

Urban Forestry Council Meeting  
1402 Wingra Creek Parkway Madison, WI 53715

WEDNESDAY, MARCH 25, 2015

<b>IN ATTENDANCE:</b> Chwala, Deegan, Eddy, Freberg, Gies, Hoppe, Hubbard, Landgraf, Brabender Mattox, Merkes, Nowak, Ode, Sivyer, Skiff, Sperber, Treu, Tuttle
<b>GUEST:</b> Ed Hasselkus , Gail Sumi, Darrell Zastrow
<b>ABSENT:</b> Allison, Braun, Dreier, Dunbar, Grace, Johnson, Siewert, Theisen, Werner, Westphal, Wolters
<b>DNR:</b> Dierickx, Rideout, Roe, Shanahan, Wahl,

**Agenda Summary:**

<b>8:30</b>	1. Call Meeting To Order, Approve Minutes, Agenda Repair
<b>9:00</b>	2. Update From Deputy Division Administrator Darrell Zastrow
<b>10:00</b>	Break
<b>10:15</b>	3. DNR UF Team Updates
<b>10:35</b>	4. Membership Committee Update
<b>11:05</b>	5. WAA Networking Roundtable Report
<b>11:15</b>	6. Award Presentation + Committee Update
<b>11:45</b>	Lunch + Networking
<b>12:30</b>	7. Updates From Organization Representatives
<b>1:00</b>	8. Issue Groups Report
<b>1:30</b>	9. Council on Forestry Report
<b>2:00</b>	10. Future Agenda Items + Meeting Dates
<b>2:15</b>	11. Passing Of The Gavel
<b>2:30</b>	Adjourn

## 1. CALL MEETING TO ORDER

<b>8:30 – 9:00</b>	<u>Lead</u> Marla Eddy, Chair	<u>Length</u> 30 MINUTES	<u>Type</u> DISCUSSION + APPROVE MINUTES
<u>Description:</u> Call To Order. Introductions. Approve Minutes. Agenda Repair			
<u>Outcome:</u> Approve November 14 Meeting Minutes			
<u>Preparation:</u> Review November 14 Meeting Minutes (Sent with March Agenda)			
<u>Discussion Comments:</u> Minutes approved after quorum was reached. (two short of quorum at 8:30)			
<u>Decisions ([Method]):</u> -Hubbard moves to approve, Freiburg second, all in favor. Minutes Approved			
<u>Action Items:</u>	<u>Person Responsible:</u>	<u>Deadline:</u>	

## 2. UPDATE FROM DNR LEADERSHIP

<b>9:00-10:00</b> <b>(8:50 –</b> <b>10:00)</b>	<u>Deputy Administrator</u> <u>Darrell Zastrow</u>	<u>Length</u> 60 MINUTES	<u>Type</u> INFORMATIONAL Q&A
<u>Description:</u>  Mr. Zastrow provided an update on the Division of Forestry and shared handouts. He addressed the State Budget Proposal (AB21) and its impact and other updates.			
<u>Discussion Summary:</u> <b>Division of Forestry Strategic Direction and Program Reporting:</b> <ul style="list-style-type: none"> <li>- Shared tools used to track work and demonstrate value. Specific metrics were addressed for clarification in response to council member questions.</li> <li>- Reminds Council members to remain engaged in the work and evaluation of the UF team and strategic direction, especially regarding the 3<sup>rd</sup> and 4<sup>th</sup> bulleted documents. <ul style="list-style-type: none"> <li>o “Wisconsin Forestry Facts: Value to Local Government” Division of Forestry fact sheets summarize the impact of the programs (Target audience: legislators and public) Link: <a href="http://dnr.wi.gov/about/documents/FactSheets/FactSheetForestryLocalGov.pdf">http://dnr.wi.gov/about/documents/FactSheets/FactSheetForestryLocalGov.pdf</a></li> <li>o “DNR Impact in Brown County” Department level summaries that connect work to state goals. (Target audience: legislators and public) Link: <a href="http://dnr.wi.gov/about/impactreports.html">http://dnr.wi.gov/about/impactreports.html</a></li> <li>o “Division of Forestry – FY14 Annual Review” UF Strategic Direction Measures worksheet (Target audience: DNR leadership and advisors)</li> <li>o DNR Urban Forestry Team Quarterly Report (Target audience: DNR leadership and advisors)</li> </ul> </li> </ul>			

