



Dane County

Minutes - Final Unless Amended by Committee

Tree Board Outreach Work Group

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Thursday, March 14, 2024

10:00 AM

A. Call To Order

Present 4 - MATT NOONE, TEDWARD ERKER, CORY RICH, and ADAM ALVES

Excused 1 - TIERNEY BOCSI

Also present: Lisa Johnson

B. Consideration of Minutes

[2022](#) 10.25.2022 MINUTES TREEBOARD OUTREACH
[MIN-597](#)

Attachments: [2022 MIN-597](#)

C. Roll Call

D. Discussion Items

1. Outreach Workgroup Focus Brainstorm Items discussed were the website cleanup links, old material, add new. Future goal for website, create links to heritage tree website (include info on \$5000 grant project with UTA to fund State Cartographer's office to map culturally significant trees in the county, starting late March), new photos of tree cribs, link to DNR Urban Forestry Champion Trees (Bruce Allison data), tree stories of culturally important trees and a handout, Board can publicize this. Periodic write-ups on different subjects and projects on website.

Action item: work group members to go through the website and list things to do. Bring list. Check for broken links, etc. Noone already removed some materials.

2. Tree give away. April 22 at Lussier Center. Advertising through Johnson's blog and newspaper column, NextDoor, Madison Reddit, Tree Board Facebook and Extension Facebook, TB website, Extension website, Ext mailing list, master gardeners. Maybe WORT? Items to bring: Tree Board sandwich board, TB brochure, TCC brochure, postcards for heritage tree program, tree board tree cookies, 5 steps to plant a tree handout, bareroot or potted tree seedlings. Educational displays.

Action item: Large map of where heritage trees are located – poster size, Noone to print

Action item: Create a blurb about the tree giveaway and Tree board and heritage trees for publicity. Two weeks before and a week before on social media.

3. Tree cribs: Earlier on April 22 a tree crib installation at Shabazz school.

E. Future Meeting Items and Dates

Next meeting April 16 11:30

F. Public Comment on Items not on the Agenda

G. Such Other Business as Allowed by Law

H. Adjourn

A motion was made by NOONE, seconded by RICH, that the meeting be adjourned. The motion carried unanimously 3-0.

Minutes respectfully submitted by Matt Noone, pending board approval