

## Urban Forestry Council Meeting

Heckrodt Wetland Reserve  
1305 Plank Rd  
Menasha, WI 54952

MONDAY, SEPTEMBER 28, 2015

<b>IN ATTENDANCE:</b> Wendy Braun, Thomas Dunbar, Marla Eddy, Mark Freberg, Kristin Gies, August Hoppe, Leif Hubbard, Donald Merkes, Tony Nowak, David Sivyer, Jordan Skiff, Dwayne Sperber, Jeffrey Treu, Shahla Werner, Curt Witynski
<b>Ex Officio (non-voting) members in attendance:</b> Sara Minkoff, Jeff Roe, Tracy Salisbury, Olivia Shanahan
<b>ABSENT:</b> R. Bruce Allison, Jill Johnson (ex officio), Todd Chwala, Patty Dreier, Thomas Landgraf, Shirley Brabender Mattox, Art Ode, Daniel Siewert, Blake Theisen, Kelli Tuttle, Les Werner, Kevin Westphal, Jeff Wolters

### Agenda Summary:

<b>8:30</b>	1. Call Meeting To Order, Approve June Minutes, Agenda Repair
<b>8:45</b>	2. DNR UF Team Update + Welcome Sara Minkoff
<b>9:15</b>	3. Organizations Quarterly Update <ul style="list-style-type: none"><li>- Wisconsin Green Federation and Nursery Association – Jeff Wolters</li><li>- Wisconsin Arborist Association – August Hoppe</li></ul>
<b>9:35</b>	4. Nomination Committee – Vote on nomination proposals
<b>9:45</b>	5. By-Laws: discussion on minor edits (provided with meeting attachments)
<b>10:00</b>	Break
<b>10:15</b>	6. 2015 Annual Report
<b>11:00</b>	7. Urban Wood Processing and Utilization Tour - Share Highlights
<b>11:30</b>	8. 2016 WDNR/WAA Annual UF Conference
<b>12:00</b>	Lunch and Networking
<b>12:45</b>	9. Work Committees – Introduce the work planning exercise for November
<b>1:00</b>	10. Future Agenda Items + Meeting Dates
<b>1:15</b>	Venue Tour
<b>2:15</b>	Adjourn

## 1. Call Meeting to Order

<b>8:30 – 8:45</b>	<u>Lead</u> David Sivyer	<u>Length</u> 15 MINUTES	<u>Type</u> UPDATES + APPROVE MINUTES
<u>Description:</u> Call To Order. Introductions. Approve June Minutes. Agenda Repair.			
<u>Outcome:</u> Approve June 24 Meeting Minutes. Delayed approving minutes until quorum was achieved. Don Merkes was thanked for providing meeting space and refreshments.			
<u>Action Items:</u> Jeff Treu moved to accept minutes as presented. Mark Freberg seconded the motion. Minutes approved by unanimous vote.			

## 2. DNR UF Team Update + Welcome Sara Minkoff

<b>8:45-9:15</b>	<u>Lead</u> Jeff Roe + Tracy Salisbury + Olivia Shanahan	<u>Length</u> 30 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> Urban Forestry Team Quarterly Report, Welcome Sara Minkoff			
<u>Outcome:</u> Jeff Roe reported on: <ul style="list-style-type: none"> <li>• Introduction of Sara Minkoff to UF team.</li> <li>• Urban Forest Assessment update.</li> </ul> Olivia Shanahan reported on: <ul style="list-style-type: none"> <li>• New WI state-wide system of expense and time reporting (STAR) may result in delays in receiving reimbursements.</li> </ul> Tracy Salisbury reported on: <ul style="list-style-type: none"> <li>• New DNR jumping worm publication was distributed.</li> <li>• Root, Root, Root for the Brewers and First Down for Trees (Green Bay Packers) featured in Tree City USA Bulletin #78. Copies were distributed.</li> <li>• Summary of meeting between DNR UF personnel (Sara and Olivia Witthun) and MNSTAC (Minnesota Shade Tree Advisory Committee) and ideas generated: hoping for joint meeting with WI UFC, sharing of resources, sending a MNSTAC member to future WI UFC meeting.</li> <li>• UF Grants deadline is October 1.</li> <li>• UW-Extension and DNR UF partnering on offering relevant workshops around WI, including tree pruning and invasive species ID and management.</li> </ul>			
<u>Discussion comments:</u> David suggested sharing resources with Great Lakes states UFC; putting members on each other's boards; holding an annual joint meeting. Jill Johnson (USFS; coordinates MN, IA, IN, MO, WI, IL, MI) could be initial contact. This joint work could assist with technology transfer, as well. Also suggested UFC take tour of urban wood processors/saw mills in WI in future.			

