



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, September 15, 2020

3:45 PM

Remote Meeting: Call 1 866 899 4679

Access Code: 382-925-997

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The September 15th 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): 1 866 899 4679

Access Code: 382-925-997

If you would like to register to speak on/support/oppose/an agenda item, please fill out a registration form by clicking on the following link:

<https://www.surveymonkey.com/r/D3J2LX5>

Registrations 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 3:46 pm

Also Present: Lisa Johnson, Brian Wahl

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

Excused 1 - LAURA WYATT

Absent 2 - ERNIE PEARSON, and NICOLAS CORRELL

B. Consideration of Minutes

[2020
MIN-148](#)

TREE BOARD MINUTES 18.AUG.2020

Attachments: [2020 MIN-148](#)

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

C. Action Items*1. Arbor Day: Updates/Discussion/Action*

1.1 Fall Program, RITT will contact Mendota re whether they want trees and a program. Meeting time for this week or next week. Will discuss if educational component can be done. Also need a source for the trees. Johnson will contact Alves at Parks re any gravel bed trees. If it can't be managed safely, it will be rescheduled. Virtual educational event discussed with tree label activity, tree planting video and/or webinar.

2. Social Media: Updates/Discussion/Action

2.1. Message for Fall/Winter Post, WEISS reported message on standing ash boosted on Facebook, went from 2 likes over 30 days to 41 new likes in one day. Cost \$125. Subcommittee will meet soon to discuss winter messages – WEISS and BARTELL. Will discuss content and present next month to the Board. BARTELL had two free videos from FACTV from Fitchburg one on dying ash, the other video on storm damage. Discussion on expanding social media presence on Next Door, Twitter, Instagram. WEISS shared info on his experience with Next Door –not positive due to a hack. BARTELL contacted Susan Sanford from Dane County Land and Water Department; she will let us share the platform for limited messages – no personal data exposed from our end. WEISS suggests the Board needs a volunteer to monitor actively and often any other platforms.

A motion was made by RITT that Tree Board put educational content on social media Next Door and Twitter. RITT accepts friendly amendment to delete Twitter and put in Instagram. EDDY motioned, seconded by SHORT, that the motion be approved as amended. The motion carried by a voice vote 5-0.

3. Media Buys: Updates/Discussion/Action

3.1. Message for Fall/Winter PSAs, BARTELL presented 6 messages to choose from. Three messages were chosen with one backup. BARTELL will edit. Discussion about how to reach diverse audiences. Current outlets skew to white middle class, older. Want to make sure we are reaching out to all audiences. How to find out demographics on radio stations? Johnson mentioned La Movida and getting material translated. Johnson will contact County Equity and Inclusion Office to see if they have insight into reaching different diverse audiences through mass media and other routes.

D. Presentations

None

E. Reports to Committee*1. Friends of the Forest Recognition Program*

Subcommittee came up with a list of recommendations and promotions. HELMINIAK talked about changes to nomination form and criteria, timeline to putting nomination out. Changes based on Board feedback: Nomination timeline changed to be more inclusive, not just attendees but number impacted, scoring system, Will bring form to the next meeting. Board can't nominate anyone as members need to vote on scoring. Announcements on winners made at end of summer, contact Board of Supervisors for recognitions at that time. Promotional ideas for the award and encouragement to apply include various social media, Tree Board website, SCRUFFs, media, municipalities, 'Friends of' groups, Dane Buy Local. Message draft for promotion will be worked on by HELMINIAK and BARTELL.

2. Website Updates Plan: Discussion/Action

Subcommittee will meet to discuss how to get content changes done as no word heard from County IT.

F. Future Meeting Items and Dates

- 1. Forest Conservation Ordinance proposal*
- 2. Climate Change Action Plan Recommendations: Discussion/Action*
- 3. Upcoming meeting dates: October 20, 2020, November 17, 2020, December 15, 2020, February 16, 2021*

G. Public Comment on Items not on the Agenda

None

H. Such Other Business as Allowed by Law

Budget, potential board vacancies

I. Adjourn

Meeting adjourned at 5:15 pm

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

Minutes respectfully submitted by Lisa Johnson, pending committee approval.