



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, June 16, 2020

3:45 PM

Remote Meeting, Call: 1 877 309 2073

Access Code: 616-895-373

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The June 16th Dane County Tree Board Meeting is being held remotely.
The public can access the meeting by calling the number below. Once prompted, enter in the
access code and you will be connected to the meeting.

NOTE: You will be placed on hold until the host joins.

United States (Toll Free): 1 877 309 2073

Access Code: 616-895-373

If you would like to register to speak, please fill out a registration form by clicking on the
following link:

<https://www.surveymonkey.com/r/QXHXJXF>

Registration will be accepted until 30 minutes prior to the beginning of the meeting. Staff
will then call you into the meeting when the item is before the committee.

A. Call To Order

Also Present: Lisa Johnson, Brian Wahl

Present 4 - ED BARTELL, ADAM HELMINIAK, Supervisor MICHELE RITT, and KEVIN SHORT

Excused 2 - JAY WEISS, and NICOLAS CORRELL

B. Consideration of Minutes

B. Minutes of 2-25-20 were reviewed. A MOTION to amend the minutes was made by RITT and was seconded by SHORT. Amendment was to item f. Media Buys Discussion/Action. Radio PSAs discussion – the Board decided to continue with radio ads. CORRELL [and Bartell will work with WIBA to air] PSAs on planting and diseases with a window of April 15-20. MOTION PASSED.

This matter was approved the minutes

C. Action Items**1. COVID 19 Meeting Protocol Update**

Johnson relayed that in-person meeting rules re COVID are evolving. The Board should plan on at least the next two months being online. Rm C, the traditional meeting place at Fen Oak will not work going forward due to new distancing needs, but other classrooms are likely an option. Johnson will update the Board once plans are solidified. EDDY suggested the Goodman Center for meetings if accessible by bus. RITT will follow up with other suggestions.

2. Arbor Day: Update/Discussion/Action

Event did not occur this year due to the pandemic. Brief discussion on holding the event in fall, there is still money that was budgeted for trees.

A motion was made by RITT, seconded by EDDY that the motion be postponed indefinitely. The motion carried by unanimously.

3. Website Updates Plan: Discussion/Action

: Discussion/Action: Johnson reported that the County is ready to move forward with re-designing websites and she will be reviewing the information for County IT. She will report options to the Board and coordinate with WEISS.

4. Earth Day, 50 Year Celebration: Discussion/Action

Event at Zoo did not occur due to the pandemic, but an online event was held by Zoo. As there may be other Earth Day celebrations held by Parks in 2020, BARTELL will communicate with ALVES to see if anything is planned and if Tree Board assistance is needed at any events, online or in-person.

5. Social Media: Update/Discussion/Action

WEISS was not present to discuss new message, but Board reviewed what had been previously discussed: that WEISS would create a new message on tree diversity using the same graphic as the first message. WYATT will follow up with WEISS on progress and both will discuss with the Board in July. A discussion ensued about other resources/subjects for media campaign. 'Good Health Grows on Trees' as a resource, encouraging people to appreciate benefits of trees. Subcommittee of WEISS, WYATT, SHORT and BARTELL to work on these.

6. Media Buys: Update/Discussion/Action

CORRELL was not present to discuss whether the planned PSA for April on tree diseases was submitted and aired. Board decided to work on a new message on responding to storm damage late Aug/Sept. EDDY suggested a PSA on taking down dead ash due to loss of structural strength. She will send reference material from a Tim Walsh webinar. Johnson will work on some verbiage as a first pass. EDDY, BARTELL, and Johnson will work on other messages for radio psas, and other venues.

D. Presentations**E. Reports to Committee****F. Future Meeting Items and Dates**

July 21, 2020; August 18, September 15

1. Forest Conservation Ordinance proposal
2. Climate Change Action Plan Recommendations: Discussion/Action
3. Next meeting: July 21, August 18, September 15

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

A motion was made by HELMINIAK, seconded by WYATT, that the meeting be adjourned. The motion carried by unanimously.

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, 711 for Wisconsin Relay