**State Budget:**

- Proposals affecting DNR, Division of Forestry and Urban Forestry Team including:
  - o Reduction of FTE across Department (66 total expected)
  - o Forestry FTE reductions: 4-Forest Tax Program, 6-Other Forestry Programs (9 total expected)
  - o Science Services FTE reductions
  - o Urban Forestry Grant Program policy changes from AB 21 Section 972-973 (Potential Impact Summary document shared)
- If budget proposals impact the goals listed in Strategic Direction, goals will not be reduced/lowered; rather resources will be shifted to best be able to meet them. Council could advise on shifting of resources if and when appropriate. Reminder from Jeff Roe, UF Team Leader, that strategic direction metrics are dynamic, change may be appropriate regardless of budget.
- Joint Finance Committee hearings are ongoing, expected to conclude May 2015
- New DNR Leadership Team new members and roles:
  - o Kurt Thiede, Deputy Secretary
  - o Mike Bruhn, Assistant Deputy Secretary
  - o Tim Gary Legislative Liaison

**DNR Staffing**

- 3% turnover is expected, therefore 97% is considered full
- Currently at 11% vacancy
- UF FTE (West Regional Coordinator): Process to fill FTEs will resume after the state budget is passed and its staffing implications are fully understood
- UF Council Liaison LTE: Hiring process has started (Application due date April 13)

**Other Updates**

- Stormwater Issue group met with DNR Water division staff, follow up needed
- Forest Products Services Team continues to develop
- Urban Forest Inventory Analysis effort continues, LTE hired to Forest Products Services Team to assist
- Council on Forestry has two legislators in its membership. UF Council should consider inviting legislators but membership does not include legislators per statute

<u>Action items:</u> -Potential Impact of the proposed 2015-17 Budget Language: Typo and resend document	<u>Person responsible:</u> -Shanahan	<u>Deadline:</u> <b>DONE</b> - Corrected version emailed 3/25/15 during meeting.
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**10:00 – 10:15 BREAK**

### 3. DNR UF TEAM UPDATES

<b>10:15- 10:35</b> <b>(10:15 – 10:50)</b>	<u>Lead</u> Brian Wahl, UF Coordinator; Jeff Roe, UF Team Leader	<u>Length</u> 20 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> Update on DNR Urban Forestry Team			
<u>Discussion comments:</u>			
<ul style="list-style-type: none"> <li>- Community Tree Management Institute Graduation held June 23<sup>rd</sup>, 2015 Stevens Point Holiday Inn. Wed June 24<sup>th</sup> Council meeting in Stevens Point</li> <li>- Great Lakes Restoration Initiative grant applications submitted 1)EAB 2)Green Infrastructure</li> <li>- Extension partnership: Invasive Species and Pruning Workshops <ul style="list-style-type: none"> <li>o Discussion of media platforms: potential for a more competitive media outlet? Example: UW Massive Open Online Courses (MOOC): <a href="https://moocs.wisc.edu/">https://moocs.wisc.edu/</a></li> </ul> </li> <li>- Tree City USA, Arbor Day Foundation <ul style="list-style-type: none"> <li>o 194 Tree Cities in Wisconsin, Ranked #2 in Nation</li> <li>o 600 + League of Municipalities members</li> </ul> </li> <li>- Catastrophic Storm Grant process under review by small team (UF team members)</li> <li>- Regular and Startup Urban Forestry Grant processes for 2016 will depend on the final State Budget.</li> <li>- Vacancies: Don and Brian covering West Central. Council LTE and Urban Inventory LTE in discussion</li> </ul>			
<u>Decisions ([METHOD]):</u>			
<u>Action items:</u> -Send link on MOOC	<u>Person responsible:</u> -Tom Landgraph	<u>Deadline:</u> <b>DONE</b>	

### 4. MEMBERSHIP COMMITTEE UPDATE

<b>10:35 – 11:05</b> <b>(10:50 -11:00)</b>	<u>Lead</u> David Sivyver, Vice Chair	<u>Length</u> 30 MINUTES	<u>Type</u> INFORMATIONAL, REQUEST
<u>Description:</u> Discussed upcoming openings in membership and the process to nominate new members.			
<u>Outcome:</u>			
<u>Preparation:</u>			
<u>Discussion comments:</u>			
- Membership gaps from Bylaws: Utilities, UW Extension			
<u>Decisions ([METHOD]):</u>			
<u>Action items:</u>	<u>Person responsible:</u>	<u>Deadline:</u>	