## 3. Organizations Quarterly Update

<b>9:15- 9:35</b>	<u>Lead</u> Jeff Wolters + August Hoppe	<u>Length</u> 20 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> <ul style="list-style-type: none"> <li>- Wisconsin Green Federation and Nursery Association – Jeff Wolters</li> <li>- Wisconsin Arborist Association – August Hoppe</li> </ul>			

Outcome:

- Jeff Wolters was not in attendance; his report has been postponed until November 5, 2015.
- August Hoppe reported on WAA progress:
  1. Membership about 750; most members represent commercial employees; also have members working in the municipal, utilities, and education sectors, as well as students. Most members from Milwaukee area. Recently hired first (part-time) staff person to provide administrative support.
  2. Website recently redone; includes more information and is interactive.
  3. Summer Conference held on August 14 at UW-Madison Arboretum; theme: Back to Basics with Practical Application, Part 1.
  4. Fall conference scheduled for October 15 at Boerner Botanical Gardens, Milwaukee; theme: Back to Basics and Beyond.
  5. Annual state-wide conference scheduled for February 14-16, 2016 in Green Bay. There is an opportunity for the UFC to be involved in planning/staffing Sunday's round tables and displays in exhibit hall. August and Jordan are currently working on several ideas around urban wood. Jeff Roe suggested that UFC members could volunteer to facilitate sessions and encouraged members to connect with Scott Lyon. Some ideas include: a.) exhibit with urban wood focus; b.) traveling solar kiln display; c.) display of urban wood products with list of places and people that use urban wood to help connect users with arborists.
  6. A core value of WAA is providing continuing education for arborists; to fulfill this, they recently began offering programs for credentialing qualifications needed to become tree risk assessor certified (TRAQ).
  7. WAA is working with others (including the State Department of Workforce Development) to create an apprenticeship program to develop future arborists due to shortage of qualified employees in field; this initiative would put Wisconsin on the map nationally on dealing with urban wood and arborist concerns. This program has two parts: a.) on-the-job training and b.) formal classroom instruction. The academic sessions would be connected to Gateway Technical College and provide content similar to the Urban Forestry Technician program at Mid-State Technical College. There is interest in taking this model nationwide.
  8. WAA goal: to be resource for the public to learn about arboriculture and tree care.
  9. Kristin offered to share WAA information with Wisconsin Nature Centers.

Discussion comments: David reminded group that we will schedule two reports from UFC members' organization affiliations at each meeting. The November 5 meeting will include reports from: Blake Theisen (ASLA) and Jeff Wolters (Wisconsin Green Federation and Nursery Association).

#### 4. Nomination Committee – Vote on nomination proposals

<b>9:35 – 9:45</b>	<u>Lead</u> David Sivyser	<u>Length</u> 10 MINUTES	<u>Type</u> VOTE
<u>Description:</u> Continue 2015 Nomination and Approval process due to vacancies			
<u>Outcome:</u> <ul style="list-style-type: none"><li>• Shahla Werner has been nominated to serve as the representative from the Department of Agriculture, Trade and Consumer Protection (required seat). She'll send her bio to Sara for distribution to members.</li><li>• Kim Miller has been nominated to serve as the representative from the University of Wisconsin Extension Service (required seat).</li></ul>			

- Martin Whitehead has been nominated to serve as a Member-at-Large. He has a marketing background and is currently employed with WholeTrees Architecture and Structures.
- Fred Clark has been nominated to serve as a Member-at-Large. He has a background in both urban forestry and policy matters, is a career forester, and former State Assembly member.
- Bios for Martin, Kim and Fred were distributed to members.
- Jeff Roe reminded group that the UFC members approve nomination recommendations and the official appointment is done by Secretary Stepp.

