

WISCONSIN URBAN FORESTRY COUNCIL

June 17, 2011

Center for Resilient Cities - Milwaukee

Members in attendance: Bob Brush, Bob Dahl, Tom Dunbar, Marla Eddy, Mark Freberg, John Gall, Shirley Mattox, Don Merkes, Art Ode, Ken Ottman, Kelli Tuttle, Jeff Treu, Bryan Spencer, Joe Wilson, Jeff Wolters, Les Werner

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

Members Absent: Patti Dreier, Leif Hubbard, Tom Landgraf, Vijai Pandian, Dan Traas, Kevin Westphal

DNR in attendance: Elizabeth Schulte, Kim Sebastian

Guests: Waunell Trepanier-Friese, Mary Carpenter, Chris Daley (Representing ATC)

1) Call to Order-Introductions

Kelli Tuttle

- a. Introductions – Elizabeth Schulte (started 6/6, part-time) was introduced as the Urban Forestry Assistant for SC region working with Jeff Roe
- b. Minutes from 3/23/2011 approved

2) Legislative Outcomes

All

- a. Kelli Tuttle – had a good meeting with newly elected Rep. Janet Bewley (74) who serves on the Assembly Committee on Forestry. Rep. Bewley is aware of the value of the UF grants.
- b. Shirley Mattox – had an excellent meeting with Rep. Gordan Hintz (54). He is very supportive. She will pursue her Senator after the recall elections.
- c. Art Ode – met with newly elected Janet Bewley (74).
- d. Ken Ottman – met with Rep. Fred Clark who represents the (42). Clark is also the former chair of the Assembly Committee on Forestry.
- e. John Gall – met with staff representatives for both Senator Vukmir(05) and Assembly Rep. Kooyenga(14) who are both newly elected. John was introduced to Tim Geary (within Rep Mursau's office), who serves as staff liaison to the Assembly's Committee on Forestry and had a good discussion with Tim.
- f. Marla Eddy – meet with Senator Miller (16). He is aware of the value of UF and shared his experience of warmer temperatures due to the loss of his neighbor's tree and the value of shading. Marla has not met with her Assembly Rep. due to upcoming changes (not due to recall). Marla shared experiences of how she engages elected officials with local events through invitations to participate, including Arbor Day and when Madison celebrated Tree City USA 20 year anniversary. She offered to take Senator Miller on a tour of the construction project on Williamson Street to highlight the value of construction specifications on preserving/protecting trees.
- g. Jeff Treu – meet with both Senator Darling (8) and Assembly Rep Knodl(24) representatives, shared materials regarding local impact and offered to be their UF expert if they needed additional information. Jeff plans to visit with his representatives this summer while they are in the home districts.
- h. Bob Brush – had appointments to meet with his representatives but was unable due to the snow. He plans to follow-up with Senator Lassa (24) and Rep. Moleskin (71) when they are home.
- i. Joe Wilson – is in contact with numerous Milwaukee area representatives, especially during special events (Arbor Day) and has received positive support and encouragement for environmental issues. Urban representatives appear to understand the value of supporting issues such as forestry which also impacts suburban and rural areas. There is a

growing concern regarding the financial impact of EAB on municipalities. Milwaukee has received a \$275,000 Federal grant to support UF & EAB public awareness.

- j. Tom Dunbar – expressed the value of partnerships.
- k. Jeff Roe – UF folks in Rock County were successful in getting their 1st term state Senator and Representative to local events including Arbor Day. US Rep. Tammy Baldwin participated in Beloit events.
- l. Dick Rideout – visited with 1st term Rep. Brett Hulsey(77) during the Arbor Day program at the state Capitol. Brett is the past director of the Madison Sierra Club.
- m. Don Merkes – Not able to keep March appointments but has been in contact Rep. Dean Kaufert(55) supportive-has attended Arbor Day celebrations, Senator Mike Ellis (19) and Rep. Penny Schaber (57).
- n. Mark Freberg – contacted Senator Hansen (63). Senator Hansen is supportive, Mark has been to his home and is an ally, but UF is not at the top of his list. Senator is engaged and has presented the welcome for the WAA (Arborist) annual conference in Green Bay numerous times. Les Werner was also impacted by snow but has meet with Rep Moleskin (74) who was supportive but asked, “What is the state’s role in urban forestry?” Rep. Tom Tiffany (35) new representative from Hazelhurst and vice-chair of the Assembly Committee on Forestry stated to the UWSP Chancellor that SP forestry grads are “too green” and are not being taught good forest management. Les has provided information on UF.
- o. Jeff Wolters – has not made contacts but will join forces with Jeff Treu on follow-up.

