



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, November 17, 2020

3:45 PM

Virtual Zoom Meeting: See top of agenda for
instructions on how to join the webinar or call in by
phone.

The November 17th, 2020 Tree Board meeting is being held virtually. The public can access the meeting with the Zoom application or by telephone.

To join the meeting in Zoom, click the following link (after you fill out the form, the meeting link and access information will be emailed to you):

https://us02web.zoom.us/webinar/register/WN_hX-P7pnXR-ubz-itneP6CQ

This link will be active until the end of the meeting.

To join the meeting by phone, dial-in using one of the following three phone numbers:

1-833-548-0276

1-833-548-0282

1-888-788-0099

When prompted, enter the following Webinar ID: 889 2507 4505

If you want to submit a written comment for this meeting, or send handouts for board members, please send them to johnson.lisa@countyofdane.com

PROCESS TO PROVIDE PUBLIC COMMENT: ANY MEMBERS OF THE PUBLIC WISHING TO REGISTER TO SPEAK ON/SUPPORT/OPPOSE AN AGENDA ITEM MUST REGISTER USING THE LINK ABOVE (even if you plan to attend using your phone).

In order to testify (provide public comment), you must be in attendance at the meeting via Zoom or phone, you will then either be unmuted or promoted to a panelist and provided time to speak to the body.

Registrations to provide public comment will be accepted until 30 minutes prior to the beginning of the meeting.

A. Call To Order

Others Present: Brian Wahl, Lisa Johnson, Charles Thompson

Present 7 - ED BARTELL, MARLA EDDY, ADAM HELMINIAK, ERNIE PEARSON, Supervisor
MICHELE RITT, KEVIN SHORT, and LAURA WYATT

Excused 1 - JAY WEISS

B. Consideration of Minutes

[2020](#)
[MIN-270](#)

TREE BOARD MINUTES 20.OCT.2020

Attachments: [2020 MIN-270](#)

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

C. Action Items

1. Social Media: Update/Discussion/Action

1.1.Message for Fall/Winter, Script topic choices included pruning oaks, pruning in prep for winter storms, planting oaks, de-icing salt. BARTELL will work on editing and get to Entercom before December 15 spending deadline.

A motion was made by SHORT, seconded by RITT, to approve the topics planning for spring planting and de-icing salts. The motion carried by a voice vote 7-0

2. Commemorative Tree Planting for Paul Rusk Zoom event memorial held online. RITT spoke to ALVES regarding donating and planting a tree. Rusk's mother will be coming from California in spring for the planting and memorial. Northside neighborhoods and the North Side Planning Council in spring will gather interested parties and Rusk's mother to plan. Possibility of a tree and a bench, pending permission from parks. EDDY suggests talking to City Parks staff, as she believes there is a no tree planting policy. RITT will connect with Alder Abbas. Want to make sure neighborhood associations have input as well. EDDY will make a preliminary contact with City Parks.

3. Dane County Housing Authority and Urban Tree Alliance tree planting program: Discussion/Action. UTA/DCHA grant (Jeremy Cain, UTA is contact) through WIDNR to improve diversity and tree canopy in underserved neighborhoods in Madison. ALVES recommends the TB explore a partnership, maybe with another educational component. Could this be a pilot to provide guidance to other communities for this model? EDDY mentioned, as part of their educational effort, Madison Urban Forestry Task Force is planning a position for public outreach. EDDY suggests a county level talk about combining projects and forces together to maximize impact including an online meeting with UTA. Also, organizations with volunteers and similar missions discussed. Potential points of contact: Nathan Larson at UW, 1000 Friends of WI founder Abe Leno. BARTELL will follow up with Jeremy Cain and ALVES.

D. Presentations

None

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

1. Press Release, discussion on how to release it, there is a list of outlets. Discussed using Dane County Tree Board letterhead PR sent to County PIO – BARTELL and Johnson will follow up. EDDY will check with Madison PIO as well.

2. Program roll-out, will also be on Tree Board website. Board members, Tree Board Facebook, NextDoor are suggested platforms to get out the word. BARTELL, HELMINIAK and Johnson will set up a meeting to discuss plan

2. Website Updates Plan

1. Status of new design, Johnson gave a demo of the new site

2. Transfer and editing of content, Johnson will start making edits and BARTELL, HELMINIAK and Johnson will set up a meeting to discuss plan to get transfers completed

3. Media Buys: Update/Discussion/Action

1. Message for Fall/Winter PSAs, Fall PSAs are running now. Discussion: Transition PSAs into Facebook along with other content. BARTELL, WEISS continue work on it, edit and add photos

F. Future Meeting Items and Dates

1. Upcoming meeting dates: December 15, 2020, January 19, 2021, February 16, 2021, March 16, 2021

2. Next agenda topics budget, educational presentations, vacancy

G. Public Comment on Items not on the Agenda

None

H. Such Other Business as Allowed by Law

None

I. Adjourn

Adjourn 4:55 pm

A motion was made by EDDY, 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