

WISCONSIN URBAN FORESTRY COUNCIL

DRAFT—March 23, 2011

Capitol – North Hearing Room Madison, WI

Members in attendance: Kelli Tuttle, Tom Dunbar, Jeff Treu, Bryan Spencer, Joe Wilson, John Gall, Ken Ottman, Marla Eddy, Art Ode, Patti Dreier, Bob Dahl

Ex Officio members in attendance: Laura Wyatt, Dick Rideout and Jeff Roe

Members Absent: Dan Traas, Les Werner, Jeff Wolters, Don Merkes, Shirley Brabender-Mattox, Kevin Westphal, Mark Freberg, Vijai Pandian, Deena Murphy, Tom Landgraf, Leif Hubbard, Bob Brush

DNR in attendance: Darrell Zastrow, Mark Heyde, Bob Mather, Candice Sovinski

1) Call to Order-Introductions

Kelli Tuttle

- a. Introductions
- b. Minutes from 1/21/2011 (to be approved).

The minutes were not approved as there were not enough Council members for a quorum.

2) Strategic Direction update

Darrell Zastrow

The Division of Forestry develops an assessment and strategy every 10 years to direct critical work. The 2008 Farm Bill required every state to develop an assessment and strategy by June, 2010. There are 5 themes and 9 division programs that are the key components of the strategy. Based on the assessment and strategy, a strategic direction was developed which states what the Division of Forestry's niche, role and actions will be to address major issues and priority topics over the next 5 years. Some actions will be implemented quickly and others may be 5 years out. The Strategic Direction seeks to build capacity through partnerships with all programs; and all the programs are at different levels. Where the private sector can meet capacity then the DNR will step away. (Refer to PowerPoint presentation shared with agenda)

Comments are currently being integrated into the final version of the Strategic Direction. A summary document is also being prepared. Paul DeLong will forward the final version to Secretary Stepp in April. When approved, the next step will be to present to the Natural Resources Board at possibly their May, 23, 2011 meeting.

FY' 11-13 state budget update

The budget process is still early in development and is typically completed around July. Forestry received approximately \$2.5 million in cuts which has been absorbed through increased employee contributions to health coverage and retirement. Three permanent FTE positions were cut in forestry. As the strategic direction is implemented work will be reassigned. The forestry budget is approx. \$60M which includes operations, fire protection, grants, salaries, benefits, IT services, supplies, travel, and mileage costs.

3) Role of the UF Council

Kelli Tuttle, Ken Ottman, Mark Heyde

Ken Ottman sits on the Council on Forestry representing the urban forestry perspective. The 16 member council is appointed by the Governor. The Council on Forestry advises on forestry matters of the state. They study positions and advise on complex issues, they advocate, and they influence the direction and law. In regards to the Forest Strategy, Ken provided an overview of the process the CoF utilized to identify their role as well as what actions/tasks they would like to take up. Based on the Strategy the Council on Forestry developed an action plan for the members. In the development of the action plan the Council brainstormed to identify 48 actions and then each member ranked them. At their last meeting the CoF members reviewed

the top 10-15 items that they could pursue and identified a manageable number that they will address.

The UF Council parallels the Council on Forestry and could follow a similar process (or not) to develop our own action plan. The UF Council members discussed whether an action plan that relates to the Statewide Strategy is needed. If yes, then what would be the process to develop one?

- Without an action plan the UF Council may not do all it could
- There's a desire to measure what the Council does (what worked, understanding why)
- The capacity of what the Council can take on has grown
- The action plan is what the UF Council role is in accomplishing the Statewide Forestry Strategy
- Stick with the advisory role, but look at the UF constituents. Work with constituents out in the field-- to go beyond the personal perspective of what each member brings to the Council
- Council could brainstorm possible actions
- The action plan does not have to be limited to the Statewide Strategy. The action plan could cover other roles

UF Council agreed it would be desirable to develop an action plan based on the Forest Strategy.

Members reviewed the list of 9 identified tasks that are in the UF Council member's position description and suggestions were made to add:

- UF Council members could serve to bring expertise through communication of the UF message whether inside or outside the DNR.
- Actively seek out expert advice from outside the council to bring information to bear on UF issues

What process does the UF Council want to take to develop the action plan? What is the UF Council role in moving the Strategic direction forward? Taking the examples of successful collaboration to a broader audience may be a role the council could fill. What will the Council do to move UF forward and what role/tasks will the Council take on? What areas will the Council tackle?

Action Item: Based on the identified role of the UF Council, members are asked to review the abridged urban forestry strategy (yellow handout) and identify important actions which the UF Council could fulfill to move the strategy forward. This input will be shared with the strategy sub-committee members, Leif Hubbard, Art Ode, Joe Wilson, Kelli Tuttle, and Ken Ottman. The sub-committee will compile the suggestions for further discussion at the June meeting. Laura will send instructions and support materials to UF Council members so they can provide comment and ranking.

