



# 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, July 21, 2020

3:45 PM

Remote Meeting, Call: 1 877 309 2073

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Access Code: 616-895-373

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The July 21st 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/GBKQS55>

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

*BARTELL called the meeting to order at 3:47pm*

*Also present: Lisa Johnson*

**Present** 7 - ED BARTELL, MARLA EDDY, ADAM HELMINIAK, Supervisor MICHELE RITT,  
KEVIN SHORT, JAY WEISS, and LAURA WYATT  
**Absent** 2 - ERNIE PEARSON, and NICOLAS CORRELL

**B. Consideration of Minutes**

*Minutes in Legistar did not link back to the June but linked to another document in error*

**A motion was made by WEISS, seconded by SHORT, to correct the link in Legistar and to recommend for approval the amended minutes. The motion carried by a voice vote 7-0.**

[2020  
MIN-125](#)

TREE BOARD MINUTES 16.JUN.2020

**Attachments:** [2020 MIN-125](#)

**A motion was made by RITT, seconded by SHORT, that the Minutes be approved as amended. The motion carried by a voice vote 7-0.**

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

*RITT shared that for the foreseeable future, the Board will continue to meet online. Reminder to ID yourself when speaking for the recording.*

**2. Website Updates Plan: Discussion/Action****2.1. Revised Banner Menu Tabs**

*WEISS presented new banner menu tabs*

**2.2. Changes to Links and FAQ pages**

*Johnson presented a set of questions Dane County IT suggested discussing prior to website re-design. HELMINIAK and Johnson will meet to discuss these and present notes to the Board for further discussion*

**3. Social Media: Update/Discussion/Action****3.1. Tree diversity post**

*Tree diversity, storm damage and preventative pruning, standing dead ash danger. Re ash, suggestion for message about "What's the most expensive tree in your neighborhood". WEISS will speak to Jeff Roe re ash photos for Facebook. Message to air in late August.*

**A motion was made by RITT, seconded by SHORT, to have social media subcommittee do a script for storm damage and tree maintenance made. The motion carried by a voice vote 7-0.**

*Budget discussion for social media to be discussed next meeting. Johnson will work with RITT to locate budget amendment RITT and CLAUSIUS to see if those funds can be used for social media or PSAs.*

**A motion was made by EDDY, seconded by HELMINIAK, to spend \$250 of current budget for a Facebook post on standing ash and another topic TBD staggered one per month. The motion carried by a voice vote 7-0**

### 3.2. Video options

*Researched by WEISS. He looked for short videos for Facebook. All he found on ISA, Trees are Good and other sites were too long for our purposes. WEISS and BARTELL will continue searching.*

### 4. Media Buys: Update/Discussion/Action

#### 4.1. PSAs

*Radio PSAs discussion, BARTELL has previously approved content for WIBA radio message, and will contact Fitchburg radio station as that would be aired for no cost.*

**A motion was made by WEISS, seconded by SHORT, to approve more PSAs on standing dead ash and summer storm damage and tree maintenance. The motion carried by a voice vote 7-0.**

**A motion was made by RITT, seconded by WYATT, to spend \$2000 of remainder of budget on PSAs. The motion carried by a voice vote 7-0**

### D. Presentations

*None*

### E. Reports to Committee

*Earth Day 50 year celebration. Johnson reported that the Zoo held a reduced online event in place of the large face-to-face event scheduled for spring*

### F. Future Meeting Items and Dates

*Budget for future meeting item  
Future meetings August 18, 2020  
September 15, 2020  
October 20, 2020*

### G. Public Comment on Items not on the Agenda

*None*

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

*None*

**I. Adjourn**

*Meeting adjourned at 5:34 pm*

A motion was made by RITT, seconded by WYATT, that the meeting be adjourned. The motion carried by a voice vote 7-0.

Minutes respectfully submitted by Lisa Johnson, pending committee approval.