Laura offered the following regarding contacts with elected officials:

- This is a relationship building year, especially with numerous new members & leadership changes.
- Success is making folks aware of the value of UF to their districts i.e grants and impact on jobs
- Offer to be the “go to person” for UF information
- Follow-up with contact when legislator is in the district, offer a tour of UF projects, EAB programs, Arbor Day events, etc.
- At some time we may come and discuss an issue. At that point we will present an issue and a position paper and request for action. It is helpful to have a trusting relationship which is what we need to build first.

Joe Wilson asked UFC trade organization representatives that if their organizations are in regular contact with legislators regarding the health and issues of their industries. Can that information be shared with the UFC so members have a holistic view of the industry?

Organizations are organized in a variety of ways which impacts how they are able to lobby or influence legislation. Jeff Wolters will ask Brian Swingle to share Wisconsin Green Industry Federation information with the UFC through Laura Wyatt.

Marla Eddy advised the UFC to be aware of redistricting.

Shirley Mattox stated that many UFC members have numerous legislative relationships beyond their own districts and can offer to visit/meet with additional legislators. It is great to have a legislator hear about the issues from an assortment of individuals, especially if it is someone they already know and trust. If you are planning a contact, be sure to inform the UFC member within the district, just so they are aware of the effort and can possibly leverage it.

Dick Rideout shared that the UF Community Data Base containing information on 700 WI communities is up and running and regional coordinators can provide specific data regarding these communities as requested. Coordinators may also be able to provide insight into “hot button issues” for communities.

Jeff Treu emphasized the importance of follow-up with legislators once they return to the home districts. Might to good to ask, "How can UFC member be more effective/helpful to the legislator?"

Don Merkes stated that municipalities are completing budgets June through October and contacts to community elected officials as this time would be very helpful in sharing the value of UF benefits to communities and importance of maintaining support.

3) Report on FAO International Workshop on Developing UF Guidelines

Les Werner

Les shared highlights of his participation in the workshop sponsored by the United Nations Food and Agriculture Organization in Scotland during late May. The Oshkosh Taking Root project was featured in the US presentation. International guidelines to be rolled-out in 2012. Shared confusion with term of "urban forestry", more folks connect with the term "green space." October is the international month for highlighting urban forestry. <http://www.fao.org/forestry/en/>

Les also attended the European Forum on Urban Forestry – audience was 75% planners in contrast to our conferences which are primarily attended by arborist-technicians.

A portion of expenses were supported by DNR.

4) Future Focused – Task Focused

Joe Wilson

Identifying the work of the Urban Forestry Council. At the March meeting we identified the UFCouncil niche -the types of work the UFC can best do. Taking into consideration the Forest Strategy and the issues identified (in addition to additional issues identified by the UFC), what would be the most effective actions the UFC should follow through with during the next 3 to 5 years?

Who is the UF Council . . .What does the UF Council do?

Voice – Conveyer – Seek Advice – Advise – Advocate – Make Connections – Communicate and Champion – Network - Create Partnerships – Idea Generation – Seek Perspectives – Ambassador - Contributor – Collaborator – Communicator – Learner

- Support Assessment process
- Review assessment data and advocate results
- Project need for diversification
- Serve as conveyer of building partnership/collaborations
- Target wood utilization
- Study development of markets, capacity which would lead in increase in JOBS

Dick Rideout reported that the Statewide UF Assessment project has been funded.

Economic Development – JOBS

-Focus on care of existing trees – need for care by professionals (promote Certified Arborists and performance awards) – supporting the profession instead of supporting the bottom end of the profession

A healthy urban forest attracts jobs to the community -- business park development, Green Circle in Stevens Point.