Action:

Tom Dunbar moved to approve slate of new members; seconded by Jordan Skiff. Motion passed. These nominees will be forwarded to Secretary Stepp through Paul DeLong for final appointment. Nomination Committee complimented on bringing this slate of nominees for consideration.

### 5. By-Laws: discussion on proposed amendments

<u>9:45 – 10:00</u>	<u>Lead</u> Marla Eddy	<u>Length</u> 15 MINUTES	<u>Type</u> Discussion
<u>Description:</u>			
<ul style="list-style-type: none"> <li>• By-Laws amendments have been suggested and distributed to all members.</li> </ul>			
<u>Preparation:</u>			
Review the edits provided with meeting attachments.			
<u>Discussion comments:</u>			
<ul style="list-style-type: none"> <li>• Marla: By-Laws amendments need 30 days review before final vote, so there will not be a vote at today’s meeting. Plan is to distribute these by email by October 5 for a vote at the November 5 meeting.</li> <li>• Jeff Roe: By-Laws are internal document only used to help Council function effectively. Can’t use By-Laws to give Council more authority.</li> <li>• See draft By-Laws for suggested changes. There was some discussion on various amendment changes and edits.</li> <li>• David: purpose of including an attendance requirement is to increase member engagement, refocus purpose of attending meetings, and increase stability of work groups. He suggested the Executive Committee could schedule meeting dates farther in advance to help members plan for attendance. He stated that getting the work groups engaged will help increase member commitment. Also, need to make sure the attendance requirement is included in UFC member Position Description if it is adopted.</li> <li>• If the group is not in agreement at the November meeting, there will be further discussion and this item will be moved to the agenda for the spring meeting.</li> </ul>			
<u>Decisions ([METHOD]):</u>			
<ul style="list-style-type: none"> <li>• Executive Committee will continue to work on this and ask Sara to distribute final draft to members by October 5.</li> </ul>			
<u>Action items:</u>		<u>Person responsible:</u>	<u>Deadline:</u>
<ol style="list-style-type: none"> <li>1. Dwayne suggested adding architectural woodworker/specification writer to membership of UFC as additional member-at-large. He will send job title to Sara for future consideration and inclusion in membership roster under Article III. David suggested that all Council members review membership roster and send other professional categories for inclusion consideration. Jeff Roe cautioned about being too industry-specific.</li> </ol>		<ol style="list-style-type: none"> <li>1. Dwayne</li> </ol>	

<p>David asked Council to consider adding a member of another state urban forestry council as an ex-officio member.</p>		
2. Jeff Roe suggested that sending document via email may violate open meeting law. He will check into this.	2. Jeff Roe	
3. Don suggested we look at the City of Menasha's official committee attendance requirements and will send this to Sara for distribution to UFC.	3. Don	
4. Jeff suggested the Council notify Secretary Stepp of any resignations or removals as a courtesy.	4. David	
5. Send additional By-Laws amendments to Sara by October 2.	5. UFC members	5. October 2
6. Sara will send By-Laws amendments to all UFC members by October 5.	6. Sara	6. October 5