4) **UF Legislative Package**

Laura Wyatt

Council members received a folder for each of their Senate and Assembly districts. The folders contain a summary of all UF grants awarded within the district, a UF district and statewide highlights on UFC letterhead, a summary of UF threats and challenges (talking points from 2009 Advisory report), 2009 Advisory Report and USFS Trees Pay Us Back brochure.

Meeting prep and suggestions:

- a. Personal connection is important. Do your homework and learn something personal or of interest to legislator and make a personal connection. Ask about their interests and concerns.
- b. Highlight/emphasize the community impact and economic value of UF in **their district**
- c. **Reinforce with personal testimony**
- d. Invite them to Arbor Day celebrations and other events in their district.

- e. Consider extending an invitation to job shadow and/or offer your availability as *“their go to person”* on UF issues
- f. Subsequent follow-up can be done via email or note

Action Item: UF Council members are asked to contact Laura with comment regarding legislator contacts. Laura will send a list of the Legislators the Council members have met with.

5.) UF Nominations

Tom Dunbar

The UF Council reviewed the nominations committee timeline and member demographic summary *Who is the UFC Looking For*. The UF Council can expand or contract as deemed fit retaining a minimum of 25 members.

Consider a functional filter on who can best move UF forward in the State versus filling an empty spot. Also consider how willing the candidate is to serve and how best to deliver the message of the Council. Should the Council consider a possible member that can assist with addressing budget matters? Who should the UFC be approaching?

Possible Considerations:

- A (city) engineer,
- Is there adequate regional representation?
- Are there potential members from the CTMI graduates? (i.e. City of Plymouth Public Works Director, Bill Immich).
- Landscape architects
- A state official
- Commercial sector representation
- Health / social work sectors
- The Green Tier Communities (i.e. Town of Weston staff)

The nominating committee will review the by-laws, and send recommendations to all members for comment on what to keep or change. The nominating committee may want to contact Jill Johnson, USFS, for insights on other successful Council membership. The nominating committee will also develop a communication strategy on who to approach.

Action Item: Members should review the composition of the Council, provide input, and consider nominating those who would compliment Council representation.

- a. Laura will share the list with the DNR Regional Coordinators for their input on possible CTMI candidates
- b. Dick Rideout will send out information regarding the charter Green Tier communities

6.) Lunch

7.) UFC involvement with CTMI

Kelli Tuttle

Consider whether the Council would want to sponsor an evening event at the June, 2012 Community Tree management Institute - CTMI graduation session (tentatively Stevens Point) or perhaps serve in mentor role. Another Council involvement could be to participate at one of the evening events to inform the CTMI participants on what the UF Council does. Initial contact with participants for leadership roles or future Council membership.

A suggestion was made for the program to consider offering the CTMI every year.

- There is some difficulty with workload
- Offering it too often may reduce participant response
- The program wanted to evaluate the initial results and overall outcome
- The Strategic Direction considers complimenting CTMI training

Action Item: UF Council members are encouraged to recommend potential CTMI candidates. Please forward names to Jeff Roe (608) 275-3256, email Jeff at: jeffrey.roe@wisconsin.gov or contact the DNR Regional Coordinator in your area

8.) DNR Report

Dick Rideout, Jeff Roe

1. Regional Coordinators report –Jeff Roe

A recent issue regarding tree clearing for transmission lines was discussed. The Town of Hobart recently passed a clear-cutting moratorium. This arose as residents became upset with ATC new line clearance processes which were triggered by new federal regulations

Action Item: Jeff Treu offered to request a presentation from ATC to the UF Council to learn more.

2. The Grove Web Presence: www.americangrove.org

Action Item: Council Members should review the Grove summary sheet and web site and let Dick and Laura know whether the project is something that aligns with the Council role. Members interested in working with this project should contact Laura.

9.) UFC member open mic

- a. Consider extending an offer to the Council on Forestry to coordinate a joint meeting with tours which would focus and inform them on UF issues. Could possibly tie this to the June CTMI graduation dates in June 2012. If the Council wants to pursue a joint meeting then it is advised that a formal invite should be sent. Final details would need to be finalized by March 2012.
- b. Could invite Carrie Gallagher, the new Executive Director of Alliance for Community Trees to the June 2011 UFC meeting.
- c. Announcement of the Vibrant Cities task force. Members include two people with ties to Wisconsin; John Norquist, former Milwaukee Mayor - now lives in IL and heads up a group on new urbanism AND Jim Skiera, Executive Director of the International Society of Arboriculture/and son of the late Bob Skiera.
- d. Joe Wilson asked that the list of competitive grant applications which were forwarded for continued consideration be shared with the UF Council members.

10.) Meeting adjourned 1:45 PM

Next meeting, June 17th, 2011 LOCATION to be determined