Possible four main topics:

Jobs

Urban Wood Utilization

Assessment

Diversity

Large scale planning

Branding the Council (who is our audience legislators, arborists, general public, league of municipalities)

Advocating to increase capacity of the urban forest (funding, legislation, canopy-tree planting, etc.)

Action Item: A request for additional input (identification of appropriate actions for the UFC) will be distributed to UFC members. Proposed response deadline: July 8.

5) Lunch

All

6) ATC – Vegetation Management along Right-of-Ways

ATC Staff

Wanell Trepanier-Friese, Mary Carpenter, and Chris Daley shared “new” vegetation management strategies which ATC is implementing. New regulatory requirements regarding vegetation management along transmission lines. ATC priorities:

- System reliability
- Safety of customers & workers
- Health of trees

ATC is a Tree Line Utility

Change in regulations due to 1996 outage (initiated with tree contact) which resulted in 10 billion \$\$loss. 225 standards developed. FAC 003 – applies to all lines 200 kV and above; ATC applies this standard to ALL their lines. Maintain 100ft easements; but also consider objects outside the easement which could cause conflicts. ATC applies wire zone, border zone management.

Thanks to Jeff Treu for arranging for the presentation.

7) Nominations Committee

Tom Dunbar

Tom Dunbar presented a slate of members including new nominees Gregory Kessler (Director of Community Development-New Berlin) and Jordan Skiff (Director of Public Works-Sparta) and returning members Tom Dunbar, Leif Hubbard, Shirley Bradender Mattox, Bryan Spencer, and Joe Wilson. Ken Ottman presented a motion to approve. John Gall seconded. Motion passed unanimously. Deena Murphy has chosen not to seek reappointment. John Gall will serve as mentor for Greg Kessler and Bryan Spencer will mentor Jordan Skiff. Thanks to Marla Eddy, Mark Freberg and Les Werner for serving on the committee.

Action Item: the committee will review membership composition as outlined in the bylaws.

8) Community Tree Management Institute

Kelli Tuttle

Jeff Roe distributed CTMI tentative schedule. If Council members are interested in attending any of the sessions, please contact Jeff Roe. Les Werner presented a motion for the UFCouncil to host a dinner on **June 19, 2012** for CTMI participants. UF Council members would be encouraged to attend and interact with CTMI participants. The idea is to provide CTMI participants a larger vision of UF and introduce opportunities for leadership. Motion seconded by Tom Dunbar. Motion passed. Les volunteered to coordinate the Council’s involvement. Bob Brush and Ken Ottman volunteered to assist.

9) DNR Report

Dick Rideout – assigned to operations team which is charged with designing an implementation plan for the strategic direction. Assessment has been funded by USDA FS. Will be conducted during summer of 2012. Two new UF (LTE 20 hours/wk) positions have been hired. Kim Miller is working with Tracy Salisbury in the NE region. Kim has complimentary planning experience. Everyone has met Elizabeth Dierickx who joined Jeff Roe in SC. Candice Sovinski has resigned to accept another DNR grant position. Laura has accepted a LTE position within the UF program as a “partnership coordinator” charged with developing

partnership capacity for the UF program. She has resigned from the LTE communication position and DNR will be hiring a replacement.

Kim Sebastian – Urban Forestry Regional Coordinator for SE was congratulated on reaching her 20 year anniversary and was presented with several items courtesy of Marla Eddy.

Jeff Roe – Review the regional report. Staff highlights include CTMI planning, UF grant applications (due Oct 3) and EAB pre-notification document (what to expect).

Open Mic-

John Gall – very engaged and interested in getting value out of urban wood. Interested in having UFC provide leadership on reaching out to communities.

Marla Eddy – a neighborhood partnership has received a grant to inventorying private trees. UW is conducting evaluation on Madison UF resource, LIDAR data is being incorporated. SMA conference in Milwaukee, Sept. 24 to 27.

Jeff Treu – the new chair for the awards committee is looking to add additional members to the committee. UFC members need to help promote the award program and encourage folks to apply.

Tom Dunbar – announced a new website for the Center for Resilient Cities. Visit it at:

http://www.resilientcities.org/Resilient_Cities/PROFILE.html

Jeff Wolters – attend the WNA Field Day in Madison on August 11. See *Insider* for registration information.