**10:00 – 10:15 BREAK**

**6. 2015 Annual Report**

<b>10:15– 11:00</b> <b>Moved to after lunch</b>	<u>Lead</u> David Sivyer, Report Committee	<u>Length</u> 45 MINUTES	<u>Type</u> REVIEW
<u>Outcome:</u> Review/Discuss the draft/process timeline provided by Annual Report Committee.			
<u>Discussion comments:</u> David commented on this year's timeline for the Annual Report: the Annual Report Committee had hoped to get this report to DNR Forest Leadership Team (FLT) for their November meeting but have learned that the FLT could not accommodate this schedule. The committee is concerned about submitting items with fiscal implications in time to be considered as part of state budget cycle. FLT has agreed that UFC could submit preliminary recommendations that have budgetary impacts rather than a full formal report at this time. Examples of items with budget connections are: 1. Filling Cindy Casey's vacant position; 2. Increasing money available for urban forestry grants. These items will be on the November meeting agenda. Jeff explained timing of DNR budget process; need to be involved 18 months in advance (January/February 2016) to influence next budget cycle.			
<u>Decisions ([METHOD]):</u> Currently aiming to release annual report in early 2016.			
<u>Action items:</u> <ul style="list-style-type: none"> <li>Annual Report</li> <li>Create timeline for future reports.</li> </ul>	<u>Person responsible:</u> <ul style="list-style-type: none"> <li>Annual Report Committee + Sara</li> </ul>	<u>Deadline:</u>	

**7. Urban Wood Processing and Utilization Tour - Share Highlights**

<b>11:00 – 11:30</b>	<u>Lead</u> David Sivyer, Dwayne Sperber	<u>Length</u> 30 MINUTES	<u>Type</u> Presentation and Q&A
<u>Description:</u> David gave PowerPoint presentation summarizing the joint UFC and CoF meeting where attendees visited urban wood processing facilities and met with people utilizing urban wood for higher purposes.			

All attendees agreed that this was a productive and enjoyable day.
<u>Discussion comments:</u> <ul style="list-style-type: none"> <li>• David thought there was good representation at the meeting.</li> <li>• Dwayne stated that meetings like this demonstrate the value and provide justification for the use of wood traditionally considered as waste material.</li> <li>• Jeff Roe told group that Twink Jan-McMahon (Sustainable Atwood/ Wisconsin Urban Wood) and Sabina Dhungana (DNR Forest Products Services) are working on economic models for urban wood similar to traditional forestry at the request of the Council on Forestry.</li> </ul>
<u>Decisions ([METHOD]):</u> Hold another joint meeting (UFC and CoF) in 2-3 years.

## 8. 2016 WDNR/WAA Annual UF Conference

11:30 – 12:00	<u>Lead</u> Executive Committee	<u>Length</u> 30 MINUTES	<u>Type</u> DISCUSSION
<u>Description:</u> Discuss ideas for Sunday afternoon conference presentations/content, “Round Table Networking”.			
<u>Discussion comments:</u> Possible topics for UFC involvement at conference: <ul style="list-style-type: none"> <li>• Round tables go for 2-3 hours and include a social element so be prepared that participants come and go. Host 2 round tables?</li> <li>• Urban Wood: Lead discussion? Staff a round table? Facilitate a more formal session?</li> <li>• Stormwater? How do we generate interest in this topic?</li> <li>• Budgeting and policy issues?</li> <li>• How can we influence community tree policies on utilization of urban wood into the future?</li> <li>• Job creation/apprenticeship programming?</li> <li>• What do arborists need to know? How do we engage arborists in urban wood utilization?</li> <li>• Connecting arborists with people who can use/buy “waste” wood?</li> <li>• Hands-on demo? Smaller physical display? How to engage in person-to-person conversation? Include a sponsor give-away of gear?</li> <li>• How best can we engage conference participants? Who is the audience? What is our message?</li> <li>• Look at cradle-to-grave tree care/use (from tree selection, to planting, pruning, harvesting, etc.) to maximize/increase/influence the future use/commercial value of urban wood?</li> <li>• How to influence municipal/public works budgets to get urban wood into the conversation?</li> <li>• Wisconsin Nature Centers—connecting kids to nature/trees in urban environments? Connecting arborists to their local nature centers? (Kristin)</li> <li>• How to talk with elected officials? Could Curt staff an advocacy table?</li> <li>• Tree species diversity?</li> <li>• Whole trees in architecture? (Martin)</li> <li>• UFC table/display providing information about what we (UFC) do and how we can support arborists in their work?</li> <li>• Educational opportunities for arborists?</li> <li>• Emerging invasive species, tree culture practices, diversity (involve nursery industry)?</li> <li>• Millennials in the workforce?</li> <li>• What about tables/displays plus poster sessions? Another way to share information.</li> <li>• Be careful not to dilute the message.</li> <li>• In previous years, tree diversity was a very popular topic.</li> </ul>			

