood cookies with corresponding leaves, other activities, silly bandz with trees and EAB if they can be found, MGVs can be recruited to help with displays, activities and EAB costume, pins, magnets, etc.

iii. Suggestion for Tree Board name badges made of tree cookies for the event and other events.

A motion was made by WEISS, seconded by HELMINIAK, that the Tree Board participation at the Earth Day event be approved. The motion carried by a voice vote 6-0.

6. *Social Media: Update/Discussion/Action*

Discussion Postponed

7. *Media Buys: Discussion/Action*

PSA's

Discussion Postponed

D. Presentations

None

E. Reports to Committee

1. *Winter Seminar Series*

2. *Organizational changes to County Extension/UW-Madison*

3. *Urban Tree Alliance Social Media Report*

Report Postponed

F. Future Meeting Items and Dates

February 11 2020 (changed to February 25)

March 17 2020,

April 21 2020.

1. *Forest Conservation Ordinance Proposal*

2. *Climate Change Action Plan Recommendations: Discussion/Action*

G. Public Comment on Items not on the Agenda

None

H. Such Other Business as Allowed by Law

None

I. Adjourn

A motion was made by WEISS, seconded by WYATT, that the meeting be adjourned. The motion carried by a voice vote 6-0.

Minutes respectfully submitted by Lisa Johnson, pending committee approval