

# WISCONSIN URBAN FORESTRY COUNCIL

September 13, 2013

UW-Stevens Point

**In Attendance:** Todd Chwala, Christopher Deegan, Patty Dreier, Thomas Dunbar, John DuPlissis, Marla Eddy, Brea Grace, August Hoppe, Leif Hubbard, Shirley Brabender Mattox, Don Merkes, Tony Nowak, Art Ode, Dan Siewert, Katie Simonsen, Jordan Skiff, David Sivyer, Jeff Treu, Kelli Tuttle, Les Werner, Kevin Westphal, Jeff Wolters

**Members Absent:** Bruce Allison, Mark Freberg, Dan Green, Tom Landgraf, Blake Theisen

**Ex Officio members in attendance:** Jeff Roe, Olivia Witthun, Laura Wyatt

**Public guests in attendance:** John Gall

**DNR guests in attendance:** Steve Hubbard, Jim Warren

## Call to Order and Introductions

**Kelli Tuttle**

Kelli Tuttle called the meeting to order at 9:35am and passed the "gavel" to incoming chair, Marla Eddy. Marla thanked Kelli for her service as UF Council chair and presented Kelli with a piece of pottery in thanks and appreciation of her service from the UF Council. Marla also presented Kelli with a "tree" wall hanging in thanks for Kelli's support in mentoring Marla for her new position. Kelli thanked Laura for her assistance during her term and presented Laura with assorted teas. New council members Brea Grace, August Hoppe, Tony Nowak and Katie Simonsen were recognized. Introductions followed. Leif Hubbard moved to approve the 6/21/13 meeting minutes; seconded by Jeff Treu. Motion passed.

Marla announced that Gregg Kessler regrettably tendered his resignation due to growing commitments with work and family. Jordan Skiff has agreed to serve as chair of the stormwater and trees issue group.

**ACTION: Members were asked to review the membership list and send revisions to Laura.**

## Urban Wood Utilization – Follow-up to June meeting

**David Sivyer**

As directed by the UFC at the June meeting, the UFC wood issue group composed a letter to State Forester, Paul DeLong expressing the need for DNR forestry assistance in facilitating urban wood utilization stakeholders and partners. It was also recommended that one of the new forest product services positions be dedicated to urban wood utilization. Members of the group meet with Paul DeLong and Rebecca Diebel (Section Chief of Staff & Partner Services) on August 20, 2013 to further discuss the recommendations. Marla distributed her notes regarding the meeting.

Paul has responded and is aware of the issues and opportunities. Based on the driving forces and funding which resulted in the new positions, no one staff will be strictly dedicated to urban forestry; all four new staff positions will be expected to assist and engage in urban wood utilization where and when appropriate. Paul also shared that forestry has hired a new Forest Inventory Analyst. Traditionally, this position has responded primarily to rural forest resource requests. Recognizing the assessment needs within urban forests, the new analyst will work closely with the urban forestry program as well. David expressed his opinion that the DNR urban forestry program is developing a larger footprint which includes urban wood utilization. Correspondence and conversations with DNR forestry leadership have been encouraging.

Letters supporting the Council's view were submitted by Sustainable Atwood, Dane County Tree Board, Kettle Moraine Hardwoods-Bob Wesp, and Dwayne Sperber. The additional letters of support did make a difference. Our message has been heard. Please review copies of letters distributed with the agenda.

Jeff Roe responded to questions pertaining to urban forestry assessment. Progress is being made to develop UF assessment measures. UF staff has met with the new DNR Forest Inventory Analyst, Andy Stoltman, and research staff with DNR Science Services. Dick and Andy are drafting a scoping document outlining a strategy to develop and implement an urban FIA (Forest Inventory & Assessment) type assessment. These measures

are integral to all our UF intent statements. An advisory team will be developed to provide external comment. Additional information will be shared at the November meeting; Andy Stoltman will be introduced then.

### **Urban Wood Utilization - DNR Forest Product Services**

**Steve Hubbard**

Steve Hubbard, Forest Product Services team leader, shared his vision and timeline for the reformatted program. A primary focus will be those issues which support forest industry job retention and job growth in concert with sustainable forest management. He plans to fill the four positions (one with a statewide assignment and three with district responsibilities) making-up his team as soon as possible; with hopes that they will be on board to participate in the annual UF conference in January.

Steve recognizes the collective expertise of the UFC and looks forward to working together with the UFC, urban forestry staff and additional municipal and private sector partners to maximize value of urban wood. Steve shared his experience assisting partners with feasibility studies, aligning wood product sources with processors, forestry markets, biomass, grants (SBA, WEDC, DATCP), small business development and more.

David Sivyer emphasized, although we all recognize the importance of jobs and the economy, the merits of urban wood utilization should also be considered in regards to environmental services. Case in point; the Milwaukee municipal model of transporting all wood to Kettle Moraine Hardwoods for processing, saves approximately \$26 /ton in processing costs and keeps this natural resources out of diminishing landfills.

Commercial arborists need to be brought into the conversation.

**ACTION: August Hoppe will share the UFC interest in urban wood utilization with WAA and the WAA/DNR program planning committee.**

### **Urban Wood Utilization – Urban Wood Utilization Issue Group**

**John DuPlissis**

John DuPlissis has agreed to serve as chair of the urban wood utilization committee. John provided comment and review of the urban wood utilization action plan developed by the committee.