<ul style="list-style-type: none"> <li>• <b>Summary of conversation:</b> want table topics on the following--urban wood, tree diversity, full cycle, whole trees (Martin), UFC information, how to talk with elected officials (Curt), educational opportunities, workforce issues, emerging issues (invasive species, tree culture practices, WI Invasive Species Rule NR40), asking arborists what issues they would like to see the UFC bring forward as recommendations to the Secretary, how can the UFC better serve the industry, and many others.</li> </ul>		
<u>Action items:</u> <ul style="list-style-type: none"> <li>• August will pull planning committee together to flesh out ideas.</li> </ul>	<u>Person responsible:</u> <ul style="list-style-type: none"> <li>• August</li> </ul>	<u>Deadline:</u>

**12:00 LUNCH**

**9. Work Committees – Introduce the work planning exercise for November**

<b>12:45 – 1:00</b>	<u>Lead</u> David Sivyver	<u>Length</u> 15 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u>			
<ul style="list-style-type: none"> <li>• David explained that the November 5 meeting is dedicated to creating work plans for the work committees as it's been 4 years since these were drafted. This meeting will be facilitated by DNR Staff Specialist Mark Heyde. The goal is to set the UFC agenda for the next 3-4 years. This is an opportunity for members to shape UFC focus areas and action items. He encouraged attendance from all members.</li> <li>• November 5 meeting will be held at Stoughton Fire Department Training Facility. Sara will send out location and other meeting details soon.</li> <li>• <b>The November 5 meeting will include regular updates: Blake Theisen (ASLA) and Jeff Wolters (Wisconsin Green Federation and Nursery Association) and any budget items to forward to FLT.</b></li> <li>• David circulated current work group rosters for members to update/correct.</li> <li>• David reminded members of past conversation with DNR Science Services staff when members gave the scientists recommendations of issues related to urban forestry to be investigated. He suggested we revisit these and see which areas are a priority and may require budget discussions.</li> <li>• <b>Wood Utilization Work Group:</b> Dwayne reported that Wisconsin Urban Wood is area of highest activity at this time.</li> <li>• <b>David suggested we encourage work group chairs to submit their written reports before the meeting using the template format to Sara for distribution with agenda and other meeting materials to help make our work more efficient. See Jordan's Stormwater Issues Work Group report for example.</b></li> <li>• Jordan summarized his written quarterly report from the <b>Stormwater Issues Work Group</b>. See report for details. Most important is the presentation Curt is giving to the League of Wisconsin Municipalities in late October on this topic to encourage advocacy and planning on stormwater issues statewide. This came from talk to UFC in June from Roger Bannerman. Jordan mentioned the work that Milwaukee and Tampa are doing—these areas are case studies under a National Urban Forestry Advisory Grant to develop national GIS tools for best practices around stormwater management to transition from gray infrastructure to green infrastructure and encourage urban areas to look beyond the phosphorus from leaves. There may be credits available to help areas meet new TMDL standards through green infrastructures. David serves on an advisory council related to this project. He also heard from Patty Dreier on the Wisconsin River Total Maximum Daily Load (TMDL) study that dictates water quality</li> </ul>			

standards. This is a process that is being watched closely in the urban forestry area.

- Other Work Groups:
  - **Species Diversity Work Group:** nothing to report.
  - **Advocacy Work Group:** nothing to report; will add more members.