-Forward names for nomination to Olivia -PD's and representation sheet send out to council members	-All members  -Sivyer	- May 1, 2015  - ASAP
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## 5. WAA NETWORKING ROUNDTABLE REPORT

<b>11:05 – 11:15</b> <b>(11:00 – 11:10)</b>	<u>Lead</u> August Hoppe, Jordan Skiff,	<u>Length</u> 10 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> Discuss the 2015 WAA networking roundtable session			
<u>Outcome:</u> Reminder to continue to forward suggestions. Council will pursue this with the WAA Annual Conference Program Committee. (see action items)			
<u>Preparation:</u>			
<u>Discussion comments:</u> - Networking is the most valuable portion of the conference - Send suggestions to Program Committee (some already offered) - Needs: Marketing, space in dinner hall, facilitation i.e. flip charts			
<u>Decisions ([METHOD]):</u>			
<u>Action items:</u> -Send comments and suggestions to August Hoppe -Send commitment of Council Roundtables to Annual Conference Program Committee	<u>Person responsible:</u> -All council members  -Elizabeth Dierickx	<u>Deadline:</u> -ASAP  -ASAP	

## 6. AWARD PRESENTATION + COMMITTEE UPDATE

<b>11:15– 11:45</b> <b>(11:10 -</b>	<u>Lead</u> Jeff Treu, Cmte. Chair; Kristin Gies, Incoming Cmte. Chair	<u>Length</u> 30 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> See new timeline. Congratulate Dr. Hasselkus in person during his acceptance of the Urban Forestry Council Award for Lifetime Achievement.			

<u>Outcome:</u>		
<u>Preparation:</u>		
<u>Discussion comments:</u> 1) Award Presentations <ul style="list-style-type: none"> <li>- West Bend and Habitat declined receiving award publicly</li> <li>- Laura Wyatt: Treu is working with Laura to find an event for this presentation</li> <li>- ATC: Treu is waiting to hear back</li> </ul> 2) Awards committee always open to suggestions for program design, timeline etc. <ul style="list-style-type: none"> <li>- Revised Timeline: Nominations due November 30, consider and send nominations early.</li> <li>- League of Municipalities an outlet for publication</li> </ul>		
<u>Decisions ([METHOD]):</u>		
<u>Action items:</u> -Send pictures from award to Olivia Shanahan, Jeff Treu and Kristin Gies	<u>Person responsible:</u> -All council members	<u>Deadline:</u> -ASAP

## 11:45 – 12:30 LUNCH + NETWORKING

### 7. UPDATES FROM ORGANIZATION REPRESENTATIVES

<i>12:30 – 1:00 (12:30 – 1:30)</i>	<i>Lead</i>	<i>Length 30 MINUTES</i>	<i>Type DISCUSSION</i>
<u>Description:</u> Updates from the organizations represented on the council: WPRA, WAA, ASLA, WGIF, WI DOT, League of WI Municipalities, Utilities			
<u>Outcome:</u>			
<u>Preparation:</u>			
<u>Discussion comments:</u> 1) WI Parks and Recreation Association <ul style="list-style-type: none"> <li>-Has annual meetings/conferences/tours: Spring, Summer and Fall. Depending on the community where the conference is hosted they would like to connect urban forestry aspects to the education</li> <li>-Discussion of proposed budget: Stewardship funds used for communities to acquire park land</li> <li>-Membership if around 500, conference attendance around 300</li> <li>-Regional sub-groups are still in existence: There is a representative from each region</li> </ul> 2) WAA <ul style="list-style-type: none"> <li>-Legislative letter sent out to all members on e-blast and will be sent to all 16 members of</li> </ul>			

the joint membership committee  
 -Training opportunities  
 - Association is creating a Strategic Direction document

3) DATCP

-Nursery certification system in testing stages.  
 -Nurseries struggle with supply and demand  
 -Pollinator health: increased focus on pesticides and how will it affect our pesticide users  
 -Pests and diseases: Utah and southern Illinois have confirmation of long horned beetle family