We need to build bridges between small business/UF communities to assist in moving utilization forward; need to engage in a lifecycle view of the urban forest resource. What are the markets? What are the economics? There is a need to define supply chains, primary/secondary processors. Identifying and getting people into the room regarding where UF fits into the supply chain. Example: Rothschild's bio-generator looking at wood sources within a 75 mile radius of the plant. How to access traditional loggers, bring in communities, setting-up marshaling yards?

We need to increase the number of people at the table; where are the innovators; the business incubators? There is a state business plan contest which could be engaged? There are marketing grant dollars to support initiatives. Steve Hubbard is optimistic of grant dollars being available. Patty Dreier is a former grant writer and able to assist; let's get started; get a theme injected into business plan contest. Brea suggested partnering with WEDC.

Moving forward: early stages of building bridges, mapping-out and identify players; who has best opportunity; **work toward strategy not tragedy**. New EAB find in Superior has captured attention of the traditional wood processing industry, providing a new set of opportunities.

The Governor's Council on Forestry will be hosting a Forestry Economic Summit in December. 200+ invited guests will participate in discussions regarding stimulation of economic development in forest products market. John has suggested topics on urban wood utilization to the program planning committee.

Jeff Roe shared that the national strategy has been to separate urban wood from the traditional marketplace. Maybe there needs to be a blending of the markets; building bridges. With state funded management plans; maybe include a wood waste component, also capture structural logs within inventory data collection? August Hoppe would like the information on sources of portable saw mills.

**ACTION: Steve Hubbard will provide links to the portable sawmill listing and WI wood industry directory. Laura will distribute links to the Michigan UW site and Madison's own Sustainable Atwood program which is working on an urban wood utilization DNR UF grant project.**

**Lunch – Issue Groups met during lunch.**

### **Advocacy TED Talk**

**Marla Eddy**

Marla shared TED (technology/entertainment and design) talk featuring advocacy and interacting with elected officials, *Political change with pen and paper*. View at: [http://www.ted.com/talks/lang/en/omar\\_ahmad\\_political\\_change\\_with\\_pen\\_and\\_paper.html](http://www.ted.com/talks/lang/en/omar_ahmad_political_change_with_pen_and_paper.html). Shirley Mattox, Patty Dreier and Don Merkes shared their perspectives as elected officials. Make opportunities to get to know your legislators and become the “go to” person regarding urban forestry. Omar Ahmad has also written a book, *Citizen Advocate*.

### **Council Business**

**Marla Eddy and others**

**Les Werner and Kelli Tuttle** announced that UFC leadership will be meeting with the DNR Forestry Leadership Team (FLT) to share recommendations presented in the 2013 Advisory Report. This is the first time UFC representatives have met with FLT. Special thanks to Patty Dreier for hosting the meeting at Portage County facilities.

The Arbor Day Foundation is hosting the **Partners in Community Forestry** conference in November. DNR UF staff will be submitting a conference attendance proposal. If anyone from the UFC is interested in attending, please let Marla and Laura know as soon as possible.

**Jeff Treu** shared information on the UF Council awards which provide recognition to UF projects throughout the state. Please review the UFC website for information on submitting an award proposal (deadline December 30). Please promote. This is an excellent way to promote the benefits of UF. Jeff also needs a few members to serve on the Awards Committee to review and select award winners (early January). Please see Jeff to volunteer or for additional information.

### **DNR Update**

**DNR Staff**

Jeff Roe shared the new format for the UF program quarterly report. The information has been formatted in response to the five intent statements which are guiding the most critical work of UF as outlined in the Strategic Direction. Please share comments with Jeff, Olivia and/or Laura regarding the changes. Olivia Witthun reviewed highlights of the report.

Laura Wyatt reviewed information regarding the 2014 Stihl Tour des Trees. This fundraiser for tree research will be held in WI in conjunction with the ISA conference in August of 2014. Dick and Laura are involved on the planning committee and are looking for public and private sponsors and partners. Please contact Dick and/or Laura with comments and ideas.

### **Open Mic**

**All**

**Jim Warren** – kudos to the UFC on their work with urban wood utilization. Jim is impressed with the growth and influence of the council.

**Todd Chwala** - needs specs for wood chips which can be utilized on playgrounds (Marla has).

**Jordan Skiff** – Fond du Lac has developed a bike/pedestrian plan; interested in Tour des Trees.

**Christopher Deegan** – Anna Healy is leaving DATCP to enter the private sector. Her position will be filled.

**Patty Dreier** – Is happy to be hosting the FLT/UFC conversation on September 20 in Portage County.

**Shirley Mattox** – Looking for photos depicting EAB impact.

**Kevin Westphal** – Cedarburg is 9 miles from what was “EAB gound zero” in 2008. Cedarburg has been treating ash and has been able to prevent their ash trees from becoming a wall of wood.

**Katie Simonsen** – is pleased to be part of the UFC representing nature centers, birds and wildlife and habitats.

**Don Merkes** – has successfully utilized the tree benefits/values fact sheets which Kim Miller constructed with regional planning. Menasha celebrated 30 years as a Tree City USA community. Canadian National RR has planted 32 trees in celebration.

**Art Ode** – Bayfield does not understand the impact EAB will have on the community and area.

**Jeff Wolters** – Announced the conference Where Ecology Meets Economy – a forum for green industry & land management professionals on September 26, at Johnson's Nursery.

Meeting adjourned at 2:35 pm.

**Next meeting date: November 15 in Madison at the Forest Products Lab.**