## 10. Future Agenda Items + Meeting Dates

<i>1:00- 1:15</i>	<u>Lead</u> <i>David Sivyer</i>	<u>Length</u> <i>15 MINUTES</i>	<u>Type</u> <i>UPDATES</i>
<u>Description:</u> Discuss future meetings.			
<u>Outcome:</u> <ul style="list-style-type: none"> <li>• Several agenda items were identified for November 5 meeting (see below).</li> <li>• Executive Committee will work on draft 2016 meeting schedule.</li> </ul>			
<u>Action items:</u> <b>Agenda items:</b> <ul style="list-style-type: none"> <li>• Report from Blake Theisen (ASLA).</li> <li>• Report from Jeff Wolters (Wisconsin Green Federation and Nursery Association).</li> <li>• Work Group Strategic Planning facilitated by Mark Heyde.</li> <li>• Budget recommendations from UFC to FLT.</li> </ul>		<u>Person responsible:</u> <ul style="list-style-type: none"> <li>• Blake Theisen (Sara will notify him.)</li> <li>• Jeff Wolters (Sara will notify him.)</li> <li>• Council members</li> <li>• Council members</li> </ul>	<u>Deadline:</u>

### Additional items:

## 11. UFC Awards

<i>1:00- 1:15</i>	<u>Lead</u> <i>Kristin Gies</i>	<u>Length</u> <i>5 MINUTES</i>	<u>Type</u> <i>Updates</i>
<u>Description:</u> Encourage members to write and solicit nominations. These are due by November 30. Contact her if you have any questions. Send nominations to Sara.			
<u>Discussion:</u>			
<u>Action items:</u> <ul style="list-style-type: none"> <li>• Kristin will resend email with awards information.</li> <li>• Marla has a potential nominee(s) in mind: Dr. Ray Guries, UW-Madison professor of forest and wildlife ecology, for his work in the selection and breeding of elms for Dutch elm disease resistance. His research partner was Dr. Eugene Smalley, now deceased.</li> <li>• Jeff Treu encouraged members to think of elected officials who have been supportive of urban forestry efforts.</li> </ul>		<u>Person responsible:</u> <ul style="list-style-type: none"> <li>• Kristin Giese</li> </ul>	<u>Deadline:</u> Completed, See 9/29 Email

<ul style="list-style-type: none"> <li>• Jordan encouraged awards team to take a second look at past nominations that were not selected.</li> <li>• Jeff Treu said that the awards team is not tied to having one awardee in each category each year. He also told members not to worry about the category to be designated when preparing nominations as the awards team will work on this when determining winners.</li> <li>• Jeff Treu asked members to look at the website for information on past winners to get ideas for nominations and to read outside of UFC to spotlight people and/or projects that deserve to be recognized and encouraged.</li> </ul>		
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**1:15 – 2:15            Tour of Heckrodt Wetland Reserve**

**2:15                    ADJOURN**

**Next Meeting:**

**Date:** Thursday, November 5, 2015

**Time:** 8:30 am-2:30 pm

**Location:** Stoughton Fire Department Training Room, 401 East Main Street, Stoughton, WI

**Handouts:**

- Urban Forestry Council Meeting Minutes, June 24, 2015
- Wisconsin Urban Forestry Council Membership Roster, 9/17/2015
- Urban Forestry Council Committees and Issue Groups Draft Roster, 8/27/15
- DNR Urban Forestry Quarterly Report April through June 2015
- Wisconsin Urban Forestry Council By-Laws Draft Revisions, 9-24-15
- Wisconsin Urban Forestry Council Stormwater Issues Quarterly Report
- Advocacy Action Planning Summary
- Stormwater Strategic Action Planning Summary
- Urban Forestry Diversity Strategic Action Plan
- Urban Wood Utilization Strategic Action Planning Summary
- Wisconsin Urban Forestry Council Nomination Committee 2015 New Member recommendations, September 28, 2015
- Biographies from Fred Clark, Martin Whitehead, and Kim Miller
- Governor’s Council on Forestry Informational Brief
- Tree City USA Status Map of Wisconsin
- Wisconsin Locations of Urban Wood Processors Map
- Tree City USA Bulletin #78
- DNR publication: Jumping Worm Field Guide