4) DOT

-Budget process: Challenges in generating more resources for infrastructure. Oregon is looking at a per mile tax vs. gas tax  
 - Proposed to eliminate CSS or (funding for vegetation) Current: milkweed planting for monarchs; Contracted maintenance with counties for aesthetic plantings  
 -Landscape Architecture: DNR contract to purchase 10,000 trees over the next 5 years used on roadways for snowdrift control  
 -Pollinators: Zoo interchange in Milwaukee and I-39 corridor to incorporate plants for pollinators  
 -Suggestion: City foresters should connect with DOT when they are working in your area. Make your needs known, speak with the Project Designer.  
 -Rest Areas: Portage replanting. Re-design in La Crosse  
 - What is DOT jurisdiction on removals on ROW?  
 RE: If funds are left over from snow removal budget then they may create clear zones. All maintenance is contracted out to the counties.

Decisions ([METHOD]):

Action items:

-Send WAA Legislative Letter to council members  
 -Send WAA strategic direction to council members

Person responsible:

-August Hoppe  
 -August Hoppe

Deadline:

-ASAP  
 -ASAP

**8. ISSUE GROUPS REPORT**

<i>1:00 – 1:30 (1:30 – 1:45)</i>	<i>Lead Issue Group Leaders</i>	<i>Length 30 MINUTES</i>	<i>Type DISCUSSION</i>
<u>Description:</u>			

<u>Outcome:</u>		
<u>Preparation:</u> Please bring a completed Issue Group Reporting Form		
<u>Discussion comments:</u> 1) Storm water -Connect again with DNR Storm water staff -Total maximum load analysis: DNR looking at water quality and what is contributing -MaryAnne Lowndes may consider inclusion if there is science to show the benefits of trees 2) Dwayne Sperber will head the wood utilization issue group 3) Tree diversity: Johnsons contract growing and known inventory shortage 4) Advocacy: Dan Siewert is stepping down as advocacy group leader.		
<u>Decisions ([METHOD]):</u>		
<u>Action items:</u> - Seeking leader for Advocacy Group	<u>Person responsible:</u> - All council members	<u>Deadline:</u> - June 24 <sup>th</sup>

## 9. COUNCIL ON FORESTRY REPORT

<b>1:30 – 2:00 (1:45 – 2:00)</b>	<u>Lead</u> Marla Eddy, Chair	<u>Length</u> 30 MINUTES	<u>Type</u> Information
<u>Description:</u> Update from Council on Forestry meeting. Discuss joint meeting for July (tentative).			
<u>Outcome:</u>			
<u>Preparation:</u>			
<u>Discussion comments:</u> 1) Meeting again in April 7 <sup>th</sup> in Tamahawk. Bruce Allison will be in attendance			
<u>Decisions ([METHOD]):</u>			
<u>Action items:</u>	<u>Person responsible:</u>	<u>Deadline:</u>	

## 10. FUTURE AGENDA ITEMS + MEETING DATES

<b>2:00-2:15</b>	<u>Lead</u> David Sivyer, Vice Chair	<u>Length</u> 15 MINUTES	<u>Type</u> Information
<u>Description:</u> Discuss future meetings, logistics for June CTMI Graduation			
<u>Outcome:</u>			
<u>Preparation:</u>			
<u>Discussion comments:</u> 1) CTMI Graduation on Tuesday June 23 <sup>rd</sup> and Council Members are invited to participate. -Suggested: Patty Dreier secure location, Convention and Business Bureau 2) November possibly be hosted in Mequon/Menasha			
<u>Decisions ([METHOD]):</u> Wednesday, June 24 <sup>th</sup> is confirmed for meeting in Stevens Point, but location TBD			
<u>Action items:</u> - Pair up students and Council Members - RSVP to Olivia if you are attending graduation and Olivia will make hotel accommodations - Send suggestions of tours to executive committee	<u>Person responsible:</u> -Eddy  -All council members  -All council members	<u>Deadline:</u> - Prior to June Meeting - April 30 <sup>th</sup>	

## 11. PASSING OF THE GAVEL

<b>2:15-2:30</b>	<u>Lead</u> Marla Eddy, Chair	<u>Length</u> 30 MINUTES	<u>Type</u> Information
<u>Description:</u>			
<u>Outcome:</u> - Treu move to adjourn, Freiburg second, adjourn			
<u>Action items:</u>	<u>Person responsible:</u>	<u>Deadline:</u>	

## 2:30 ADJOURN