

# WISCONSIN URBAN FORESTRY COUNCIL (UFC)

November 15, 2013

USDA Forest Products Laboratory – Madison, WI

**In Attendance:** Bruce Allison, Todd Chwala, Christopher Deegan, Patty Dreier, John DuPlissis, Marla Eddy, Brea Grace, Mark Freberg, Dan Green, Leif Hubbard, Tom Landgraf, Shirley Brabender-Mattox, Don Merkes, Tony Nowak, Art Ode, Jordan Skiff, David Sivyver, Blake Theisen, and Jeff Treu.

**Members Absent:** Tom Dunbar, August Hoppe, Dan Siewert, Katie Simonsen, Kelli Tuttle, Les Werner, Kevin Westphal, Jeff Wolters .

**Ex Officio members in attendance:** Jill Johnson, Olivia Witthun, Laura Wyatt, Dick Rideout and Jeff Roe

**Public guests in attendance:** John Gall, Roald Gundersen, Martin Whitehead

**DNR guests in attendance:** Steve Hubbard, Andrew Stoltman, Elizabeth Kluesner, Olivia Shanahan, and Wendy McCown

## **Tour of Forest Products Laboratory**

Members met at 9:00 a.m. for a tour of the research facilities.

## **Call to Order and Introductions**

**Marla Eddy**

Marla Eddy called the meeting to order at 10:00 am and asked those in attendance to introduce themselves. Leif Hubbard moved to approve the 9/13/13 meeting minutes; seconded by Jeff Treu. Motion passed.

## **Council on Forestry (CoF) Report**

**Bruce Allison**

Bruce Allison reviewed current issues of the CoF including revisions to the Managed Forest Law, the FY15-17 budget process and the Governor's Forestry Economic Summit scheduled for December 12 & 13. Bruce will be attending in addition to John Gall, David Sivyver and Les Werner; the event is invitation only. The Urban Forestry Council is pleased to have received three invitations. Please reference attachments.

## **DNR Forestry Business Services: What's in it for Urban Forestry?**

**Wendy McCown**

Wendy McCown, Bureau Director – Forestry Business Services provided an overview of the services the bureau provides, especially those serving urban forestry including forest products services team (urban wood utilization), forestry inventory services and enhanced Web/GIS/IT services. Many of these additions are the result of the Strategic Direction initiative. Art Ode complimented Ms. McCown on her presentation and clear explanation of changes resulting from the Strategic Direction process which the UF Council has been part of. Jeff Treu expressed similar remarks. Please reference PowerPoint presentation.

## **WholeTrees Architecture & Structures**

**Martin Whitehead and Roald Gundersen**

Emerging forestry-based commercial construction business focusing on structural building systems utilizing small diameter round timber (such as red pine) and larger diameter, branched timbers from both urban and rural sources.

- 7 years established; positioned for growth
- Offices in Madison and Stoddard, WI
- Employees – 5 in Madison, 16 in Stoddard and growing
- SBIR (Small Business Innovation Research) funded - \$600,000 to date
- Private investment – half way to a goal of \$1M
- Utilizes “waste” from managed rural and urban forests; provides ADDED economic value
- Showcases the strength of round timber vs milled lumber and steel
- Supports USGBC LEED accreditation (up to 6 points)
- Supported by increased interest in sustainability & local agriculture

Hard copy presentation materials available for review from Laura Wyatt

**Lunch – Issue group committees met during lunch.**

**US Forest Service-Urban Forestry**

**Jill Johnson**

Federal support for urban forestry is not stable. The president's budget has allocated \$25 million, the Senate budget is \$28 million and the house budget is \$0. Previous level has been \$30 million. In the past, \$225,000 has come to WI which supports LTEs, out of state travel, grant programs and more. Jill recommended the Sustainable Urban Forest Coalition as a good source for information on policy advocacy.

**Council Business**

**Marla Eddy and others**

**UFC Executive Committee and Les Werner, Jeff Roe, Dick Rideout and Laura Wyatt** met with the Forestry Leadership Team to present the 2013 Advisory Report in November. **Patty Dreier** hosted the meeting at the Portage County facilities. The PowerPoint presentation led to excellent discussion and a better understanding by all of the issues and challenges facing WI urban forests and DNR forestry. We need to continue to act in ways that are inclusive of FLT.

**John DuPlissis** shared plans for the urban wood utilization workshop, sponsored by the UFCouncil, at the WAA/DNR Annual Conference in January. **Marla Eddy** asked for volunteers to moderate sessions at the conference.

**Jeff Treu** reminded members to consider and submit nominees for UFCouncil award program. Deadline is Dec. 30; please promote and nominate!

**Connecting Effectively with Decision Makers**

**Elizabeth Kluesner**

Elizabeth shared tips on how to effectively connect with legislators. It is important to remember the UF Council is an appointed council of the DNR with the role of advising the DNR, not the legislature. DNR doesn't take a position on bills; provides information to the legislature, as requested. DNR is information source; legislature is policy maker. Inviting elected officials to urban forestry related events in their districts (Arbor Day Celebrations) and offering/ coordinating field trip/tours within your district can be an effective tool to educate and make elected officials more aware of UF related issues.

**UF Inventory & Assessment**

**Andrew Stoltman**

Andy introduced himself to the council and outlined his role and scope of work as the Rural and Urban Forest Inventory and Analyst Specialist. He is working closely with Dick to identify what are the questions that stakeholders need to have answered to assist them in decision making. What do they consider to be the most important inventory and assessment information? Please refer to attachment.

**Issue Group Reporting Out**

**Jordan Skiff (storm water and trees)** - referenced the issue group update that was shared with agenda. Need to learn more about the issue; would like to see tree planting receive storm water related credits. Please see attachment to agenda.

**Todd Chwala (diversity)** – challenges include stock shortage due to economic downturn, transportation costs (possibility of pooling orders), reducing risk for growers (contract growing), better utilization of state nurseries, improved education and understanding with tour of elm trial plantings, McKay and breeding new cultivars better suited for urban conditions.

**Christopher Deegan (advocacy)** – 1. Need to prepare an informational packet/handout for the UFC meeting in Madison in **March**. Last year's packet focused on EAB issues and grant funds distributed by District in order to highlight urban forestry dollars going directly to communities. What target should this year's packet aim for? Please send any & all ideas to Christopher ASAP.

2. Jordan Skiff emphasized promotion of grant funding opportunities for existing urban forest operational needs. Previous grant monies were usually allocated for urban forest planning projects (e.g. EAB municipal

response plans), but there is a need to make future funding available for current and ongoing operations that benefit the urban forest system. A potential source of funds was identified in the UFC's 2013 recommendations to the DNR's Forestry Leadership team: \$1M special appropriation from the mil tax.

## **Open Mic**

**All**

### **Add your name and comment –**

**Dick Rideout** – Tour des Trees will be held in Wisconsin this year in conjunction with the International Society of Arboriculture Annual Conference and Trade Show; dates are July 27 through August 3. It is the largest fundraising event to support tree research. Donate and consider riding in the tour. Sponsors and volunteers are also needed. Visit <http://stihltourdestrees.org/> for additional information.

Meeting adjourned at 2:35 pm.

**Next meeting date: March 12 in Madison at the State Capitol.**